



Adding the Christmas Spirit

to these world standard quality lines:

President Suspenders
 Texend Braces
 Tropical Texend Braces
 Secretary Suspenders
 Duplex Suspenders
 Bull-Terrier Suspenders
 Silklastic Suspenders



Paris Garters
 Beautiful Arm Bands
 and
 Combination Sets



More than 100 beautiful designs in
 Christmas gift boxes, with no sacrifice
 of quality in the merchandise.

Order from your wholesaler.

The Dominion Suspender Company, Limited

Suspenders in which quality has FIRST consideration.

NIAGARA FALLS



CANADA

M O V I N G

The Dominion Government has purchased our new warehouse and factory (Keens' Building), at 185 Spadina Ave., for the use of the Invalided Soldiers' Commission.

We have secured ample accommodation in the new Continental Building, 259 Spadina Ave., and will be located there about October 1st.

You will find the sample rooms on the main floor, and will find, as always, a warm welcome there.

Our new home is such that we can promise our patrons the same service and the same high quality that have distinguished **AVENUE BRAND CLOTHES** from the beginning.

Remember the new address :

The W. J. Keens Company, Limited

Makers of "Avenue Brand" Clothes

259 Spadina Avenue

Toronto

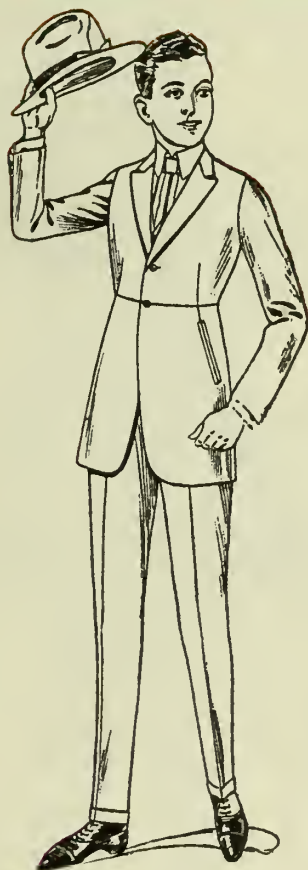
Broadway

BRAND

Clothes
for exacting men

OCTOBER, 1918

BIG BUSINESS



Why a Broadway Suit or Overcoat stays sold

Because the Broadway lines are produced by a specialized organization possessing every facility for making clothes of exceptional merit — clothes that not only look well but yield wear in keeping with their looks.

And because the lines and the smart drape of a Broadway Suit or Overcoat live as long as the garment itself. "Broadway" means lapels that don't curl, fronts that don't wrinkle or break, seams that don't rip—in short, "Broadway" is the brand of clothes that satisfy because of real, lasting merit.

For Spring '19 we have assembled a showing of Broadway Models—two of these being illustrated herewith—that will fully maintain this splendid standard.

It's worth your while to look these over. Our man can call at your convenience.



RANDALL and JOHNSTON
LIMITED
TORONTO

**Wearers of Tower's
Waterproofs are
always satisfied**

Complete protection for
everybody

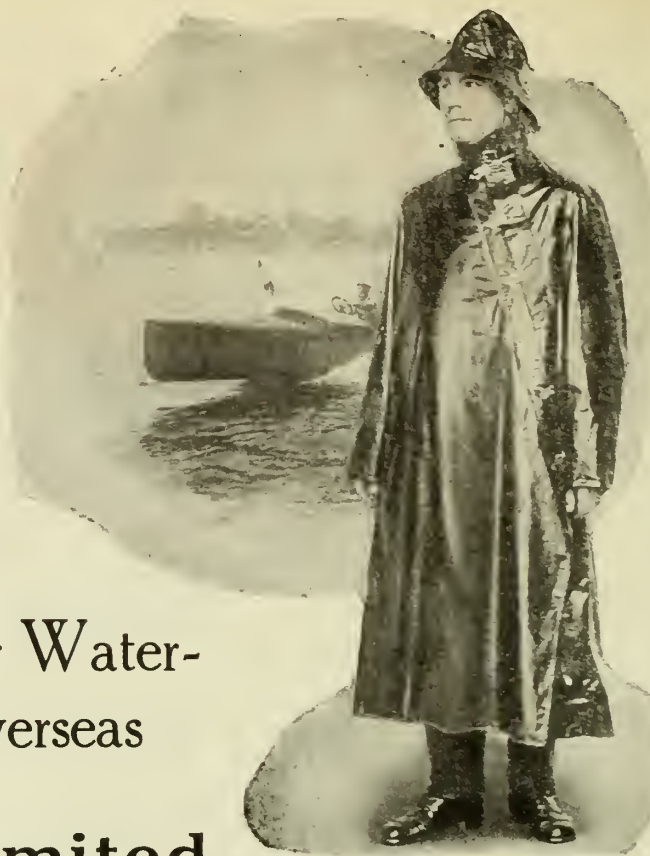
Coast to coast service



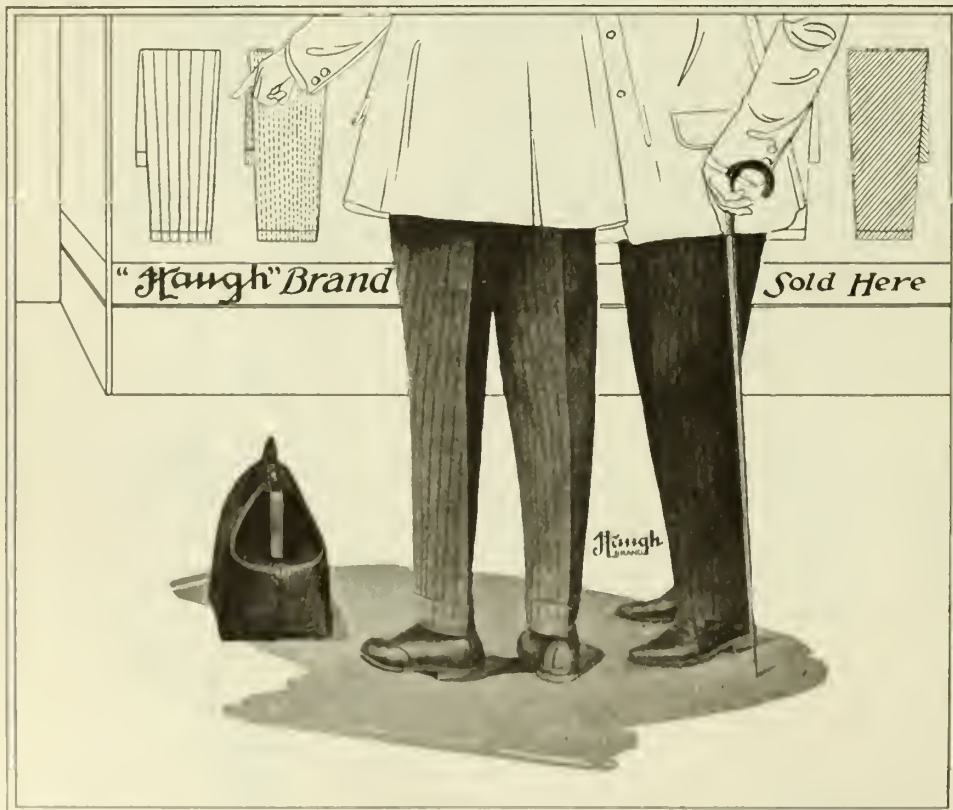
Recommend a Tower Water-
proof for the Boy Overseas

Tower Canadian, Limited

TORONTO VANCOUVER HALIFAX



TROUSERS THAT STAND OUT



The Haugh Brand is the mark of honest goods and workmanship.

Haugh Brand goods draw customers, then draw customers back for more.

Inspect our Trousers, Work Shirts, Overalls, Boys' Bloomers, Kiddies' Cover-alls.

Our travellers now have samples on hand.

**J. A. HAUGH
MFG. CO., LIMITED**

658 King Street W.
TORONTO

Peck's



For over a third of a century

PECK'S have clothed Canada's men and boys, many having worn no other brand.

For the Spring season, 1919, there is an ample supply of goods now in warehouse so that delivery of any lines selected from present samples is guaranteed.

The range includes a variety of materials, well selected and finished, as usual, in the *PECK'S* high quality of style and workmanship.

John W. Peck & Co., Limited

MONTREAL

WINNIPEG

VANCOUVER

THE
Lang
SHIRT

“The Line of Unusual Values”

SPLENDID RANGE FOR SPRING

YOU will appreciate the values and the variety of patterns we are showing. We suggest a careful consideration of these, for the future is so uncertain that such a range may not again be possible. We are of course covering for Fall 1919, but prices make it evident further advances will have to be struck for that season.

WE suggest cautious buying, not for speculation, but for your needs; yet we would like to impress upon you the exceptional value of our present Spring range.

WHAT is true of Shirts is true also of our Boys' Blouses and Shirts. The values our travellers will show are exceptional.

Both Shirts and Blouses Can Be Made With Your Label

MANY merchants want their own identification on the goods they sell. We are glad to co-operate in this regard.

THE LANG SHIRT CO., LIMITED
 KITCHENER ONTARIO

Picture This Poster In Full Colours—



HERE is the newest Gillette Salesman—designed, not to sell TO you, but to sell FOR you!

You won't have to IMAGINE the vigorous coloring of this unusual poster long, for you will **see it**—see it dominating the bill-boards in your neighborhood.

The timely topic commands interest. The strength of the word GILLETTE and the reproduction of the razor itself will make thousands resolve to buy NOW the razor they had for some time been deciding to purchase.

Every Gillette dealer should be prepared to meet exceptional demand. There is no time to lose. Different styles of Gillette Razors will be called for. Be quite sure your stock is adequate!

The growing expectation of a shortage of Gillette blades, owing to conditions arising out of the war, will result in calls for blades in CARTON lots. Just now we can fill orders promptly, but it is well to be prepared for possible contingencies.

Gillette Safety Razor Co. of Canada, Limited

Office and Factory: 65-73 Alexander St., MONTREAL



Make Sure of Cap Deliveries

Our travellers are now on the road for immediate and spring delivery. Before placing your cap order we would advise you to look over our lines as our range this year is unusual for values. To ensure deliveries place your order for Spring early as cloths are scarcer than ever before.

J. SAMUELS & SONS

77-79 PETER STREET

TORONTO

Show

BENTRO *Sweaters*

Knit

for his present

A WINDOW-TRIM of these Sweater Coats will remind many that a Sweater Coat—warm and snug fitting—will be a delight and a lifesaver over there.

OUR line in all wool, or half cotton, will provide exactly what you need. See also our Toques, Gloves, Mitts and Mufflers.

WE advise covering sorting needs at once. The situation is such that future deliveries are uncertain.

Williams-Trow Knitting Co., Ltd.

STRATFORD, ONTARIO





K. & S. CLOTHES

are

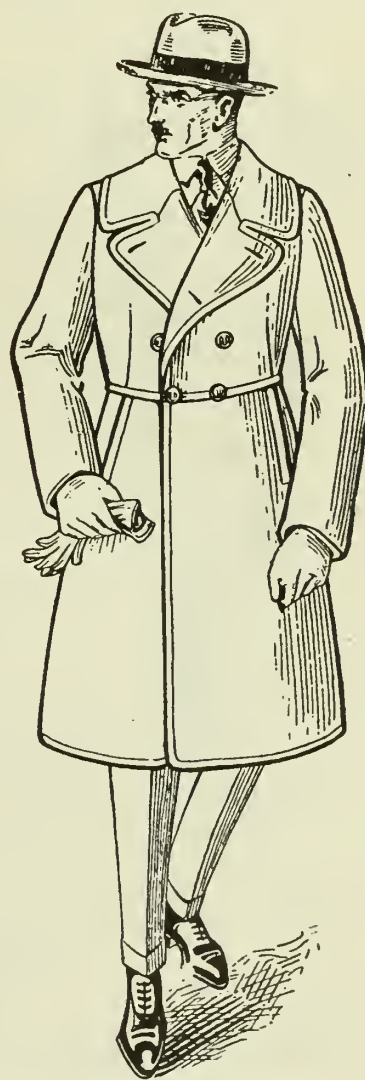
“distinctively
different”

Arrange now to see the new offerings of “K. & S.” Suits and Overcoats.

They are all that good clothes should be and more. Every garment is tailored to a nicety and built to give “absolute service.”

Besides — our far-sighted policy in buying ample stocks of Woolens and Trimmings far in advance enable us to quote you at advantageous prices.

May we go further into the matter with you?



Kaplan, Samuelsohn & Co.

1620 CLARK STREET

MONTREAL

Calling your attention to the two Miller-Made Specials—



Miller-made Summer - Weight Clothing

—a line that made good during 1918 and is going to make better in 1919. The Miller-Made Palm Beach and Summer Weight Clothing satisfactorily solves the problem of prompt deliveries of these lines by eliminating the expense and delay of bringing goods across the line.

and

The Miller Military Walking Breeches

You need this for your military trade. It's a popular line and a seller wherever shown.

We supply a full range of Privates' Serge Slacks, Tunics, Haversacks, Putties, etc.

The Miller Manufacturing Co.,
Limited

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

44 York Street

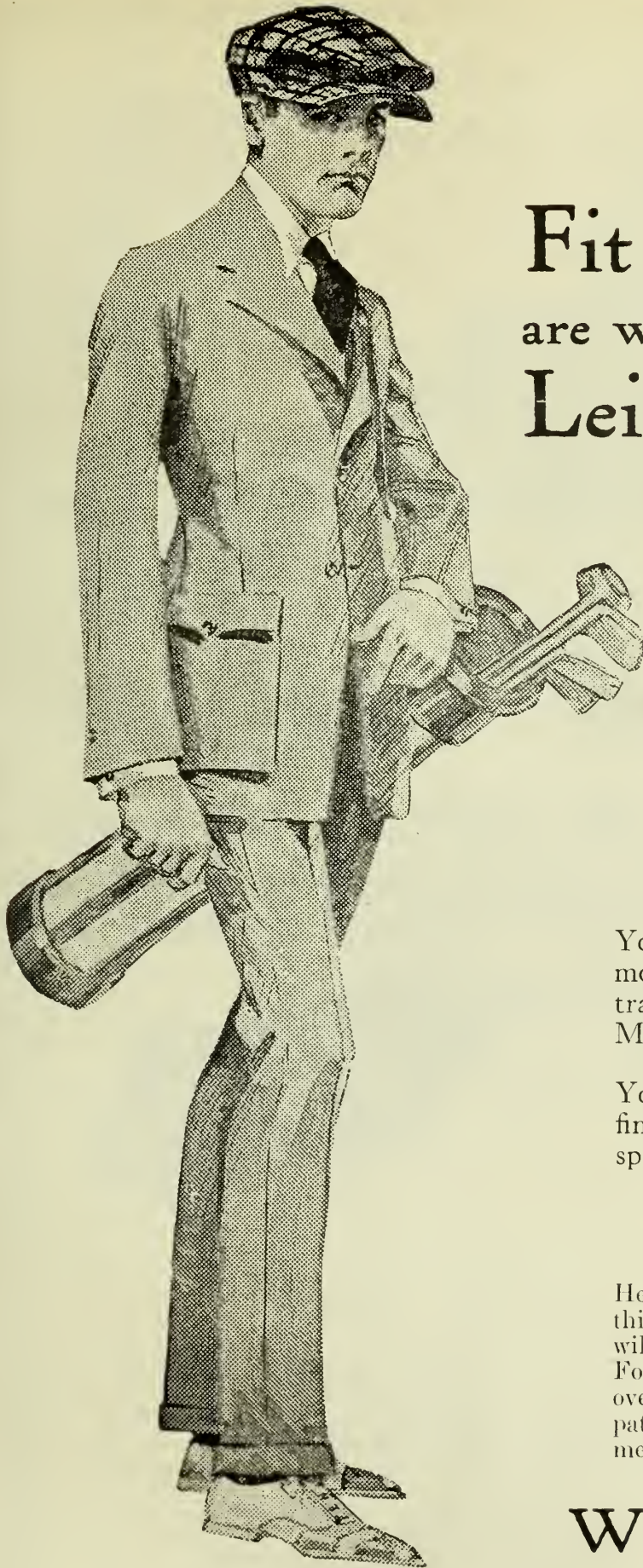
TORONTO

Travellers Out For Spring

Cover your white-wear requirements.

In duck coats, white and khaki duck trousers, flannel trousers, lustre coats and men's aprons we have what you require.

The values will prove a pleasant surprise.



Fit and Style

are woven right into every

Leishman Garment

See the New
Spring Models

In Fabric Quality
and Tailoring
Excellence they are
all that you could
wish.

You meet the clothing ideals of the most critical men and clinch their future trade when you give them Leishman Made-to-Measure service.

You will find our materials unusually fine—thanks to our advance buying and splendid connection.

*Send us your order Now for
Fall and Winter Overcoats*

Heavy buying of Overcoats is assured for this year, since your customers realize they will be much higher in price next year. Fortunately we have a splendid stock of overcoatings—splendid alike in fabric and pattern, and can look after your requirements.

W. H. Leishman & Co.

Limited

Wholesale Custom Tailors

68 Temperance St.

Toronto

"Makers of the Best Tailored Garments for Men"

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

Underwear that is backed by 59 years' reputation

It is simply good business sense to sell an underwear that's backed by a record of 59 years of customer satisfaction.

While our "CEETEE" full-fashioned Underclothing is scarce this season, there is nothing that will take its place.

But you can still sell your "CEETEE" customers

Turnbull's
**PERFECT FITTING
UNDERWEAR**

Made only by

The C. Turnbull Company of Galt, Limited - Galt, Ontario



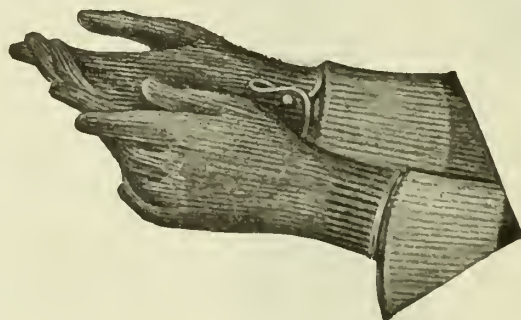
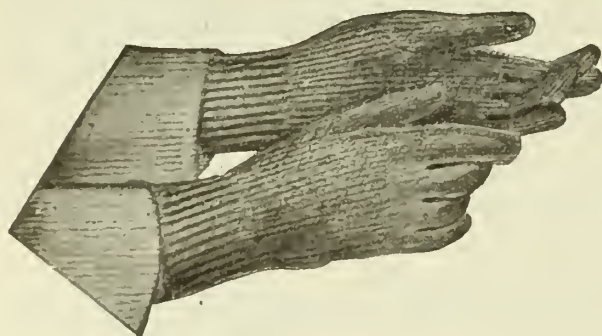
LOOK FOR THE SHEEP

The pure wool underclothing that will not shrink. Full fashioned—no seams. Only the very highest quality underwear bears this trade-mark.



Splendid quality plain knitted and special closed crotch.

Above are shown the brands on "Turnbull's" underwear—either one a guarantee of a satisfied customer for the dealer.



When you examine these Scotch-Knit Gloves

You will see that you are receiving a thoroughly satisfactory line—the best that can be offered.

Send to-day for a sample dozen and convince yourself of their merit. Remember—we guarantee these gloves and have lately taken measures to increase our production, so that we are now able to handle a number of sorting orders.

The Avon-Hosiery Company
STRATFORD, ONT.



“Safe On First!”

You, Mr. Dealer, will be just as safe in connecting now with the line of Boys' Clothes that's GUARANTEED.

Wearbetter Clothes

are made to *wear better* and they do. Besides every garment is designed and cut and tailored to a degree of fashion excellence, well calculated to please the Boy and the Boy's parents.

We invite you to examine the new Wearbetter range for Spring, 1919. Judge for yourselves the real selling value of Wearbetter Clothes.

Walter Blue & Co., Limited

Sherbrooke, Que.

Winnipeg, Man.



Model No. 6349

ACME
TRADE MARK

KNIT GOODS for SPRING

Will repay your inspection. Acme Sweaters give sure, satisfactory service—defy the wind and cold—fit perfectly—have firm overcast seams and buttonholes that won't stretch or tear out.

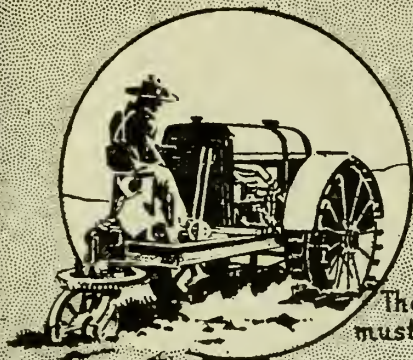
Right now, when the life of a garment is of vital importance, caterers to men find it profitable to display Acme Sweaters.

Our travellers are now paying their semi-annual visit to the trade.

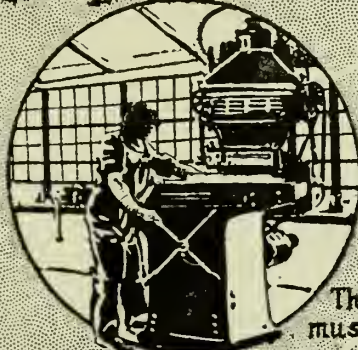
ACME GLOVE WORKS, LIMITED
MONTREAL

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

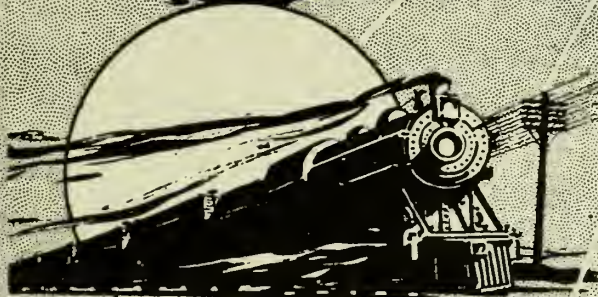
Work together for victory.



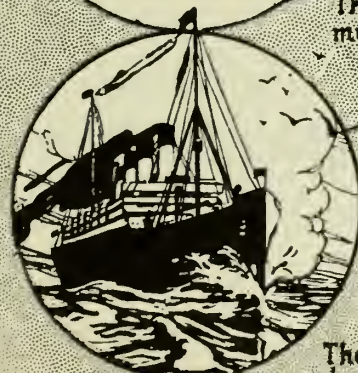
The Farmer must raise more.



The Mechanic must produce more.



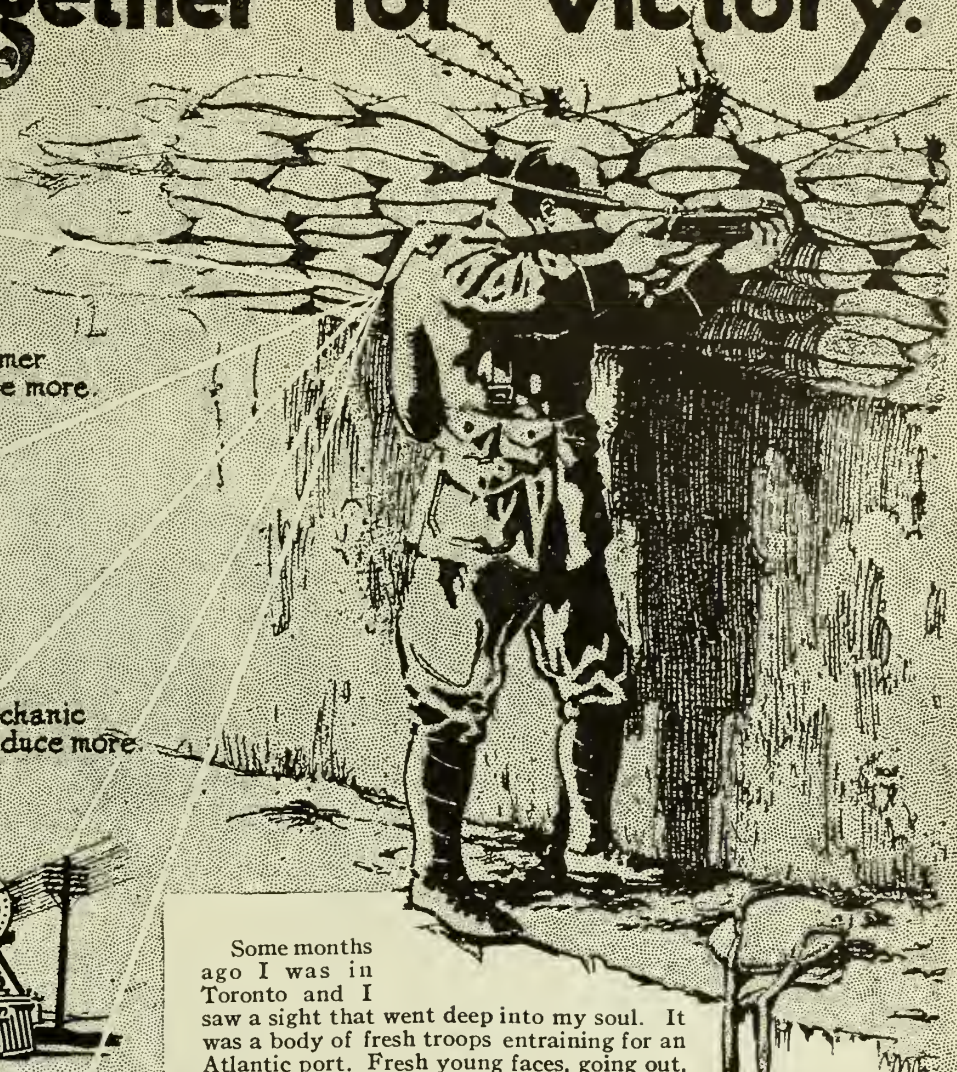
The Railroads must speed up.



The Ships must make more trips.



The Business Man must help the others.



Some months ago I was in Toronto and I saw a sight that went deep into my soul. It was a body of fresh troops entraining for an Atlantic port. Fresh young faces, going out, unafraid, into the maelstrom.

Later I watched a New York City detachment of the new National Army of the United States swing down Fifth Avenue. There were 10,000 of them marching through the heavy, swirling snow.

These scenes have made me wonder how many more would have to go. I wondered if Canada, already heavily represented on Flanders' fields, would have to call her older men, as France had done. I wondered if the United States would need her older men, as we did in the Civil war.

None of us want that to happen.

The only way to stop the outflow of soldiers is to beat the Kaiser and his horde of Huns. The only way to do that is to give our boys in the trenches so much of the munitions of war — of such excellent quality — that they will be as superior to the enemy as a workman with a turret lathe is to a workman with an old hand lathe.

So let us think quickly of better ways to do our work. Scarcity of labor has made the people of our western continent inventors. For war alone, North America has given the world the torpedo, the wireless torpedo, the submarine, the ironclad, the repeating rifle, the machine gun, the revolver, the magazine pistol, the airplane and the motor car.

The war to-day demands that we do more than we ever have done before. Let us all speed up, with the thought that we, too, are fighting the enemy, even if we can't see him. Let us hurry our work at our desk and bench s, and thus keep millions of men out of the trenches.

(Signed)

John H. Patterson
President
The National Cash Register Company

If one slows down all are delayed.



"Style Clothes"

are good clothes of pre-eminent quality

Without being in the least bit freakish or blatantly extreme the new Style Clothes models now being shown are the kind of togs that "get across" with carefully dressed men.

See Style Clothes before you decide. Look for the "Style Clothes" label—the brand of quality.

Write on a postcard that you want our salesman to call. We'll do the rest.

The
Wearbest Clothing Manufacturing Company

Makers of Stylish Clothes for Men and Younger Men

149 NOTRE DAME STREET W.,

MONTREAL



For Spring, 1918

A complete range of New Models in a splendid variety of attractive fabrics at popular prices. The line that combines dependability with snap.

For
Men, Young Men and Boys

We specialize in
First Long Pants
School Suits

Remember "the quality
behind the name."

The Freedman Co.
SOMMER BLDG.
Montreal



©
OM



THE ROAD

for

Stock + Values + Correct Merchandise

Leads to

RACINE'S

Specialists in Men's Furnishings

DEPARTMENTS

F.	I.	L.	M.
Underwear and Sweaters	Fancy Furnishings	Fine Shirts	Working Men's Wearables

MANUFACTURERS OF
 "Samson" Pants, "Hero" Fine Shirts, "Racine"
 Working Shirts, "Life-Saver" Overalls, "Strand"
 (chemise de luxe) Shirts, "Record" Sox

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, Three Rivers, Sherbrooke, Sydney, N.S.; Toronto, 123 Bay St.



Atlantic Underwear

Will please your most critical customers because it is made to please—unshrinkable, neat appearing and snug fitting. It is a line that will boost your sales and your profits too.

Atlantic Underwear Limited, Moncton, N.B.

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



The "Brock"
the new
Wolthausen
Hat

Our new range now in our travellers' hands. Place your orders early. We are covered to take care of a large volume of business.

THE WOLTHAUSEN HAT CORPORATION, LIMITED

Brockville, - - - Canada

MONTREAL:
Mappin & Webb
Building

TORONTO:
163-167 Yonge St.



Featuring
"The Varsity"
One of our new Spring Models.
Distinctively attractive for young men.
B. Gardner & Company, Montreal



Carhartt Gloves

You satisfy the workers when you sell them Carhartt Gloves.

CARHARTT GLOVES

The reinforcing, the general excellence of the workmanship and material, make these the reliable glove that the worker of to-day wants.

High pressure work necessitates high quality working apparel. The Carhartt line of overalls, khaki work pants, cottonades, corduroys, khaki and Galatea allover and slip overs for women, and the old, old friend, the Carhartt overalls give the quality, the reliability needed.

Hamilton Carhartt Cotton Mills Co., Limited

TORONTO, UNIT.

TORONTO

VANCOUVER

MONTREAL

LIVERPOOL, ENG.

WINNIPEG

Hamilton Carhartt Cotton Mills Co

MONARCH-KNIT



This is one of the series of striking advertisements we are running in the leading magazines featuring Monarch-Knit Hosiery, Sweater Coats, etc. Cash in on this—link up your store with the National publicity by carrying and displaying a full range of Monarch-Knit. Our travellers are now showing the Spring range, comprising Hosiery, Woollen Sweater Coats, Bathing Suits and Jerseys, "Monarch Floss" and "Monarch Down."

The Monarch Knitting Co., Limited

Dunnville
Ontario



Factories at Dunnville, St.
Catharines and St. Thom-
as, Ont., and Buffalo, N.Y.

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

Ballantyne's
Boys'
Jerseys



Sturdy as the boys themselves---constructed to give service and stand the tests of severe wear.

Boys must play, and no garment offers the same degree of comfort as a jersey. Neat in appearance, too, with freedom of action that is absolutely necessary. Dress the boy up in a jersey and a pair of knickers and let him go to it. No blouses to be laundered and no good clothes to spoil.

Ballantyne's Boys' Jerseys are made in two styles ---with and without buttons on shoulders, in several good colors and all sizes.

Write for a few Sample Dozen. Prompt delivery.

R. M. Ballantyne, Limited

Manufacturers

STRATFORD - - CANADA



Young Men's Conservative Model 417

2 Button Single Breasted Sack, Medium Narrow Shoulders, Form Fitting, Notch Lapels.

The Daddy of 'Em All

We were first in the field in Canada to make high-class tailor-made clothing, and after a quarter century are still leading:

OUR SPECIAL ORDER DEPARTMENT.

The enormous increase in our Special Order Department is ample proof that Fit-Reform is Daddy of them all.

In spite of the difficulty in obtaining cloth we have had splendid success in securing same. Our buyer, who has been in Great Britain for several months, visited every woollen centre, in England, Scotland and Ireland, with the result that we have to-day in our warehouse the pick of the market at this time.

Our travellers are now on the road with samples for Spring and our collection is well worthy of your attention.

If not represented in your town write us for particulars.

Fit-Reform

E. A. Small Company

LIMITED

112 Beaver Hall Hill, Montreal

We are open to make appointments in towns where we are not now represented

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



PATENTED 1918

**SLIP-IN
FASTENER**

PATENTED 1918

**SLIP-IN
FASTENER**

The Slip-In Fastener

Patented 1918

*Slips in from above and—only
1/8 in. from the edge.*

Won't rust out or wear out.

*Can't fall out because—it slips
in from above.*

*Nothing to break; nothing to
tear.*

And the quality is not sacrificed
because of the fastener.

Every collar with the Slip-in
Fastener (patented 1918) has
two rows of stitching. See the
picture.

The best collar value to-day.

TRADE
W.G.R.
MARK

WILLIAMS, GREENE & ROME CO., Limited

Factory and Head Office, Kitchener, Ont. Branches at Montreal, Toronto, Winnipeg, Vancouver

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, OCTOBER, 1918

No. 10

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"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.



Men's Wear Review

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

VOL. VIII.

TORONTO, OCTOBER, 1918

No. 10

Red Cross Yarn Orders Increased, Make Late Deliveries of Knit Goods Likely

NOT 600,000 pounds of yarn, as stated last month, but 1,000,000 pounds is being ordered for the Red Cross by the Canadian Government. Spinners are now working upon these orders, and in consequence are falling behind—in many cases—with their delivery of yarn to the knit goods manufacturers.

This, of course, means that knit goods manufacturers will be in danger of falling behind in their deliveries to the retailer. Indeed a good many complaints of late shipment have already been heard, and doubtless more complaints will be lodged during the coming weeks.

Seems Certain Deliveries Will Be Late

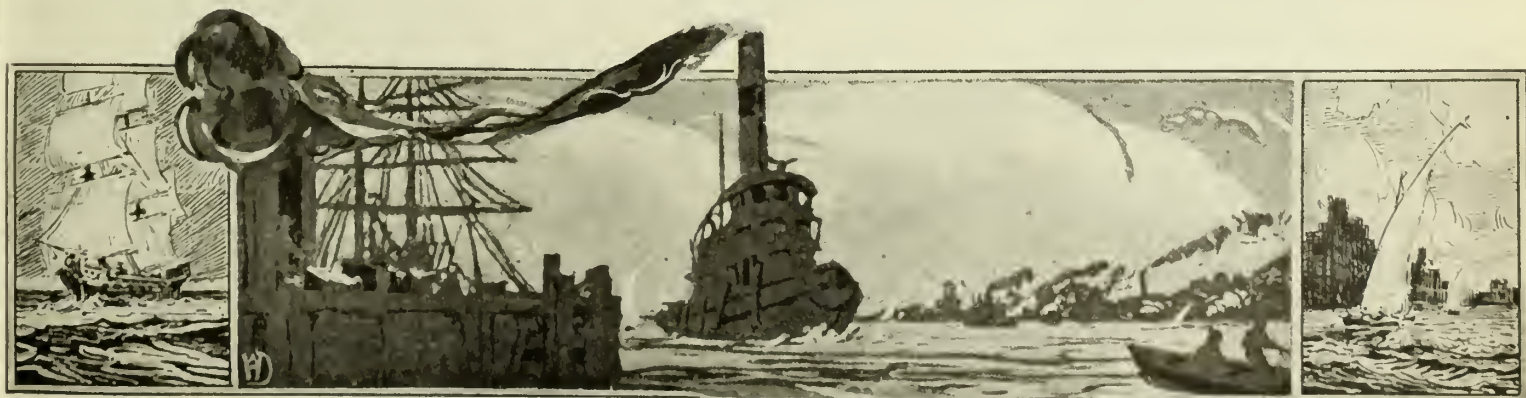
The retailers will do everything possible to get early delivery, and certainly the manufacturers will do everything possible to give this; but, in spite of all efforts, deliveries will tend to be late. It is therefore worth considering what should be done. Is it the part of wisdom to cancel late orders, or should the goods be taken in?

Much, of course, depends upon the merchant's financial position; but if he can carry the stock over, and if his stock is not already large, there would seem to be good reason for accepting goods no matter how late.

Why Goods Will Advance

Yarns are already higher than when the prices for the goods now being delivered were fixed. With the big demand they are apparently certain to go higher still. Probably a safe estimate would fix the increased price of sweaters, gloves, scarfs, etc., for next year at from 18% to 25% above the prices asked for this season. The difference between the 18 and 25 per cent. is due to labor. Such goods as sweaters advance with the wool, but gloves, in which labor is a bigger factor, will likely advance more, for wages seem certain to go up again.

Stocks of woollen goods will be very valuable. If the financing can be done, and the goods are needed, it would therefore seem that late orders should be taken into stock.



BOYS OVERSEAS NEED UNDERWEAR NOW

War Correspondent Points Out This Need—It Should be Hammered Home by Men's Wear Merchants to Relatives of Soldiers

"Those who contemplate sending presents of underwear to the boys 'over here' should get their parcels off at once—not wait until near Christmas time. It is now, when the rainy weather is setting in and the cold weather starting that the boys so particularly need just such presents."

From the despatch of a noted war correspondent.

THERE, in words of a man who is seeing the battle front every day, is advice which should be hammered home to those in Canada who have friends and relations overseas.

And what one of us has not someone overseas who will be in mind at Christmas season? But, as the correspondent says, the presents of underwear, and of course he implies other goods such as socks, mufflers, sweater coats, etc., are needed now. Getting them to the soldiers now will prevent many colds, will

give comfort and prevent many an attack of sickness.

The Trade's Opportunity

The men's wear trade can do a great deal towards bringing out the advisability of sending these shipments at once by hammering the need home through store window, through advertising, through interior displays. In the past, and doubtless again this season, many merchants have made a big campaign to secure the business of those sending Christmas presents overseas. It was a splendid movement. It will be a splendid movement this year; but, especially as regards these warmth-giving garments, the time to send parcels is now. In fact the time to send parcels is all the time. People generally are thoughtless. It is a human failing. Because we are pretty warm here—despite the fear of coal shortage—we are inclined to think that the world in general is pretty warm. Nevertheless, if the

suggestion is made that the soldiers overseas are now going through a changeable, raw season, the friends here will be very quick to see the point—will be very quick to respond to the suggestion that they should send parcels of warmer clothing off at once.

Make Special Trim

It would be a good plan to devote a special trim entirely to the presentation of this one idea. It would be a good move to undertake the parcelling and addressing of the goods. What may be done in this line not only brings the merchant profit but makes friends for the store—makes friends of the people who buy the goods to send overseas, and of the boy "over there" who receives the goods—goods appreciated not only for their comfort-giving qualities but because they come from home.

A campaign for the early sending of warmth-giving clothing will be a splendid campaign for many merchants.

THE TOWN ON THE TROLLEY LINE

WHEN the interurban electric railway first began to come to the fore the merchants in the smaller places served just held up their hands with as resigned a look as they could muster, and prepared themselves to more or less promptly starve to death.

It's a good many years now since these trolleys first came to the fore, and the resigned merchants have had time to get over their surprise that despite the allurements of the large towns, and the ease with which they might be visited, nothing really happened. They have grown familiar with the electric car now and have ceased to think of it as a menace to business. As many merchants, however, could not sleep at nights without something to fill that little niche, the automobile has more or less been elected to fill the place left vacant by the electric car. "There are a lot of cars in this section, they say, with hushed voices, and people are getting the habit of going to town, and it's cutting into business."

Why Delay the Pooh! Poohs?

Of course, ten or twenty years from now these same merchants will be vigorously pooh poohing the idea of the automobile ever doing business any harm. Equally, of course, they will be in the right twenty years from now. But why wait so long for a correct idea? Take the case of the electric car for instance, and from that, as good old friend Euclid used to say, "deduce" just what effect the automobile is going to have.

IN the good old days, when a trolley line entered a town, the merchants generally conceded that from a general business standpoint it was as dead as Pharoah. The Jeremiahs of to-day point to the automobile as the assassin of the smaller community.

Pessimists present and past are both in the wrong. The small town merchant has his own appeal that the city merchant cannot meet.

Witness the Town of Grimsby, Ontario, and the case of Humph and Hank.

For the purpose of argument take the town of Grimsby, Ont., on the Hamilton-Grimsby and Beamsville Electric Railway, with an hourly service between Beamsville and Hamilton. Grimsby is still on the map and that electric railway has been running past the door of every merchant in the town for something upwards of 20 years. They have a good hotel, a new moving picture house—which, by the way, the merchants say brings more business to town than the cars take away. They have a prosperous fruit-growing district sur-

rounding, and they have stores that do credit to the town.

The Individual Point of View

K. M. Stephens, who conducts a men's wear and women's wear business in the town, with two separate and thoroughly equipped departments, in speaking of the effect of this hourly service to a much larger place, didn't think it was a matter of great importance. They lost some business, of course, but they gained some as well. It's all a matter of perspective, as Mr. Stephens sees it. You who live in Grimsby may think that it is a pretty small place with limited possibilities, but I who live five miles back on the mountain, or somewhere between Grimsby and the Beach, think it's a pretty brisk spot, and can't find it in my heart to believe that there isn't a wish of mine that could not be satisfied within the town limits. There you have it, you see. Mrs. Humphrey Jones, hot foot after a new evening gown, will probably step on the car and go to the large stores in Hamilton to make her choice; but on the other hand, Mrs. Smith, wife of Heck Smith of the 3rd concession, or whatever concession it may be, is just about as sure to step on the car after the day's chores are done to do her purchasing in Grimsby. Now what is true of Mrs. Jones and Mrs. Smith is equally true, only more so, with Humph and Heck.

Putting the Catalogue's Nose out of Joint

In the good old days of twenty odd

years ago, when getting to town meant hitching up "Jim and Dandy," just as they had their muzzles comfortably buried in the oats—a commodity comparatively well known in those days—it took a lot of encouraging to get Heck to make more than a weekly trip, and that usually meant that a lot of things were forgotten, and usually meant also Mrs. Heck getting down the catalogue on her return, and sending for the forgotten items, with a fair proportion of next week's needs as well.

The Gospel of Making It Easy

Now the car passes the door or thereabouts, and for the small sum of a nickel one can run to town almost any hour of the day. The result is that the good old catalogue has been ousted from its place on the nail beside the pantry door to a less airy one at the bottom of the wood-box, and Heck and Mrs. Heck make practically nightly trips to town to nourish their souls at the shrine of the perforated film, and to do ditto for their pride at the various town stores. When you make it easy for people to go somewhere and do something, they naturally do it, it being a human proclivity to do the thing that doesn't take much doing. A trip to town with the consequent excitement, is easier than trying to make one's ways clear on one of the printed forms torn from the back of the catalogue; therefore a trip to town it is.

Taking Mrs. Jones' case, of course, something is lost, but then Mrs. Jones only goes away for a few of her things, while Mrs. Smith comes for all, so it looks as though the balance were on the right side of the ledger.

Putting the White Collar on the Daily List

But to continue the parable from the viewpoint of Humph and Heck. The electric car began the work that the automobile is continuing—the destruction of that died-in-the-wool idea that a white collar and a tie were an infallible sign that it was Sunday or a funeral or a wedding. In other words, Heck is a prospective buyer, not once every ten years or so, but about on the same average as the city man. The electric car, and later the automobile, brought Heck and his like into touch with the man who wears a collar and tie as part of the appointments of the day. It made mixing with other folks easy, and it did away with the delightful simplicity of pioneer days.

There are those, of course, who see in the automobile a force to get the young

men away from the home town to other buying centres. Returning to Mr. Stephens long enough to use him as an authority, we have his statement that the automobile—and there are as many cars per square foot in this section as in almost any other section of the country—has not had the effect of pulling trade away from the town. Some trade goes elsewhere, of course, but the passing trade that the automobile brings for rain coats and gloves, and clean collars and handkerchiefs and a dozen other things more than compensates for the loss. After all, the home town is the natural buying place.

The People of New York and Oshkosh

Down in New York they have a saying that what New York thinks and wears to-day the whole United States will think and wear to-morrow. The idea brings a pleasant little beam of light into the New Yorkers' existence. Of course it isn't so. What, after all, does Jim Burns, home address Oshkosh, Michigan, care about the Beau Brummells of Fifth Avenue. He has just caught a glimpse of Bill Hyman in a startling little thing in shirts, and he yearns to know where he can get its twin. Now, of course, he might search New York high and low for it. Its mate is to be found right there in Oshkosh. That's the reason why the electric car and the automobile have been a Godsend rather than a curse. They have enlarged the sphere of influence of the smaller towns rather than curtailed it. Most people stay by their own community, or thereabouts.

Who in Grimsby cares what they are wearing in Hamilton or Toronto or Montreal? Why, if Heck should have the temerity to deck himself out in the latest thing from New York he might be so far ahead of the other fellows that they would probably think he was behind. Following the fashion is good enough for most folks, and the fashion is largely fostered by the buyings of the merchant of the small town. Of course he has to keep his eyes open, but given a moderately wide awake merchant, that merchant need not fear outside competition. The appearance of Jim Brown of Grimsby, whom he knows is of much more importance to the habitue of the town than the appearance of some Hamilton or Toronto Jim Brown whom he does not know.

That at least is the opinion of Mr. Stephens. There is no suggestion that the above is a literal translation of Mr. Stephens' opinions on the matter, but

it at least follows in a sketchy manner his views on the dangers or lack of danger to be found in the prevalence of trolleys, tin Lizzies, and automobiles.

The Personal Element Item

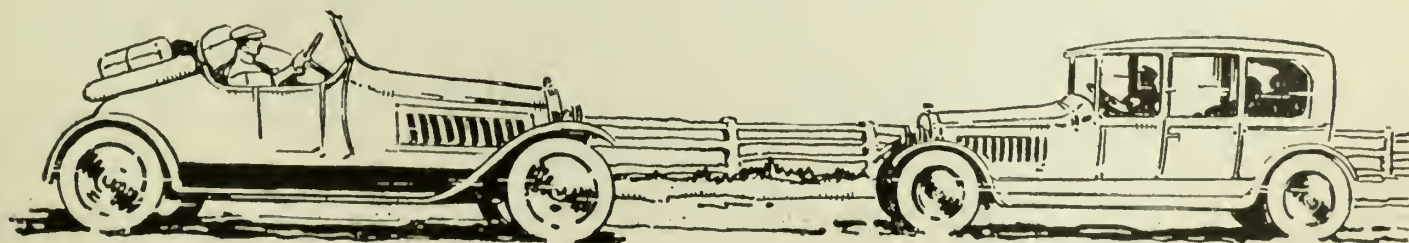
Taking another viewpoint on the situation, too, there is the personal element in selling, that the home town has and the distant town hasn't. Take the experience of A. F. Hawke for instance. Prior to the war this Grimsby store had in its men's department a young Englishman. This young fellow was a friend of pretty well everyone in the town. There was a lot of young Englishmen in the section and he was a natural born pattern for them. The store did a big special order clothing business, and this young fellow would gather in pretty well all his compatriots. Go into Hamilton to buy a suit? That would have been contrary to the whole "spirit of the gang," which is a stronger influence than most people realize. They stayed and bought right at home, from the man they knew. Facilities for travel don't stack up very high against such an influence as that.

The Small Boy Comes to His Own

Everything went like a song until the war broke out and this young fellow enlisted, and with him the bulk of the boys he used to sell. Of sixty customers for special order suits that the store had when the war broke out only eight were left at the beginning of the second year. It is claimed that out of the section served by the town of Grims 660 young men went overseas.

It doesn't appear, at first sight, as though anything else would be needed to put the men's wear business in that town on its black clamoring for air. It was a serious blow. No question of a doubt about that but after four years of fairly mournful times the town is once again back somewhere near normal. The younger chaps, who in the nature of things, had their elder brothers been around, would have been relegated pretty well to the background, have been earning a man's wage for some considerable time now, and they are filling in manfully. Being younger they are not much given to straying away. Moreover, what is lost in the trade for grown men is made up in the trade with the younger boys. There are few of these now who are not now earning money. Even the young fry who might in normal times still be digging with

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BRANTFORD MERCHANTS MAKE "DOLLAR DAY" A SUCCESS

For Five Years Dollar Day Has Been Staged Twice a Year, and Always With Increasingly Good Business as a Result—Merchants Explain Methods of Working the Day And Are Enthusiastic As To Its Effects.

"DOLLAR DAY" is a device for attracting to the stores of a city all possible business from outlying sections of the district tributary, and at the same time stimulating business from everyday customers. Dollar day also enables merchants to move swiftly and to customers' satisfaction stock which would otherwise in all probability remain on the shelves until next season to the satisfaction of no one at all. Several of the thriving country buying centres have discovered the value of dollar day as an institution. The origin of the name is found in the principle established that on dollar day every customer of any store supporting the movement can count on getting the best value possible for every dollar spent. Many special bargains are offered at the price of One Dollar.

Succeeds in Brantford

These main outlines are aimed at in the plan of any city's Dollar Day. Details of the working out of a successful Dollar Day campaign are discovered in the experience of Brantford as told by several of Brantford's enterprising merchants. Brantford's latest Dollar Day was held on August 1st.

About Dollar Day in Brantford, H. L. Conway, manager for Grafton & Co., Limited, says:

"Dollar Day is a semi-annual affair here. One day is held in the Summer and one in the Winter. Dollar Day was organized in Brantford by Mr. W. B. Preston of The *Expositor* newspaper newspaper some five years ago. The merchants took hold of it, and every dollar day sale has been a huge success."

Newspaper Behind Needed

"It is necessary first of all to have a newspaper behind you," says Mr. Conway. "Here we call it 'The *Expositor* Dollar Day.' It is up to the newspaper to give all the publicity possible so as to make it a day that every one in the city and surrounding district will know about. First, the newspaper calls a meeting of the merchants. This leads to the election of a committee which does the work. All merchants are interviewed. If they decide to go into the Dollar Day group they are assessed a certain amount for expenses."

This amount varies from \$3 to \$20, according to the size of the store. A prize fund is provided from which a number of cash prizes up to about ten in all can be taken. The prizes vary in volume from a dollar up to fifteen dollars. They are distributed by the numbered ticket system. Each purchaser of goods to the value of a dollar gets a ticket. Every merchant taking part has a book of tickets for distribution amongst his cus-

tomers on Dollar Day. The drawing takes place the day after the sale. This is an added attraction but the principal attractions of the sale are held to be in the stimulating atmosphere of brisk buying brought about, and the qualities of the bargains offered.

Stores are Decked for Occasion

Part of the expense fund goes in decorations, pennants and streamers to distinguish the stores participating. Special price cards are printed and used to attract attention of the public. Every move in the whole campaign has for its object suggestion and stimulation for the buying community. As Brantford has had experience of the plan for five years the community is well educated up to it, and there is less inertia to overcome.

The merchants have come to regard Dollar Day as a festive occasion and make it the means to much good fellowship and good natured rivalry. By set arrangement for several years Dollar Day is always held on a Thursday. Wednesday is the regular weekly half-holiday.

Auto Excursion Features

On the Wednesday afternoon preceding this year's Dollar Day the merchants of Brantford going in for the Dollar Day campaign had an automobile trip to Port Dover. This trip is also becoming a feature of the occasion in the Summer season. The cars are decorated, and carry placards advertising Dollar Day at Brantford. A certain amount of value is attached to the auto tour as advertising, but the greatest value it gives is the general good feeling established between the merchants, and the impression given of healthy business goodwill. This contributes in ways not easily estimated cent by cent, to the success of Dollar Day in Brantford.

Advertising Dollar Day

Window trims advertising Dollar Day bargains are all arranged for Tuesday so that the visiting public may have a good chance over Tuesday and Wednesday to see what is being offered. The newspapers are also well filled with advertisements inserted by the enterprising merchants with attractive goods to offer,

DOLLAR DAY

Farmerette Uniforms

YESTERDAY
Was the day of the hoop skirt and cumbersome garments.

TO-DAY.
Saves styles allowing for greater ease and more efficiency, in feminine endeavor. For this purpose, new designs and forms of dress are continually created. One of the recent and most practical of these creations is the Over All for Women.

These garments are beautifully made of high quality assorted galateas in attractive patterns, dark, blue denim, and khaki materials, made in one and two-piece garments. The prices are reasonable, too.

\$2, \$2.25, \$2.50, \$2.75, \$3



Dollar Day

Our shelves and counters are loaded down with our well known standard lines in men's wear for Dollar Day.

Special Dollar Day Prices on Shirts, Collars, Hosiery and Many Other Lines

10 Linen Collars for \$1.00

10 linen collars for \$1.00, worth 25c each. All perfect goods. You can't buy seconds or off makes here. We will exchange or buy back any article sold by us on Dollar or any other day, if not entirely satisfactory.

W. D. COGHILL

46 MARKET STREET
Headquarters for Holeproof Hosiery for Men and Women

DOLLAR DAY

A Dollar They Say is Now Only Worth Fifty Cents

You can make it worth a Dollar and Fifty Cents by taking advantage of the following bargains at

McFARLAND'S

Men's All-Wool Suits, regular up to \$18, broken sizes	\$9.98
Men's All-Wool Tweed and Fancy Worsted Suits up to \$25.00, for	\$13.98
Youth's Suits, assorted, regular up to \$12, for	\$8.98
Boys' Suits, odd lot, for	\$4.98
Boys' Suits, all wool, for	\$6.98
Boys' Wash Suits, regular \$1.50, for	\$1.00
Assortment of Men's Working Pants, \$2 to \$2.50, for	\$1.50
Men's Black Drill Overalls, with belt, worth \$1.75, for	\$1.25
Men's Blue and White Stripe Bib Overalls, large sizes only, for	\$1.00
100 pairs Men's Fine Stripe Worsted Pants, worth \$3.00, for	\$2.50
Men's Natural Color Sox, worth 40c, for	25c
Men's 56 Lisle Sox, for	25c
Men's Halberigan Shirts and Drawers, worth 75c, for	49c
50 Dozen Wash Ties, regular 50c, for	19c
15 dozen Wash Ties, regular 50c, for	25c
VERY SPECIAL—Any sailor straw hat in our stock for	\$1.00

DOLLAR DAY

Andrew McFarland

Sole Agent 20th Century Brand Tailored Clothes for Men The Reliable Clothier

DOLLAR DAY

Two of the advertisements which helped to make Brantford's "dollar day" a success.

The Merchants' Treasure Box

The merchants will give away on Dollar Day about \$175.00 in cash as bonuses in connection with the Dollar Day shopping. Every merchant who is co-operating in this great shopping event will give one coupon free with every dollar purchase. Remember, these tickets cost nothing. They are given away with no conditions of any kind attached to them. Not only does the customer get full value in merchandise for every dollar, but in addition there is the greatly increased value which is given to every dollar's purchase on Dollar Day. And then the Treasure Box coupon is added by the merchant as a souvenir to remember Dollar Day by.

Commence your shopping early Thursday. Be on hand to get the first choice. The stores will close at 6 o'clock sharp, not remaining open in the evening as formerly.

This announcement followed by the names of the merchants sharing in Dollar Day in Brantford draws attention to the extra inducement to purchasers of the "Merchants' Treasure Box" with its prizes.

and paid for at ordinary space rates. It is through these advertisements, of course, that the local paper comes in for a share of the Dollar Day returns.

Each merchant's advertisement features Dollar Day either by direct reference, or by dollar sign borders, or by some other ingenious device. Thus public attention was kept for ever on the subject, and the idea of value for the dollar was pressed well home in people's minds. No doubt the people themselves help advertise Dollar Day in Brantford by talking of it amongst themselves, and undoubtedly advertising largely contributed to the increase of the day's business.

Merchants Well Satisfied

Following series of opinions from merchants who have put Dollar Day to the practical test forms a good means of estimating the worth of the movement which is one that may be tried in many other centres in Canada, and successfully. These opinions were secured from the merchants by the Brantford *Courier* the day after the holding of Dollar Day, August 1st, 1918:—

J. M. Young & Co.—Even with the early closing yesterday's business exceeded that of last August Dollar Day, said Mr. Hall, manager.

Pursel & Son.—While there did not seem to be many from out of town, city buyers were out strong, and the day was a hummer.

R. Feely—The lines we carry do not lend themselves readily to Dollar Day offerings, but we did a splendid business.

J. L. Sutherland.—We did not make any special preparation, but we did a record day's business.

Wiles & Quinian.—The day's business was truly up to our expectations, in fact, exceeded them.

Grafton & Co.—Our Dollar Day business yesterday exceeded any previous day by a good margin.

Day's Business Doubled

A. C. Percy.—Yesterday's Dollar Day business doubled that of a year ago.

Neill Shoe Co.—"Say, it was a good

day," said Mr. McPherson. "It was ahead of last August Dollar Day."

Levy's, Limited.—Mr. Greenhill, manager, said simply, "A great day. The best we ever had."

A. McFarland.—Our sales were large, but early closing deprived many men of buying opportunities.

Coles Shoe Co.—Mr. Coles, when approached, said, "First rate. Dollar Day is all right."

Northway Co.—Mr. Strong was enthusiastic. "Magnificent, grand, the best yet," he said.

Buller Bros.—It was a big busy day for us all right. We vote for Dollar Day.

E. B. Crompton & Co.—Mr. C. F. Ramsay said, "It was a very successful day in the big store. It was ahead of last year and you can say that we are more than satisfied."

H. E. Perrott.—It was a very good day. We are quite satisfied.

Russell & Co.—Dollar Day certainly brings the people out. We were exceedingly busy.

"It Was a Winner"

John Agnew, Limited.—Mr. J. Bauslaugh experienced his first Dollar Day in Brantford. It was a winner, he declares.

Consolidated Dry Goods.—It was a dandy day. We had good business and appreciate early closing.

Karns & Co.—Mr. Reed, manager: "We have no complaint. It was a big day, and turned out better than I anticipated, exceeding last year."

J. W. Burgess.—I was well pleased. Yesterday was exceptionally good.

Ogilvie, Lohead & Co.—We were very well pleased. It was one of the best days we ever had in the summer season. It was better by far than we expected.

W. L. Hughes & Co.—"You can say for me," said Mr. Hughes, "that I am delighted with the volume of business done. It is remarkable, considering a short day."

Henkle Bros.—We did a big business. Our offerings were large and we're cleaned up. We are certainly satisfied.

W. D. Coghill.—Dollar Day has al-

ways been a big day for us, but yesterday was a hummer.

G. Brander.—It was a good day in every department, and we were glad when closing time came. It will be hard to eclipse yesterday's record.

T. G. Boles.—In every line we had big sales, but our sale of soap was large enough to wash the entire city. Sure, we had "some" day.

"Stirs Up Business"

M. E. Long.—Dollar Day certainly stirs up business. We had a good day, and what is better, we had many visitors who are good prospects.

R. T. Whitlock & Co.—"Because we had but just moved, we did not anticipate a crowd, but we had them," said Mr. Whitlock. "It was a success, as far as we are concerned."

Howie's Hardware.—Our lines do not lend themselves to Dollar Day bargains. We are pleased, though, to see Dollar Day put on, and will assist at any time.

T. A. Squire.—"I'm satisfied," said Mr. Squire. "We had a dandy day."

Firth Bros.—"You can say we did an ordinary week's business in the one day," said Mr. Danby, manager, who is an enthusiast over Dollar Day.

Miss Wood.—The ladies certainly know and appreciate bargains. We had a remarkable day's sale.

TOWN ON THE TROLLEY LINE

Continued from page 45

their bare toes in the ground, are working now and earning money. Or if they are not actually getting it are well aware that they should be and are demanding certain other concessions from their parents. Could you get this trade away from town? Certainly not to a big city store where the lad would be bashful and uncertain of his own wishes. The town store man they know. That in itself is one of the strongest factors a factor noted by both of the merchants quoted here. It is a large factor that puts the town store beyond any casual danger from such agencies as car and automobile.

WHAT DO LOTTERY AND TRADING STAMP ACTS MEAN?

Stratford Firm Just Fined for Alleged Breach, But Other Merchants Have Used Same Scheme Without Interruption—All Want to Keep Law, But What is the Law?

MANY merchants during the past year or two have found that in spite of the best intentions they have run foul of the law as outlined in the Lottery Act and the Trading Stamp Act. The great difficulty is that the acts are not altogether clear. They require interpretation it seems, and the interpretation put upon the acts in various parts of Canada differs widely.

This divergence in interpretation is made very clear by a recent case. Thornton & Douglas Limited of Stratford, Ont., were found guilty under these acts and were made to pay a nominal fine. The two Stratford papers who published the advertisement regarding this business promotion scheme were also found guilty and fined nominally. Yet the very same scheme has been used by other Canadian men's wear merchants in other Canadian cities without any trouble resulting for them.

Ads. Tell the Story

The three advertisements, one announcing the contest, one announcing the first winners and the third announcing the fact that the contest was declared illegal by the police magistrate of Stratford and was therefore discontinued, tell pretty well the story of this sales plan. It was a simple plan indeed. Buttons were given out to the boys of Stratford. These buttons bore numbers, and some of the numbers were alike. When a boy found the boy who had the duplicate of his button the two would come to the Thornton Douglas store and get a \$5 credit on their next suit.

Police Chief Lannin of Stratford worked up the case and laid a charge which said that the defendants "Did con-

NO CLEAR UNDERSTANDING OF THE LAW

As indicating the different interpretation put upon the Trading Stamp Act and the Lottery Act in different parts of the country it is worth noting that this month—during which Thornton & Douglas have been fined for giving away buttons to boys, which, upon being matched entitled the successful boy to a credit note of \$5.00 on his next suit—G. Hawley Walker of Toronto is announcing, in the Toronto "Star," the winners of a similar contest.

This month also, at the Strathroy fair, Dowler Brothers of St. Thomas, London, Windsor and Sarnia gave away 15,000 such buttons, two being alike in each hundred, the detection of which similarity entitled the bright boy to a credit note at any of the Dowler stores.

The thought that the contests they were holding were in any way contrary to the law certainly never entered the minds of any of these merchants, but in one community action is taken.

trary to law, publish or cause to be published, a proposal or plan for the disposal of goods by cards, tickets, or other mode of chance, contrary to law."

The case was not enlarged in the court as all three defendants pleaded guilty.

Referring to the matter, J. H. Gordon, manager of the Thornton and Douglas, Stratford branch, stated to MEN'S WEAR REVIEW:

Could Have Fought Case

"We might say that while we pleaded guilty on advice of our counsel, he thinking that this would be the easiest and cheapest way out of the trouble, we are of the opinion that our contest was within the law.

"There was no drawing or awarding of

prizes by lottery. We do not consider it a game of chance but a trial of skill or detective work, as it were, and we are firmly convinced that had the case been taken to a higher court we would have won out."

The Canadian manager of the firm who sold the buttons to Mr. Gordon and who arranged for the scheme has this to say in the matter:

"I am very much surprised to hear of the charge that the duplicate button idea is looked upon as a lottery. It is no more a lottery than a race would be between two children for a prize. It is a reward for diligence. I cannot see any difference between this idea and the idea which has been used by merchants all over the U. S. and Canada where a lady disguising herself on certain days offers a reward for the first person who discovers her identity.

Button Maker's Opinion

"So far as I have been able to make out, so long as you do not charge anything for the buttons or make it a condition that purchase is made before giving a button, there is no element of chance entering into the contest, and since you do not charge anybody anything, but merely desire to give a reward for any diligence displayed by a boy in picking out some other boy who may chance to have a button the same as his, I cannot for the life of me figure out how your using this idea can be proved by any reasonable individual as being against the law."

The most unfortunate part of the whole case is that it is merely one of the number which have occurred in Canada.

The Trading Stamp Act and the Lottery Act doubtless were framed in the interest of the retail merchant. The great difficulty with them, however, is the fact that they require so much in-

MATCH 'EM UP!

Match em up Boys!

During the last few days we have given away hundreds of buttons with numbers on. In each hundred there are two buttons numbered the same. When two boys meet whose numbers are the same, if they come to the store we will allow them \$5.00 each on their New Fall Suits. Get busy boys

and match up, wear your button on your coat and watch the other fellows' numbers. One boy, one button. Any boy with two or more buttons forfeits his chance.

The names of the winners will be published in this space.

THORNTON & DOUGLAS, Limited

BOYS' OUTFITTERS.

STRATFORD

KITCHENER

HAMILTON

One of the original announcements made by Thornton and Douglas.

THE FIRST WINNERS



in the Button matching contest came in Saturday. They were Roy Spooner, No. 5 Nile street, and Oswald Hohl, No. 346 Brunswick street, and the lucky number was 11. They each bought their new Fall Outfits and each was allowed \$5.00 off his purchase, and are the happiest boys in town today.



There are still many buttons to be matched up, get busy boys. Who will be the next lucky pair?

THORNTON & DOUGLAS, Limited

BOYS' OUTFITTERS.

STRATFORD

KITCHENER

HAMILTON

An announcement of winners. It was after this was made that charge was laid.

terpretation, and that they are interpreted differently in different places.

As a case in point the Stratford firm of Thornton & Douglas have been found guilty on the charge as outlined above, yet this button scheme has been used by other merchants, also in perfectly good faith. There have been buttons given out on practically if not identically the same basis as those issued by Thornton & Douglas by the following firms during this year:

Begg & Co., Hamilton, used 10,000.

Dowler & Co. used 15,000 at their four stores.

Tate Bros. of Ingersoll used 1,000.

The Market Shoe Store, Brantford, used 1,000.

Agnews of Kitchener used 1,000.

George Wallace of Guelph used 1,000.

H. Grey Hodges of Chatham used 1,000.

Gahagan of Woodstock used 1,000.

Gilmore, St. Catharines, used 1,000.

Hawley Walker, Toronto, 10,000.

How About the Exhibition Case?

It will be noted that in one of the announcements published by Thornton & Douglas the statement is made that at the Toronto Exhibition a piano company were using this same button scheme, and that on the day Sir Robert Borden was at the Exhibition he was presented with and accepted one of the buttons, and matched this up successfully with a United States officer. If this is the case, and it seems to be denied—the court of Stratford appears rather in the position of causing the Canadian Premier—a recognized legal authority—to have put the stamp of approval on something which was illegal.

There is need of uniformity, as has been said, in the interpretation of this law. The law is to be revised during the coming session of Parliament, MEN'S WEAR REVIEW understands. When such revision is up it would be well to have all clauses of both the Lottery Act and the Trading Stamp Act made so

clear that the action of one police magistrate must match up with the action of another—so clear that chiefs of police will only lay cases where a real infringement of the law is taking place.

MAKE WAY FOR GOVERNMENT

The Government has purchased for the Invalid Soldiers' Commission of the Civic Re-establishment, the Keens Building, 185 Spadina Ave., Toronto, in which the W. J. Keens Co. has been carrying on business. This has necessitated a move and the W. J. Keens Co. have secured two entire floors of the new Continental Building, 259 Spadina Ave., corner of Grange avenue. The offices and show rooms will be on the main floor. The firm also has the entire fourth floor.

ENGLISH STORES CLOSE FOR HOLIDAY PERIOD

London, Sept. 15.—For the first time in its history London followed the custom of many provincial cities by closing many business premises for the first week of August. The shortage of labor and difficulty of arranging a supply of employees resulted in a large number of proprietors deciding to close down entirely from August 3 to August 12. Nearly 1,000 London stores in outer London were affected. The majority of the other business houses closed from August 2 to August 7.

A HOCKEY STICK FREE

GUILTY! GUILTY! GUILTY!

A HOCKEY STICK FREE

We Are Forbidden By Law

to fulfil our promises in the button matching contest.

The laws of the land, as interpreted by the Police Authorities of Stratford do not permit of the carrying out of such a contest as we intended putting on with the boys of Stratford.



We had hoped to help out in some degree the high cost of living this Fall by distributing fifty dollars' worth of clothes among ten of the smartest and most alert boys in town, but in consequence of the proceedings taken against us by the Chief of Police, we are unable to carry out our intention, although similar contests have been permitted by the authorities in Hamilton, London, St. Thomas, Windsor, Sarnia, Ingersoll, Brantford, Kitchener, Guelph, Chatham, Woodstock, St. Catharines and Toronto.

In connection with the Toronto Exhibition an exactly similar contest was held by the R. S. Williams Company, in which contest Premier Borden was one of the successful contestants, but that contest was not interfered with.

Now, in order to be fair and play the game squarely with the boys and still keep within the law we will give, **ABSOLUTELY FREE AND WITHOUT ANY CONDITION WHATSOEVER**, to every boy in Stratford who buys his Fall Suit or Winter Overcoat from us between now and the 1st of December, a perfectly good Hockey Stick.

We hope that the boys will see the position we have been placed in and will appreciate our efforts to do the very best we can under the circumstances. The New Fall Clothes for Boys and Young Men are now ready for Fall and Winter

A HOCKEY STICK FREE

Thornton & Douglas, Ltd.

A HOCKEY STICK FREE

BOYS' OUTFITTERS

STRATFORD.

KITCHENER.

HAMILTON.

Here is the explanation Mr. Gordon had to make to his patrons because of the action taken by the police.

THE TRADING STAMP ACT

Passed By House of Commons, 1905
Bill No. 196

AN Act in amendment of the Criminal Code, 1892.

His Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:—

1. The Criminal Code, 1892, is amended by inserting the following sections immediately after section 526:

526a in this section—

(A) The expression of "trading stamps" includes, besides trading stamps commonly so called, any form of cash receipt, receipt, coupon, premium ticket or other device, designed or intended to be given to the purchaser of goods by the vendor thereof or his employee or agent, and to represent a discount on the price of such goods or a premium to the purchaser thereof, which is redeemable either:

(1) by any person other than the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, or

(2) by the vendor, or the person from whom he purchased the goods, or the manufacturer of the goods, or in cash

or goods not his property, or not his exclusive property, or

(3) by the vendor elsewhere than in the premises where such goods are purchased, or which does not show upon its face the place of its delivery and the merchantable value thereof, or is not redeemable at any time, but an offer, printed or marked by the manufacturer upon any wrapper, box, or receptacle in which the goods are sold, of a premium or reward for the return of such wrapper, box, or receptacle is not a trading stamp within the meaning of this section.

(b) The expression "goods" means anything which is merchandise or the subject of trade or manufacture.

(c) The expression "every one," "vendor," "purchaser," "merchant," "agent," or "person," includes any partnership or company or body corporate.

2. Every one is guilty of an indictable offence and liable to one year's imprisonment, and to a fine not exceeding five hundred dollars, who, by himself or his employee or agent, directly or indirectly, issues, gives, sells or otherwise disposes of, or offers to issue, sell or otherwise dispose of trading stamps to a merchant or dealer in goods for use in his business.

3. Every one is guilty of an indictable offence and liable to six months' imprisonment, and to a fine not exceeding two hundred dollars, who, being a merchant or dealer in goods, by himself or his employee or agent, directly or indirectly gives or in any way disposes of, or offers to give or in any way dispose of trading stamps to a purchaser from him of any such goods.

4. Every one is guilty of an offence and liable on summary conviction to a fine not exceeding twenty dollars, who, being a purchaser of goods from a merchant or dealer in goods, directly or indirectly receives or takes trading stamps from the vendor of such goods or his employee or agent.

526b. Any executive officer of a corporation or company guilty of an offence under subsection 2 or subsection 3 of the next preceding section who in any way aids or abets in or counsels or procures the commission of such offence, is guilty of an indictable offence and liable to the punishment stated in the said subsections respectively.

2. This Act shall not apply to any trading stamp issued by a manufacturer or vendor before the first day of November, one thousand nine hundred and five.

SELLING SWEATERS BY THE POUND

Unique Display of Men's Wear Store in Montreal—The Magnetic Drawing Power of a Good Window—Suggesting the Cleaning Up of Hats

IN these times of daily change in merchandising methods we hear much discussion as to selling eggs by the pound, vegetables by the pound, syrup and other commodities by weight. But "Sweaters by the Pound"! who ever would have thought it?

The Livinson boys—men's wear men, at 23 St. Catherine st. west, Montreal, pay a great deal of attention to their windows and it pays them. A few days ago they stated to MEN'S WEAR REVIEW that they considered the benefits accruing to them through their window displays very considerable; that many of their friends knew them because of having been drawn in the first instance through a good showing in the windows of the store.

Sweaters By The Pound

One of the most unique displays they have had of late is that of a pure wool white sweater. It was made on this wise. One of the large scale companies was approached for the loan of a regular counter scale, one of the registering series. The window was cleared and some of the best sweaters in stock laid aside for display in the east window. A few of these were neatly arranged on carrels about the window, and the scale, already procured, was placed in the foreground and slightly raised on a small box. On the scales was placed the

white sweater and, as will clearly be observed by the accompanying photo, a small card—"Pure Wool \$5 a Pound" drew attention to this central feature of the display. At this rate \$15 was the price asked for the garment.

Also note the larger card below the sweater on the scale and referring to the fact that the firm had been fortunate in securing some sweaters at a good price and indicating the rise to follow in prices.

Asked as to the results, Mr. Livinson stated that there had been a great deal of interest manifest on the part of passers-by. They had been drawn to the window—had noticed the unusual scheme, and were evidently impressed at least with the fact that good sweaters could be had here at a reasonable price.

Another Winning Idea

There is usually some good idea simmering in the minds of the Livinsons. They use their gray matter. Displays are usually original and therefore the more attractive to the passers-by it is desired to interest.

On the "dividing" strip between the plate glass of the window shown in the accompanying photograph, it will be observed that there is a small panel for specials. When an announcement is desired this is used. In the present instance a small card was inserted bear-

ing these words:—The Hat Question—This season's hats are expensive, save \$5.00. Have your old hat blocked and cleaned, \$1.00. Special Hat Service Dept.—LIVINSON'S—Men's Wear and Knit Goods.

Mr. Livinson explained that this was something that all might not approve of. He figured, however, that many a prospect, having a good hat and wishing it cleaned up somewhat would have this done and later come along for the purchase of a new one—appreciating the previous service.

Match Scratchers Too

In a prominent place on the window sash at the front, small match scratchers have been affixed, just where they will attract the attention of the pedestrian who is sauntering down the street after supper. Using this match scratcher he comes directly in front of the displays in the show window. This has proved another one of the little features of value in interesting prospective customers.

MAYOR JOINS KITCHEN OVERALL AND SHIRT CO.

Mayor MacBride of Brantford has accepted a position with the Kitchen Overall & Shirt Co. of that city and will have charge of sales in Eastern Ontario.

MEN'S WEAR REVIEW



VOL. 8 OCTOBER, 1918 No. 10

EDITORIAL NOTES

MOTORLESS Sundays—the war indeed is a great leveler.

* * *

THAT defensive war the Kaiser has been talking of for four years looks like a reality now.

* * *

ONE hundred dollar suits are predicted. In view of this, we dare forecast the styles. Coats and trousers will be worn longer.

* * *

OCTOBER is the right time for Thanksgiving Day, but why couldn't the date be definitely fixed so that it could be marked on all calendars?

* * *

WONDER what this lawyer Frooms, head of the Anti-Collar League, looks like, anyway. Does he go collarless? He doesn't say so. We imagine his legal practice is about size 12½.

* * *

THE man who started the no-collar campaign started a flow of humor, and near humor, on the part of newspaper paragraphs which is almost overpowering. Fortunately the collar will endure when the quips are forgotten.

* * *

THOSE world's best sportsmen, the English, might let their hatred of hitting a man who is down lead them to let off the German beast; but the French, the Americans, and, yes, the Canadians, are sure to insist that the lesson be hammered home.

MUCH TO BE THANKFUL FOR

THANKSGIVING!

A year ago someone, bending under the strain of the times, asked, "What has Canada to be thankful for?" A year ago MEN'S WEAR REVIEW answered for the men's wear trade—and it was not hard to find a very full answer.

Now, after twelve more tempestuous months, reasons for thankfulness will spring to the mouths of all.

We can give thanks for a bountiful harvest—poor in localities, alas—but bountiful beyond general hope, Canada as whole considered. We can give thanks that even where hope-bending failure has occurred there is, at the back of the farmer, three years of plenty.

We can give thanks for the favored position of

Canada, whereby she finds herself sending her excess goods abroad, and receiving on the returning ships a large part of what little old England and the Continent can export these troubled times. The position of Canada, in this regard, is one which all parts of the Empire do not enjoy, one for which we as a people may indeed give thanks.

We can give thanks at this season for the position at the front and for the spirit of the Allies which has carried on so gallantly until the end begins to appear—dimly, perhaps, yet perceptibly.

And we can give thanks for the spirit of the Canadian people. From here there have arisen no whimperings when things went wrong. Under the Prussian whip—so cruelly and foully applied—we, like the Belgians, the British and the French, stood up. Oh, at this season we can thank Almighty God we are not cursed with the bullying, cringing, snarling, whimpering, craven German spirit.

CASES SHOULD BE TRIED

IN view of the multiplicity of problems which confront men's wear merchants at present there is small wonder that a merchant often prefers to plead guilty, where he believes himself right, rather than fight a court case—at considerable expense not only of money but of time. All readers will appreciate why Thornton & Douglass, of Stratford, admitted a technical guilt which they did not feel when recently charged with committing a breach of the Lottery Act. But—for the good of the trade as a whole—it is a pity the case was not fought.

Every now and then the need of some central body in the men's wear trade becomes apparent. Such a body could shoulder much of the burden which would result were cases, like that recently faced by Thornton & Douglass, of Stratford, actually fought.

No one—certainly not Thornton & Douglass, of Stratford—wishes to defeat the law; but the law is capable of many interpretations it would seem. Certainly such is the case with this Lottery Act. For the very reason that various interpretations of the act are possible, cases under the act should be tried. In that way the merchants of the country will be able to see just what sales promotion schemes are legal and what are not—either this or they will see very clearly that this Lottery Act needs amending that its meaning may be clear beyond possible mistake.

SAY WHY

“WHY do you want these goods?” asked a manufacturer of a merchant.

“That's none of your business,” came the reply. The merchant didn't have his order accepted.

* * *

“I'm holding a sale,” said Mr. Dash, men's wear merchant, to a neckwear manufacturer from whom

he buys largely. "I've got a big stock of shirts, underwear, and one or two other lines which I want to reduce a little, and on which I can get a good big profit and give exceptional values. I want some ties just to round out the sale. Can you get me some?"

The manufacturer looked over the general plan of the sale—saw that what was wanted to round it out was a line of ties to go at about 49c. As every one knows, "there ain't no such animal" as a 49c tie now; but this manufacturer figured away—reduced the size on some \$6.00 and \$7.50 ranges, and got for the merchant what he wanted—a tie to sell at 49c retail which was wonderful value—a tie on which

the retailer would not perhaps make any money but which would make his sale a success.

* * *

Both these instances are true; and they point a very big moral.

It pays in merchandising, as it pays in every other branch of life, to deal with people worthy of trust and then to trust them. No one likes "going it blind"; but for a friend—a business friend as well as any other friend—many will take a great deal of trouble when the purpose to be served is known. It is only by knowing the purpose that the manufacturer, as well as the retailer, may receive the thrill of the game.

NO MORE GUESSING CONTESTS

Proposal of Retail Merchants' Association is to Have Lottery Act and Trading Stamp Act so Revised as to Render These Illegal

AT the coming session of Parliament steps are to be taken by the Retail Merchants' Association to bring about such amendments in the Trading Stamp Act and the Lottery Act as would prevent the carrying on of all guessing contests by merchants.

It has been a disputed point as to whether a guessing contest is a game of chance or a contest of skill. The aim of the amendments to the existing Act will be to make it illegal to carry on such guessing contests.

As to whether this is a good step or not—that is so far as restricting guess-

ing contests goes.—MEN'S WEAR REVIEW need not now say. If, however, the amendments do make the Acts clear as to what is an offence and what is within the law, they will be along the right line. At the present time merchants who are law-abiding citizens in every way, and who have the ordinary man's hatred of being haled into court, are summoned for some supposed infringement of an Act which seems capable of wide interpretation. Anything which makes for a clearer understanding of these Acts should be in the interest of the men's wear trade as a whole.

BUTTONS AND BRAVERY

Appearance Has Its Effect as the Following Incident Very Clearly Shows

"WHAT have buttons to do with bravery?"

More than you think.

For on that desperate retreat from Mons, when the British had to fight and fall back and fight to the last breath of the stoutest old Tommy, the officers said, "What's the use of making the poor devils polish their buttons and burnish their equipment? They get little enough rest; give them what they earn."

So they told the boys that the routine was suspended until further orders and that they need not polish their buttons any more. Tommy is like every other soldier, and when his captain told him he might leave off polishing his buttons he reasoned that shoes were no more important than buttons, or equipment than shoes, or face than equipment. So he let his beard grow and his equipment get dull. He fought with the mud on his boots and gave no thought to those blasted buttons of his. Naturally enough, it was not many days before Tommy resembled a hobo so closely that he could not have identified himself in a mirror.

Tommy was quick to see the earmarks of a "bum" on his comrades. He decided that something had happened to them and that his pals had lost their punch. Consequently, when Tommy had to sustain the next charge of the Germans, he argued there was no use standing if the other men intended to run and he beat them to it—and that meant threatened disaster.

At length the amazed officers saw the connection between buttons and bravery. They traced back the changed psychology of Tommy and they determined that no Tommy thereafter should ever lose heart because his messmates looked like cutthroats. Back to polishing his buttons went Tommy and back with the polish on the buttons came Tommy's old time punch.

That is why he is polishing still, no matter whether he is in billets or dodging German grenades. And that is why Tommy's cousin is polishing, too. A uniform does not make a soldier and polished buttons do not win a bar or a medal; but the soldier who looks fit feels fit, and

when he feels fit he is fit to fight!

While a study of the arguments against the use of brass buttons on soldiers' uniforms reveals very conclusively that the use of a metal as precious at this time as brass is very unthrifty to say the least, especially when there are other materials available for buttons which are quite as good, if not better; nevertheless it must be admitted that the foregoing story has merit since it points out that the attire of a man (or a woman) very greatly influences his state of mind and his actions. In other words the psychology of the "Dress-up Campaign" plays a big part in the morale of the British Army.—From *Art in Buttons*.

FIX BUSINESS HOURS FOR MEN'S WEAR STORES

Hours during which men's wear stores may do business were recently fixed in Chatham, Ontario, and on August 21st the following by-law went into effect:

1. All shops, where gents' furnishing goods are exposed or offered for sale by retail within the Corporate limits of the City of Chatham, shall be closed and remain closed on each day of the week, excepting Saturday, the day next preceding a public holiday and the period of two weeks next preceding Christmas Day, between the hours of seven of the clock in the afternoon and five of the clock in the forenoon of the next following day.

2. All such shops shall be closed on each Saturday, the day next preceding a public holiday and each day of the period of two weeks next preceding Christmas Day, between the hours of half past ten of the clock in the afternoon and five of the clock in the forenoon of the following day.

CLOTHES FOR SIBERIA

The clothing and equipment issued to each man in the Toronto companies of the Siberian expedition will be as follows: 1 fur cap, 1 pair goggles, mackinaw jacket, sweater coat jacket, 1 pair moccasins, mufflers, winter mits, 2 mackinaw shirts, 1 pair shoe packs, 2 pair heavy socks, 2 pair winter stockings, toque and parka.

FIGURES VITAL TO BUSINESS SUCCESS OUTLINED

F. W. Stewart Urges a Sound Basis for Business—Too Easy Credit a Handicap—Slip-Shod Methods Disastrous—Correct Figuring Outlined

UNFORTUNATELY very few merchants were on hand to hear the address on "Principles which make for business success," delivered by F. W. Stewart, of Cluett, Peabody & Co., Inc., at the merchandizing course of the Canadian National Exhibition. The address was full of good points—many bearing on the proper method of marking up goods. It is given practically in full here, and will repay the careful study of all men's wear merchants—of clerks, too, who have their eyes open for the future.

"Knowing your business means more than knowing the amount of money you take in every day, week or month; it means knowing what it costs you to do business; the correct method to figure your profits and expenses; which goods are making and which losing money for you; (by departmentalizing your store); the quantities of goods you should buy, based on previous sales; which clerks are making the most money for you; the advantages of submitting statements to your creditors after each inventory, certified by a chartered accountant.

"These are the essential matters in connection with your business which you should know, if you are to be classified as a successful merchant.

Too Easy Credit

"The first point which I wish to emphasize is that credit in Canada, as dispensed to retail merchants, is too cheap.

"Those merchants who have always paid 100 cents on the dollar and who are in a position to continue to do so do not receive the protection from manufacturers and wholesalers in the dispensing of their credits to which they are entitled.

"Almost any man starting in business, no matter what his qualifications may be, can secure enough goods at any time to fill his store many times over if he wishes to do so.

"I have no objection to seeing young men starting in business for themselves, I am inclined to support them in their desire to do so, but before granting them credit, they should be in a position to take charge and operate a business, and they should have sufficient capital to make a 33½ to 50 per cent. cash payment against their first purchases.

Should Receive Proper Protection

"The protection to retail merchants who are well established and financially responsible for their purchases must look to the credit departments of the firms from whom they are purchasing, to see that they receive the protection they are entitled to against the placing of bankrupt stocks on sale, purchased at 40 cents to 50 cents on the dollar, for the reason that credit was given to merchants who were not qualified to receive it, and who apparently from the beginning had very little prospect of succeeding. Statistics show that 90 per cent.

of the failures of retail merchants are due to lack of knowledge of merchandizing on the part of the merchants.

I believe, therefore, that it is the duty of all commercial organizations throughout the country, such as Boards of Trade, Chambers of Commerce, Retail Merchants' Associations, Credit Men's Association, and others, to co-operate in the discussing of plans to submit to the government, asking for legislation which will necessitate all persons desiring to enter into business for themselves to qualify before being allowed to do so, by passing a simple examination before a District Trade Commission, appointed by the government, or similar medium to be decided upon.

Sound Basis for Business

We must adopt business methods which will place retail merchandizing in Canada on a sound financial basis, and which will prepare merchants to withstand extreme trading conditions whenever they arise. Lawyers, doctors, engineers, and men entering other professional careers must pass examinations before being permitted to practise. I see no reason why such an examination, based upon sound business lines, should not be necessary where a man desires to take up retail merchandizing on his own account, or any other branch of commercial life.

My experience of many years in discussing expenses and profits with retail merchants, both large and small, has demonstrated beyond question that at least 75 per cent. to 80 per cent. are unable to state what per cent. it is costing them to do business, and that they are figuring their own profits correctly.

Almost invariably expenses are figured on sales and profits on invoice price.

This is where they fall, and it is for this reason that so many cannot understand why it is difficult for them to pay their bills when they really believe they are making profits, whereas in most cases they are operating their business at a loss.

Some three months ago while on a train, I got into conversation with a stranger, a clean-cut elderly man. He was in Canada in the interests of large United States pulp industries.

During our talk we drifted to the subject of retail merchandizing, and the qualifications of a successful merchant, and finally he turned to me and said:

Where Lack of Knowledge Hurts

"I was once in business for myself as a retail clothier and furnisher. It was in Duluth. I was energetic and aggressive and believed I had more than average intelligence. I worked hard, my business grew, but at the end of each year I had not made any headway financially, but I would resolve to redouble my efforts and make a showing the next year.

"And at the end of the fifth year my results were no better, and I decided I would close out my business and get into something else.

"That was many years ago, and it was only recently that I discovered where I was making my mistakes. I was figuring my profits incorrectly.

"In a pamphlet on retail merchandizing, issued by the Industrial Department at Washington, I found that hats which had been selling at \$2.50 had cost me \$3.10 by the time I had paid all my expenses. I didn't know. I should never have gone into business for myself because I lacked the knowledge necessary to make me a successful merchant."

The experience of this man is typical of a large per cent. of the merchants who are in business to-day.

Two Cases Cited

It is not difficult to figure expenses and profits, and I have prepared figures based on a business with a volume of sales of \$24,000, which I hope will help those who are not conversant with short methods of arriving at the correct selling price to mark their merchandise.

The first fact which must be understood is that expenses and profits must be based on the same figures, either invoice price or sales.

Invariably cost of doing business is based on sales. It is much easier to figure your expenses of six or twelve months on half-yearly or yearly sales than on the invoice price of the goods which you sold during those periods. It would be necessary to keep record of the invoice price of every article sold, which would entail considerable clerical work in the average small business.

When figured on the sales it is quite easy for any merchant to figure his per cent. cost of doing business, so long as he has knowledge of what his actual expenses are.

Care Needed

Having decided that figuring expenses on sales is correct and more convenient and easier than on invoice price, you must then be careful to figure your profits also on sales, not on invoice price.

If you sold an article for \$1 and your expenses are 25 per cent., it would cost you 25 cents to sell that article. That would leave a difference of 75 cents. If you add 33 1-3 per cent. to 75 cents it totals \$1. You must keep in mind that 33 1-3 advance on invoice price is only equivalent to 25 per cent. of selling price, so that if you add 33 1-3 per cent. to invoice price and figure you are making 33 1-3 per cent. gross profit, you are wrong, all you are getting is 25 per cent., because remember we are figuring expenses and profits on sales.

The following percentages are interesting and may help you in figuring your profits:

25% on invoice price equals 20% on sales.
 33 1-3% on invoice price equals 25% on sales.
 50% on invoice price equals 33 1-3% on sales.
 100% on invoice price equals 50% on sales.

These figures show that if you buy an article for \$1 and sell it for \$2, you make a gross profit of 50 per cent.

Don't forget we are figuring profits on sales. The sale price of the article is \$2, your gross profit or advance on invoice price is \$1 which is 50 per cent. of \$2, your selling price. The gross profit therefore is 50 per cent.

A simple method to ascertain the gross per cent. of profit which you are making on any article is as follows:

Subtract the invoice price from the selling price, add two zeros to the difference and divide it by the selling price, adding two additional zeros if necessary to obtain fractions of 1 per cent. Example:

Selling price.....\$6.00
 Invoice price 4.00

$\frac{2.00}{6.00} = 33 \frac{1}{3}$ per cent.
 of selling or 50
 per cent. on in-
 voice price.

Add two zeros and divide difference by selling price (2 additional zeros to obtain fraction of 1 per cent.)

600)2000000(3333=33 1-3%

1800
 2000
 1800
 2000
 1800
 2000
 1800

Your expenses are 25 per cent. of selling price, the difference between 25 per cent. and 33 1-3 per cent.=8 1-3 per cent., is your net profit.

You cannot go wrong if you use this system for figuring profits.

If you wish to obtain a certain fixed gross profit, use the following system:

Deduct the desired gross profit, say 33 1-3 per cent. of selling price from 100 per cent., and divide difference, 66 2-3 per cent., into invoice price, this will give you the percentage you require.

Example:

Gross profit desired 33 1-3 (of selling price, equal to 50 per cent. advance on invoice price).

Cost of article \$4.

Divide by 66 2-3 per cent. (100 per cent. less 33 1-3 per cent.)

\$4, adding 2 zeros, is divided by 66.66, which equals \$6. \$6 is your selling price.

Article cost \$4. Sell at \$6. Difference \$2, is 33 1-3 per cent. of \$6.

You should know the per cent cost of your pay roll, rent, etc., so that you can endeavor to reduce the per cent. expenses each year. That is one of the satisfactory features of merchandizing. It also shows you the items of expense which are too high and allows you to make efforts to reduce them. It helps you to stop the leaks. For the average retail business I would classify expenses as follows, giving amount of and per cent. of each expense.

These will vary with different classes of business, and are only approximate, but they will serve the purpose of ex-

plaining this very important feature in connection with knowing your business.

Per Cent. Cost of Business of \$24,000.

Rent	\$ 960-4	per cent.
Pay Roll	2,880-12	"
Advertising	240-1	"
Light, Heat and Insurance...	240-1	"
Freight and Express.....	480-2	"
Depreciation	240-1	"
General-Stationery		
Paper		
Twine		
Delivery		
Interest	240-1	"

50 per cent. advance on invoice or purchase price of

\$16,000
 8,000 equal to 33 1-3 per cent. of

\$24,000 selling price.

Invoice price of goods purchased..	\$16,000
Expenses..	6,000
	<hr/>
	\$22,000
Net profit..	2,000=to 8 1-3%
	<hr/>
Volume..	\$24,000

If you own your own store, you are entitled to pay yourself rental. If you did not occupy it yourself you would be receiving rent from someone else.

Do not forget to charge your own salary, or drawings, to pay roll. This applies also to any of your family who may be working in the store. If you do not have them it would be necessary to engage other help.

You are entitled to 7 per cent. interest on the money you have invested in the business.

Do not overlook writing an adequate per cent. off your fixtures every year.

Your purchases for one year are \$16,000, which you sell for \$24,000, an advance of 50 per cent. on invoice price and showing a gross profit of 33 1-3 per cent., or \$8,000. You pay \$16,000 for merchandise to which you add \$6,000 cost of doing business=\$22,000, which gives you total cost. That leaves \$2,000 as your net profit, which amounts to 8 1-3 per cent. on your volume of total sales.

If your profit is to come out of the selling price it is plain that profit percentages must be figured on the selling price. You don't make profit on your cost, but on the money you take in. Don't forget that.

The secrets of successful merchandizing are knowledge of figuring costs and profits, service, merchandise and advertising.

If your margin of profit is not sufficient to cover expenses and give you a fair net profit, you must increase your volume without increasing your expenses, or increase your margin of profit, or decrease your expenses.

Taking cash discounts means added profits. An average of 3 per cent. on purchases of \$16,000 means \$480.

Analyze your sales and be sure that too much merchandise is not being sold at a close margin.

Your total expenses come out of your selling price, not your invoice price.

You cannot make a profit until the article is sold.

See that your annual statement shows your actual position. Do not adjust the figures to make you believe you have made a profit, when you have made a loss. Face the facts and see that con-

ditions are remedied so as to permit of a satisfactory showing in figures.

Keep pace with changing conditions. Read your trade journals. They contain much information by experts of vital interest to all retailers.

Do not try to keep the details of your business in your head. Keep proper records. You cannot afford to forget or do any guessing.

You must know the facts.

Your business must be properly systematized so that you will know which departments are paying you and which are losing money.

You must know which articles are the dead ones, what expenses are climbing up, what clerks are producing the most profitable business for you.

If you are in touch with all these details and your expenses are not too large for your volume, you will not have to lay awake nights worrying about paying your bills.

Keeping books is necessary for two reasons; first to show how your business is getting along—the progress of your business—and second, how much your business is worth—the actual condition of your business.

Merchants should make a practice of going over their stocks at least once every two weeks.

System is only one of the investments of success, and the information it gives should be used to the best effect.

The oftener you buy and sell the more money you make, provided you sell frequently enough not to require additional investment.

Place the goods which you sell most frequently in the most convenient place on the shelves. It allows you to make the most sales at the least expense.

Being business-like is an asset that a retail merchant cannot value too highly. Give prompt attention to correspondence and bills when due.

Advertising is a force in creating demand. See that your copy is of the pulling kind. It pays to give it careful thought and study.

Keeping your stock down and your sales up without increasing your expenses in proportion to your increased sales is what makes for maximum profits.

You can't pay bills on imaginary profits; the sales must be made and cash received before you can remit for goods purchased.

Watch for leaks, avoid overbuying and always keep planning for increased business.

When you place your orders for future delivery, do so intelligently, based on previous sales.

Do not buy automobiles with the extra profits made during abnormal years. Invest your additional profits so that you will have a reserve to fall back on during periods of depression.

Modern merchandizing means getting face to face with your competitors and the people from whom you are purchasing goods. Promote community work in your town.

Continued on page 57



NECKWEAR



FUTURE OF NECKWEAR UNCERTAIN

Supplies of Silk Greatly Reduced—May be Still More Reduced for 1919—Range of Patterns More Limited Than Ever and Prices Higher—Early Buying Seems Good Business.

THAT such should be the case is strange, but retailers are apparently not heavily stocked in neckwear at the present time. For a good many months now they have been advised on every hand that neckwear is steadily going up in price and down in quality. Nevertheless the feeling in the trade has evidently been that these warnings of further advances were the result of unnecessary fears and that, as

the whole, kept up well the summer through, and to replace the depleted stocks manufacturers are being wired to send on goods ordered for later delivery.

Hurry Up Calls

One manufacturer received, the middle of September, a wire calling for immediate delivery of goods which were originally ordered to be shipped on November 1st.

Another retailer wired about the same time calling for goods which had been ordered for October 15th.

This would be a very healthy sign under ordinary conditions, but in view of the uncertainty as to the future it is less pleasing—it goes to indicate the lowness of stock in the retail store, which is not altogether satisfactory in view of the condition.

At the present time, six dollar neckwear is about the lowest to be seen in the trade, and it is learned on every side that this range will have to be cancelled very shortly, well before Christmas. Practically at the present time the seven dollar and one-half range is the lowest in which a wide variety of patterns is shown.

Not only are the goods going up in price at the moment but they are scarce right now. One manufacturer is contemplating taking travellers off the road because the output of the factory is taken up till the middle of February. One special product, which this firm features has to be taken off the market at once because the machines used on this are fully occupied until the end of the year.

Cannot Expand

Under ordinary circumstances, of course, this manufacturer would put in more machines to look after the growing business. At present he is unable to do this because the machines are exceedingly difficult to procure, and because the operators are equally scarce. Then there is a danger in putting in machines of this kind because of the possibility that the raw material which would enable their being kept busy will not be available.

Another manufacturer will, if he sells as much during the balance of the year

as he did in the same period last year—and the experience of the early months makes this seem likely—find all silk used up, and every bit of silk on order, but which has not yet come to hand, used up.

When stated in figures the demand for silk is about two hundred per cent of normal, and the production market about 40 per cent, of normal.

The bigger demand of course is the



Jacquard weave check—appropriate for Christmas and holiday trade from the range of Tooke Bros.

the season came around, there would be plenty of neckwear for the retail trade at a very favorable price.

Now the actual situation is beginning to come home to merchants, and—speaking generally—they are finding themselves with very small stock on hand at the commencement of this season.

Many merchants indeed are finding it necessary to hurry deliveries of what they have already ordered for fall. The neckwear sales in retail stores have, on



A Printed Satin Cravat from the Range of Tooke Bros.

result of foreign goods being off the market. The reduced production is due to many causes, to the taking over by the United States Government of many looms, to the effect of labor scarcity on machine parts; to the scarcity of labor for looms.

The Canadian manufacturers supplying the retail trade with neckwear, find themselves almost entirely dependent on the New York market, and have to pay high prices for what is secured.

Old Patterns Turn Up Again

The presence of old patterns at advanced figures on the market and the near necessity of buying these in order to keep anything like a normal output of ties, is embarrassing to manufacturers.

Take one illustration to show how such embarrassments may occur. A certain merchant in Ottawa has bought a certain class of tie, calling for delivery of this in February next. He was the fore-handed man—got his order in and got it accepted. The manufacturer will deliver this. At the same time, if he buys some of the silks which are now being shown him by the mills, he will have in his range—to show other merchants in Ottawa—neckwear made of the same silk only which has to sell at a much higher price than that which the fore-handed merchant paid. Such a method of marketing his goods might, the manufacturer fears—and it would seem with some reason—make enemies for his house. Yet, under existing conditions, it is difficult to avoid just such occurrences.

The neckwear situation is serious.

A Chance To Lay In Stocks

MEN'S WEAR REVIEW never has advocated laying in stocks of goods where the purchase of these would embarrass a merchant financially. If, however, a merchant is in a position to lay in a reasonable supply of neckwear it would seem that he has an opportunity of providing for his needs and of making sure of the best patterns which will be shown for some time as well as the best prices by buying at once.

What is going to happen to the neckwear industry in 1919 is very much a question. Manufacturers do not know. They are dependent upon the mills to turn out the silks and the mills do not know where they stand. There is a possibility that the United States Government will take over more and more of the looms which have, in the past, been working on neckwear silk. There is a possibility that this industry will be considered a non-essential industry and that coal and power will be denied—or the quantity greatly restricted—so that the output of the mills will fall still lower than it is at present. This, of course, will simply mean that the Canadian neckwear manufacturers will be hard put to it to secure the necessary silks.

Prices Sure To Be Higher

The great probability is that such a serious state of affairs will not come to pass. The mills, in spite of all their troubles, will get out a fair supply and the Canadian manufacturers will be able to produce enough to take care of the demand, which after all—considered in dozens and not in dollars—is lower than it was in 1917 and much lower than in 1915 and 1916. Nevertheless there are going to be difficulties in production, and prices seem absolutely certain to be higher and qualities lower.

Just one little instance of the kind of thing which makes production difficult and deliveries sometimes slow may be given here. A manufacturer

wanted his machines gone over by an expert. He put in a request for the expert's inspection and three weeks later



One of New Patterns by King Neckwear & Suspender Co.

the man came. Under ordinary circumstances the machines would have been overhauled almost the same day that the request was made. Now, however, labor is so scarce that this prompt service is impossible.

The continued advance in prices is to be explained in many ways. An instance of some goods which came from England illustrates one reason. These goods—which formed a parcel smaller in size than a steamer trunk—cost the manufacturer £776, entirely aside from freight charges there were other charges of £579 against the shipment, export fees, insurance, exchange, etc.

Swiss Silk Arrives

A bright note is given the neckwear situation by the unexpected arrival of a sizeable shipment of Swiss silks. These have been on order for over 2 years but came to hand most opportunely. These were expected for Christmas, 1916, and will make wonderful values for Christmas, 1918.

While this shipment is of good size, however, and while it was secured at very favorable figures all things being considered, it will yet be too small to bring any appreciable general relief. Most of this silk is in the form of mufflers and its unexpected arrival necessitates a slight revision in what was said in MEN'S WEAR REVIEW, September issue, about the scarcity of flat silk mufflers for the coming season. Nevertheless there will be a shortage of this class of goods, if the sorting orders are anything like normal. It would seem the part of wisdom for retailers to estimate what they will need of this line and make sure they have their wants covered. The early bird will get the product of the silk worm.

HOOK-ON TIES IN BIGGER DEMAND

This About the Only Style of 25c Tie Which is Now Available—
Need of Economizing Has Caused Number to Turn
Toward This Model.

HOOK-ON knots and hook-on bows are more in demand at the present time than for years.

In days like these, when the automobile is bringing the farmers to the city, letting them see the latest styles, and when the moving picture is exerting its influence to educate all and sundry as to what is smart in dress, it seems almost surprising that these hook-on ties are gaining in favor. The need of thrift, however, is undoubtedly the reason. The large gain in orders is from the stores doing business with the well-to-do and with some working people as well. In former days such stores as these would have a few of these hook-on ties available, so that needs of inquiring customers could be looked after. A dozen such ties would, however, go a long way. Now it is noted by manufacturers that these stores are ordering hook-on ties

in five and even ten dozen lots, and they order them much more frequently than they ordered the smaller quantity a few years ago.

Why Tie Has Friends

It would seem that many workers want this tie. It has the advantage that it is very easily put on, and for people who have to get to work at 7 o'clock, and who often rush through their breakfast in consequence, is convenient. The tie is popular with many boys, but the big demand is from the worker and from men who are economizing at the present time.

We hear a great deal about the munition worker—the man who is getting some \$40 to \$60 a week, yet when we stop to think we all know that there are many workers still living on sums ranging from \$12 to \$20 per week. Some

men are bringing up families on this and in consequence have to watch expenditure very closely. With such the 25c tie is a necessity—if a tie is a necessity at all—and as the 25c four-in-hand is not available there has been a considerable turning apparently towards the hook-on.

Demand Has Caught Up

Hook-on ties of course are made of scraps that are left in cutting the regular cravat. Ordinarily the supply exceeded the demand, in consequence prices have been very low—have been quoted down to \$1 a dozen. The hook-on tie has been merely a means of saving a waste. There is a lot of labor in it, but the manufacturer could get back more than

he spent for the labor, and could get a little for the silk scraps by selling them in the hook-on ties.

Now the demand has caught up with the supply—is almost in excess of this. This, and the higher prices of silks, have forced the price up considerably, but this is a tie which still can be retailed advantageously at 25c.

It seems at the moment that there is going to be a scarcity of these ties. Manufacturers of course will only use scrap to make up these, and with a decreased number of cravats going through the factory—which of course is the case in very many of these—the scrap available is not sufficient to meet the big demand.

All pyjamas, nightgowns and underwear, over \$6.

Kimonos, petticoats and waists, over \$15.

There are other taxes proposed on what may be regarded as a luxury in some cases, and not in others, about as follows:

Freight transportation charges will bear a 3 per cent. tax, later included in the price of freighted articles to the consumer. Transportation of persons will bear what amounts to 8 per cent. tax. Telegrams, radio or telephone messages carry a 5 per cent. tax between 14 and 50 cents, and a 10 cent tax if the cost is greater.

Upon every parcel or package transported from one point in the United States to another by parcel post on which the postage amounts to 25c or more, a tax of 1 per cent. for each 25c or fraction thereof, shall be charged for transportation and paid by the consignor. No package will be accepted for transportation until the tax stamp has been affixed.

In the United States there is a feeling that this bill, dealing with luxuries and so-called luxuries, will be greatly changed before it is passed. Canadian merchants will watch its progress with interest. A similar law proposed and introduced into Canada would be of great moment, though not necessarily harmful to the trade.

FIGURES VITAL TO BUSINESS SUCCESS OUTLINED

(Continued from page 54)

Goodwill is something which cannot be created in twelve months. It is the result of a reputation for fair dealing, service and good merchandise at fair prices, covering a period of many years.

Inventory your stock at its proper valuation. Do not inventory goods at invoice price if they are worth only half what you paid for them.

I will conclude my talk to you by recommending that you give every consideration to the man who calls upon you to sell you goods. Do not make appointments unless you intend to keep them. Remember that the goods which salesmen have to sell are what keeps you in business. Realize that his time matches yours. If he is to be successful as a salesman he must cover his territory without loss of time. Help him to do this and you will be carrying out one of the essentials of a progressive and respected merchant.

Keep in mind that well known manufacturers and wholesalers always endeavor to give you 100 cents worth of goods for a dollar. It is only by methods of this kind that large successful companies can be built up. Do not work along the lines that the firm from whom you are purchasing are trying to match their wits against yours to take advantage of you. Have confidence in the men you are dealing with and you will be broader as a man, stronger as a merchant, and you will be doing your part in the commercial life of your community and of our country.

SPECIAL HOLIDAY BOXES SCARCE

Illustrations for Tops Excluded From Canada by Recent Government Embargo, Hence Supply Available Small

SPECIAL holiday boxes are going to be exceedingly scarce this year. Merchants who feel they must have these in order to make the most of their Christmas shopping should get in touch with their neckwear manufacturer, with their suspender manufacturer, glove and shirt manufacturers, etc., at the earliest possible moment.

The scarcity of boxes is the result of the Government's recent embargo against certain importations. When merchants saw, among the goods which could not be brought into Canada while these regulations held, the word "Chromos" he did not probably think that this would in any way affect his business. Nevertheless, the illustrations which appear on the top of handkerchief, neckwear, suspender, shirts and other fancy boxes are classified as "chromos." In good time the box manufacturer submits samples of the various illustrations to the manufacturers from whom he expects fancy box orders. The manufacturer plans his order for the tops he particularly likes, and then the box maker sends his order for the "Chromos"

or box top illustrations, to the makers of these in the States.

This year, owing to the Government's restrictions as has been said, the illustrations for these boxes are not able to come through, hence the shortage.

Last year boxes were scarce largely because of the scarcity of labor and the scarcity of paper. Unfortunately therefore manufacturers did not carry many over. Some carried a few thousand boxes which they have available for this year. Some ordered their boxes very early and took delivery of these early—before the embargo on the "Chromos" entirely cut off the supply of box tops. This relieves the situation to some extent, but generally speaking special Christmas boxes are exceedingly scarce, and should, if needed, be ordered early. It is another case of the early bird being the one who will get the worm.

There is a diminished call for special Christmas boxes noted. A good many merchants seem to feel that they can get better merchandise outside of these, even where they pay for the box.

RAISE THE LUXURY LINE

Proposers of Luxury Tax in U.S.A. Decide a \$2.00 Shirt is Not a Luxury, and Place \$50.00 as Mark for a Suit

THE proposed United States luxury tax and the possible introduction of a similar measure in Canada is given a new turn by some changes made across the line in the outlining of what is a luxury. There has been a revision upward. Evidently the framers of the proposal, which is now before Congress, have been made acquainted with many new facts, and are now able to understand that socks costing more than 35c are not necessarily luxuries; that the \$30.00 mark is not the line of demarcation between a suit that is necessary and one that is a luxury.

Now the proposed tax of practically 20 per cent. will, if this luxury law

passes, be imposed, as far as men's wear lines go, about as follows:

- Trunks, over \$50.
- Valises, travelling bags, over \$25.
- Purses, handbags, over \$7.50.
- Umbrellas, sunshades, over \$4.
- Housecoats, smoking jackets, etc., over \$7.50.
- Men's waistcoats, over \$5.
- Men's suits, if not uniforms, over \$50.
- Men's hats, over \$5.
- Men's caps, over \$2.
- All shoes, over \$10.
- Neckties, over \$2.
- Men's silk stockings, over \$1.
- Women's silk stockings, over \$2.
- Men's shirts, over \$3.



MARKET REPORTS



THE MARKETS AT A GLANCE

TORONTO, September 25.—Early reports on price-fixing contained the information that President Wilson had intimated that he would set a price on cotton; later this was denied. The latest report given out from Washington is to the effect that two committees are to be appointed: one to make a thorough investigation of the general cotton situation, and the other to regulate purchases for this and Allied Governments. Some reports of a cotton famine are going the rounds, and arguments on price-fixing are also heard on all sides.

Another slight advance in shirts is reported for Fall orders, amounting to about 50c per dozen. New prices are now out for Spring, and with the exception of silk, quotations do not show as heavy an increase as had been looked for. Silk shirts have suffered a very heavy advance, and some consider the present basis prohibitive.

Men's shirtings are being bought to meet a demand for boys' blouses which has developed. Some members of the trade have met with remarkable success in high-priced lines, and this is further borne out by the fact that blouses costing \$30 were turned out by some manufacturers last year.

Cloth for civilian clothing is off the looms for an indefinite period in the United States. Stocks held are considered sufficient for at least a year, and the woollens section of War Board do not include civilians in the program in their latest demands on the mills. Stocks held locally are very good also, and some exceptionally good samples are being shown from recent shipments.

Stocks of popular-priced silks in neckwear manufacturers' hands are becoming pretty well cleaned up, and the opportunity for replacement practically nil. The retail trade as a whole is fairly well supplied with 75c and \$1 lines, but the standard will have to be raised for next year unless some improvement, not now apparent, develops.

Retailers show a disposition to buy hats for Spring very carefully. Prices are high, and some seem to feel that the consumer has just about reached the limit he will pay. Some sources report samples and prices on Italian hats withdrawn, reason not given out.

COTTON CONTROL COMING

Price-Fixing Seems Somewhat Nearer—
Distribution to be Controlled—Mills
Sold Up for Spring

COTTON.—In the raw cotton field the situation has been unsettled as the result of various rumors as to the intention of the U. S. Government to fix prices, one suggestion being as low as 25 cents, or 7 to 8 cents below the present market price. Another gave the intention of the Allies to fix the price of the portion of

the new crop they were to buy at 46 cents, a wide enough margin, surely. Then came the announcement that the Allies would take 50 per cent. of the new crop, which had a firming effect on prices. With the violent fluctuations that the market has seen in the last couple of years it would have a beneficial effect on the industry to have some stabilizing influence at work, for without the uncertainties of the price of raw cotton, which restricts contracts being made for any length of time ahead, the mills have enough troubles all their own to contend with.

The report a couple of days ago that a price would be fixed for cotton and that the government would also take control of its distribution caused great excitement and heavy selling on the cotton market the day following. October contracts opened up 140 points under the closing price of the previous day, and before long a decline of 150 points, or \$7.50 a bale was registered. October sold down to 31.20c, as compared with 37.25c on September 3, the highest price for futures in the history of the exchange. As against this top price this quotation represents a decline of more than six cents a pound.

One authority in the United States in reviewing the cotton situation stated that he believed the outlook the most serious in history. It is intimated that in a recent conference with President Wilson this authority produced figures showing the consumption of cotton exceeded production by more than 7,000,000 bales during the past three years and stated that the world was on the verge of the greatest cotton famine since the Civil War. It is quite possible that this has been a factor in above announcement that control of distribution is likely to be undertaken.

Prices on underwear and hosiery for Spring issued during the past couple of months have been withdrawn by some of the mills who report their entire output sold up. These further intimate that they may be unable to take care of the volume of business offered and supplies will be allocated in the fairest and best possible way. Government contracts for denims are now going through the mills which means overall manufacturers may be further delayed in securing material to complete their contracts. In fact it is intimated that some grades of materials are not procurable and the range has of necessity been narrowed. Prices are being quoted on an immediate delivery basis, January 1 and March 1 delivery. Beyond that the outlook is too uncertain.

Primary markets are interesting on raw cotton inasmuch as the highest on record on the cotton exchange since its establishment forty years ago have been reached during the past month. On August 23 October actually sold at 34.90 cents, forty points over highest record ever made before by any contract for future delivery. On April 4 last 34.50 was paid for May contract but prices broke almost immediately after. On the publication of the government crop report for August on September 3 prices again reached new high levels, October

selling up to 37.25 cents and December contracts at 36.50, though some reaction followed later in the day. A cotton crop of 11,370,000 bales is forecast, the smallest since 1909.

From the Old Country advice has come to hand that mills there are working about one-third time on cotton goods and were full time operation allowed the available supply would be used up in a couple of weeks' time.

It has been intimated also that an advance of 10 per cent. went into effect for all the operatives a month or so ago following a similar one made in April, so this has added materially to the cost of the manufactured fabrics.

HEAVY WAR ORDERS

Government Orders for Khaki Coming in Good Volume—Canadian Exports Proceeding Favorably

WOOL.—Reports from the woolen mills state that they are well loaded with government orders for khaki, something that they have not had to any extent for over a year. Some of them were just finishing orders from the United States for blankets, but the most had to refuse these owing chiefly to lack of labor, for in the case of pressing war orders domestic business must give way. The khaki orders, it is understood, cover practically all the woolen mills in Canada, and the most of them have been compelled to give up nearly all their domestic business, while others are furnishing only a tithe of what they did before.

A special arrangement has been made for the production of the khaki, by which shipments of wool are made from England, whence it has been impossible to obtain anything in this line for a long time. This wool comes over by permission of the British government which controls the whole clip, both there and in Australia. The latter country and New Zealand are sending over irregular shipments of wool, sometimes well up to expectations, usually far below these, but the reports agree that both the woolen and knit goods mills have a fair supply of wool on hand for their requirements.

Latest reports indicate that the export of Canadian wool to United States markets is proceeding satisfactorily, well over 1,000,000 pounds already having been shipped. A very active demand for domestic wool occurred early in the season before the arrival of Australian wool, and the supply distributed did much to relieve the situation then. When the Australian product began to arrive in large quantities there was a disposition to hold off from buying the Canadian wool. At present there appears to be fair assurance that the entire allocation of 45,000 bales will be delivered on schedule time, as more than 30,000 bales are already delivered or en route. All wool shipped to the United States is meeting with a ready sale. Canadian manufacturers are now fairly well supplied with raw material, and in most

cases have enough to last until the end of this year.

It is understood that in the United States at the present time there is no free wool available for civilian consumption. Wool must be imported to meet government requirements and until importations are such that a surplus is reported no plans can be made for civilian needs. This may be reflected here but stocks generally are considered fairly satisfactory. There is lots of cloth although it is not all desirable by any means.

It is intimated that very little in Spring clothes has yet been offered. Wherever woolens have been offered prices show up much higher than a year ago, but dealers show a disposition to buy. This is especially true of any fancy lines, the market apparently being pretty bare of desirable pieces. Men's blue serges show an advance of over 25 per cent. since May of this year—a pretty substantial gain and a fair criterion of the market to-day.

Fall and Winter shipments of underwear and hosiery have been very largely completed and mills report very satisfactory results in this connection. Spring business is being solicited and orders are being placed by dealers very freely. In fact it is intimated that orders, when assembled, may have to be cut down somewhat.

CLOTHING

Some Arrivals From England Show Class—Civilian Needs Not Being Considered

CLOTHING.—Shipments of serges, broadcloths and other mighty desirable cloths from England have arrived, and the range being shown by some wholesalers is very desirable. Prices are unquestionably high, but sales are being effected easily, retailers showing a marked preference for the high grade goods.

The Woolens' Section of the War Industries Board in the United States has issued a statement that there is at the present time no free wool available for civilian consumption. It further renewed its warning that there must be conservation of wool and all things made of wool to prevent serious shortage and real distress for a long time to come. This warning applies particularly to the use of cloth and clothing now made up which will be difficult of renewal when the present stocks are exhausted.

The announcement from the Woolen Section Explanatory in itself is given herewith:

"The public statement of the acting Quartermaster-General, in which he has disclosed the wool requirements for the government for the period July 1, 1918, to July 1, 1919, brings many inquiries as to what wool may be available for civilian consumption. It may now be definitely stated that at present there is no wool available for civilian allocation. The acting Quartermaster-General discloses the fact that a large quantity

of wool must be imported to meet military necessities, and until such importations have been made in amount to cover Government needs, a programme for future civilian consumption cannot be undertaken at this time. However, in order that the woolen industry may have the closest touch with the situation, and in order that everyone concerned may be assured that careful consideration is being given the needs of the industry by men from the industry, the textile division of the War Industries Board has requested the advisory committee of the war service committee of the wool manufacturing industry to act in a similar capacity to the woolen section of the War Industries Board, and a meeting will be held September 25.

"Conservation of wool and all of the things made of wool cannot be too strongly urged and emphasis cannot be too often repeated.

"The Woolens Section has already gone on record that if careful buying and intelligent planning in buying and using articles of wool is seriously undertaken by the people of this country, they may safeguard themselves from real distress through a wool shortage for a long time to come."

No actual suffering owing to shortage of available stocks is reported locally and manufacturers of ready-made clothing now have their salesmen out on their Spring selling trips. The range of goods being shown is good and stocks of cloth available will take care of orders expected. Clothing is again higher but manufacturers intimate that the advances are by no means proportionate with existing markets on cloth.

OVERALLS SELLING

Manufacturers Experience Little Difficulty Selling All They Can Make—Some Lines Off Market

OVERALLS.—Manufacturers intimate that whereas prices are high, they are having little or no difficulty in disposing of any supplies they have to offer. Orders are now being taken on the basis of immediate delivery, some manufacturers showing a different scale of prices for each delivery date.

The question of futures is one wrought with uncertainty. The government has become a big buyer of denim, orders for the United States Government being executed and the scarcity of cloth in general are factors which are almost sure to slow up deliveries to domestic trade. Some lines are unobtainable at all and manufacturers consequently have been compelled to narrow the range of lines they are showing. This is perhaps no more in evidence than in denims which show a big reduction in the range now offered and a big advance in the remaining lines. One number in going up about 30 per cent. over opening prices for Fall made it in two jumps—20 per cent. and less than 10 per cent., another 15 per cent. and now 15 per cent. again. One manufacturer who handled around thirty lines has cut them in half.

NECKWEAR

Cheaper Lines Passing—Higher Priced Lines in Very Good Demand and in Good Supply

NECKWEAR.—The wise man bought early and heavily of the popular priced lines and will be in an admirable position to take care of Fall and Christmas trading. To those now looking for dollar neckwear and less, it may be said these are very hard to get, and will be even more difficult to procure in the next few months.

The mills in the United States, Canada's principal source of supply to-day, are engaged in turning out dollar neckwear for their trade. By the time this is brought to Canada, duty, transportation and exchange added, it must sell at \$1.25 at least, and more likely \$1.50. The mills are not anxious to change their looms over to take over other business, and for that reason the day of the popular priced ties nears an end. The consumer will be able to buy some 75c and \$1.00 neckwear for a few months yet quite likely but the merchant will not be able to replace these lines at anything like the price.

The higher priced lines are very popular, however, and stocks of these generally are very good. Heavy shipments from overseas—some of them unexpected—have come through and provided neckwear manufacturers with a fine range and ample supplies. Prices run from \$16.50 up on these.

HATS AND CAPS

Orders for Spring Now Being Solicited—Retailers Buying Carefully—High Priced Hats Best Value

HATS AND CAPS.—Orders for Spring are now being aggressively sought by the salesmen of the various jobbers and manufacturers. Retailers as a whole are buying carefully. They seem to see in present high prices a swinging off from the number of dozens formerly sold to their customers. Whereas a bill of goods in dollars and cents may represent the same total, the difference in value now and a couple of years ago means a big falling off in dozens. This is not a new development. It has been apparent during the past couple of years to a considerable extent, but according to some sources seems rather accentuated in their placing for Spring.

The cheapest felt now being offered in some sources is \$36.00, and whereas the better grades range up to around \$60.00 the feeling prevails that these represent the better value. A push on the high priced lines may well bring the desirable class of trade every merchant wants. An \$8.00 hat to-day may represent more than the \$3.00 difference with a \$5.00 hat when the question of serviceability is fully considered. The consumer, in having to pay a high price, comparatively, for the average hat is not unlikely to be a buyer for the best line when comparisons are made.

It is reported in some sources that prices and samples of Italian hats have been withdrawn till further notice. These had been coming along in fair quantities, and the reason for this action was unexplained.

SHIRTS

Another Shirt Advance All Around for Fall, 1919—Spring Prices on Silks Show Stiff Advance

SHIRTS.—Another advance in prices for Spring has been made, amounting roughly to about 50c per dozen. With silks, the advances are much heavier. There will be a few—but very few—shirts offered at less than \$16.50 per dozen. This price seems to start the majority of manufacturers on their range. Silk shirts at \$80.00 show an extremely heavy jump and whether these will sell at this price remains to be seen. There is some talk in the United States that mercerized cotton will pass into the discard. It is an unessential process, takes time and labor and for these reasons may be dispensed with. This possibility provides an uncertain element in the situation as it applies to this line.

There is some talk, too, of the Government taking over the acids used for bleaching, or probably 70 per cent. This would mean a decided reduction in the amount available for commercial purposes and may mean that the cotton shirt still in the grey will of necessity become the favorite. This is only a side issue and may mean much or little—it is really just a disturbing element in the trade at present.

The situation in boys' blouses is of interest. These are being quoted at \$9.00, \$10.50 and \$12.00 and the high prices are not exerting any appreciable effect on the demand. As a matter of fact, boys' blouses sold up as high as \$30.00 for this Fall and may do so again for Spring. There is some enquiry for blouses made from men's shirtings being heard, the claim being put forth that blouses offered are not equal to requirements of some classes of trade.

As far as Spring shipments of shirts are concerned, manufacturers are pretty well covered, it is indicated, but beyond that they will not commit themselves. It is true the retail trade have really felt the pinch from shortage of merchandise comparatively little. Shipments have been forthcoming and only the best is hoped for for the future, but goods are scarce and harder to get. The manufacturer is fighting hard to secure materials to work with and when the completed article is offered to the retailer, he can figure he's pretty fortunate to get it.

A MANUFACTURER'S BIT

To A. M. Hobberlin, of the House of Hobberlin, Toronto, goes much of the credit for Toronto's wonderfully successful Sailors' Week Campaign. Mr. Hobberlin was chairman of the Toronto committee.

MOVE TORONTO SHOW ROOMS

Tooke Bros. Toronto branch have removed from their old quarters in the Empire Bldg. to the opposite side of the street in the Canada Cloak Bldg., 63 Wellington street W., where they have fitted up a large flat comprising 14,000 square feet and are carrying stock for immediate delivery. The place has been tastefully fitted up and is one of the most modern showrooms in Canada.

MANY TOUCHES MAKE FEW POCKETS NECESSARY

With the war tax, the super tax, and other taxes too numerous to mention in vogue these days, and the government's order to conserve cloth and man-power, the one-pocket suit not only fills all needs, but has many advantages, according to Harry Le Claire, of Pontiac, Mich., a clothing designer, who was at the Majestic Hotel yesterday. He wore one of his latest models.

The only pocket in his entire suit is on the right hip. It is large and roomy and, according to the owner, fills all the needs.

"After remaining in New York one day," said Mr. Le Claire, "I could get along famously with just one vest pocket. And then there are the conveniences of not having to search through all of one's pockets for valuable papers or coins. The average man uses only about three pockets, anyway, and in these days of conservation, certainly he can get along with one."—New York Herald.

BOOKLET ON ADVERTISING

Retail merchants and others interested in advertising may have for the asking a booklet recently issued by the National Educational Committee of the Associated Advertising Clubs of the World, "The Foot Rule of Successful Retail Advertising," along with a bulletin telling how this booklet has been used as the basis for study courses in local advertising clubs, states an announcement from the office of the Associated Clubs.

The advertising association, which embraces more than 150 local advertising clubs, is actively engaged in the promotion of better advertising, seeking improvement along the line of greater skill on the part of the advertiser as well as endeavoring to stamp all fraud out of advertising.

This "Foot Rule" booklet, it is announced, is a most practical little treatise on retail advertising, and is proving to be a distinct help to local advertising clubs that are making it a basis for a series of meetings for the study of advertising.

Requests may be addressed to Noble T. Praigg, secretary of the National Educational Committee, Associated Advertising Clubs, Merchants Bank Bldg., Indianapolis, Ind.



SUITS & OVERCOATS



SUITS \$100—IS THIS A COMING PRICE?

Poorness of Lower Grade Cloths Forces Manufacturers to Make Up Higher and Higher Priced Clothing—Some Instances—How About Hidden Woollen Supplies?

ARE \$100 suits and overcoats coming?

The rumor has gone out that some of the big stores in Canada—the stores which retail merchants have to watch very closely—are purchasing goods at prices which will necessitate retailing during fall of 1919 at practically \$100 for suit, and the same for overcoat.

With a view to learning the probability of such prices becoming general—also to the end of learning what justification there is for the statement made by a Canadian merchant before the United States Clothiers' Association to the effect that there is enough wool in Canada to last the trade for three years, MEN'S WEAR REVIEW has made a careful investigation.

Near Century Price

Overcoatings, it seems certain, and suits, too, will sell as high as \$100 during 1919. This, of course, does not mean that all models will fetch any such price, but the tendency is sharply upwards and even this fall the retailing price will be much higher than in the past; while for spring merchants, especially in Western Canada, will be getting nearer the century mark.

Already travellers on the road with spring ranges are sending in orders for stock suits—orders calling for wholesale prices of from \$52.50 to \$59.00. Adding the necessary charges to suits bought at this price will certainly shove the retail price up towards the \$100 mark.

In special measure lines orders are now being received for suits calling for a wholesale price of \$65.00. Many merchants, of course, are able to take a much narrower margin of profit on special measure suits than would be possible on stock. There is a comparatively small investment and the turnover is quick; but in spite of these advantages when a suit costs \$65.00 from the manufacturer it is going to be with-in hailing distance of the century mark when it is disposed of to the store customer.

Hundred Dollar Overcoat Already

In overcoats prices both both of overcoatings proper and of the linings are

so high that figures in excess of \$100 will have to be asked for some of the models now being shown by manufacturers. One firm, for instance, is showing a model—and receiving very good orders for it too—which sells to the trade at \$75.00. It is a model of a line to be carried in stock.



A young man's ulsterette, one of the new models shown by Randall & Johnston.

These, of course, are rather exceptional cases which have been quoted, but it may be generally stated that the tendency is steadily upwards. In view of the existing cloth situation there can be no other tendency, at least until after the war; and it is far from certain if prices will fall very sharply even then.

With cloths high, and trimmings high, more and more the tendency is to discontinue the manufacture of low priced suits. Value is almost impossible to

give in these suits, except by the use of goods bought long ago on a very favorable market.

How the Manufacturers Figure

Just how it is next thing to impossible to give good value in cheap suits may be indicated from a consideration of one cloth, a cloth which, before the war, used to sell for a shilling or two a yard and which now is being offered the manufacturers at \$3.00 per yard. With goods at \$3.00 per yard the present price of making and trimming a suit has to be a rather costly one, and manufacturers are figuring that the wear is not in this cloth and that they would do much better to put more money into the cloth, the same money into linings and workmanship, and sell a suit for more money but which will give a real measure of satisfaction to the ultimate purchaser.

Another instance of the advance in cloths is that of heavy overcoatings made by O'Brien's of Cork. The last of these goods received direct from O'Brien's was at 10s 9d per yard. Now some is being offered through Huddersfield agents at 27s 9d per yard. This, moreover, is only 28 lb. overcoating.

No Three Years' Supply

As regards the presence in Canada of large hidden supplies of wool, enough to provide the trade for three years even if no more cloth came through from England or from the Canadian mills, it can be said that the facts do not seem to justify any such estimate.

Canada, as MEN'S WEAR REVIEW has pointed out before, has been, and is, in an exceedingly fortunate situation. Perhaps there is as plentiful a supply of cloth here as in any part of the world to-day. It is not necessary to go into all the reasons for this. Manufacturers, when war was declared, became fearful of not getting the cloths they required and so ordered double quantities, believing the orders would be cut down. Instead of this the English mills filled the orders and the Canadians never faltered but took delivery. Moreover, the taking of so many troops from Canada has meant a great many bottoms coming back this way, and in these cloths

have found cargo room. Then, until the recent embargoes, big quantities of cloth have been received by Canadians from the United States; and the Canadian mills have multiplied in number and size and are able to supply now more cloths by many hundreds of pieces than they were before the war. On the other hand, there has been a huge demand for cloth here—cloth needed for uniforms to clothe the 500,000 men who have been raised in Canada, and cloth for the Canadian population.

What About Overcoatings?

It is pretty difficult to tell just how the balance stands at the present time—how much cloth there is on hand. There is no question that certain firms have large supplies. In recent issues MEN'S WEAR REVIEW has pointed out the seriousness of the overcoating situation as a result of huge orders for military supplies, which prevent the Canadian mills turning out anything for the civilian trade at least until February of 1919. This overcoating situation is still very serious. Just how serious is indicated by word a traveller for a big Canadian mill recently gave to one of his customers, a big manufacturer. Ordinarily this overcoating man would now be taking orders for 1919 overcoatings. What he did do, however, was to advise this manufacturer that he did not know when he would be around.

Yet there are manufacturing concerns who have their supply of overcoatings for 1919 on hand at the present time. They hope to be able to add to their stocks—to brighten these up with a few new pieces—but if they receive no more they will be able to look after their normal trade for 1919. That, however, will about be the end. The stocks are getting near the bottom and it is doubtful if this cloth situation is going to be a repetition of the widow's cruise of oil.

Much of the cloth which is on hand, moreover, is of patterns which have already been shown—patterns which are perhaps as old as the war. Much of the so-called reserved stock, that is stock which is being peddled around from one woollen agent to another and being bought back again, is of an undesirable character.

Not All Are Fortunate

Moreover, it must be borne in mind that while some firms have their requirements for the winter of 1919 covered, others are in a much less fortunate position. This is indicated clearly by a transaction which was considered during the last month. One manufacturing firm had been offered, three months ago, certain linings. These were not wanted immediately, but the buyer thought it a good proposition and took the whole lot. Just this month the man who sold these came back and offered a thousand dollars premium to get the linings back. The man who had purchased them, however, did not think that was sufficient—he has already got to the point where he can see where those linings will be

of great value in enabling his turning out goods to supply his trade. The inference, of course, is that the man who was willing to pay the thousand dollar premium now finds himself more or less embarrassed in his production by reason of scarcity of linings.

The Barber and the Butcher Buys

In unexpected places there are certain supplies of woollens. A Montreal manu-

facturer of woollens are continually going up and have bought for a speculation. They will sell when they get an opportunity, but their holdings are not sufficient to have any real effect on the market.

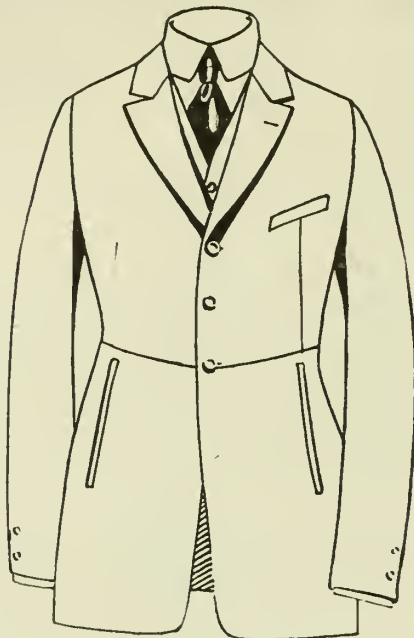
That, roughly, is the situation—a complicated situation enough in all conscience, but one which does not give any justification for the belief that there are enough woollens in Canada to last the trade for anything like 3 years.

What About Merchants' Stocks?

There is, of course, another question—the amount of clothing merchants have in stock. There are some merchants who are exceedingly well supplied with goods bought at advantageous prices. They probably have bigger holdings than any ordinary season. On the other hand there are men who formerly carried stocks who have gone out of this altogether, looking after their trade through a special measure department—they have gone out of the stock clothing because of the expense of carrying this, and because of the splendid service they find it possible to give through the special measure system. It is quite possible that the discontinuances in carrying stock counterbalance the larger stocks which are carried by some merchants.

Little New In Patterns

No, clothing seems certain to be harder for the merchant to secure. Certainly anything new in the way of patterns will be hard to secure. One representative of an English firm, who is still enabled to sell a certain amount in Canada, received word only this week to keep his samples. Any selling he does for next season will, he was advised, be done from the same samples. A straw this, which shows clearly how the wind blows, and it blows towards repetition of old cloths.



One of the new models in this Semi-Ready showing designed by Mr. G. B. Armstrong

facturer recently pointed out to a visitor from Toronto a barber shop in which he stated he knew there were several pieces of cloth being held for speculation. In other stores—even butcher stores—there is cloth being held; but these are isolated cases. The men holding these cloths have evidently heard

OVERCOATS TO BE SCARCE, YES, BUT WILL BE SOME FINE MODELS

WITH the word getting abroad that overcoatings are going to be particularly scarce, and that coats purchased this winter, while much higher in price than those purchased formerly, will not be low in price compared to what will be offered in 1919, there seems every reason to expect a big year in overcoat sales.

In view of this the trade will be particularly interested in reading descriptions of some of the new styles just being turned out. These, of course, are not properly in the fall, 1918, and winter, 1919, models; but many of them will be made for this season's selling, especially in the special measure departments.

The box coat is going to be quite widely shown of course. MEN'S WEAR REVIEW saw one beautiful model—taken right from stock—which had nicely draped back, narrow shoulders and sleeves which looked as though they

belonged to the coat. Nothing particularly outstanding in this model except its excellence.

Generally speaking the vogue is for quarter lined overcoats. These do not represent any real saving in materials, although they give this impression. They do not save labor either, but they are exceedingly neat models, and in much demand at the present time.

Bell Sleeve a Feature

A young man's overcoat shown MEN'S WEAR REVIEW brings out strongly the bell sleeve which is quite a feature with many of the new models. This coat has the natural shoulder—not extremely narrow yet not accentuated in width in any way. It is cut with a full skirt and the waistline is high and rather narrow in effect. There is considerable draping of the skirt, and the belt is plain with no cross tack. This is a two button through coat with velvet collar.

RAW WOOL, YES.**FINISHED YARNS, NO.**

Speaking of the much mentioned reserve stocks of woollens in Canada, a close student of conditions had this to say:

"I believe there is plenty of wool available in Canada because of the amount allotted by the British Government. The difficulty is lack of sufficient equipment to turn the wool into yarn and cloth to meet the Canadian needs, it being almost impossible to purchase machinery, and hard to get delivery of parts needed."

The arms in this model were particularly worth inspection. The armholes were not at all deep and yet gave perfect ease of motion. The sleeve heads have practically no fulness. Below the sleeve head there is some fulness in the sleeve and this narrows in below the elbow, then widens out giving the bell effect in the forearm.

A two button double-breasted coat with velvet collar and narrow rakish lapels also brings out the narrow width of shoulders which—fortunately—is likely to be very popular. In this model, too, there is little or no fulness in the sleevehead and the sleeve itself is of medium width with the bell cut.

This model has a close fitting, high waisted effect, with considerable drapery in the skirt and a long vent in the centre seam reaching to within one and one half inches of the waist with a flowing step.

This model has a decided slope to the pockets with narrow patch coverings. The pockets are of the bellows type. There is quite a chest worked into this model.

A third type inspected by MEN'S WEAR REVIEW has what used to be called the Prussian collar. The model is a double-breasted one, the buttons being wider at the top row than at the bottom. The pockets are of the slash variety and the coat has a high waisted effect, slightly belled at the bottom. There is a centre vent at the back to within four inches of the waistline. This coat, too, is made with quarter lining. It is really a model after the style of the American Army great-coat. The collar will turn up to give splendid protection. It seems a model which will make a very favorable appeal to many people this year.

A standard Chesterfield, such as will certainly be again in demand by conservative men, does not seem to give great scope for anything new, and yet, in one of the models seen by MEN'S WEAR REVIEW, some new features were noted. In this model, for instance, there is just the suspicion of a waist effect. The shoulders are natural with the fly front, and the collar is of velvet, but there is no outside pocket at all. There is, however, a vertical breast pocket on the inside, placed on the left hand side so that the hand may reach to this between the buttons with which the coat is fastened, enabling the wearer

to get at a handkerchief for instance, without unfastening his coat.

Fur collar coats are expected by some makers to be popular. One model, with good looking imitation seal collar seen by MEN'S WEAR REVIEW, is in the high waisted effect. This model is only quarter lined and yet it fits so snugly that it is an exceedingly warm coat, even apart from the collar. This turns up to protect the chin and the ears as well, the lapels being very wide.

ABOLISH THE VEST? NEVER

A proposal of the National Association of Retail Clothiers to restrict, during the war, men's outer garments to two pieces, that is to eliminate the waistcoat, will be turned down decisively, sternly, by gentlemen unafraid of their tailors. Two or three months in the year the immeasurable inconvenience of going about without a waistcoat because the thermometer makes clamor for less clothing is all of that man can endure.

Few men wear a waistcoat for ornament; in peace and war it is an essential garment; its utility gives it its value. Deprived of it in July and August, man suffers the annoyance of carrying otherwise than in their accustomed places watch, pencil, fountain pen, eyeglass case, cigars, matches, cigar cutter, small change, notebook, his wife's list of articles urgently needed, the theatre tickets bought to square himself at home because he forgot to buy them, and various more or less valuable documents such as the I O U he received after the last jackpot was played, the broken cuff link he intends to have mended, the button torn from his coat he intends to have replaced, the timetable of a railway on which he will never travel.

To stow these manly essentials in already overfilled pockets of coat and trousers so adds to the toil of living in the hottest months of the year that some braver spirits suffer the lesser evil of wearing waistcoats. Some prefer to die.—New York Sun.

Ed. Urquhart, who has been in the employ of the Wm. Geddes Co., Strathroy, for some time, in the gents' furnishing department, has accepted a position with a leading mercantile firm in St. Thomas.

ONE ARGUMENT FOR COTTON PRICE FIXING

A well known cotton grower of Tennessee, interviewed in Memphis recently, made a few pertinent remarks on the subject of Government price fixing of cotton. Anything a Southern man may have to say on this subject and from this angle is bound to be of interest, if only because it is unusual.

"I am in favor of price-fixing," he says, "for the reason that such action would greatly simplify the question of distributing and financing the crop. If the price is fixed on a basis of thirty cents per pound, we can borrow \$149 per bale from any bank connected with the Federal Reserve system and will be relieved of the necessity of putting up margins from time to time. With cotton selling around 33½ to 35 cents now we are not able to secure anything like \$149 per bale because the banker figures that, with fluctuations so rapid, it is up to him to protect the interests of his depositors whose money he is really lending. And, too, if the price of cotton is fixed, there will be practically an end to trading in futures.

"Stabilization of prices on cotton goods should carry with it as a prime requisite, the stabilization of prices on cotton itself. The Government fixed prices on cotton seed products last year, but it did not do this until it had fixed prices on cotton seed. A fair margin, to cover manufacturing costs, interest, profit and other incidentals, can be determined in the case of cotton as well as in the case of cotton seed, and when this has been done, the producer and the consumer, whether the Government or an individual, will be protected in a manner wholly impossible under present conditions."

It is admitted that the problem of price fixing will prove a strenuous one. There are only three grades of wheat. There are approximately nine basic grades of cotton and almost every conceivable variation as to grade, staple, color and other details. In Memphis and the valley territory, where the bulk of the specialties are grown, the problem would be highly complicated. But the Government may content itself with fixing prices on the basic grades, leaving leeway on those of a special character.

EVIL OF STANDARDIZING BOY'S CLOTHING PRICES.

Referring to the proposal made by U. S. retail clothing men, as outlined in the September issue of MEN'S WEAR REVIEW—a proposal that sizes from 10 to 15 years should be at a standard price, sizes from 6 to 9 years at 15 per cent. below standard, and sizes from 16 to 19 years inclusive at 15 per cent. advance on standard. One large Canadian manufacturer of boys clothing says: 'We certainly do not think that all sizes should be sold at the same prices; neither do we believe it can be figured out on a percentage basis. We believe that the sizes should be grouped in lots of three, or four at the most, and prices figured for each lot. Selling retail at one price of a large range of sizes leads to bad results, namely a lot of small sizes being left on hand at a high average cost, which means of course that the large sizes are sold beneath their value.'



COLLARS & SHIRTS



MERCERIZED SHIRTINGS HANG IN THE BALANCE— U.S. GOVERNMENT MAY RESTRICT THEIR PRODUCTION

As Non-Essentials This Class of Goods Seems Quite Likely to be Restricted—As Prices Go Up, Variety of Patterns Goes Down

SUMMING up the shirt situation as it stands at the writing—Sept. 24th—there must be again recorded upward prices, and there must be sounded the unpleasant note of predictions as to further advances. There is going to be an end to the upward tendency—somewhere. There is going to be an end to the war—some time. The two events are closely related.

But other factors than price require attention at the moment. As time has passed the situation as far as shirtings are concerned has become steadily more serious and it now seems possible that changes in the shirtings themselves will occur, so that merchants will have to sell less and less attractive goods. The mercerized goods, for instance, may cease to be shown. Such is the talk at the moment. These goods come largely from the U. S. A. and over there enquiry is being made as to the advisability of cutting out this mercerization. It is held not to be essential, and what is not essential is very likely to be discontinued these days over in Uncle Sam's land.

Seriousness of Uncle Sam Has Effect

The seriousness with which the United States is entering into the war is the great reason for the greater complexity of the shirt situation. Merchants are inclined to say, when they hear rumors of possible famine in shirts, "Oh, that's the way people talked a year ago, two years ago, and the goods came through, at a higher price, it's true, but they came through, and they will again."

Well, probably they will. Somehow or other goods of a kind do seem to come to hand; but they don't just arrive like Topsy. They are secured because cutters up are staying awake nights figuring where they will get goods; because they are figuring not seasons, but years ahead; because they have invested more in goods than ever before.

War First Now

The situation this year is not to be compared with that of a year ago, and merchants would do well to remember

this. In the last year the United States have got into war stride. Everything there has been war first, other things after; and so the big United States market has been far less reliable—far less certain to give what the Canadian cutter-up wants.

Bleaching May Be Given Up

As well as talk of preventing mercerization of shirtings there is talk of Government control of bleaches. This, should it come about, might even mean that goods received by Canadian cutters-up to be converted into shirts, would only be scoured, not bleached—in other words that the goods would be free of dirt and grease but would be in the grey. This is not a likelihood, but it is a possibility. The States, it is to be remembered, got a large part of its bleaches from Germany. The supply now turned out in the States is still limited, and if only some 20 per cent. of this supply is released for civilian purposes some such results as shirtings being scoured instead of bleached might well eventuate.

Yet, fortunately, things are seldom as bad as we fear. "I've had a lot of trouble in my life," said a clever man, "but most of it never came." This inability to bleach shirtings is probably one of the troubles which won't come.

In the States, where they are talking luxury taxes, a three-dollar shirt is suggested as the most costly which will be free from the slur of being a luxury—free also of the proposed 20 per cent. tax. Well, if a \$3.00 shirt is a luxury a lot of us are going to dress luxuriously this Winter, more next Spring, and many more again for Fall, 1919. Not only are silks away up but practically all cloths. A khaki cloth which was formerly shown for 11c is now being shown at 32c. Many such steep increases are noted.

Any Shade Almost Passes for Khaki

There is an interesting situation with regard to khaki. The color, as with the boy who saw things at night, makes little difference now. Cream is being sold as

khaki. Necessity is the mother of invention. Necessity has turned the military authorities color blind. All that glitters is not gold, but all which has a good yellowish or Autumn tinge is coming to be accepted as khaki by the powers that be, and is being now bought gladly by recruits, officers, and most of all by the aviation cadets.

Some words on the present situation as expressed by one large shirting buyer will be of interest to the trade just now. He says:

"I visited the New York market for about a week in the latter part of August and the fore part of this month, and found the market in about the most upset condition that it has been in since the beginning of the war, caused, I believe, as much from fear of control as lack of it.

Cotton Away Up

"You undoubtedly are aware that the maximum price for print cloths was established early in July at 85 cents per pound, and while cotton at this time was about 25 cents per pound, this was a very liberal price, being based on about 30-cent. cotton, allowing the mills a reasonable profit at that. Since then, however, as you are also undoubtedly aware, cotton has soared in price and reached the record figure since the Civil War of 38.75 for spot cotton.

"There is talk of further control in the way of fancy cloths as they are considered a non-essential, and while I was there, the Government was taking evidence from several mill representatives as to the necessity of mercerizing as this is also considered more or less of a non-essential. I cannot say, however, whether there was any decision reached as I have not heard from any of my friends who promised to keep me posted. In the event of mercerization being declared a non-essential, the Government would control all bleaching products such as chlorine and the necessary acids, only a small portion, estimated at about 30 per cent., would be allowed to civilian trade. This would have the ef-

Striking Shirt Display



This is a trim which attracted a great deal of attention to the store of N. L. Birrell, Bloor Street, Toronto.

Mr. Birrell entered the trim in the window contest recently held by the John Forsyth Company, and was awarded second prize. First prize went to Baughmann's Fashion Shop, Wallaceburg, which firm had prepared a splendid selling window. Smallman and Ingrem of London were awarded third prize, and Jack Sinclair of Orillia fourth prize.

In this trim of Mr. Birrell's the framed picture effect is worth noting. This was fairly easily secured, a picture being taken out of a frame, and a shirt draped on stand directly behind the opening. Then a black velvet background was used to give the picture-like effect.

fect of practically taking mercerized cloths out of the market. It would also have a very drastic effect on the bleaching of other cloths and instead of a bleach, the trade might have to use scoured goods, which would leave the cloth in the grey state, only cleansed from the grease and dirt of manufacture.

Is Control Correctly Undertaken

"In talking to all the mill representatives whom I interviewed, the opinion is very general that the control started in the wrong place. Their idea is that the price of cotton must be controlled before it can be reasonably successful in the price of manufactured goods, and while there has been some thought that the Government would set a maximum price for cotton, it is now generally conceded, since last reports on the cotton crop, that this will not be done. Piece goods are very considerably higher to-day than they have been since the Civil War with every indication that for next season's purchase they will have reached almost prohibitive prices.

Demand a Big Factor With Supply

"While the price of raw cotton certainly has an influence on the price of cloth, the controlling influence as a matter of fact is the law of supply and demand. The mills have more work than they can do and will not take on the manufacture of any cloth that does not show a handsome profit, and I learned that since the control of print cloth at 85 cents per pound had gone into effect,

there has been very little of this cloth manufactured. The control period for this price expires the first of October, when unquestionably there will be a revision upward.

"The advances I personally ran across on my last visit was from 3½c to 5c per yard on goods which we had bought for this Spring, with quotations for next season of a considerable advance on these figures, and even at that, it is expected there will be a drastic shortage of goods, particularly colored yarn goods.

"The dye situation is somewhat improving, but it is far from satisfactory yet, as the colors, except on the most expensive cloths, are not yet reliable."

Speaking of prices another manufacturer says: "There will be still further advances in prices; materials will be still harder to procure, and help is growing scarcer. The lowest priced line for Spring so far as we are concerned, is a limited range at \$15.50 net.

"Silks, which for a long time had varied little in price, have now soared to an almost exorbitant figure. Even buttons, which at one time flooded the Canadian market, are extremely scarce, and the grading of different qualities is practically done away with."

Along this same line another cutter-up says:

"The advances in Japanese silks have been very extreme during the past few months, and for this reason there is a considerable advance in silk shirt prices.

"Not only are prices high, but it is very difficult to secure desirable mate-

rials and satisfactory deliveries, so that the coming season will be very extreme for the manufacturers along these lines."

More Advances for Fall, 1919

"While for the past two or three seasons the popular retail prices of shirts have been \$2.00, \$2.50 and \$3.00, they will range for next Spring about 50c higher, or \$2.50, \$3.00, and \$3.50, so that the retail advance will not be very extreme, and unquestionably for Fall season the prices will be considerably higher, as the materials which are being used for Spring, 1919, line are from purchases of at least 12 months ahead, and prices have stiffened materially since that time.

"We have no hesitation, therefore, in saying that buyers will not be taking any chances in purchasing at to-day's prices, as they will not be able to place orders next season at lower quotations, but we are of the opinion that buyers should be careful not to cover more than their normal requirements, especially during the time high prices are prevailing."

Not very cheering, these opinions, but there is nothing like looking facts in the face. If, four years ago, we had all been certain of four years of war we would probably have had a very genuine attack of funk. Yet, after four years, here we are—most of us—many better off than ever; all wiser. Another year, under the still stiffer conditions, will perhaps doubtless go finely too. It will be well perhaps to take things just a season or two at a time.



HATS *and* CAPS



U.S. ISSUE RULES RE STRAWS --- MEASURES WILL HAVE EFFECT HERE

B. M. BARUCH, chairman of the War Industries Board, authorizes the following:

With the announcement that it is the intention of the government to curtail the output of straw hats to the point where the production will meet only the essential needs of the civilian population, the conservation division of the War Industries Board has prepared a conservation programme for the manufacturers of men's straw and body hats restricting styles, height, width of brim, and trimmings.

The industry is asked to consider the

programme in the light of war conditions, and co-operation is urged as of assistance in the entire industrial re-organization made necessary by the requirements of the war programme. Adoption of the plan will tend to stabilize the industry, it is believed, by reducing stocks and releasing capital, and by reducing the quantity of labor so the industry will be better able to maintain the framework of its organization after meeting the drafts for military service and for industries essential to the successful prosecution of the war.

Based on recommendation now sub-

mitted, a final programme will be issued soon by the conservation division. It is understood, however, that materials not in accordance with these recommendations may be used now, but no orders should be placed hereafter for materials that do not come within the recommendations.

Text of Recommendations

Following are the recommendations:

(1) No new blocks to be introduced in yacht, soft braid, body hats, or any other variety. This means that no designs are to be used by a manufacturer except de-

signs used by that manufacturer in the selling seasons of 1917 and 1918.

(2) Dimensions:

Yacht hats:	Inches
Maximum height crown	3¾
Minimum height crown	3¼
Maximum width brim	2½
Minimum width brim	2¼

Soft braid hats (except harvest hats for farmers):

Maximum height crown	4
Minimum height crown	3¼
Maximum width brim	2¾
Minimum width brim	2¼

Alpine hats:

Maximum height crown (measured on the side)	5
Maximum width brim (measured flat)	2¾
Minimum width brim (measured flat)	2¼

Width of Bands

(3) Band not to exceed 22 lignes in width. Length of band not to exceed 39 inches for a 7½ hat, this length to include the material used in the bow. Colors of bands to be restricted to black, tan, brown, blue and green.

(4) Leathers in hats not to be jiggered or laced. Maximum width to be 1½ unturned.

(5) No elastics, cords, or buttons to be used and no eyelets except in harvest hats for farmers.

(6) For tips for braid hats and for Javas, Porto Ricans and Manilas, no material other than lace or net to be used for the sides. Satin, silk or wood silk used for these tips to be restricted to strips of not more than 42 lignes in width. No tips or linings to be used in any variety of hat other than those mentioned above.

(7) Six hats to be packed in a carton. (This does not mean that not more than

one style may be packed in a carton.) In order that stocks in the hands of the hat manufacturers and paper manufacturers be fully utilized, no one special color or design of covering paper should

THE HAT QUESTION

THIS SEASON'S HATS ARE EXPENSIVE SAVE \$5.00

HAVE YOUR OLD HAT BLOKED CLEANED \$1.00

Livinson's

MEN'S WEAR & KNIT GOODS
23 ST. CATHERINE STREET WEST
TELEPHONE EAST 6022

A daring conservation poster and advertisement this. Mr. Livinson does not believe it will hurt his hat business.

be insisted upon by any manufacturer. It is suggested that wherever possible uncovered chip-board boxes be used. If a covering paper is used it should be unbleached.

(8) Salesmen to carry not more than one trunk to a line. (Braid hats and body hats are to be considered as separate lines.)

(9) Sales of ticket hats to be discontinued.

Another manufacturer views the U. S. regulations with favor, saying:

"We feel that the party who drafted this schedule surely understood his business, as every item that he has restricted is absolutely unnecessary for the wearing qualities of the hat. We feel that Canada as a war measure could not have adopted a better schedule. In several instances it would be a great save in labor."

The saving of labor mentioned here unfortunately does not give reason to expect a decrease in the cost of producing hats. Labor charges are going up steadily, and reduction in the amount of labor used in production will do well if it offsets these advances.

WITH OUR ADVERTISERS

ROLL FRONT COLLARS BACK

Roll front collars, similar to the one here illustrated, are again winning a



goodly measure of favor in the States, several firms getting out collars cut on these comfortable lines.

NEW SOFT COLLAR FASTENER

Herewith is shown the "Step-in" fastener, just put on the market by the



Williams, Greene & Rome Company. This fastener is easily adjusted and at the same time holds the tie up and the sides of the collar down. It is said this fastener is easier to adjust if no mirror is used during the operation.

Mr. J. E. Mortimer, recently manager of the Kingston Hosiery Co., has resigned to accept the general management of the Reliance Knitting Co., Ltd., Toronto. He is succeeded in Kingston by Mr. H. W. Lundy of the Almonte Knitting Co.

CANADIAN HATS WILL FOLLOW SUIT

By Fall, 1919, U.S. Restrictions Will be Mirrored in Canadian-made Models—These Restrictions Looked Upon as Wise, Will Save Labor, Thus Offsetting Increasing Cost of Labor

CANADIAN hat manufacturers view calmly the U. S. proposals re style restrictions. Changes in Canadian hats will not result at once, but there is a feeling that these will come about little by little, so that when the Canadian manufacturers go out with styles for Fall, 1919, the models will practically comply with the United States requirements. This, indeed, will probably be necessary, as instanced in the words of one Canadian maker:

"Of course the United States action became known too late to change the samples for the coming Spring, as our salesmen were all on the road at the time it was received, so we will manufacture hats with the wider trimmings until our present supply is exhausted. We have not enough of the wider ribbons, and I think when our present sup-

ply is exhausted that we will not be able to obtain any ribbons from the ribbon houses of the States wider than the dimensions set forth in the War Industries Board circular."



The seam on this spring model shows a new feature.

MANY RESTRICTIONS PLACED ON U.S. HAT MAKERS

The following authorized statement from the War Industries Board of the United States requires careful study by Canadian hatters, for it indicates clearly the great reduction in hat styles which they may expect, not only from United States makers, but also from Canadian, English and European firms.

The War Industries Board of the United States, in its recent announcement to hat manufacturers says:—

VARIETY in styles, colors, shapes, weights, and trimmings of fur and felt hats for the civilian trade for the Spring season of 1919 will be restricted and curtailed under a programme accepted by the manufacturers through their war-service committee after conference with the felt section of the textile division and the conservation division of the War Industries Board.

The conservation division has sent to makers of men's fur and wool felt hats and to makers of women's fur and wool felt hat bodies a schedule of the programme for conservation for the Spring season of 1919 to become effective about September 1. The schedule follows:

"To the makers of men's fur and wool felt hats and the makers of women's fur and wool felt hat bodies:

"As you well know, readjustments of pre-war business methods and business practices are necessary in order to meet the extraordinary conditions which have now developed. These readjustments should be made with the least possible dislocation of industry in order that all interests may be protected as far as possible. Conservation is a vital factor in the war programme and conservation of materials and labor in the hat industry is urgently necessary.

"The enclosed programme for conservation for the Spring season of 1919 has been thoroughly discussed with the war service committee of the industry. This plan will be further developed and issued in a more specific form for the Fall season of 1919. For instance, it is then planned to standardize colors along the lines mentioned in item No. 2.

"This programme will be finally announced and made effective on or about September 1, unless substantial reasons are immediately presented which will give cause for its modification. Any such changes will only be considered in the light of bringing about a more effective method of meeting the present war conditions.

"Conservation Division,
"War Industries Board."

The Recommendations

"The following recommendations are to cover the manufacture of all fur and wool felt hats for the civilian trade for the Spring season, 1919:

"1. The number of body qualities usually manufactured to be reduced as far as practicable.

"2. The variety of colors of fur felt hats for men to be restricted to 9. The variety of colors of fur felt hats for women to be restricted to 9. Mixed colors to be eliminated in fur felt hats. The variety of colors of wool felt hats for men to be restricted to 12. The variety of colors of wool felt hats for women and children to be restricted to 12. (A manufacturer producing fur felt hats for men and women may manufacture 9 distinct colors for each. A manufacturer producing wool felt hats for men and women may make 12 distinct colors for each. A manufacturer producing both wool and fur felt hats for men and women may make 9 distinct colors of fur for men and 9 distinct colors of fur for women, 12 distinct colors in wool for men and 12 for women.) It is suggested that the colors of men's hats be confined to the following: Black, two shades of brown, two shades of green, two shades of steel, pearl and Belgian belly.

"3. The variety of weights of bodies to be reduced as far as is practicable.

"4. No styles to be produced in the so-called staple shapes in dimensions in excess of 6-inch crown, 3½-inch brim. No fancy novelty shapes in excess of 5¾-inch crown and 2¾-inch brim.

"5. No genuine leathers to be used exceeding in width 1¾-inch upturned; no genuine leathers with turned edges. No imitation leathers exceeding in width 1¾-inch turned.

6. The use of linings to be discouraged for Spring season of 1919, and to be discontinued for Fall season of 1919.

"7. On so-called staple shapes in soft hats bands are not to exceed 12 lignes in width. On fancy or novelty shapes no band to exceed 22 lignes in width. On both of the above bands not to exceed 36 inches in length for a size 7½ hat. This figure to include material used in bow. No bindings exceeding 10 lignes in width to be used on soft hats. No bands exceeding 12 lignes in width to be used on stiff hats. Bands not to exceed 36 inches in length, including bow for size 7½ hat. No binding on stiff hats to exceed 11 lignes in width.

"8. No leathers to be draw strung or laced. No elastics, cords, buttons, or eyelets to be used.

"9. No stickers to be used in the tips of soft hats.

"10. Six hats to be packed in a carton wherever possible. (This does not mean that not more than one style may be packed in a box.) In order that stocks in the hands of hat manufacturers and paper manufacturers be fully utilized, no one special color or design of covering paper should be insisted upon by any manufacturer. It is suggested that wherever possible uncovered chip board boxes be used. If a covering paper is used it should be unbleached.

"11. Salesmen to carry only one sample trunk on the initial trip, and no sample trunk on the duplicate trip each season.

"12. Roundings to be compressed in bales instead of shipped in bags.

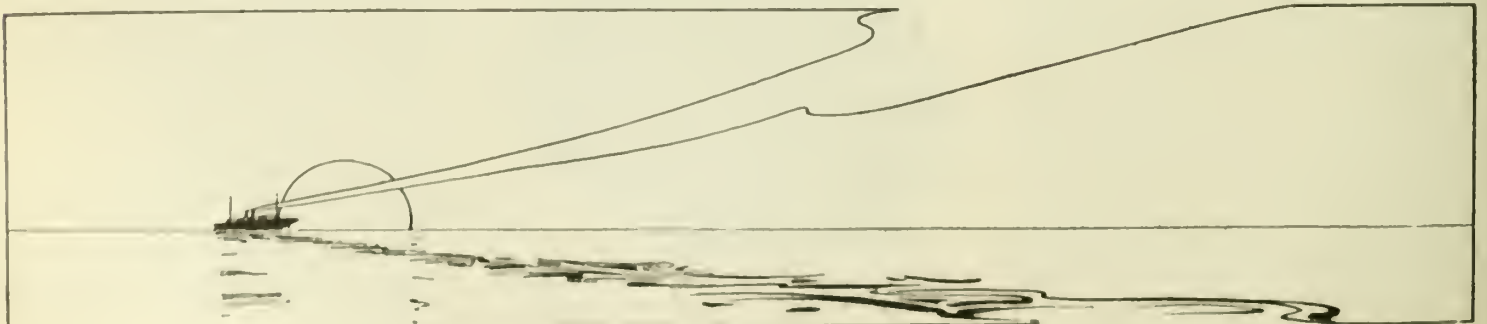
"13. No hats to be made with turned over or turned under edges.

14. The amount of shellac used to be reduced as far as is practicable.

"15. The sale of ticket hats to be discouraged.

"Please report any materials that you have on hand which will be affected by these recommendations, itemizing character and quantities.

"Conservation Division,
"War Industries Board."





You'll find Elk Brand values
even more than we claim

Your own sense of values will determine you in favor of the big things now offered in our new showing of ELK BRAND CLOTHES.

Our men are now in their respective territories with a complete range of samples covering

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

You will find Elk Brand Clothes well-made, stylish and correct in every particular. And the prices are by no means the least attraction—they are cut just as low as Elk Brand values permit.

We can arrange a call to suit your convenience. A post card to us now will suffice to bring our representative.

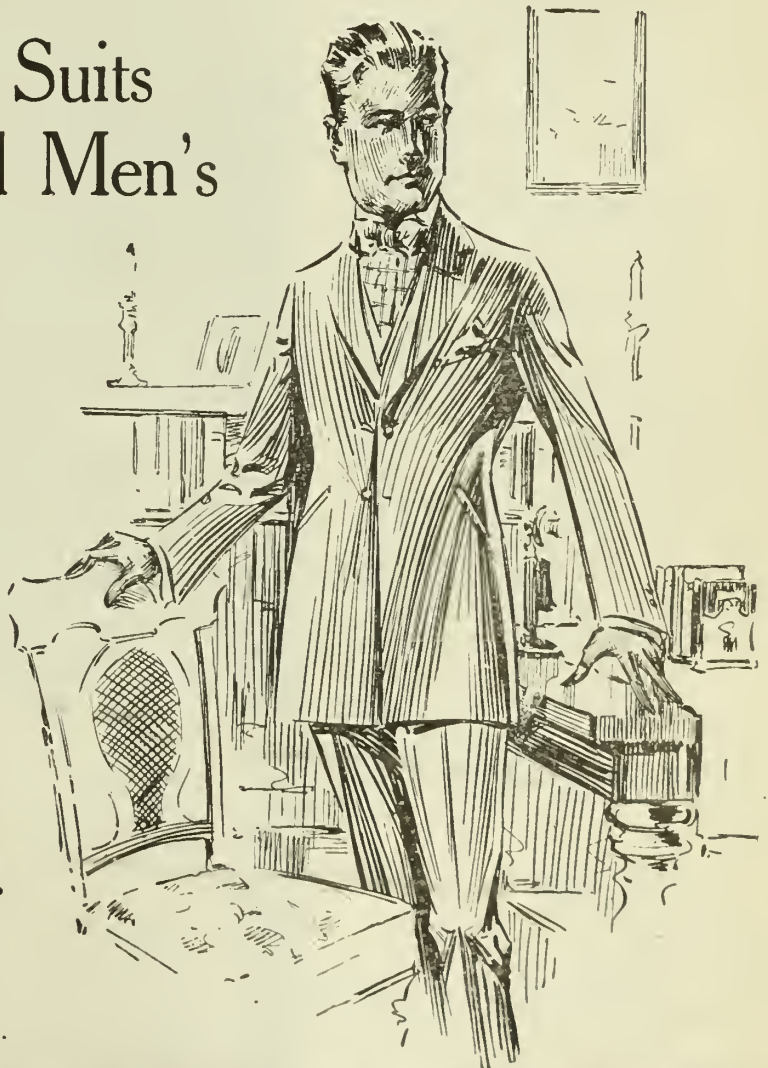
J. ELKIN & CO., Ltd.

Makers of Elk Brand Clothes

Head Office and Sample Rooms

MONTREAL, QUE.

JOLIETTE, QUE.



UNDERWEAR DELIVERIES WILL BE LATE

Situation is Serious—Mechanical Difficulties Are Added to Scarcity of Labor and Fine Yarns—Government Orders Expected

SOMETHING approaching a famine in cashmeres and all-wool underwear seems imminent. The fortunate situation, however, is that the merchants have goodly stocks of these lines, and while the deliveries of the new stocks they have ordered are likely to be slow, the merchants will have at hand goods with which to satisfy the needs of their store customers.

The great scarcity of cashmeres and all wool garments is due not only to the scarcity of yarns, but to a series of other factors, inferior help, conscription of skilled labor, scarcity of needles and a reduction in quality of the needles which are available. Unfortunately there seems little reason to look for an improvement in these regards—no more than there is reason to look for a freer delivery of cashmere and other fine yarns.

The certainty of delays in delivery being something upon which merchants must count is made clear by the knowledge of manufacturers' delays in supplying the jobbers. With the best of intentions there have been many such delays. Underwear which was called for May, June or July delivery is only now going out. The jobber, therefore, will have very great trouble in filling his orders in time. The big stocks which are quite common in the men's wear stores are, as has been said, the cheering feature in connection with this situation. The merchant, despite late deliveries, will be able to go on doing business in this line.

A probability that the Canadian Government will be coming out on the market strongly for both socks and underwear further complicates the situation. The recent purchases of the War Board covered only the immediate needs. There is certain to be more buying. Just where the Government will get the goods, of course, is a problem, for all the mills are as fully occupied as help makes possible; but the Government can command, and such commands would very much complicate an already difficult market.

Cotton socks are coming into greater demand. Some of the big stores are ordering them on a scale which indicates they expect a year round demand. Through very necessity Canada seems likely to become less of a cashmere country.

REORGANIZATION PLANNED

THE reorganization of Murray-Kay, Limited, Toronto, is planned and arrangements practically completed to that end.

It is understood that Richard P. Gough, president of Sellers-Gough, Limited, and of Jas. A. Ogilvy, Ltd., Montreal, also vice-president of the Home

Bank of Canada, is to be president of the reorganized Murray-Kay Company, and it is tentatively understood also that the syndicate which Mr. Gough is heading will obtain enough of this stock to give control.

Owing to war conditions, as was pointed out last December, the proposal to acquire the Ogilvy store, Montreal, as part of the Murray-Kay selling organization had to be dropped, and it is important to note that at the present time, although Mr. Richard P. Gough is named as the expected president of the reorganized Murray-Kay store, and though he is president of the Ogilvy Company in Montreal, there is no connection between the two establishments.

The new management have in contem-

plation for after the war the housing of the Murray-Kay establishment in new premises in the retail district of Toronto developing on Yonge Street. The site has, however, not yet been definitely determined upon.

A profit-sharing scheme whereby all employees will receive a dividend of 10 per cent. of their earnings has been instituted by the Bonner Worth Company of Peterboro', manufacturers of worsted yarns. The profit-sharing for the initial period will be for the four months beginning September 1.

The Monarch Knitting Co., Ltd., of Dunnville, Ont., who have a branch at Buffalo, N.Y., are planning to erect a brick dye house, boiler and storage house at the latter place to cost \$22,000, and have filed plans accordingly.



Window which drew much attention to k it goods department.

Do We Send Samples? We do and We Have the Goods

Our travellers are out now with samples in both our lines of Men's Shirts and Boys' Wash Shirts—but it may be some time before they get around to you. Goods are scarce. Prices are going up. The mills are booking approximately only one-third quantities of cloth supplied last year. Fortunately, we are well covered.

To Quantity Buyers (25 to 50 doz. and up) who wish to take advantage of our present low prices and guaranteed delivery, we will gladly send samples and prices on request.

To the Merchant who cannot use as large quantities we have a special proposition. Write us—mention this "ad"—and our special offer will go forward by next mail.



Our Spring Range of BOYS' WASH SUITS

is just out,—a good choice of natty little suits,—Percales, Chambrays, etc., in assorted patterns and shades, specially priced to make sales—and profits. Write to-day for our special list.

The Railroad Man's Shirt

pictured here is made of extra heavy, strong, special Railroad blue Percalé; double seamed and double stitched throughout, faced sleeve opening, interlined cuffs, gusseted, laundered band, one laundered collar and one soft collar.

This is the best Railroad Man's Shirt in Canada.

We also make to sell at popular prices, Percalé, Silk Mixture, and pure silk Negligee Shirts—as well as a full range of Work Shirts in Tweed, Serge, Im. Flannel and Drill, in all the best selling shades, as Khaki, Dark Grey, Blue, etc.

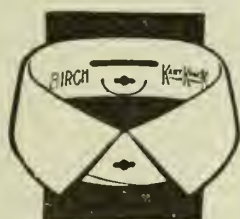


The Hercules Garment Co., Limited

F.2

HEAD OFFICE: Montreal

FACTORIES: Montreal North and Louisville, Que.



14 to 19

KANTKRACK

Trade Mark

Registered



11 1/2 to 19



12 to 18 1/2

—THE CLEANABLE COLLAR OF PRACTICAL ECONOMY

That's the big selling point about these **KANTKRACK** Collars—they represent a direct saving of money to every customer.

With the price of linen collars steadily advancing it won't be hard for you to interest the men in what is to all extents and purposes a linen collar that needs no laundering—a respectable looking collar for every occasion and one that will give months of satisfactory service.

Show the **KANTKRACK** Collars in your displays.

There's a style and a size for every customer.



12 to 19



12 to 18 1/2



11 1/2 to 18 1/2

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

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

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



Good Underwear



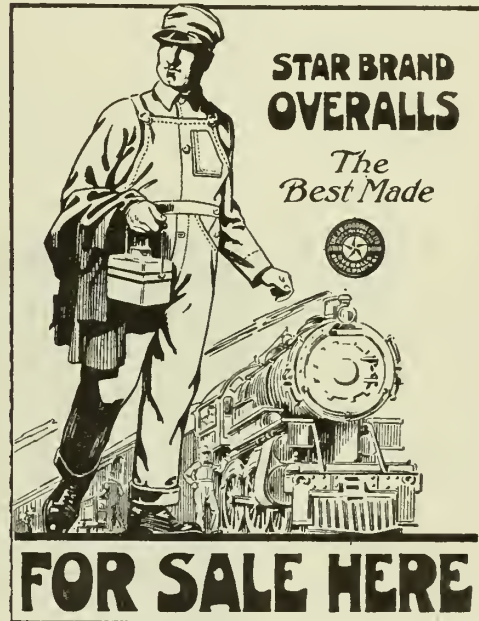
Underwear of Comfort, Value and Service is what we offer you in **Maple Leaf Brand** and **Dr. Neff's Sanitary Underwear**.



Your wholesaler can supply you with these two winners. Look for the trade-mark on every suit. It's a guarantee of customer satisfaction and good sales.

Thos. Waterhouse & Co.
Limited
INGERSOLL, ONT.

This is one of the ads. that will help you sell the Star Brand Overalls



When you're stocked with Goodhue's Star Brand Overalls you have back of you, besides those sterling good qualities which characterize them all, a consumer advertising campaign that you can turn into cash as readily as a certified check.

Above we show you one of these consumer ads. clipped from the September 1st issue of "Farmers' Magazine." Such aggressive publicity is going to mean more sales of "Star Brand" Overalls to dealers displaying our handsome show card, which is supplied representatives free of charge.

And remember this—Star Brand Overalls are good—none better. First-class fabrics and careful workmanship make Star Brand the Standard of Value in the Overall field.

See them yourself and be convinced. Our man covers your town and can call whenever you say.

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

The J. B. Goodhue Co., Ltd.
ROCK ISLAND, QUE.

Montreal: 211 Drummond Bldg. Ottawa: 76 O'Connor St.

A Pioneer in the Cap Trade

A. Harry Wolfe, Military and Civil Cap Maker, Manufacturer of Military Supplies, Merchant, Salesman, Politician, a Many-sided Personality.

MOST outstanding business successes have developed around some distinct personality. In most businesses the public crave for some individual person upon whom to bestow their confidence. They prefer the personal to the impersonal; something tangible on which to focus the feelings the firm has inspired, to the more elusive impersonal. There is a tinge of hero-worship in the attitude of the public to the successful and popular business man quite as real as to the popular idol of the army or the navy. This touch of personality stands out strong in the industrial and commercial life of Canada: the unconscious honor paid by clients or customers to the individual who has come to be to them, over a series of years, a synonym for service performed, for value received, for satisfaction bestowed.

A. HARRY WOLFE'S BUSINESS CAREER

One of the younger group of bright Canadians who is imbued thoroughly with the idea of the tremendous reserve power that may be built up about a name in the industrial field is A. Harry Wolfe. He has had a niche, and a rapidly growing one, in Montreal business life for six years now, and yet he has not reached the age of 30. For all that, when he makes both hats and caps, military badges or other military accoutrements, he is not content to sell them this year and double his sales next—in a general impersonal way. He wants every one, be it soldier or civilian, who buys those goods, to know that the "A. Harry Wolfe" quality goes into every article, that he, personally, is responsible for every individual article he turns out of his factory, and is not ashamed of the make or the durability of his products.

CAPS? Yes, here's "WOLFE'S" make.

That's it. The name goes with it; the mark of the quince's stamp; full measure, heaped up and running over, because A. Harry Wolfe made them and put his name on them as a guarantee, before they went out to the public. There is a certain pride that is produced

by a personal trade mark: a guarantee against any deterioration for all the harassing obstacles the war has set up in the path of most manufacturers. Let us end where we began—not with the cap, but with the maker thereof. A. Harry Wolfe was born in New York City on Dec. 10, 1888. He came to Canada at two years of age, attended business college at Ottawa, was a law clerk in 1903-4, and for the next three years engaged with his father in the fur and millinery business in Ottawa. The next three he was manager of De Young's men's furnishing store on Queen Street West, Toronto. In 1911-12 he went back to Ottawa to assist in his father's business, and in April, 1912, established what was destined to prove a most successful undertaking, his present business in Montreal. Mr. Wolfe's enterprise was not ended in Canada, but, shortly after the United States entered the war, he opened a branch factory for military lines in New York City, and is prospering there, too. But with all his success, those who come in contact with A. Harry Wolfe find him the same genial, approachable fellow, a typical traveling salesman. Recognition soon came to him in the new city of his adoption, for a Parliamentary nomination was offered to him, which business interests forced him to decline. In Dec., 1915, he was specially commissioned by the Minister of Militia and Defense to report on information of seditious acts on the part of certain aliens in Montreal.

Mr. Wolfe has found time in his busy life for a varied round of recreation: riding, motoring, football, snow-shoeing, swimming, and is prominently connected with several athletic clubs. Into philanthropic movements he has thrown himself with the same whole-hearted energy; he is a life governor or director of many societies for the welfare of his fellow citizens, the Hebrew Free Loan, Young Men's Hebrew Association, etc., also is a member of the Montreal Board of Trade and Canadian Club. In military affairs he served as corporal with the 2d Field Ambulance, C.A.M.C., and as sergeant with the 23rd Field Battery, C.F.A.



A. HARRY WOLFE

Counters Too, In the Walker Range



Here we have an exceedingly useful fixture which will improve many men's wear stores. Dimensions are: 34" high, top of case 26" wide. In rear either open shelves or drawers and shelves.

In show cases and general interior store equipment we have just what you need. Consult us before ordering.

**The Walker Bin & Store
Fixture Company**
KITCHENER - ONTARIO

DALE FORMS

for
Better Display
and
Better Business

Our Forms for the
Display of Men's and
Boys' Clothing
are the
Most Durable
Most Up-to-date
and
Most Economical
on the Market.

MANUFACTURED BY

DALE WAX FIGURE CO., Limited
109 King Street East, Toronto

Montreal: J. Bogat, 150 Bleury Street

Vancouver: E. B. Bollart & Son, 501 Mercantile Building



FOR THE MILLIONAIRE

Made
in
Canada



For
Canadians

FOR THE MILLION

Trousers you can sell

Everyman's trousers constitute a combination of high-grade fabrics and values not excelled anywhere.

Whether you cater to the "millionaire or the million," or to both, you will find "Everyman's" the right stock to secure and maintain a growing patronage. Fancy striped Worsteds, Serges, Tweeds, Corduroys, etc.

See "Everyman's" before you stock.
Let us submit prices and samples.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

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

Sales Conducted for High-Class Retail Stores Only

A Few Dates Now Left Open for Fall

Write or wire to

F. McNABB

The Practical Sales Specialist

2357 ESPLANADE AVENUE, MONTREAL
BOX 355, SAULT STE. MARIE, ONTARIO

All Sales Conducted Personally

THAT WINDOW?
OF YOURS?

BACKGROUNDS
BY

Charles 31 RICHMOND ST.
TORONTO EAST

The Story of War Under The Earth

THE German sappers had discovered and broken into a Canadian tunnel. They had planted a machine gun at their end and sent a shower of bullets down the dark, narrow passage whenever the Canadians made any effort to enter their underground galleries. The story of how two Canadians nailed steel snipers' shields to the front of a push cart and shoved it ahead of them up to the very teeth of the gun, and how they dropped a can of deadly explosive, hopped on to the cart, and let it coast back down the tunnel, while bullets rattled on the shield like hail and, finally, how the explosive blew up the machine gun and its crew and blocked the passage again—this remarkable story is told by Lieut. C. W. Tilbrook (who was one of the two) in the course of an article, "An Underground Tank," in October MACLEAN'S.

Recently a Toronto newspaper declared editorially that the public was tiring of war books and war stories because of the sameness of them. The newspaper was right. But the public literally devours any story of the war that is new. The series of articles that Lieut. Tilbrook has done for MACLEAN'S has been read with an astonishing amount of interest *because they are different from anything that the public has yet read*. Warfare in the tunnels is a terrible business—grim, silent, cruel. It is a strangely technical phase of warfare and the "sappers" go about their business with queer instruments that might have figured in a Jules Verne phantasy. To read of underground fighting, as Lieut. Tilbrook tells of it, is to get a vision of a new kind of war altogether—something gripping, fearsome and mystifying.

"An Underground Tank," is the best of his series. But, after all, it is only one feature in a long array that makes the October issue of MACLEAN'S one of unparalleled interest.

A STRANGE CHANGE IN WOMAN'S WORLD. By Agnes C. Laut.

The new status of women, arising out of the war, is treated in the powerful style of this famous writer, who came from the Canadian West. It introduces a new thought.

CONSCRIPTION AFTER THE WAR. By Brigadier-General A. C. Critchley.

A young Canadian who rose from Lieutenant to General in three years and originated the "Critchley Method" of military training, tells what he thinks about the need for compulsory service after the war.

THE LIFE OF MARY PICKFORD, by Arthur Stringer.

The second of a series of articles on Canada's most famous woman. No expense has been spared to produce the beautiful illustrations specially posed for the photographs.

THE FOUR FACTIONS AT OTTAWA. By J. K. Munro.

That the House will split into four, more or less, distinct groups is the guess of the author, a trained political observer. He outlines the reasons, humorously, pungently and impartially. It is a political article on new lines and will be found refreshing.

BONEHEAD BILL—Another Service Poem.

Robert W. Service, most popular of poets, sends all his war verse to MACLEAN'S. In "Bonehead Bill" he depicts the grief of a soldier for his fallen foe.

THE EVENTS OF A MAD WORLD

are summed up in the "Review of Reviews" which gives reprints of the best articles from the magazines of the world. All the best and most important articles are selected—five dollars' worth for twenty cents!

October **MACLEAN'S** NOW ON SALE
At All Newsdealers

20c. PER COPY, \$2.00 PER YEAR

THE MACLEAN PUBLISHING COMPANY, LIMITED
143-153 UNIVERSITY AVENUE, TORONTO



TAPATCO

REGISTERED BRAND TRADE MARK

**"If My Dealer
Hadn't Told Me
I'd Never Known
Tapatco's Good Points!"**

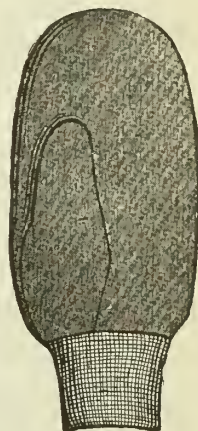
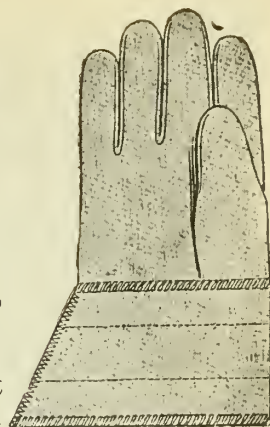
These TAPATCO Gloves I've bought save me many a skinned knuckle and grimy pair of hands.

They're worth ten times the purchase price.

He tells me that farmers, teamsters, laborers, mechanics, chauffeurs, railwaymen, lumbermen, in fact, men in every line of industry use and recommend TAPATCO Gloves.

TAPATCO Gloves are made in Gauntlet, Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in tan, slate and Oxford.

Increased production activity will mean lots of TAPATCO sales.



Handled by all jobbers

The American Pad & Textile Co.
CHATHAM, ONTARIO

GOVERNOR FASTENERS

**FOR BOYS'
KNICKERBOCKERS**

Saves the boy discomfort,
the mother annoyance,
because they

HOLD SECURELY

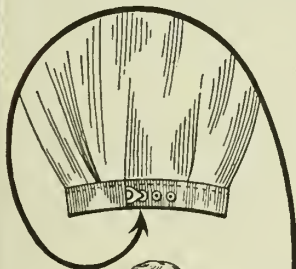
YIELD FREELY ARE

EASILY ADJUSTED

and are

**GUARANTEED
TO OUTLAST PANTS**

NO STRAPS TO TEAR
NO BUCKLES TO FALL
OR BUTTONS OFF



If Hook or Elastic Breaks
Write for Another Pair Free

The Governor Fastener Co.
of Canada, Limited

46 St. Alexander St.

Montreal

Officers' Shirts

Made up to the standard
of workmanship that has
so popularized the other
Deacon lines.

We are now showing a big
assortment of Officers'
Shirts in all the popular
shades — cream, cham-
pagne, khaki, in soisette,
flannel and viyella taffeta.

Make arrangements to
see these before you lay in
your new stock. They're
worth examining.

The Deacon Shirt Co.

BELLEVILLE, ONT.

Becoming a Bigger Man

WHAT is the difference between some men you know and others known to you? Why are some men earning \$3,000 a year and some \$30,000? You can't put it down to heredity or better early opportunities, or even better education. What, then, is the explanation of the stagnation of some men and the elevation and progress of others?

We are reminded of a story. A railroad man, born in Canada, was revisiting his home town on the St. Lawrence River. He wandered up to a group of old-timers who sat in the sun basking in blissful idleness. "Charlie," said one of the old men, "they tell me you are getting \$20,000 a year," "Something like that," said Charlie. "Well, all I've got to say, Charlie, is that you're not worth it."

A salary of \$20,000 a year to these do-nothing men was incredible. Not one of the group had ever made as much as \$2,000 a year, and each man in the company felt that he was a mighty good man.

Charlie had left the old home town when he was a lad. He had got into the mill of bigger things. He developed to be a good man, a better man, the best man for certain work. His specialized education, joined to his own energy and labor sent him up, up, up. To put it in another way: Charlie had always more to sell, and the world wanted his merchandise—brain, skill and ability. Having more to sell all the time, he got more pay all the time.

Charlie could have stayed in the old home town; could have stagnated like others; could have been content with common wages. In short, Charlie could have stayed with the common crowd at the foot of the ladder. But Charlie improved himself and pushed himself, and this type of man the Goddess of Fortune likes to take by the hand and lead onward and upward. Almost any man can climb higher if he really wants to try. None but himself will hold him back. As a matter of fact,

the world applauds and helps those who try to climb the ladder that reaches towards the stars.

The bank manager in an obscure branch in a village can get out of that bank surely and swiftly, if he makes it clear to his superiors that he is ready for larger service and a larger sphere. The humble retailer can burst the walls of his small store, just as Timothy Eaton did, if he gets the right idea and follows it. It is not a matter of brain or education so much as of purpose joined to energy and labor. The salesman or manager or bookkeeper or secretary can lift himself to a higher plane of service and rewards if he prepares himself diligently for larger work and pay. The small manufacturer, the company director, the broker—all can become enlarged in the nature of their enterprise and in the amount of their income—by resolutely setting themselves about the task of growing to be bigger-minded men.

Specialized information is the great idea. This is what the world pays handsomely for. And to acquire specialized information is really a simple matter, calling for the purposeful and faithful use of time. This chiefly.

One does not have to stop his ordinary work, or go to a university, or to any school. One can acquire the specialized information in the margin of time which is his own—in the after-hours of business. Which means: If a man will read the right kind of books or publications, and make himself a serious student at home, in his hours—the evening hours or the early morning hours—he can climb to heights of position and pay that will dazzle the inert comrades of his youth or day's work.

IF business—BUSINESS—is your chosen field of work, we counsel you to read each week THE FINANCIAL POST. It will stimulate you mentally. It will challenge you to further studious effort. It will give you glimpses into the world of endeavor occupied by the captains of industry and finance. With the guidance of the POST, and with its wealth of specialized information, you, a purposeful man, aiming to go higher in life and pay, will find yourself becoming enlarged in knowledge and ambition, and will be acquiring the bases and facts of knowledge which become the rungs of the ladder you climb by.

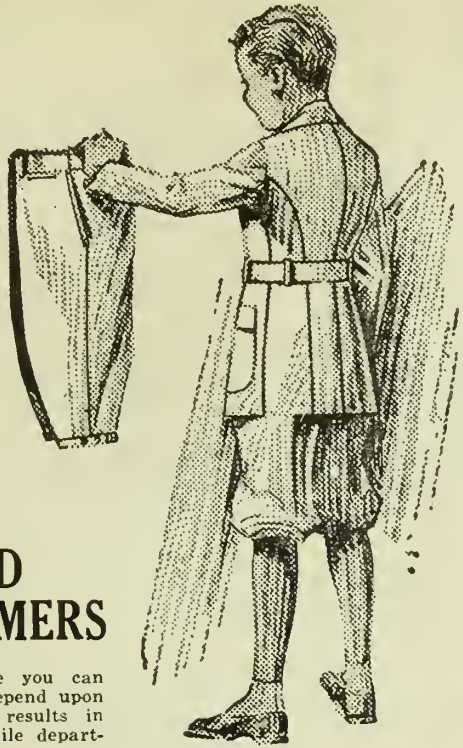
It is the first step which costs. But this cost is trivial—a single dollar. We offer you the POST for four months for a dollar. Surely it is worth a dollar to discover how right we are in our argument. If you have the will to go higher in position and pay, sign the coupon below.

THE MACLEAN PUBLISHING COMPANY, LIMITED,
Dept. M.W.R.—143-153 University Avenue, Toronto.

Send me THE FINANCIAL POST for four months for one dollar.

Money to be enclosed remitted

Signed



LION BRAND BLOOMERS

are a line you can honestly depend upon for quick results in your juvenile department.

See the wide range we now offer you. Every one a winner.

The Jackson Mfg. Company, Limited
CLINTON, ONT.

Factories: Clinton, Goderich, Exeter, Seaforth

"Craftana"

Registered No. 262,000



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

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

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless Perfect in Fit Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

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

We offer you unusual values in **Boys' Suits Juvenile Suits and Bloomers—Men's Trousers**



It is well worth your while to see these lines now in the hands of our salesmen.

We have a large stock always on hand and every item in our assortments is up-to-date and saleable.

Being specialists on these particular lines we can offer you values unobtainable elsewhere.



Hoffman Ducoffe & Co.

314 Notre Dame Street West, Montreal

You will save by buying now these goods for next spring

- Porous Knit Union Suits—short sleeves and long legs. or short sleeves and trunks.....\$12.80
- White Nainsook as B.V.D. Union Suits..... 10.50
- Bathing Suits—one-piece with skirt grey trim white 12.50
- Silk Socks, black and white..... 6.00
- Grey Wool Half-hose \$5.50 to 9.00
- English Cashmere Socks \$4.50, \$7.00, 10.50

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, Sam Brown Belts, Badges for all ranks.

Wreyford & Company

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

85 King Street West Toronto, Canada



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

PANTS

that are right in Style
and right in Value

Men's Pants, Riding Breeches and Lumbermen's Pants, also Puttees.

You needn't take our word for it. See them for yourself and be convinced. Our man will call whenever you say.

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Say You Saw It

in

Men's Wear Review

Condensed Advertisements

AGENCY WANTED FOR QUEBEC
 Salary or commission. First-class refer-
 ences. Write A. S., 164 Desfranciscains,
 Quebec.

I AM PREPARED TO REPRESENT AN
 established manufacturer, in Toronto and
 district, on commission. Will consider hand-
 ling only lines of merit, but will efficiently
 further and protect the interests here of such
 a manufacturer. Address, Box 36, Men's Wear
 Review, Toronto.

DESIGNER WHO HAS BEEN NINE YEARS
 with the largest boys' and children's house
 in Canada capable of producing fetching nov-
 elties and attractive styles. Can produce
 snappy young men's models. Open for en-
 gagement Dec. 15th. Apply Box 409, Men's
 Wear Review, University Ave., Toronto.



DOMINION RAYNSTERS

The "Made-in-Canada" Rain Coats

**DISTINGUISHED FOR
STYLE, FIT AND FINISH**

As a discriminating merchant, you notice instantly the handsome appearance of DOMINION "RAYNSTERS." They are smart, they are dressy. The styles impress you as they impress your customers.

As a careful buyer, you examine materials and workmanship. You find reliable materials. You see seams that are absolutely waterproof. You note that DOMINION "RAYNSTERS" have a finish equal to the best custom-made coats.

Stronger than all these facts is the house behind the coats—the oldest rubber company in Canada.

Your business success lies in pleasing your customers. You can't afford to handle coats of doubtful quality, that may make trouble, instead of friends, for you.

DOMINION "RAYNSTERS" carry a guarantee label to protect you and your customers. Every coat bearing it is guaranteed to GIVE complete and lasting satisfaction.

DOMINION "RAYNSTERS" come in scores of attractive patterns, enabling you to make an unusually effective display of these popular lines.

Write to our nearest branch for latest price list and style book.

**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, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria.

Tooke

COLLARS



the "HAMPTON"

A NEW COLLAR CREATION BY
TOOKE. THE ACCEPTED STYLE FOR
FALL AND WINTER.

Tooke collars, for more than forty years, have always set the highest standards of style, quality and workmanship in collar manufacture. ¶ Tooke collars possess a touch of refinement that is not to be found in those of ordinary makes.

ALL LEADING STORES SELL THEM

MADE IN CANADA

TOOKE BROS. LIMITED *Makers*
MONTREAL · TORONTO · WINNIPEG · VANCOUVER

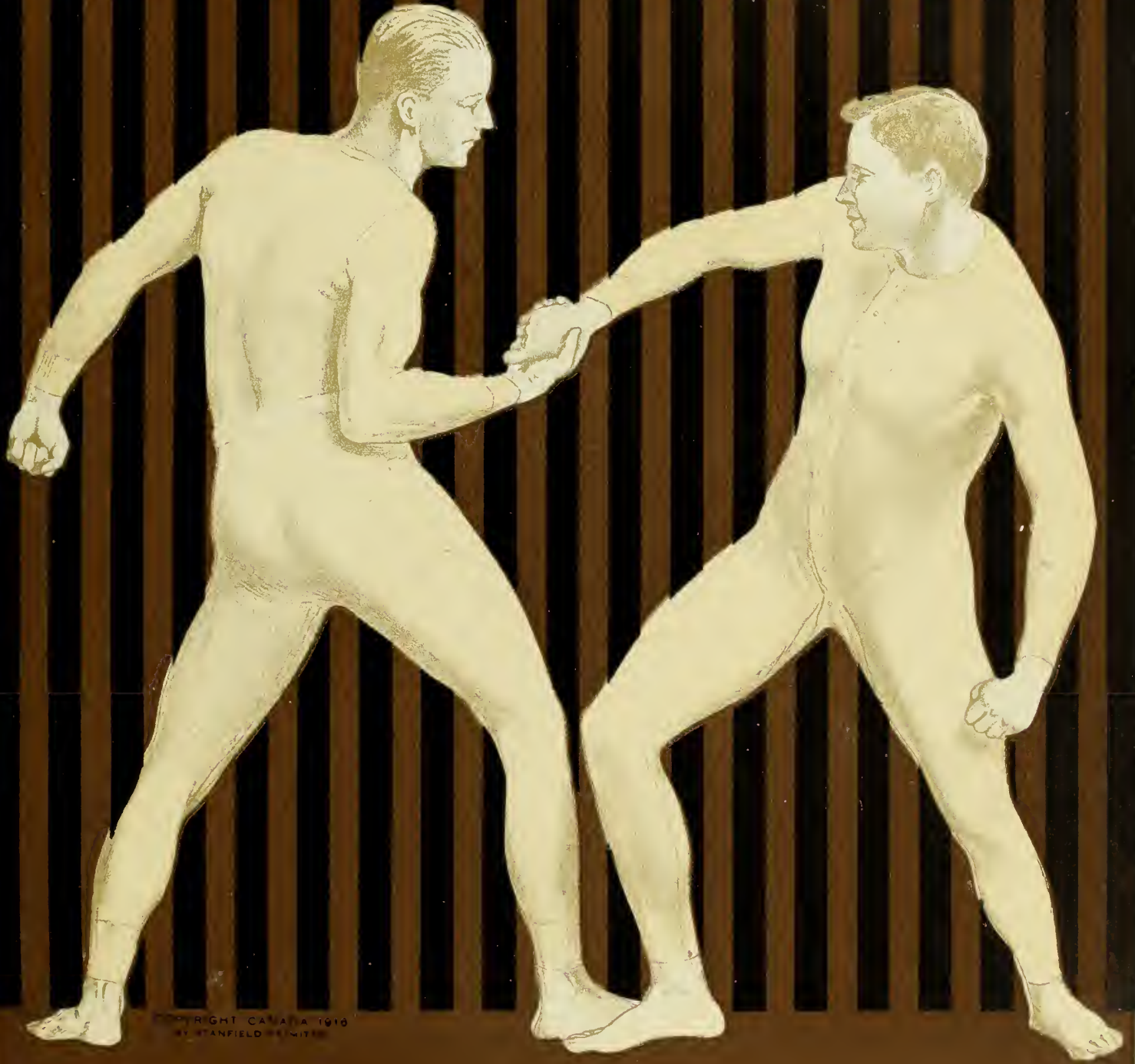
MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, NOVEMBER, 1918

No. 11



COPYRIGHT CANADA 1918
BY STANFIELD BROTHERS

STANFIELD'S
Unshrinkable
UNDERWEAR

“Stands
Strenuous
Wear”



*Note Our Patented
Sure-to-Slip Neckband*



SCARF DE LUXE

A wonderfully colored pattern on extra heavy silk, one of many designs in our Christmas selection. Price, \$24.00 the dozen. Others from \$6.00 to \$30.00.

A. T. Reid Co., Limited, Toronto
Makers of Better Class Cravats

For the Credit of Canada!

BUSINESS is good in Canada. More men and women are now employed than at any other period in our country's history.

Many millions of dollars are being expended annually in Canada.

A large proportion of this money is paid out in wages—large sums go to our farmers.

Our well-paid workers and our prosperous farmers turn over much of their large incomes to the merchants from whom they obtain their household and personal requirements.

* * *

But there is another side to the picture.

For four long years we have been defended by an army so brave and so well-equipped that it is called, with reason, "The most formidable weapon of its size on any fighting front."

To maintain that army costs money—and the money must con-

tinue to come from the Canadian people.

Not as a gift—but as a loan.

* * *

The merchants of Canada must subscribe their share of that loan—must provide their fair proportion of the money that is to maintain our fighting strength, our industrial activity, and our farm prosperity.

You know that Canada cannot continue her splendid effort without money, the super-weapon in this war.

You know that Canada's Victory Loan 1918 provides an opportunity of lending your money to help win the war—and it will come back to you plus a high rate of interest.

**Be ready then—to buy Victory Bonds
Buy all you possibly can**

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.



Coppley, Noyes & Randall, Limited
Hamilton = Ontario

Place Your Sorting Orders Now for Boys' and Young Men's Clothing

THE young fellows require new clothing more often than their older brothers. The muscle building past-times of the young are clothes destroying.

YES, the boys and young men will be back for new suits very shortly. They will need the clothes. They will have the money to buy and yours will be the business if you can satisfy with

Our Collegiate Clothes for Youths and Boys

Long Trousers or Bloomer Styles

THESE Collegiate Clothes have the snap the young fellows want. See the models illustrated on the opposite page. Those are but a few of the clean-cut models we offer.

ORDER at once to cover the larger Xmas buying which you are going to experience; and order your full wants in Suits and Overcoats for Spring. Fabrics and price are now better than they will be later. Immediate covering of requirements is wise.

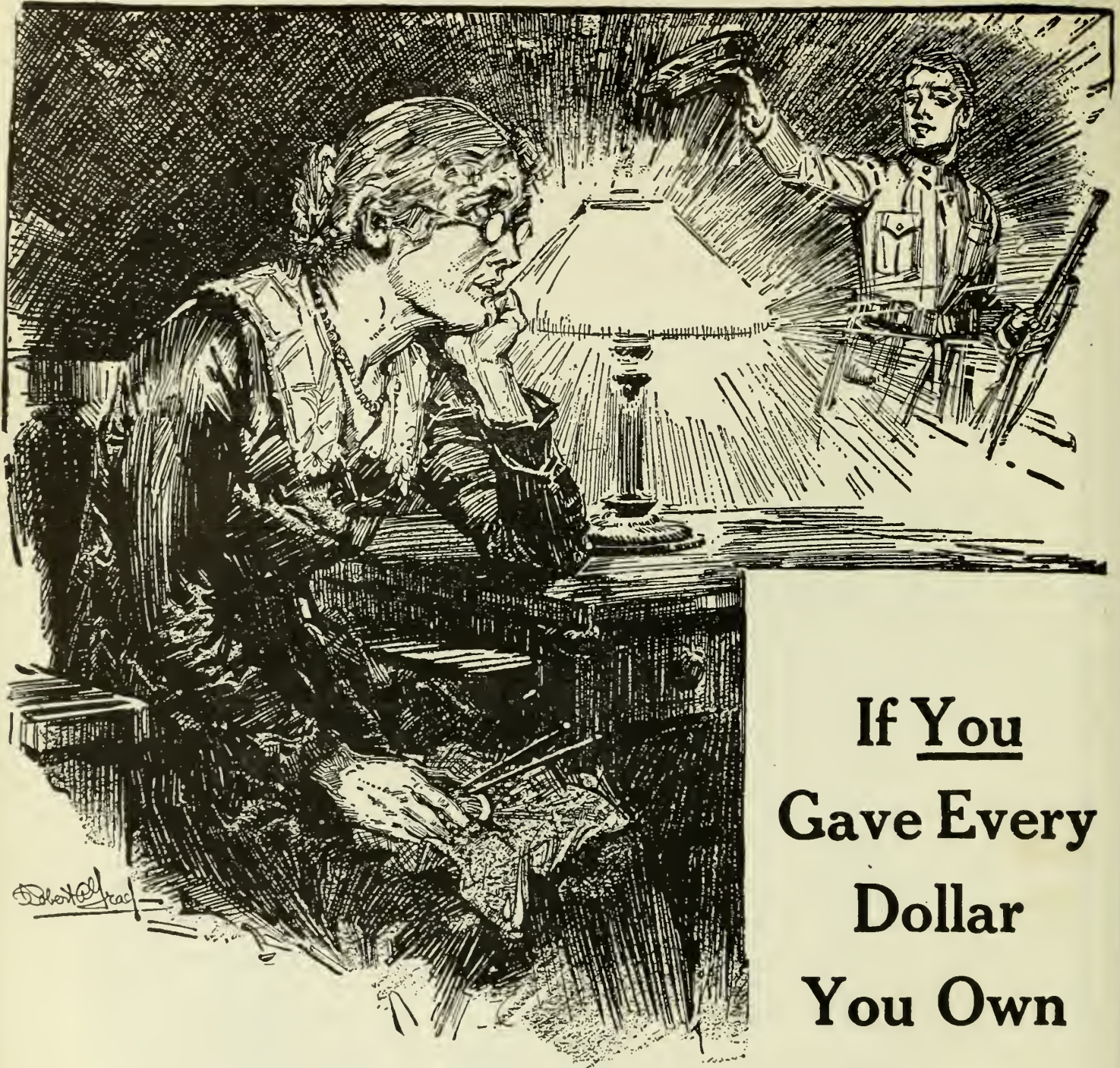
Our salesmen are now out. Appointments should be made at once. All orders taken will be filled.

BUY BONDS AND URGE OTHERS TO BUY

Upon the success of the present Victory loan depends, in considerable measure, the successful termination of the war; and the successful prosecution of business upon which the success of the country is based.

BUY AND URGE BUYING.

Coppley, Hoyer & Randall, Limited
Hamilton = Ontario



If You
Gave Every
Dollar
You Own

how little would the sacrifice be compared to theirs.

We are not asked to give. We are asked only to *lend*. To lend at good interest secured by the best collateral on earth.

Victory Bonds

THIS SPACE DONATED BY

FASHION CRAFT MFRS.
LIMITED
MONTREAL

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

Milne's Neckwear News for November

¶ Let us all for this month focus our attention on

The Victory Loan

¶ Let us all subscribe to our limit, and push the loan in every way we can.

¶ This loan is needed that we, as a nation, may pay our bills and continue to hold our head high—unashamed.

¶ This loan is needed that we may make the most of the coming victory; that we may keep Canada's name in the forefront.

BUY BONDS

WILLIAM MILNE

50 York Street, Toronto

New lines, continually arriving. Always inspect the Milne Offerings.



On to Victory
WITH
Carhartt
Overalls

*Worn "Over There"
and Everywhere*

BUY
VICTORY
BONDS

during November.
No safer investment
can be made than to
put your money into
Government Bonds.



Hamilton Carhartt
Cotton Mills, Ltd.

Toronto Unit

TORONTO MONTREAL WINNIPEG
VANCOUVER (LIVERPOOL, ENG.)

CANADA'S LARGEST AND OLDEST TAILORING INDUSTRY



INSTITUTION ESTABLISHED 1885

Put Your Money
into

VICTORY BONDS

and take on the
Hobberlin Agency,
which needs no
capital investment

The House of Hobberlin

Limited

Toronto, Canada

Drive a Nail in the Kaiser's Coffin

You can drive it in hard—drive it in to stay—by buying VICTORY BONDS to the very limit of your buying power.

Drive a nail in the coffin of Autocracy and let's bury the noisome thing for good and all.

Speak to your customers about it. Urge them to buy. It's a darn good investment—none better—and it's a patriotic duty as well.

Nail up the Potsdam plotters!

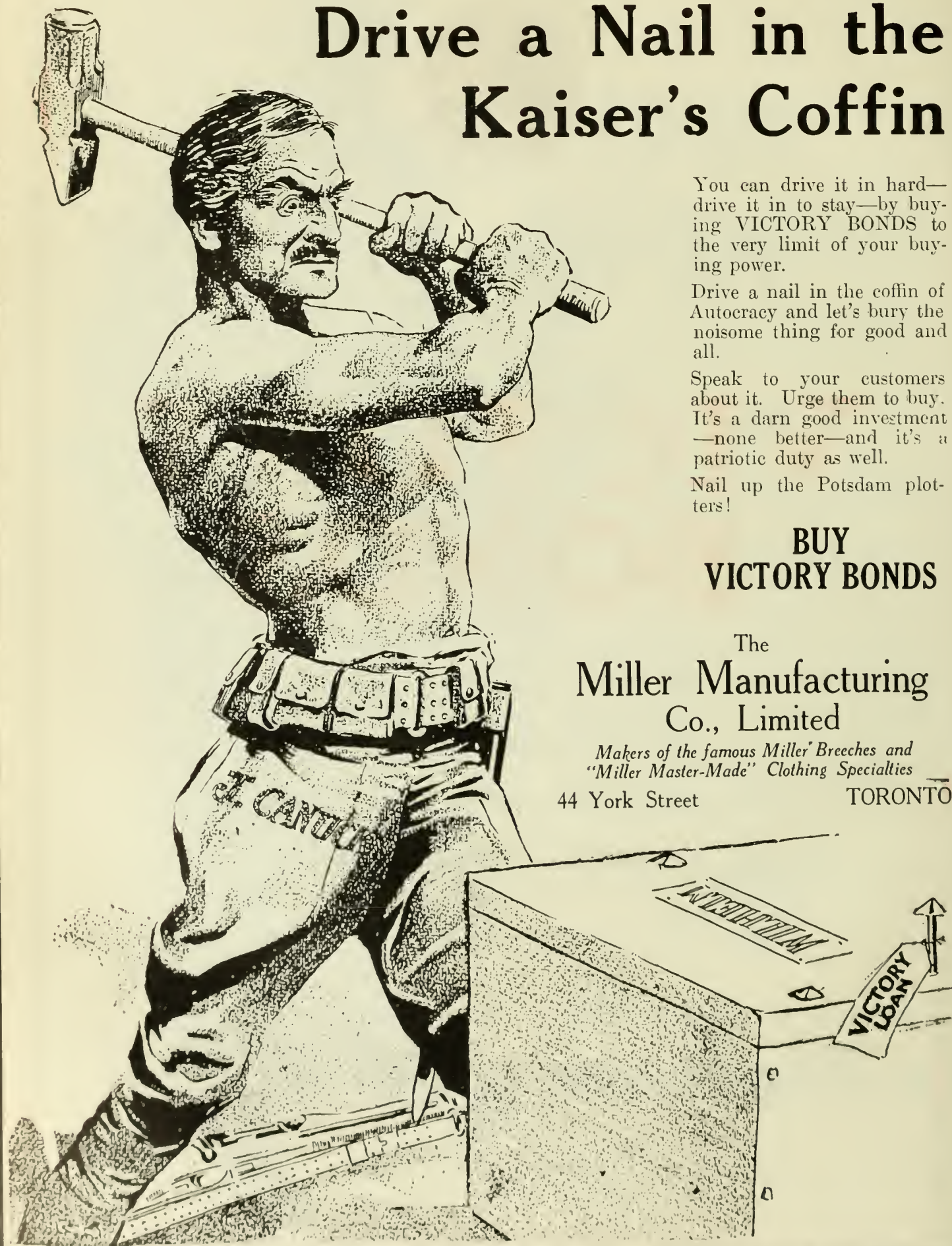
**BUY
VICTORY BONDS**

The
**Miller Manufacturing
Co., Limited**

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

44 York Street

TORONTO



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

When the
Buying Impulse
is dominated
by Quality



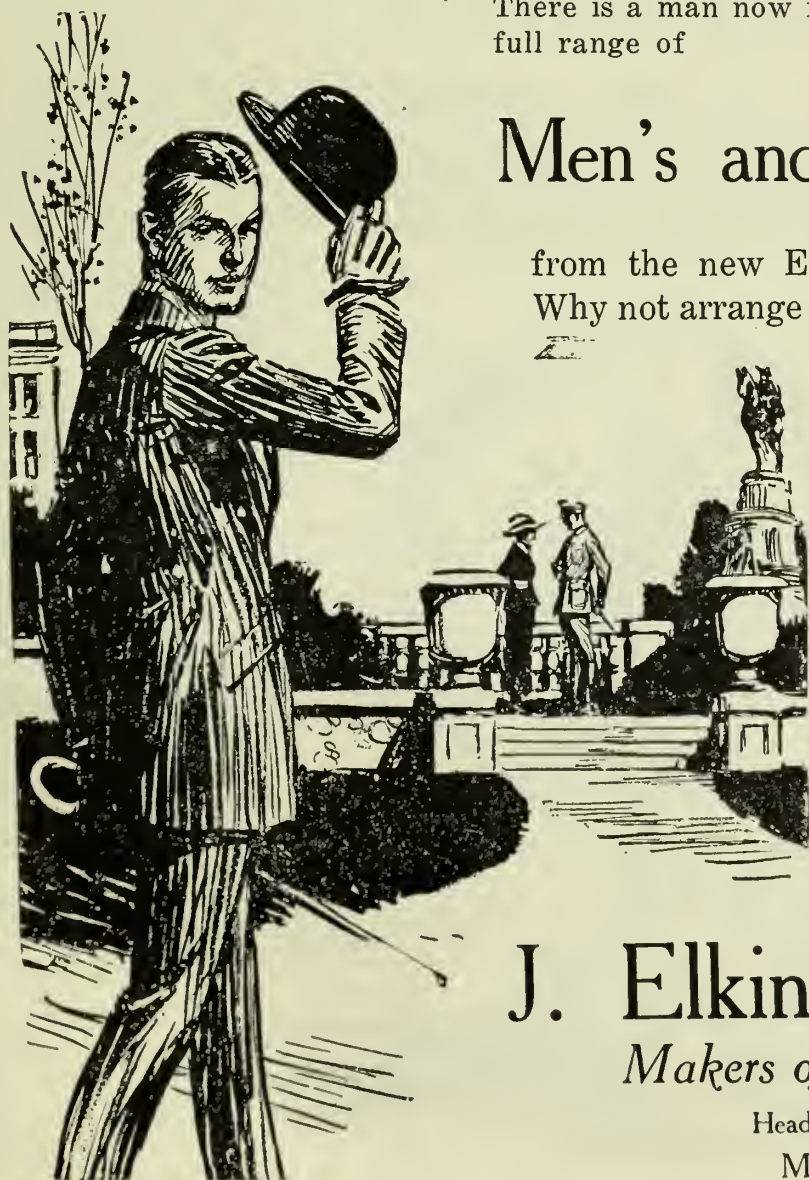
as it is to-day the excellence of fabric and tailoring so apparent in **Elk Brand Clothes** is no mean factor in the development of a bigger business.

There is a man now in your territory with a full range of

Men's and Boys' Suits

from the new Elk Brand assortment. Why not arrange to have him call. You can then look them over and judge for yourself whether they excel, as we claim they do excel, in Style and in Value.

Arrange through us by post card.



J. Elkin & Co., Ltd.
Makers of Elk Brand Clothes

Head Office and Salesrooms:
MONTREAL, QUE.

VICTORY

We are
going to

Win This War

The victory, like everything worth while in life, will require sacrifice, self denial, ungrudging effort.

In defense of Liberty, Justice and Civilization, we must use every weapon at our command. And not the least of these is money. Never in the history of the world has there been a truer cause. Invest in

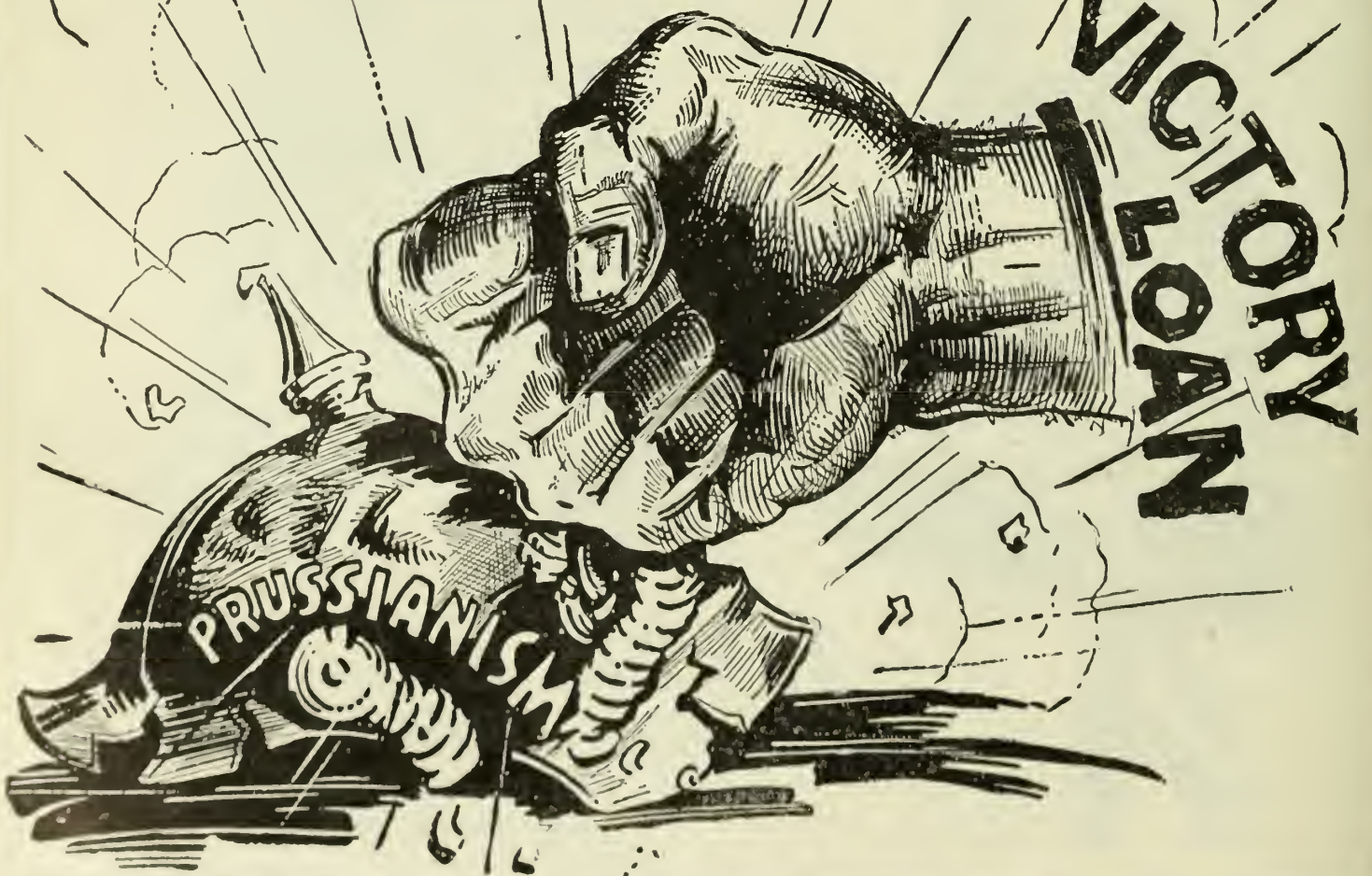
Victory Bonds

ALPHONSE RACINE, LIMITED

Everything in Men's Furnishings

60-82 ST. PAUL STREET WEST, MONTREAL

Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe
Sample Rooms: Ottawa, Three Rivers, Sherbrooke, Sydney, N.S.
Toronto, 123 Bay Street



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

Broadway

BRAND

Clothes
for exacting men

NOVEMBER, 1918

BIG BUSINESS

There can be no evading the issue

BROADWAY CLOTHES offer the public such remarkable values both in fabric durability and style that retailers who handle this line are bound to build a profitable and permanent business.

We anticipated the situation existing to-day and by careful and judicious purchasing are in a position now to offer the trade very attractive values in up-to-the-minute suits and overcoats for Spring, 1919.

An early examination is advisable and the earlier your order is received the better delivery you can depend upon.

Look into the BROADWAY proposition anyway. It doesn't cost you anything and we think we have the styles and values you are looking for.

Have our man call

RANDALL and JOHNSTON

LIMITED

TORONTO

OVER THE TOP



Don't Leave it to Luck
 Over-subscribe the
 Victory Loan

THIS ADVERTISEMENT IS PUBLISHED BY

VAN ALLEN COMPANY, LIMITED

HAMILTON, ONTARIO

Manufacturer of Star Brand Shirts and Neckwear

SAMPLE ROOMS:

TORONTO WINNIPEG VANCOUVER CALGARY QUEBEC ST. JOHN, N.B. HALIFAX
 MONTREAL, 153 Notre Dame Street West



Over the Top!

Let's lend the way they fight

Let's put our backs into this Victory Loan. Let's put it "Over the Top." Let's show our splendid fighting men that we are backing them on the last lap to final victory.

And urge your customers to buy. Urge your Boy Customers to buy Bonds. They've got the money and they'll be better customers if they become investors.

Bonds Prevent Bondage

The W. J. Keens Company, Limited

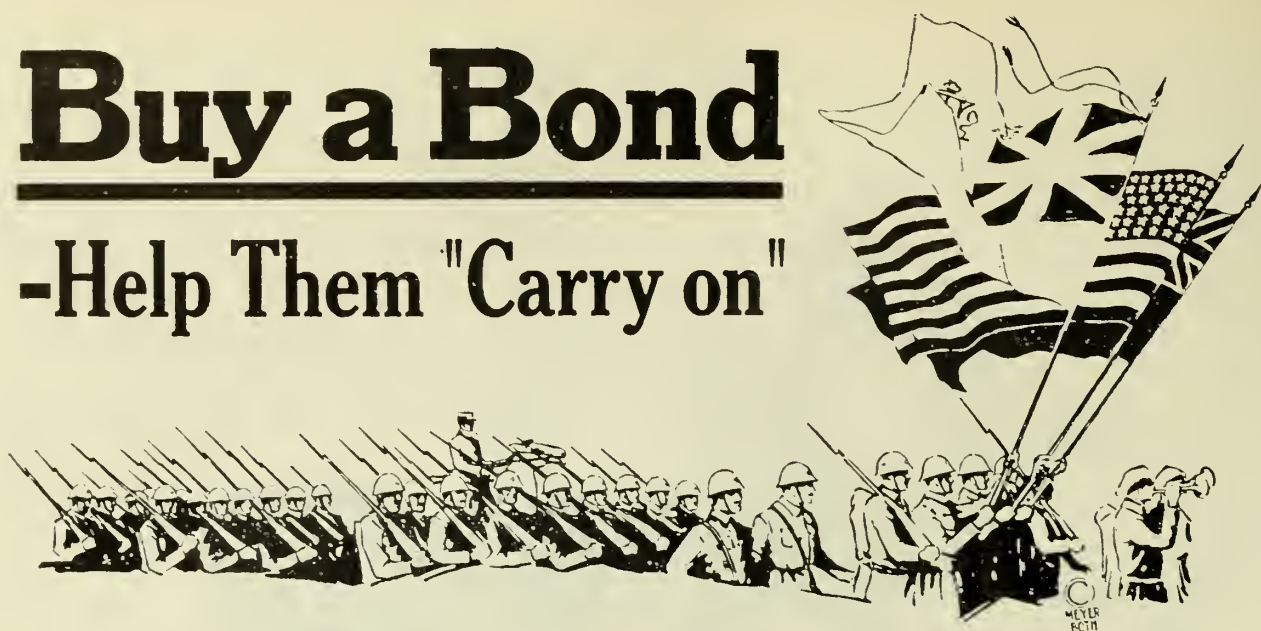
Makers of "Avenue Brand" Clothes

259 Spadina Avenue

Toronto

Buy a Bond

-Help Them "Carry on"



Our armies and the armies of our Allies are marching on to final Victory. Will you not help Canada to back her fighting men by doing your share to assure the success of this new Victory Loan?

Share in the Glory of Victory By Buying Victory Bonds

Let that be part of your share in helping the boys at the front. The money will filter back into your pockets again through various channels because *every cent of it will be spent in Canada.*

It is one of the best investments you can make. You maintain your self-respect and help the boys at the front; you get the money back in wages or profits from expenditures here; *you get 5½% interest and you get the principal back.*

Show the same sound business sense in buying your new stocks of Underwear.

ATLANTIC UNDERWEAR is unshrinkable, neat appearing and snug fitting. It will boost your sales and your profits too.

Give it a trial.

Atlantic Underwear Limited
Moncton, N.B.



The Poster is Pulling Hard

A NUMBER of dealers who have been interviewed are enthusiastic about the Gillette poster. It is not necessary to say that they are more interested in cash returns than in artistic merit.

The immediate result of the poster display from coast to coast is the number of orders received for the quickest possible delivery.

Evidently dealers are feeling the pull. It is an auspicious opening for the Christmas selling season—the harvest season for aggressive dealers.

What are you getting out of it?

A Word About Cartons

We suggested recently that *cartons* of blades could be sold to customers with friends or relatives overseas. This gives the customer a supply so that he or she may slip a packet in letters going overseas.

There is a well-founded impression abroad that a shortage of blades is imminent. The demand on us for blades is strong.

The Gillette Safety Razor Co.
of Canada, Limited

Office and Factory---65-73 St. Alexander St., Montreal



3438



3439

Here are the two latest assortments of
PATENTED SILK COVERED SHELL

Flexo Arm Bands

A Decided Success!

After years of experiment, the patented silk covered shell Flexo Arm Band was perfected in our effort to produce a shell Arm Band on which no metal parts were exposed. The "No Metal Can Touch You" feature has been a decided success in Canada ever since its introduction a year ago.

The New Assortments

We are confident that the two new assortments illustrated above and described below—will be most popular sellers. The Arm Bands are all of the standard FLEXO Quality—which guarantees satisfaction to the wearer; perfect comfort and approved style.

Co-operate—Mail Your Order

These assortments will mean many an extra 15 cent or 25 cent sale for you. Every sale counts today, especially when it represents a worth while profit to you and something better than usual for your customers.

Order of your jobber by mail today. The prices are reasonable and allow you a good profit. Don't wait for salesmen to call with samples. Remember hundreds of the jobber's salesmen are with the Colors. Those who are left are curtailing their traveling to keep the roads free for fighting men and materials. Your jobber is ready to serve you. Co-operate with him—by mailing your order today. Order a liberal supply. Write us if he cannot supply you.

DESCRIPTIONS

No. 3438

Contains three dozen assorted Silk Covered Shell Flexo Arm Bands: One doz. each Nos. 906-931-932 assorted $\frac{3}{8}$ " cable and honeycomb elastic and oval braid. You can sell these readily at 15¢ a pair, make a good profit and give your customers the most serviceable arm band procurable at the price.

No. 3439

Contains two dozen Silk Covered Shell Flexo Arm Bands: $\frac{2}{3}$ dozen each of No. 936—Fancy Weave White Tufted Centre elastic braid, with colored edge and silk bow to match; No. 924— $\frac{7}{8}$ " 200% stretch Ridge weave elastic, large silk bow to match; No. 918—plain braid with tufted centre, satin bow to match; good sellers at 25¢ per pair.

A. STEIN & COMPANY

MAKERS

Chicago

Children's **HICKORY** Garters

New York

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



Thrift Will Win The War

**“BUY VICTORY
BONDS”**

Thrift Will Win The War Now—

and will form the basis for our prosperity as individuals
and for our power as a nation.

SAVE---and buy Victory Bonds

This Space Donated to Winning the War by

Fit-Reform

E. A. SMALL Company, Limited

112 Beaver Hall Hill, Montreal

We are open to make appointments in towns where we are not now represented

Buy Victory Bonds Now

You can buy clothes any time.

It's a 3 to 1 bet that the new "Victory Loan" will be over-subscribed if every person in Canada who

wears **ART CLOTHES** will

only buy a bond.

COOK BROS. & ALLEN

Limited

WHOLESALE TAILORS

TORONTO.



The
Very Newest
Style Features

Will always
be found in

ACME
TRADE MARK

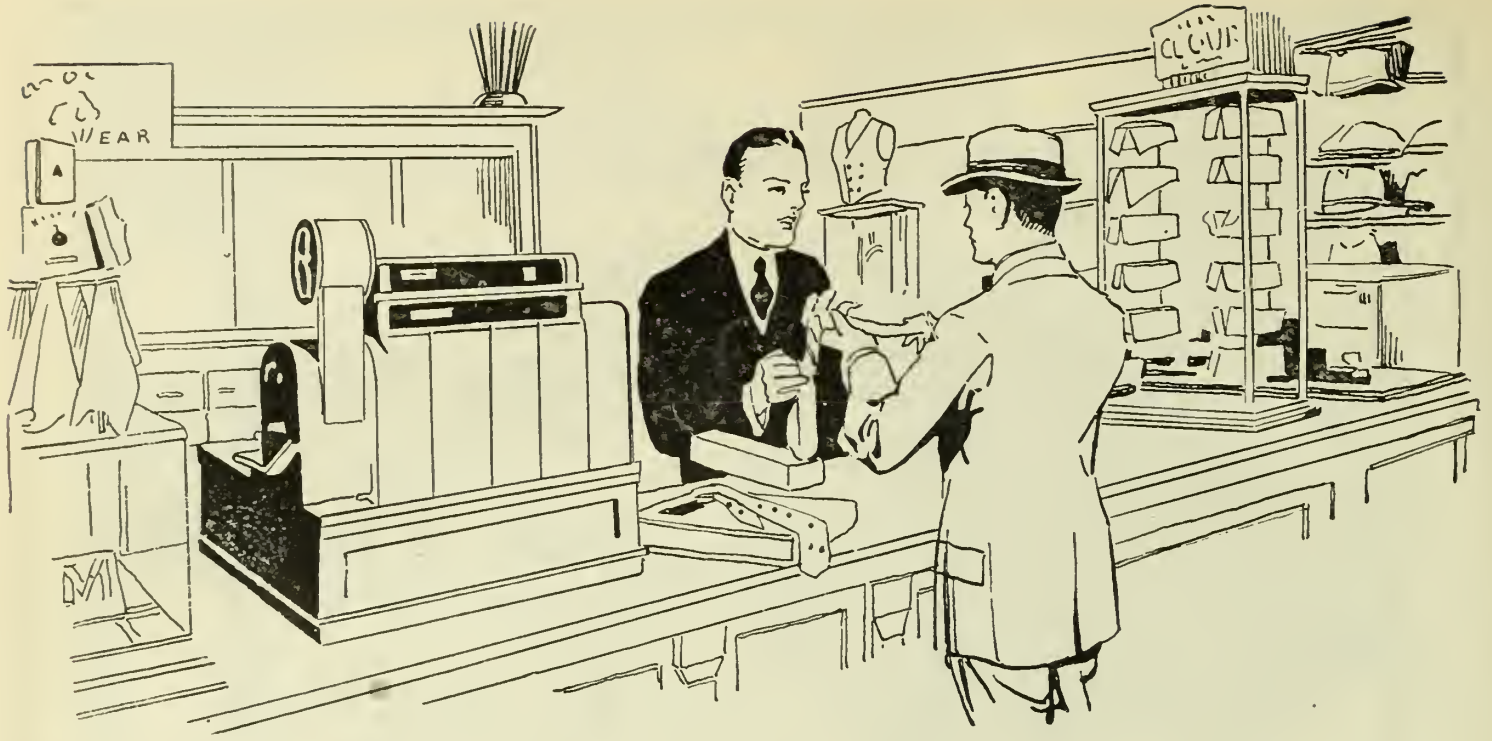
Painstaking correctness in every operation ensures that every pair will be absolutely satisfactory.

New *FALL* and *WINTER* lines, also complete range for *SPRING* now being shown by our Travellers.

Let us know your *CHRISTMAS* wants for immediate delivery.

Buy Victory Bonds

ACME GLOVE WORKS, LIMITED
MONTREAL



Handle all your cash and records by machinery

A National Cash Register system will take care of every detail of your store records. It will enable you to handle all your cash and records by machinery. Every sale—cash or charge—is accurately recorded.

At the end of every day a glance at the

register shows you the exact amount of your sales. The register also gives a printed record of every charge, received on account, or paid out transaction. It shows you how much cash should be in the drawer.

The N. C. R. system saves time, saves money and conserves labor. It stops store leaks. It makes you careful, and your employees careful.

National Cash Registers help merchants overcome war-time troubles

Department No. C14

The National Cash Register Company, of
Canada, Limited, Toronto, Ont.

Please give me full particulars about an N.C.R.
system for a men's wear store.

Name

Address

*We looked for
a hearty reception for*

"Style Clothes"

and we got it.

Launched to fill a real long-felt want, STYLE CLOTHES have already won their welcome in hundreds of the best retail shops the country over.

STYLE CLOTHES without being freakish or extreme are the "right up-to-the-minute stuff" that particular young men want.

When you think of how the right kind of garments built on the STYLE CLOTHES principle will satisfy your trade you can vision the possibilities of being the one store in your city to have them.

Samples at once.

Write for them.

Buy Victory Bonds



The
Wearbest Clothing Manufacturing Company

Makers of Stylish Clothes for Men and Younger Men

149 Notre Dame Street W.,

Montreal

Men of the Nation
Men at the plow and men at the throttle, who perform the heavy tasks of the nation, find the rugged strength their work demands in

KITCHEN'S "Railroad Signal" OVERALLS

The requirements of the hardest workers are considered in the making of Kitchen's Overalls. The material is genuine and long wearing. Strongly stitched and reinforced where the wear comes nearest. Kitchen's Overalls are comfortable and neat to wear.

Made expressly to measure hard work



The Kitchen Overall & Shirt Co. LIMITED
Brantford Ontario

Built to Last
Mechanics, Farmers and others, whose work is heavy and hard on clothing, demand a garment that is specially made to meet their needs and built to last. Comfort, neatness and durability are found in

KITCHEN'S "Railroad Signal" OVERALLS

Kitchen's overalls are strongly reinforced with double and triple stitching where wear comes hardest. The bib comes up high and fits snugly. The pockets have an extra band to make them strong and keep them from sagging.



The Kitchen Overall & Shirt Co., LIMITED
Brantford Ontario

Stands the Test
The extra strong stitching, double reinforcing and the endurable material that is used in making

KITCHEN'S "Railroad Signal" OVERALLS

gives a garment that stands the test of the hardest kind of work. Kitchen's overalls are comfortable to wear and fit like a tailored suit. It's economy to buy a suit of Kitchen's. They last longest. Ask your dealer for a suit or write us.

Union Made

The Kitchen Overall & Shirt Co., Limited
Brantford, Ont.



Value First Sales Next

TO-DAY thousands of people in Canada have donned overalls and work shirts, who have never really worn working attire before.

These people look for value, comfort and service in the clothing they buy. We have strained every point to bring the quality and workmanship of our overalls and shirts up to the standard required by these people. This standard of value is found everywhere throughout

KITCHEN'S "Railroad Signal"

OVERALLS AND SHIRTS

Furthermore, this means increased trade for you. You have newcomers to your store, and to bring them faster, we are co-operating with you in the matter of advertising.

Advertising will pay you, and will pay us and pay the customer who ultimately buys our goods, on account of the increased quality he finds in them.

Our newspaper advertising, which is reproduced here, will pay you. It will increase your sales, and it is to your interest to handle goods that are well advertised. We want you to feel that we are co-operating with you. We try to turn over goods faster for you, and we ask you to give us your interest in this combined effort.

A trade-building reputation both for you and for us is the dominating character in the policy behind Kitchen's "Railroad Signal" Shirts and Overalls.

We will be glad to hear from progressive, wide-awake dealers who want a line that insures permanent customers.

Write to-day.

The Kitchen Overall & Shirt Co.

LIMITED

Brantford - Ontario

The New Work-Shirt
The Mechanic, Farmer or Engineer has a new standard of value in buying a work-shirt. He wants this open front work-shirt that is more convenient to put on, eliminates all ripping and tearing, and is more comfortable to wear than the ordinary work-shirt.

Maintained quality, increased worth and assured wear is found in

KITCHEN'S "Railroad Signal" SHIRTS

This open front work-shirt with its enduring cloth, double and triple stitching, strong seams and real wearing comfort represents seeking superiority. Workmen seeking comfort, good wear and convenience in a work-shirt always look for Kitchen's open front work-shirt.

We are the only makers in Canada of this "Railroad Signal" Open Front Work-Shirt.



The Kitchen Overall & Shirt Co., Limited
Brantford Ontario

New Shirt for Rough Work
The comfort, convenience and long service of work shirts demanded nowadays by all classes of tradesmen is found in

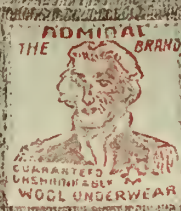
KITCHEN'S "Railroad Signal" SHIRTS

This open front shirt is a real comfort to the wearer. It prevents all the ripping and tearing that occurs when getting into an ordinary shirt.

Made to stand hard wear and give comfort.



The Kitchen Overall & Shirt Co., Limited
Brantford Ontario



High-Grade Natural Wool Underwear

"ADMIRAL" and "COMMODORE" qualities for Men and Boys.

"PRIMROSE" and "PRISCILLA" qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

Purchase early from your wholesaler to insure satisfactory deliveries.

Comfort and durability guaranteed.



Made in Canada

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

Your Bond May Bring Him Home in Safety.



CANADIAN fathers are on the battle fronts of France. Many must fall; how many depend upon us who remain safely at home.

A single Victory Bond will help to save a soldier's life, **your** soldier's life, and bring him home to you—alive and victorious.

Donated by

J. B. Goodhue Co., Limited

Manufacturers of the

"Star" Brand Overalls, Coats, Shirts, Pants, Etc.

MONTREAL
211 Drummond Bldg.

OTTAWA
76 O'Connor St.

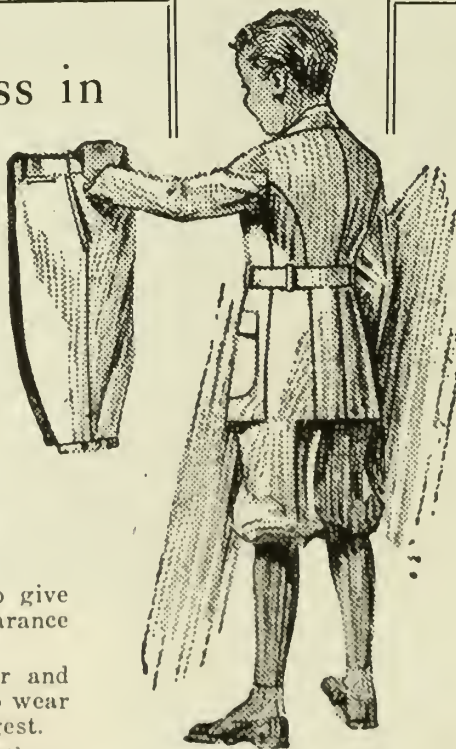
Speed up business in your juvenile department by stocking

LION BRAND BLOOMERS

Lion Brand Bloomers are made to give the wearer satisfaction in appearance as well as in wearing qualities.

They are made to stand the wear and tear of energetic boyhood—made to wear longest where the wear is strongest.

They are money-makers, too. Try them.



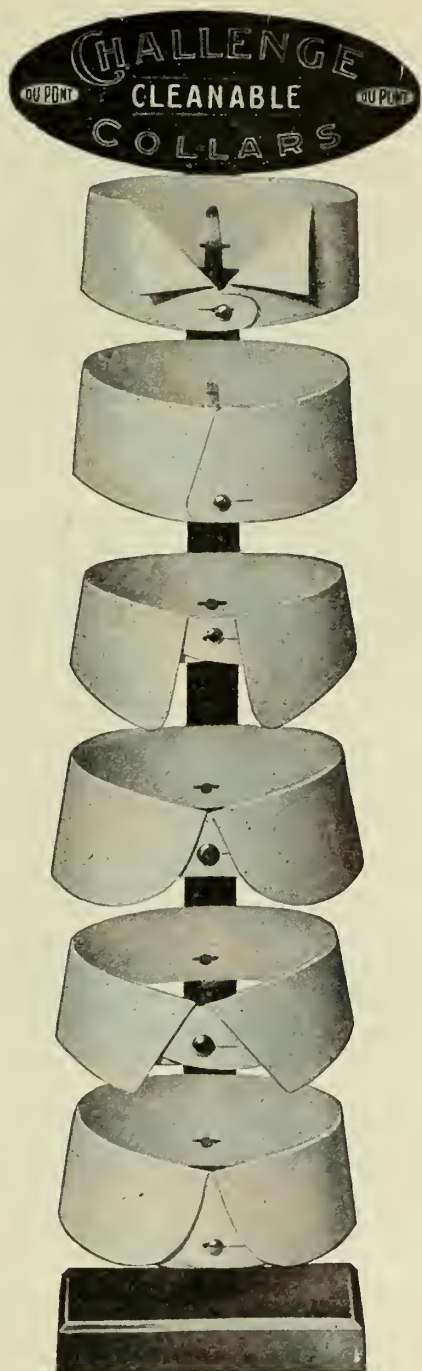
Speed up Peace with Victory by buying **VICTORY BONDS**

Buying Victory Bonds is good business. There is no safer investment available. And every Bond you buy is another nail in the Kaiser's coffin—another step nearer the finish of the war.

So get under it, Mr. Merchant. And boost it to your trade. A successful Victory Loan will benefit **your** business because it will benefit business as a whole.

The Jackson Mfg. Company
CLINTON, ONTARIO

Factories at Clinton, Goderich, Exeter, Seaforth



SENT FREE TO
OUR DEALERS

*A New Display Stand
To Help You Sell
More*
**CHALLENGE
CLEANABLE
COLLARS**

An attractive Collar Rack, well displayed, sells more merchandise than all the collar boxes in your store.

Send for one of these handy stands. Finished in mahogany with gold and red lettering on the top. An eye-catcher that greatly reduces sales effort.

Costs you NOT A CENT. Just one of our service ideas to help you sell more Challenge Cleanable Collars.

Write now while you have it in mind.

DU PONT

DU PONT

The Arlington Company of Canada

Limited

76 Bay Street, Toronto

Read Building, Montreal

Travellers Building, Bannatyne Street, Winnipeg

THE
Lang
SHIRT

"The Line of Unusual Values"

Offers Splendid Values Now

For months we have been sounding a note of caution, for we fear speculative buying may hinder rather than help many merchants. Yet there is no doubting the upward movement of prices. You can buy to better advantage now—both as to quality and price—than will be possible later.

BUY VICTORY BONDS

The over-subscription of this issue is necessary to keep Canada's factory fires burning—to assure Canada's farmers a big, profitable market. The over-subscription of the Victory Loan means continued prosperity, and continued prosperity means Victory.

Buy to cover your needs, and take delivery. This will place you in a favorable position both as regards Shirts and Boys' Blouses.

**REMEMBER
WE WILL USE
YOUR LABEL**

If you want your own name on your shirts we will gladly co-operate.

We will put your name on a shirt which will make that name stand for Shirt quality

The LANG SHIRT CO., Limited
KITCHENER, ONT.



LEND HIM A HAND

WE dare not delay the VICTORY now. Canadian lives are at stake, our own safety, the safety of the whole world. If we are not to prolong the slaughter and the suffering, if we are not to risk defeat, or an inconclusive peace, we must act quickly; we must put forth our every effort now.

The army is doing its part. We are going to do our share to maintain an army large enough so that, with our Allies, we can drive the Ger-

man hordes back across the Rhine—so that we can win the decisive VICTORY that will make Canadian freedom safe, and establish a just and lasting peace.

But the whole nation must take part. Our army in France is looking to us to furnish it, in ever greater abundance, the ordnance, the munitions, the supplies that will make VICTORY possible. We must not fail.

The Victory Loan is our share in the winning of this war. Upon it depends the safety and success of Canadian soldiers in France.

Lend Him a Hand!
Buy All the Bonds You Can

THIS SPACE DONATED BY

JOHN W. PECK & CO., LIMITED

Manufacturers of

Men's and Boys' Clothing, Shirts, Caps, Etc.

MONTREAL

WINNIPEG

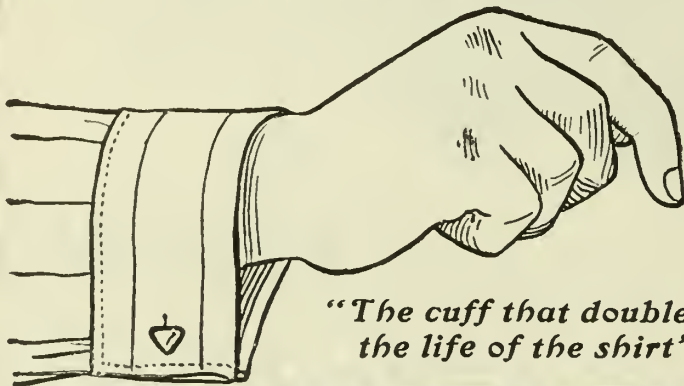
VANCOUVER

Peck's

Stop that Fray!
But How? You Say.



The cure is there,
Wear "Double Wear"



"The cuff that doubles
the life of the shirt"

W.G. & R.
TRADE MARK

DOUBLE WEAR CUFFS
Patented 1918

The cuffs wear out long before the body of the shirt. Because the Double Wear Cuff divides the wear between two separate pieces of fabric, the new W.G. & R. shirts give twice the service. They cost no more than good shirts should.

ASK YOUR HABERDASHER

207

One of our advertisements in the new series that is appearing in leading newspapers in Canada.



Cash In On Our Advertising

The strong national publicity campaign featuring the new "Double Wear Cuff" provides a big opportunity to wide-awake dealers to increase their shirt sales.

The "Double Wear Cuff" has made good. All that is necessary to cash in on our advertising is to have a large enough stock to meet the demand.

How is your stock?

The Williams, Greene & Rome Co., Limited

Factory and Head Office: KITCHENER, ONT.

Branches at MONTREAL, TORONTO, WINNIPEG, VANCOUVER

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

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No. 11

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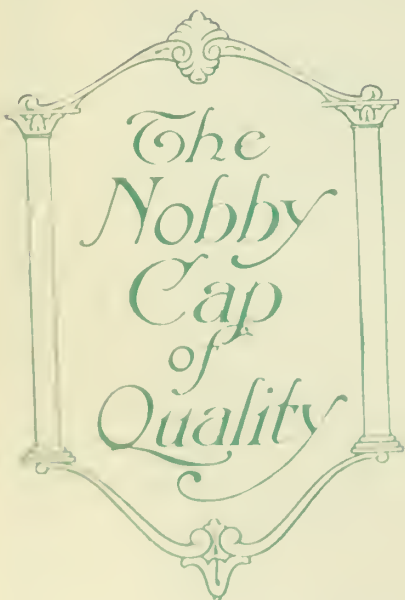
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Maritime

Maritime Cap Limited

Moncton, N.B.



Men's Wear Review

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

VOL. VIII.

TORONTO, NOVEMBER, 1918

No. 11

Golden Years Coming for Men's Wear Trade

Facts—and There *Are* Facts to go on—Indicate Splendid Business Will Follow the Coming of Peace—There Will be Work For All—Goods Will Still be Scarce and Good Stocks Will Have Great Value

By GORDON RUTLEDGE

TWO banner years coming for the men's wear trade.

Events of the past month have caused merchants and manufacturers alike to peer earnestly into the future; to search in the events of the day and in the events of yesterday for indications as to the events of to-morrow. Should peace come quickly what? Should peace not come for some time what? What will the coming months bring in a business way? Will there be triumph or disaster; or will there be only more hard sledding, with some small triumphs, an occasional near disaster? Will there be the daily striving which has marked the past four years? What do the coming two years hold out?

It is this question that MEN'S WEAR REVIEW has found upon the tongues of practically all in the trade, and it is this question that it hopes here to answer, at least in part. Nor is the answer an unpleasant one to give, for the facts lead to the belief—and there are real facts to build upon—that the coming days are to be golden days; that the men's wear trade has passed through certain sloughs of despond and has won through to good firm business ground. The coming two years, it would seem, are to be big years for the men's wear trade.

PEACE PROBABLY FAR OFF

Less than three weeks ago, at this writing, Germany made its peace proposals. Since then there has been an exchange of opinion which has made it abundantly clear that only a just—a triumph—peace will be considered by the Allies. Whether or not the Germans are ready in the near future to knuckle down to such conditions as such a peace will necessitate remains to be seen. Perhaps it is wisest to look upon peace as something still quite far off. Yet, as careful business men, merchants engaged in the handling of men's wear are looking forward with delight to the day when peace comes, and at the same time with some uncertainty. They know pretty well how conditions will be before hostilities cease. Munition and other war work will keep money in circulation. There will be people to

whom goods may be sold, and people with money to buy; but after peace what? What will the new conditions be? Will there still be people with money to buy? Will there be goods firm enough as to price to be safely carried?

It is with a good deal of hesitation that MEN'S WEAR REVIEW writes of these after-the-war conditions, but after going into the matter with manufacturer, wholesaler and retailer the facts seem to indicate clearly that as far as the men's wear trade is concerned the after-the-war conditions are going to be good.

WILL PEACE SEE UPSET SIMILAR TO START OF WAR?

TIMES without number there has been made the statement that peace will bring in its wake an upset—an attack of nerves—similar to that by which the declaration of war was followed. There is reason to doubt the accuracy of this forecast, for there is one great difference between the two events—a difference often overlooked. The declaration of war came out of a clear sky. It shook a world awake. It stupified and stunned. It opened the doors to what—no man knew. But peace—why for four long years statesmen and soldiers, potentates and business men have known *that somehow, some day peace was coming*. Peace, will come in the fullness of time as the looked for blessing. It will find a world prepared. In times of peace we did not prepare for war, and it may be truly said that in times of war our government has not prepared for peace; *but our business men have*. Overnight our executives had to turn their pruning hooks into swords; but the moulds to turn the swords back into pruning hooks are already made.

This brings up the question of the munition worker and the upheaval which the cessation of munition activities is predicted as certain to bring. Will there be such an upheaval? A period of readjustment, yes; but will there be an upheaval?

WHAT OF THE MUNITION WORKER?

It has been estimated that some 140,000 people

are now engaged, throughout Canada, in munition work. The number is large, yet there seems no reason why the termination of orders for shells should throw these workers overnight out of employment. The executives engaged in these munition plants don't want to shut down when war ends. They want, and intend, to keep the factory fires burning and to this end have they been setting aside sums which will enable the readjustment of their plants so that these will be suitable for the work of peace which will give piece-work to thousands.

The executives in charge of these plants have not only been setting aside sums for the reorganization of their plants, but they have been thinking, listening, with ear to ground to detect what the after-the-war demand will be; so that they may be prepared at the right time to make the right goods in the right way.

AFTER THE WAR WORK WILL BE ALL INCLUSIVE

AND what will this after the war demand be? What is the work to which those 140,000 munition workers will turn—and to which will turn also the 400,000 soldiers who will, thousand by thousand, come back to Canada?

That work embraces almost everything—everything Canadians did before the war, and hundreds of things Canadians have since learned to do.

We read of Baron Shaughnessy retiring as President of the C.P.R.—giving place to a forty-one year old man and suggesting as one reason for his retirement that a young man will be better fitted to carry on the wide extension work planned for after the war.

Railroad work—yes, there will be tremendous activity here. For four years no new work has been undertaken. More than this, during those four years hundreds of miles of track have been lifted that rails might be sent to France, won't rails be needed for this railroad extension work? Won't bolts and nuts be required? Won't ties be needed, and axes to enable the cedar for ties to be brought out?

Work here alone for many of the munition workers. It isn't all steel, of course, that is suitable for rails; but some of the big plants will treat their Bessemer for rails; others will make spikes and bolts. Others again will make steel suitable for axes. Still others will make car axles—wheels—sheets for cars—all of the thousand and one things which will be needed to again put in order the rolling stock that has badly deteriorated during these rushed war days.

And the sheets for ship building—what of them? An industry little known in Canada prior to the war, but a big, and growing industry now is ship building. There will be plates required for that, and lumber, and hardware generally. All will take time to produce—but the production of all necessary, and sure to be undertaken promptly.

For four years certain works have stood still in Canada. Let us look back for a moment, four or five years—was there much unemployment then? No. What were the people doing? Why everything it will be said, and truly enough. Then the people worked as now, except that there was no munition work, but in its place road work, construction work, work of private improvement. For four long years there has been practically speaking, no road work, little construction on public works, and now, with the coming of peace, there will be not only new works but the rush to make the necessary repairs in what

has been deteriorating for four years. Won't this work, and the other new work for which Canadians have found themselves fitted, give employment to Canada's citizens as it did before the war?

At the present time plans are prepared for certain big buildings—some of them buildings wanted by the Mail Order Houses—and all that holds the work back is the lack of steel and the lack of workers. Won't this work, which will start when the war's end makes the steel and men available—won't this work prevent any lack of employment?

And think of the huge work of food production. The great desire of devastated Europe following the war will be for a square meal; and it will be this continent, the United States and Canada, which will be able to provide the foods. The United States and Canada almost alone will have big exportable margins. So the call will come for these products of the field. And the call will endure for years. It will be many seasons before devastated Belgium and hate-stricken France will re-establish the fruitfulness of their fields. For many seasons the call for food will come to Canada, keeping Canadian farmers hard at work at goodly wages.

Evidence that not only the farmer but the factory will be rushed is brought to the attention of *Canadian Grocer*—one of the MacLean business newspapers—only this week, an Eastern Ontario canner being asked to put a price on his plant. It appears an English syndicate wanted to buy—wanted in this way to make sure of canned goods for which they expect a huge European demand following the declaration of peace.

Nor is big work all that has stood in abeyance. It is true the railroads have been forced to let their tracks deteriorate, their trains go half cared for; it is true the Bell Telephone has been advertising its inability to make extensions, to make necessary repairs as quickly as it would like; it is true the department stores have been held up on their extensions; but it is true also that all up and down the country, from Dan to Beersheba, hundreds of people have been holding back hundreds of jobs simply because they had difficulty in getting the workers to execute the jobs, and because war thrift made delay seem advisable. Once let peace come and from these hundreds of householders in these hundreds of Canadian cities, towns and villages will arise the Macedonian cry for helpers—helpers to fix the eave trough; helpers to paint the house, to build the barn.

Will not this cry for help drown that cry of the wage-earner seeking work?

WHAT OF WAGES—WILL THEY REMAIN HIGH?

WORK, it may be said, yes, there will be work but not at war time wages. The wages of munition days are death to peace industries. But have these munition workers really received such fabulous sums? The world always hears of the man who makes a million on the stock exchange, but it gets no real news of the million who lose a hundred there. So with munitions. We know of the tool maker who receives \$11.00 a day, and we are inclined to consider this approaches the average pay; yet in sober moments we will realize that the great mass of munition workers receive something like \$30.00 a week. Good enough pay this is, too—pay that leaves a margin after immediate necessities are purchased; but is there

any reason to expect an immediate downward revision of wages when munition work ceases, and munition workers and returned soldiers go back to the pursuits of peace? The laborer of peace is worthy of his hire and his hire will depend upon the law of supply and demand, will depend upon the rent he must pay, and the sums he has to expend for his clothing and his food.

Wages cannot drop over night without the whole economic structure toppling, and against such a possibility the government has provided by fixing the price of wheat and wool; by thus ensuring big earnings to the rural population and necessitating high cost of living for the urban workers.

No, it would seem there is little reason to fear any sudden, widespread reduction of wages. On the other hand, there are many reasons to look for general employment at good wages, and consequently good reasons to look for a period in which buyers will be multiplied in numbers, and possessed of the buying power that has enabled men's wear merchants to dispose of goods readily at the prevailing high prices.

BUYERS WILL INCREASE AND RETAIN BUYING POWER

IT looks, indeed, as though the number of buyers is to swing back to the scale of pre-war days; the power of the buyer to remain practically as during the war days; and the needs of the buyer to be met not by the merchants of pre-war days but by those fewer merchants who have been strong enough, resourceful enough to hold up their business throughout these trying four years.

It looks, indeed, like two golden years for the men's wear trade.

Why not? If, as has been indicated, there is to be work for those who are now in Canada business may be expected from these men—and boys—practically as in the past years. In addition there will be the business of the returning soldiers. These men will not be rushed to Canada immediately upon the declaration of peace. Thousand by thousand they will come back as boats are available and as the military need renders demobilization advisable. They will come back in a steady stream, slowly enough to be assimilated even as they have been assimilated during the past two years. They will make, to some extent, their own work. Men who went away single will come back married and will need houses, furniture, all that goes to create a home. For some government provision will be necessary. Schools, hospitals will be required, and for the erection of these labor will be necessary. It must be expected that some soldiers will not immediately settle down into civilian life; but we have already seen enough to know that many, the majority, will gladly go back to work as in the golden days before the war. Bank clerks will rejoin their old service and eagerly they will be welcomed by officials who have struggled along on short staffs for years. Farmers' sons will go back to the farm, and if the return of all these men relieves some girls from the necessity of working there will perhaps be compensation for the girls in the fact that they will little by little take on the more pleasant work of conducting homes for just such men.

These returning forces will mean a great deal for the men's wear trade. They will mean customers whose wants are very great. Complete outfits will be the thing. From hat to shoes these men will require equipment. They will have the money with

which to buy and will, with their new jobs, secure the means with which to continue buying.

Four hundred thousand more heads to provide with hats; four hundred thousand more backs to cover with underwear and shirts; four hundred thousand more buyers of suits, of neckwear, of shoes and socks. The tinkle of the cash register should indeed be heard in the land.

IMMIGRATION SOMETHING WHICH HOLDS OUT STRONG HOPES

NO does there seem lacking evidence that immigration will set in. A well known Canadian journalist now has in preparation for *MacLean's Magazine* an article in which he will say that one thing above all others struck him when recently meeting the men in the trenches—that the boys who went over from Canada are coming back *Canadians*. Impressed they have been with the old country, but most of all have they been impressed with Canada. They have seen the Dominion from a distance, and so seen they have found it good. These Canadians have been meeting the soldiers of the old land. They have talked of many things, but always they have spoken sooner or later of Canada—have spoken of it as a land able and ready to exchange a fair share of milk and honey for a fair share of hard work. Is it too much to suppose that sooner or later the seed these Canadian soldiers have planted will bring fruit in the form of new settlers from the older and crowded countries?

But without counting upon any great tide of immigration there is reason to look for good business. The people now in Canada, and those certain to come back, seem sure to give that. The question, indeed, already appears to a large extent one of getting the goods with which to meet the coming demand.

WHERE WILL GOODS BE SECURED TO MEET THE INCREASED DEMAND

THE end of the war is not going to bring any immediate increase in the goods available. Indeed, there is reason to expect that the year following a cessation of hostilities will see a greater actual scarcity than any year so far. No crops of cotton or wool can be rushed to points of production on the instant. Allowing for the existence of the raw material—and this is by no means a safe attitude to take—the scarcity of boats will prevent any speedy transportation of the raw material to the factories of the converters. Nor can these converters reassemble their disbanded workers in a month. Little by little the weavers and the spinners will come back. Little by little the production of civilian yarns and cloths will be put under way; but it will be many a long month before anything approaching a normal output can be achieved. In the interval the cutters-up, and of course the retail trade, will be forced to get along with what is on hand, and with the limited supply of new materials they are able to secure.

With these stocks it will be necessary, little by little, to reclothe those 20,000,000 men now under arms.

WHAT IS COURSE OF WISDOM FOR THE RETAIL MERCHANTS?

IN view of this probability what should be the present attitude of the Canadian men's wear trade?

This question has been put by the writer to many men who are close students of their own

branch of the trade, and close students of business conditions in general. Almost without exception they have answered that this is a time when better buying opportunities exist than may exist again for some time. "If I were a retailer," many men have said, "I would buy. I'm doing that as a manufacturer. But if I were a retailer I would remember what I am remembering as a manufacturer—that I have to pay for what I buy. To purchase goods which I am unable to pay for—even though I get these goods cheaper than I will be able to get them later on—is not good business."

The general opinion of well-informed retailers as well as of manufacturers is that goods will appreciate in value during the coming months. The only offsetting factor which retailers have in mind is the possible attitude which store customers will take following the end of hostilities, or during the period when the end of hostilities seems near. Will there be a waiting tendency on the part of customers? Will these take the attitude that with peace a downward movement of prices is to be expected, and that, therefore, purchases should be delayed?

This is indeed a question, and one for which it is difficult to find an answer. The workings of men's minds are always hard to foretell. But there are many who believe the tendency to wait will not prevail for any length of time. Soon it will be seen that the downward movement of prices will come very gradually, when it does set in, and the result, many expect, will be a tendency to buy freely for immediate needs.

This speculation carries with it also the speculation as to what one's fellow retailer down the street will do. "Will he slaughter prices and if so will I have to follow suit?" This is a problem many merchants are considering, and the answer which many are finding is this, that they will run their own business, and will not have it run for them too much

by the competitor down the street. There is little use quarrelling with that neighbor for selling goods at a low price. He probably has good reasons, but if the merchant believes his stock is worth more, if he feels his competitor is selling goods at prices below those for which he will have to buy in more stock, then the merchant—if his business is snug—can afford to go along quietly.

Broadly speaking, it is poor business to sell goods for less than they can be replaced for. If a man bought a house four years ago for \$5,000 and receives to-day an offer for \$5,500 for it, would he make \$500 by selling? He would if he does not need another house, but if he must buy again, and has to pay \$6,000 for as good a house, then is he not losing \$500 by making the sale rather than making \$500?

So it is with goods. If a man sells for \$150 goods he purchased for \$90, is he making a gross profit of \$60, if he has to buy in similar goods to keep up his stock at \$140?

Yet the merchant may require cash. He perhaps needs \$150 to meet payments for some other goods coming in. To gain this cash he may be willing to sell some goods at a fair margin above what he paid for them even though he has to buy back at a higher figure. He gains by the transaction time—perhaps some months' fresh credit.

These are problems for each merchant to face. Credit is the great essential. Stock is going to be valuable, very valuable in these coming days, but a good credit standing is going to be more valuable than all. Credit is nothing more nor less than confidence and business is done on confidence. The confidence of the customer in the store's values, the confidence of the wholesaler and the manufacturer in the merchant will enable the merchant to make the most of the golden days that are at hand.

These Guaranteed, Stylish Suits of

Wearbetter

BOYS' CLOTHES
the clothes that are guaranteed

Absolutely FREE




Every boy whose birthday arrives on a certain date (this date has been fixed upon and is now in the hands of and known only by the Editor of this paper) will receive absolutely free, a genuine "Wearbetter" suit, the best made line of boys' clothing upon the market. Any boy between the ages of nine and seventeen years can enter, as "Wearbetter" suits are made in sizes to fit all between those ages. It is not essential that you have ever bought a "Wearbetter" suit before. The only conditions are that you fill out the coupon below clearly and correctly and mail so that it may be received not later than Oct. 15th.

PARENTS—This is a wonderful opportunity to secure one of these high grade guaranteed "Wearbetter" suits for your son absolutely free.

FILL OUT THIS COUPON NOW

Boy's Name _____

Address _____

Birthday _____ Age next Birthday _____

Name of Dealer from whom you buy your boy's clothing _____

Dealer's Address _____

Any boy sending in more than one coupon will be disqualified.

PARKER AND SON.
"The Wearbetter Shop for Little Men"
239 PORTAGE AVENUE, OPP. POST OFFICE.
"THE WEARBETTER SHOP FOR LITTLE MEN"

SEND COUPON TO _____

BOYS' KNICKERS UN-AFFECTED

SOMEHOW the rumor has gone abroad that in small boy's clothing the old straight trouser will take the place of the more modern knickerbocker—this, of course, to the end of conserving material. There seems to be no good ground for this belief. The straight trouser, in the very young models has always been well to the fore. Styles shown for Spring, 1919, do not indicate any important change in the construction of boys' trousers.

Whether or not this promotion scheme of Parker & Son is in danger of being adjudged contrary to the lottery act we don't know. Probably nobody knows. One just has to try. The plan to attract the boys' attention to the store certainly appears a good one.

The Victory Loan—Why?

PATRIOTISM, at the present time, joins hands with self-interest. Patriotism demands that the Victory Loan be oversubscribed; the self interest of all merchants demands the same thing.

Forgetting altogether, for the moment, that the Victory Loan offers an untaxable investment yielding 5½%; that the security is the present and future prosperity of Canada; we need to remember that the Victory Loan is required to keep our wheels of commerce and industry turning.

Due to war conditions, England can not send cash to Canada for our wheat, our bacon, our shells. We must pay for these temporarily—giving John Bull credit, as it were, though running a contra account with John, who is feeding our soldiers at the front. John Bull can be trusted to pay, but we are called upon to extend him credit for the time being.

If our wheat, our bacon, our shells, our ships, our timber are to be bought for the Allies we must temporarily pay for them. Whether peace comes shortly or not this duty is still ours. If we didn't get the money in Canada to pay for that wheat, timber, bacon, shells, our farmers would cease to prosper, our factories would close—we would experience hard times.

We must make the Victory Loan an overwhelming success. By so doing we are keeping business in Canada healthy; we are doing still more to turn Canada from a debtor to a creditor nation; we are getting a share in one of the world's best investments; and best of all, we're spiking more guns of the Autocracy which has bedevilled Germany, and which was eagerly seeking to bedevil the world.

Victory Bonds Help Credit, Say Merchants

Men's Wear Merchants Give Their Experience—What About Investing Profits of Business in Victory Loan?—Do Bond Buyers Become Better Store Customers?

THOUGH one men's wear man—and a very fine one too—recently told the editor of MEN'S WEAR REVIEW that the poorest man to advise a merchant is a merchant, experience has led MEN'S WEAR REVIEW to think otherwise. So, when seeking the true viewpoint on the Victory Loan—the true viewpoint for the men's wear merchant—MEN'S WEAR REVIEW consulted its readers. Many merchants are holders of the Bonds. They know, in a measure at least, what the possession of these Bonds has meant to them. What they have to say on this point will be of great interest to other merchants.

Many merchants, moreover, have observed the effect the possession of Bonds has upon the store customer. These observations too will be of worth to others.

It is impossible here to give anything like all the views expressed to MEN'S WEAR REVIEW, but some of the most outstanding can be outlined, and the general opinion summarized.

HOW ABOUT CREDITS?

One of the questions asked of the merchants was this:

"Has the possession of Victory Bonds an effect on the merchant's credit with the bank and with manufacturer or wholesaler?"

"Decidedly," say Chevrier & Sons, of Winnipeg.

"The possession of bonds strengthens a man's credit," states W. T. Phipps, of Strome, Alta.

"It's considered cash by creditors," says J. W. Bowyer & Co., of Maple Creek, Alta.

"Yes," answers G. A. Hunter, of Dauphin, Man. "In fact one of the leading financial institutions of

the wholesalers asks if you have any bonds, and to what amount."

Probably Mr. Hunter means the Credit Men's Association. MEN'S WEAR REVIEW believes this organization does make such inquiries. It would be indeed surprising if Mr. Henry Detchlon, the manager of the organization, passed over such important information.

"Victory Bonds," says Frank Stollery of Toronto, "are exactly the same as a cash balance."

Duncan's Limited, of Sherbrooke, P.Q., bring out another idea: "Assuredly the possession of Victory Bonds improves a merchant's credit," says the firm, "if the bonds are bought as an asset to the business. If bought in an individual's name would say no."

There's a big point here. Jas. R. Duncan doubtless has in mind the limited liability clause. Under that, bonds held by an individual might not be an asset to the business, and yet as showing bank, wholesaler or manufacturer the financial strength of those connected with the business, the possession of bonds would probably affect favorably the credit of the business.

DO MANUFACTURERS KNOW?

A Brantford merchant makes rather a startling statement. "The possession of Victory Bonds," he says, "will doubtless improve a merchant's credit with the bank—the wholesalers and manufacturers, I don't suppose, know who holds Victory Bonds."

This is a mighty independent merchant, of course; strong financially and perhaps strong willed. He isn't going to give many statements regarding

THE FOREIGNER AND HIS MONEY

Speaking to MEN'S WEAR REVIEW on the Victory Loan a Brantford merchant said recently:

"Make the foreigner with from \$300 to \$3,000 rolled up in his belt put the money in the bank for the government, or someone, to use."

This man knows conditions, and is evidently convinced that foreigners are hoarding goodly sums—arc, in short, taking money out of circulation.

The foreigners would be ahead if they put their money in the bank; and the bank would of course have more funds to loan. The transfer of this money from the foreigner's belt would help greatly the Victory Loan.

But to bring the desired end about will not be easy. Perhaps the merchant can help most. He often gets to know the foreigner well. He can explain something of the banking system and can induce the foreigner to deposit. By doing this he will be acting the part of a good citizen and be making a friend who would bring other foreigners to the store.

his position; but many merchants do. They outline to wholesaler and manufacturer their assets and liabilities; and MEN'S WEAR REVIEW knows of at least one case where a merchant got extended credit because he had \$5,000 in Victory Bonds—not quite all paid for, but in such shape that the manufacturer deemed this a fine reserve.

Says T. S. Ford, of Mitchell, "We do not know of any better collateral security a merchant can have to offer his banker than Victory Bonds."

And the question MEN'S WEAR REVIEW put to many merchants was this:—

"Would the investment of the store profits—above proprietors' salary and other proper charges—in Victory Bonds be a wise step at the present time?"

PUTTING PROFITS IN VICTORY LOAN

The answers run the gamut from an emphatic yes to an equally emphatic no; and include the statement from one or two merchants that so far as store profits go, well "there ain't no such animal."

Rutledge & Jackson, of Fort William, Ontario, believe such a use of the store profits would be wise, at present. So think Macaulay Bros., Limited, of St. John, N.B.

T. S. Ford, of Mitchell, qualifies his opinion slightly. He says: "Every merchant should invest his profits, or at least a fair share, in Victory Bonds."

Andrew McFarlane, of Brantford, takes the contrary view. To invest the store profits in Victory Bonds, at the present time would not, he thinks, be altogether wise. "I wanted increased credit," he says, "to invest in stock which was advancing greatly and was refused. Every merchant should have a surplus of his own for an emergency."

W. E. Preston, Limited, of Midland, also qualify the answer to this question. "Yes," they say, "providing the merchant has sufficient capital to run his business without this investment."

Duncan's Limited, of Sherbrooke, bring out the other side. "Yes," this firm says, "a merchant might well invest his profits in the Victory Loan. Canada needs every dollar—even where personal sacrifice enters in, Canada should get every dollar. This investment in Victory Bonds is not only a wise step, but a patriotic one."

Frank Stollery points out that Bonds could be used in place of a contingency fund or cash reserve.

Says G. A. Hunter, of Dauphin: "I would not recommend the investment of all the store profits above regular expenses, but a portion of the profits invested in war bonds would be good alright; but we have to think of after the war conditions and be prepared."

Much the same viewpoint is taken by J. W. Bowyer & Co., of Maple Creek, Sask., who say: "The majority of the store profits should be invested this way."

HOW TO BOOM SALES

How the merchants may boost the sale of bonds among their fellow citizens is a point upon which some good ideas have been given to MEN'S WEAR REVIEW. All merchants seem ready to assist in canvassing, and as T. A. Sharp, of W. E. Preston Limited, Midland, says: "Every merchant should become an active Bond salesman, on account of his salesmanship which is infinitely better than that of the average canvasser."

Many make the point that a merchant can best help the loan by letting it be known he is putting all he can afford into the loan himself. The merchants are leaders in the community, and their example will indeed do much.

In the hope of finding what has been the experience of merchants as to the effect the possession of Bonds has had upon store customers, MEN'S WEAR REVIEW put the following question to many merchants:

DO BOND BUYERS BUY GOODS

"Has it been your observation that those who bought well of the last Victory Loan are either better or poorer customers of the store in consequence?"

On this point opinions differ. Baird & Riddell of Carleton Place, answer unhesitatingly, "better." So do Rutledge & Jackson of Fort William.

Some think it has made little difference. As one merchant says: "The people strive to get what they want, loan or no loan."

T. S. Ford, of Mitchell, gets down to definite figures and says: "We find business better than ever before, notwithstanding the fact that our people took

over two hundred and fifty thousand dollars of the last loan."

Ed. Mack, of Toronto, thinks the sale of Bonds makes business poorer for a month or so. In fact we find it gives business a terrible set back for about a month."

Duncan's Limited, of Sherbrooke, find it difficult to give an opinion, but this firm does say "Business has been so good for a long time that we have not taken into consideration the possible effect of Victory Bond purchases by our customers."

The purchase of Bonds on the part of the people

may not have helped business, but it would certainly seem it has not done harm in the Eastern Townships, and Sherbrooke subscribed very heavily to the last loan and doubtless will again. That fifty-fifty Scotch and French population comes through.

Chevrier & Sons, of Winnipeg, also think the buying of Bonds helps people so that they become better store customers.

In any event, all the merchants consulted are a unit in holding the Victory Loan should be supported by all, and that merchants can do much to bring about this happy state of affairs.

**BUY SUITS AHEAD,
URGES L. R. TOBEY.**

In one of the editorials that feature many of his advertisements, L. R. Tobey of Hamilton, after discussing the working hours of firemen and sundry other matters, gets down to clothing and says:

"I paid \$45.00 wholesale for suits for next Spring, and some of them no better than what I'm selling for \$35.00 now. I saw suits in the sample room Wednesday at \$24.00 wholesale, for Spring, that I have the same material and as good a make in my \$20.00 suits. Just believe what I tell you, buy your suits ahead if you can for two or three seasons."

L. R. TOBEY.
50-52 James St. North.

*Debts of the Principal Belligerents
Before and After Entering the War*

(In millions of dollars.)

A. ALLIED POWERS.

	Before entering war.		At most recent date		Increase
	Date	Amount	Date	Amount	
Great Britain	Aug. 1, 1914	\$3,458	July 20, 1918	\$31,669	\$28,211
Australia	June 30, 1914	93	Mar. 31, 1918	1,212	1,119
Canada	Mar. 31, 1914	336	July 31, 1918	1,172	836
New Zealand . . .	Mar. 31, 1914	446	Mar. 31, 1917	611	165
France	July 31, 1914	6,598	Dec. 31, 1917	22,227	15,629
Italy	June 30, 1914	2,792	Mar. 31, 1918	10,328	7,536
United States . . .	Mar. 31, 1917	1,208	May 31, 1918	11,760	10,552

B. CENTRAL POWERS.

Germany	Oct. 1, 1913	\$1,165	Apr. 30, 1918	\$28,922	\$27,757
Austria	July 1, 1914	2,640	July, —, 1918	15,422	12,782
Hungary	July 1, 1913	1,345	July, —, 1918	6,316	4,971

The Victory Loan and the Useful Christmas Present

Thrift has been the cry for weeks.

Thrift is a definition for the art of doing without.

Thrift means reduction of waste to a minimum, means the purchase only of useful—necessary—things.

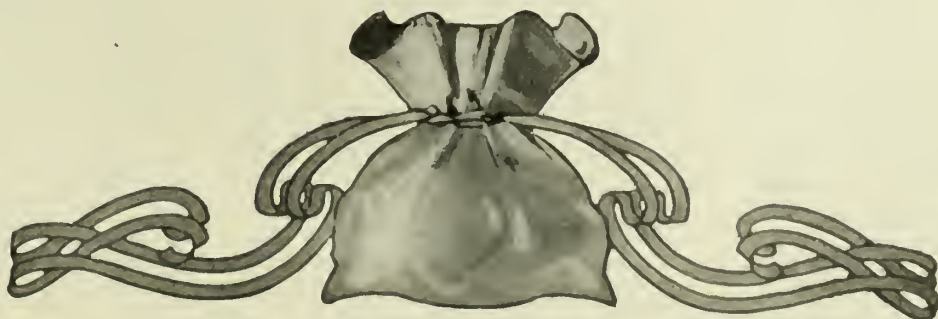
The need of thrift is going to have a big effect on this year's Christmas shopping. It gives the men's wear trade an opportunity, and imposes on the men's wear trade a responsibility.

It is for the men's wear merchants to fully establish the suitability of articles of apparel as Christmas presents. Such presents show the kind thought quite as well as do luxuries. They show the patriotic thought, too, and imply the compliment that the receiver will appreciate a gift which will enable him to save for the good of the cause.

Underwear—just now—means more to a man than a silver ash tray. An overcoat will be more appreciated than ornate book ends. Hosiery will appeal more to the Canadian war women than a silver backed mirror.

Play up the useful Christmas gift. It means profit, and it means wise expenditure which in turn means much to the country.

After the Victory Loan campaign the useful Christmas present will have an unusually strong appeal. Play it up.



USE OF LISTS PREVENTS INROADS BY M.O. HOUSES

Definite Knowledge of Customers and Probable Customers' Names and Addresses Enables Forwarding of Store Information Which Brings Big Business to Ritchie & Co., of Belleville—Automobile Owners' List Particularly Valuable—Fare Refunding Plan Works Well—Cash Railroad Men's Cheques

A NAME, Shakespeare to the contrary, has a definite value. Firms make a living by selling lists of names to purchasers who have a value for such lists. Among the assets of the big mail order houses rank very high the list of names and addresses which enables the wide distribution of their catalogues. It is these lists which make the mail order competition the important thing it is; which make it particularly necessary for the retailer to keep his weather eye on the business of these mail order houses; which make it desirable for the merchant to take every legitimate means of bringing business to his store, thereby keeping money circulating in the community in which the money is made.

Back-Firing by Lists

There is an old trick of the frontiersman of fighting fire with fire. To prevent a prairie blaze becoming a devastating force, the frontiersmen would back-fire—start another blaze which they could control, and which would eat up the fuel so that the big prairie fire died from innutrition. It is such back-firing—in the form of a systematic use of a mailing list—which the Ritchie Co. of Belleville, Ont., are carrying on. Perhaps the mail order house is only indirectly in mind. The real object of this Belleville firm's endeavor is to give the best service to the store customers and to bring the offerings of the store before probable customers in the district. Nevertheless the result achieved is the very desirable result of keeping a very satisfactory share of the district business for this store.

Issued Regularly

Herewith MEN'S WEAR REVIEW is illustrating the back page of "Store News," the publication which this Belleville firm sends out three times a year—Spring, Summer and Christmas, with an occasional Fall edition. The publication of this paper, it is quite a magazine of eight pages, 10 by 14 inches in size, was started in the Spring of 1917, and the business results then were so gratifying that publication has become a regular factor at the periods mentioned.

For this Fall 6,000 copies were sent out to a carefully revised and up-to-date list of heads of families living in Belleville and in the country for some fifteen to twenty miles around Belleville, a district which of course includes several small towns such as Stirling, Deseronto, Madoc, Tweed, Campbellford, etc.

Mailing order forms are not enclosed with the "Store News," largely for the reason that in the limited space the pub-

Special Order Tailoring

We make a specialty of Tailoring Men's Suits or Overcoats to Measure. Hundreds of samples to select from, and fit, workmanship and satisfaction guaranteed in every detail.



Men's and Boys' Winter Underwear

"Penmen's", "Stanfield's", "Turnbull's" and "Watson's"—these four famous makes are represented in our large stock of Winter Underwear for men and boys. You'll find the values better here than elsewhere.

HEADQUARTERS IN BELLEVILLE FOR THE FAMOUS Society Brand Clothes

SOCIETY BRAND SUITS

are shown this season in a host of desirable Styles, Colors and Fabrics—a collection that is sure to meet your clothes requirements for every occasion. Smart Belter and Military Penellied Becks for the Young Man, and more conservative models for the older men. Priced \$25.00 to \$40.00.



Good Warm OVERCOATS

For Men and Young Men

We will fit out more men this season with new Overcoats than ever before. That fact is a certainty, for we have larger assortments to choose from, a more varied range of styles and prices, and the values are better, too. They are shown in splendid quality Heavy Tweeds and Irish Frelzes. The Young Men's Coats are smart, double-breasted styles with belt all around, while the more conservative models are belted at the back only. Good large storm collars, and well made throughout. Some exceptional values at \$25.00, \$28.00, \$30.00 and \$35.00.

Men's Suits

\$18, \$20, \$25

If it's to be a Suit at any one of these prices, then you'll not do better than come to RITCHIE'S and select from our exceptionally desirable assemblage—shown in English Worsted, Tweeds, Etc., in Greys, Browns and Fancy Mixtures; all stylish, dependable Suits and every garment a super value.

Men's Blue Serge and Cheviot Suits

\$25 to \$40

BOYS' CLOTHING

"That Wears Better"

We think you'll admire our Fall Selections in Boys' Clothing and be pleasantly surprised at the excellent values offered, when one considers the prevailing high prices of materials that go into GOOD Suits—the only kind we sell.

Boys' Tweed and Worsted Suits in smart styles and dependable qualities, \$7.50, \$8.00, \$10.00 up to \$15.
 Boy's Irish Serge Suits, priced . . . \$12.00 to \$15.00
 Boys' Warm Winter Overcoats priced \$8.50 to \$15.00

Club Bags and Suit Cases

A superb stock of Travelling Goods awaits your inspection here—Club Bags and Suitcases in the finest leathers and newest shapes, some completely fitted, and priced quite moderate.

NEW SHIRTS, TIES, Etc.

For the Well Dressed Man.

All that's new and desirable in Men's Apparel is to be found at RITCHIE'S—Shirts, Ties, Caps, Hosiery, Collars, Gloves, Etc., and many other necessities that men are continually in need of. If it's something new and much wanted, then you'll find your wants are well looked after here.

THE HAT SHOP FOR MEN

The season's favorite Blocks in Men's Hats are shown here in a wealth of New Colorings. They are from such famous makers as Christy's, Mallory's, Wolthessen, and the celebrated Italian Hat from Calenza & Co.—a large and varied collection, priced \$3.00, \$3.50, \$4.00, \$5.00 and \$6.00.

MEN'S WOOL SWEATERS

Marvelous values in Men's Wool Sweaters. We can't speak too strong about the exceedingly good values we offer in Men's Wool Sweater Coats. Our Buyer purchased this season's supply about 18 months ago, with the result that we can offer a HEAVY WOOL SWEATER COAT with Large Shaw Collar at

Last Year's Price — \$5.00.
 Other prices in All-Wool Sweater Coats—\$6.75, \$7.50, \$9.00 and \$10.00.

BOYS' WOOL JERSEYS \$1.50

Made of fine English wool and shown in various new shades, extra special values at \$1.50 and \$2.00.

— BOYS' COAT SWEATERS —
 A huge stock purchased many months ago, shown in all the best colors and newest styles. Priced \$1.50, \$2 and \$2.50

THE RITCHIE CO., Limited

BELLEVILLE, ONTARIO

Men's Working Clothes

Overalls, Smocks, Work Shirts, Mitts, Gloves, Etc.—in fact, every need for the working man, in the very best makes and qualities you've been accustomed to wearing; to save you considerable money.

Back Cover of "Store News," the publication which the Ritchie Co. issue about three times a year, and send to 6,000 customers and probable customers.

lication offers full descriptions of particular articles cannot be given, but only a general description and general range of prices. Nevertheless it has been found that this publication does bring a very considerable amount of mail order business, orders of this kind coming to the store every day.

Aims to Bring People

Perhaps the main idea of the publication, however, is to bring people to the Ritchie Co. store in order that they may

see exactly what is to be had there and make their purchases after carefully examining the goods.

As a further inducement to people from the outside to come to this store a system of fare refunds has been adopted. This news is given on a folder which is enclosed in all information sent to these outlying districts. The results from this fare refund offer have been found very satisfactory, last year the cost of business secured in this way running about 4 per cent.

More Units Sold

Word from this store is to the effect that the farmers, who of course are one of the main classes aimed at by "Store News," are buying more and better merchandise, and are buying it with less effort than for some years past. This fact has greatly assisted the men's wear department of the Ritchie Co., so that sales each month have shown material increase. The turnover in the men's wear department is considerably greater than in any pre-war year.

Speaking on this point a member of the Ritchie staff said to MEN'S WEAR REVIEW: "I think you are wrong when you suggest the number of sales is not as large as in some former years. Here, with the exception possibly of a few lines of finer haberdashery the number of actual garments sold, such as suits, overcoats, sweaters, etc., is larger than in pre-war years.

"Of course during the past few years we have paid special attention to the boys' and young men's trade, and this shows a handsome increase."

Auto Owner Worth While Buyer

Another department of the business which has been carefully developed of late—and which has shown splendid results from a use of mailing lists—is that of automobile accessories. With considerable expense and effort an authentic list of automobile owners within a radius of twenty-five miles of Belleville has been built up. These number, exclusive of Belleville city, two thousand; the practice is to keep in touch with these automobile owners by letters and pamphlets mailed about once a month during the automobile season. Information on the various kinds of goods which these people will want is given, and it is remembered that automobile owners want not only gloves, overalls, caps, etc., but a regular range of apparel as well. The

ABSOLUTELY Dependable Merchandise priced consistent with quality is the guiding idea that has made possible our ever increasing clientele of motorists from all sections of Hastings, Prince Edward and even Peterboro and Northumberland counties.

¶ The Ritchie store realizes the importance of being in a position to cater successfully to this fast growing army of automobile owners; and thus—

¶ It is our desire to make this store the most desirable place to shop in that it is possible to attain—we want to make it so pleasant that you will come in often whether purchases are intended or not.

Argument presented in folder sent to list of automobilists.

resulting business has been very gratifying.

Some of those connected with the Ritchie Co. believe that this automobile owners' list is the most profitable advertising investment the store has made.

Getting Railroad Men

Another feature of what might be called the Ritchie store's personal touch advertising programme is the steps taken to get after the 500 railroad men who live in and about Belleville. Lists are to hand of these men, and form letters are sent them bringing certain goods to their attention, also making the point that this store will gladly cash Grand Trunk cheques. This offer of cashing cheques

has been freely taken advantage of by the railroad men, and the purchasing they have done, while in the store securing the cash, has amply repaid for the extra effort required, which consists principally of making a banking business almost out of the store, for cheques ranging from \$5,000 to \$10,000 in total have to be cashed every two weeks.

It will be seen that one of the great factors which has assisted in the efforts of this firm has been the establishment of various lists. This is certainly a department of business which the majority of retailers have been ignoring. It is a phase of business which requires a good deal of attention, which necessitates a great deal of work, but which brings splendid dividends.

Just how the preparation of lists may be carried out will differ in different places. To form a good list of the farming community would perhaps be effected through getting a rural telephone book and taking the names and addresses of the telephone subscribers.

How One Merchant Built Farm Lists

A scheme which was adopted by one merchant was to offer a prize for the best map drawn by school children showing the district in which he lived; all houses and names of the farm owners had to be marked. By getting all these maps this merchant had a wonderful survey of the farming community around, and did something to advertise his store through getting the children talking about it; also of course he did something to further interest the children in their work.

A general list can be built up by the telephone book method, by a study of the city and town directories, where these are available; by the laborious method of being continually on the watch for new people and seeing that the name is added—a method which works faster

STYLE HEADQUARTERS
Where
Society Brand
Clothes
are sold

Departments




- General Drygoods
- Ladies' Ready-to-Wear
Garments
- Millinery
- Carpets and Rugs
- Oilcloth and Linoleum
- Curtains and Draperies
- House Furnishings
- Men's Clothing
- Boys' Clothing
- Men's Furnishings

THE RITCHIE CO.
LTD.

BELLEVILLE, ONT.

A
WORD
TO
MOTORISTS



FROM
RITCHIES

Front and back of folder sent by the Ritchie Co. to their list of automobile owners.

RITCHIE'S

REFUND YOUR RAILWAY FARE

FROM

Madoc to Belleville

SEE OTHER SIDE FOR REFUND

A booklet which naturally gained wide attention.

HERE ARE THE REFUNDS:

ON PURCHASES OF

\$10.00

OR OVER

At Our Store we Refund you

**SINGLE
RAILWAY FARE**



ON PURCHASES OF

\$15.00

OR OVER

At Our Store we Refund you

**RETURN
RAILWAY FARE**

THE RITCHIE COMPANY LIMITED
BELLEVILLE ONTARIO CANADA

The meat of the refund proposition was given on back of slip as illustrated above.

"As requested by Edmund Bristol, K.C., M.P., I have much pleasure in placing your name on the patronage list of this department."

Chief Justice Falconbridge dismissed the action of Garfunkel, stating the matter in dispute was contrary to public policy, it being illegal to induce government officials to place business.

JOURNEYMEN TAILORS' STRIKE

One hundred and fifty journeymen tailors recently went on strike in Ottawa, demanding an increase to 47c per hour. They are now receiving from 30c to 45c per hour.

The women are demanding \$6 a week for the second year in the shop, \$9 for the third year, \$12 for the fourth and \$14 for the fifth year. For the first year, while learning, their remuneration is not fixed. Some doubt existed as to whether strikers would be breaking the order which makes strikes illegal, but Senator Robertson said:

"The tailoring industry is not an industry which comes under the terms of the new order."

A. F. Staples has opened a tailoring establishment in the Stephens Co. block, Collingwood.

than it would appear if all members of the staff are interested.

Of course the name of every person who comes into the store with the address should be secured, and immediately steps should be taken to find out if he is on the list.

By all these and other methods, effective lists may be built up, and the results from these—if properly classified and used—will undoubtedly be gratifying, as they have proved to the Ritchie Co. of Belleville.

PATRONAGE AND UNIFORM ORDERS

An echo of the war contract dealings—as they took place in 1915 and the early days of 1916—sounded in the Toronto courts this month, when Charles Garfunkel sought to secure \$3,000 from Hyman and Frank Hutner, who, when trading as the Hutner Cloak Company, secured a contract for army greatcoats, the plaintiff claimed as a result of his influence.

The Hutners obtained an order for 12,000 army greatcoats. Garfunkel claimed that the profits on the order amounted to \$9,000, of which he was entitled to \$3,000. Garfunkel, under examination, said that he had seen Mr. Bristol and the secretary of the "association" in connection with the order for greatcoats, which was later given to the Hutners.

A letter from Sir Sam Hughes, written when Minister of Militia, was shown to substantiate the claim, in this Sir Sam saying:



"O-oh, Skinay!"

Have you heard the news? The Hudson's Bay Company is goin' to give away Boys' Suits. Sure they are! You get a copy of the paper, fill out and send in the coupon in their ad., and wait until October 12th. They've chosen a date, and if your birthday falls on that day they'll fit you out in a new suit without a cent of cost to you. You bet I did; I mailed mine in this morning.

NOTE—Boys sending in more than one coupon will be disqualified, and all coupons must be in by October 11th at 6 p.m.

Boy's Name

Address

Birthday Age next birthday.....

Name of dealer from whom boy's clothing is bought.

..... A

The value of lists is dealt with elsewhere in this issue, and something is said as to the manner in which lists may be built up. Here is a practical plan for securing list of boys' names adopted by the Hudson's Bay Company of Winnipeg. The scheme, moreover, enables the classification by ages—an important thing where boys are concerned.

HANDKERCHIEFS TO ADVANCE 40 PER CENT.

Such a Rise Certain for Linen and Cotton Lines to be Shown for Spring and for Xmas, 1919
—No Relief in Sight—Embroidery Work May Be Declared Unessential Industry—
Reserve Supplies Gone, Time Needed After War to Build These Up

THOSE merchants who laid in good supplies of handkerchiefs, acting upon advice of probable advances which was given in MEN'S WEAR REVIEW some time ago are in a very fortunate position to-day. Handkerchiefs are advancing sharply in price. When they are again offered the trade for Spring and for Christmas, 1919, there will be an additional price charge of at least 40 per cent. Indeed in many lines the advance will be more than this. One Canadian manufacturer, for instance, who was marketing in January, 1918, a line of linen handkerchiefs at \$2.80 now has put those handkerchiefs, or rather a similar class of handkerchiefs, out for Christmas sorting, asking for them a price of \$4.60. This advance simply has to be made for the Canadian handler is now selling goods which he bought at a much higher figure.

Merchants Ready to Buy.

It is found, by the way, that many merchants are glad to buy handkerchiefs even at such an advanced price. They want them for Christmas business in some cases, but in other cases it is evident the handkerchiefs are wanted for the Spring business, or that the merchant is buying to cover his wants for Christmas, 1919. In order to get his supplies for that season, however, he has to accept delivery before March. Wholesale handlers are refusing to hold goods on order after that date.

The reason for the continual advances in handkerchiefs, and the scarcity of them which is becoming quite serious, is not hard to find.

As far as linen goes there is both a decrease in the supply and a great increase in the needs, as a result of the wide use made of linen in aeroplanes.

For the cotton handkerchiefs some such conditions hold, and there is in addition the great problem of labor—this factor applying somewhat more to cotton than to linen.

Raw cotton itself is none too plentiful. The prospects of the present crop are not as bright as could have been hoped, and taking the world as a whole the supply is nothing like the need. In the United States of course many mills which were spinning cotton for such cloths as are used in handkerchiefs have been put on military work to a very large extent. In England the Manchester cotton spinners are not producing more than 30 per cent. of their normal output.

Yes, both the cottons and linens needed for the manufacturer of handkerchiefs are exceedingly scarce at the present time, nor is there any reason to expect an improvement—not if the war should end to-morrow as the Kaiser wishes.

The great fields from which flax for the manufacture of such linen as is used in handkerchiefs were secured were Belgium

and France. The growth of flax in Belgium has been given over for the last three years. They have been raising Cain there rather than flax. So it is to a great extent with France. The flax fields of England have been utilized, and by reason of the high prices which have been offered for flax, due to the scarcity, it has been possible to take Canadian flax across and have this made into linen. The Canadian and English supply however, is entirely inadequate, and there is a tremendously reduced output of linen with a very much increased demand such as has used up all reserve supplies.

Moreover, the help question has been a very difficult one in England and the work of embroidering, which used to be done so magnificently by the Irish, is now done by fewer and fewer women.

If the war should stop to-morrow, the situation would not be relieved to anything like the extent which is generally considered. There would be some falling off in the new demand—as many aeroplanes might not be required for instance. And yet this is something which is difficult to say. Aeroplanes will cease to be wanted, it is to be hoped, as instruments of war; but they are almost certain to be in great demand for certain branches of civil work.

Then it will be impossible to get the output of flax up without at least two years' work. Devastated Belgium and France cannot be put into anything approaching a productive condition before that time. Then after the flax is grown, all the converting process will have to be gone through.

Reserve Supplies Gone.

It seems that the world stands at the point now where reserve supplies of a tremendous number of lines have been practically exhausted and where there is to be a period of great scarcity—perhaps a famine almost—while the raw materials from which new supplies can be produced are grown and then converted.

With cotton the case is somewhat similar. That the prices of cotton goods should be so high merchants wonder at because the cost of the raw cotton fluctuates, sometimes upwards, sometimes downwards. The truth is though that as far as handkerchiefs are concerned—and as far as many other lines are concerned too—the cost of the raw material, *raw cotton is only one of the factors which counts in the cost of such a finished product as a handkerchief. The really great factor at the present time is labor because this factor enters into production about ten times.* How this is so is easily understood by considering one case, by just tracing cotton from the plantation to the merchant's shelf. First, after the bale is sold at 32c, or whatever the price may be, it has to be washed and wages for this washing work have ad-

vanced at least 100 per cent. since the war. Then the cotton has to be combed, then another process of stretching, then the work of spinning, then the work of bleaching, then comes packing, freighting, etc. Every one of those processes means that the cotton is handled by other workers, and each one of these workers is drawing a great deal more money than prior to the war. Each one of these processes, therefore—and all of them are necessary—cost much more than formerly. No wonder the finished product has jumped in price.

Nor is there any reason to hope that cotton prices, and prices for cotton handkerchiefs, will go down sharply should the war end.

More and more the feeling seems to be growing that the huge demand which there will be for cotton from the central powers will make a very strong cotton market. In all other countries too there will be a tendency to build up reserves to something like the proper point.

It must be remembered that the world has been getting along without cotton which it badly needed—getting along without it because it had to. Ordinarily, "in the piping days of peace," a cotton product was seldom completely destroyed, when a cotton garment had been used it would be converted into some other form. When, however, a huge gun is discharged, there is a bale of cotton that will never be converted into anything.

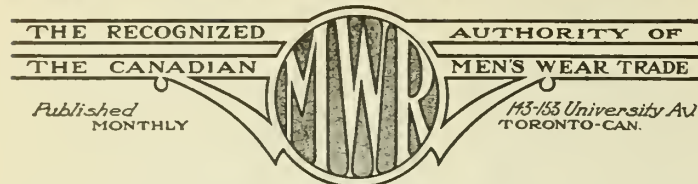
What About Buying?

No, should peace come, there will be a demand for cotton which should keep the price up, and there seems no reason to expect a downward movement in the cost of handkerchiefs.

This point is made because the merchants are going to face during the next two or three months the problem of their buying for 1919. It is a more serious problem than they have ever faced before, and one which must be solved only with a careful eye on the bank account. Credit is king. But if the money is available without putting a strain upon the business, handkerchiefs might well be bought now to cover the 1919 requirements. Handkerchiefs are now being secured by handlers at higher prices than those which are being asked of the retail trade. The retailer, therefore, who secures his needs at the present prices—high though they be compared with those of last year, and very high compared with years prior—will yet be making an exceedingly good buy. Moreover, he will be making sure of his stock, and the stocks of handkerchiefs available are very much less than formerly.

By the way embroidered handkerchiefs from the United States may be cut off entirely as there is talk of embroidery being declared a non-essential industry.

MEN'S WEAR REVIEW



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No. 11

EDITORIAL BRIEFS

NOTHING mealy-mouthed about Woodrow Wilson's word to Germany. The schoolmaster can still use the birch rod.

* * *

TWO banner years for the men's wear trade in sight—well, the men's wear merchants deserve the best; they've gone through hard days with high hearts.

* * *

WELL the "Flu" should be pretty well over by now. AS a fine piece of irony commend us to the physician's remark to the "Flu" patient: "You can have anything you want to eat."

* * *

CLOTHES, as the poet said, don't make the man, but they often make the man think well of himself, which means a great deal to the man. There is a big lesson in the story of "The Tailor-made Man" related elsewhere in this issue.

* * *

EVERY day the United States Government issues a folder of some 16 pages, entitled "Official U. S. Bulletin." A similar publication from Ottawa would be very valuable. It would keep all Canadian interested advised of what is being done by the Government, and would serve to indicate also what is not being done.

THE "FLU" HITS TRADE HARD

JUST when retailers and wholesalers are most anxious to get in stocks of underwear, clothing, and practically all lines of apparel, there comes the epidemic of influenza to further upset deliveries.

Manufacturers have been indeed hard put to it of late. Difficulties of coal supply, interruptions in electric power, scarcity of help in many places, and scarcity of raw materials almost everywhere, have become regular perplexities. The coming of the "Flu" at such a season with the consequent disturbance of labor and resulting reduction of production has been a most untoward circumstance.

It can only be hoped the epidemic is now on the wane, and that the disturbance to trade will not be too great.

Whatever the disturbance may be retailers, wholesalers and manufacturers alike will be inclined to consider this the smallest evil of the epidemic. "So many splendid men have passed on as a result of this disease that our circles have become saddened."

The world is indeed a sober place these days; and yet let none yield to the feeling of futility.

From the trials imposed by this epidemic, as from the other trials of these sad years, character may be developed; and surely, certainly, the development of character is worth while.

WHAT OF THE FUTURE?

WHAT the next few months, or even weeks, will bring to the world no man knows. It is the part of wisdom to look for an infinite continuance of the war. Now there should be no turning back, and perhaps over much thought of peace tends to bring on a slackness which will certainly tend to prolong the war.

At such a time as this, however, the thoughtful man may well look down two roads. Euclid used to say, "Either this thing is true or it is not." So we may say, either the war will end shortly or it will not. We can estimate what will happen in either case, to the best of our ability, and trim our business sails to best meet the seas which either alternative will bring.

Elsewhere in this issue the editor of MEN'S WEAR REVIEW has discussed the possibilities for the men's wear trade following the cessation of hostilities. This we have done knowing this problem to be one occupying the attention of all in the trade. It is our belief that the after-the-war period will hold out wonderful opportunities for the men's wear trade. It is for the men of the trade—the men who have faced the mighty war problems so successfully—to grapple with the problems of the future in the same fearless, tireless manner.

RECIPROCITY IN GRIEF

IT can happily be said of many Canadian factories that a spirit of the greatest friendliness exists between the heads and those who work on the machines. This very thing increases the feeling of loss, under which many are now bending, as a result of fine young men and young women passing away. Administrative heads are mourning honored workers. Workers are mourning a leader who is no more. There is cause for pride, and for some measure of comfort, in the fact of this very reciprocity of grief.

A TEXT FROM ELBERT HUBBARD.

THE late Elbert Hubbard in one of his interesting little monographs epitomized much of the theory of successful business in the terse phrase, "We make money out of our friends. Our enemies will not trade with us." One might use a volume of words and add nothing to the completeness of this dictum. We are dependent on our friends for our business, therefore, it behooves us to make friends and to keep them. The merchant who thinks otherwise is the merchant who is financing on his jobbers' credit, and because he has few friends, and because his enemies either active or passive are many, he has few customers. No store can afford to lose a

friend, yet they are doing it every day by careless systems, and half-hearted service, and sometimes cavalier treatment. Some merchants think that this does not matter, that force of habit will still keep a customer wedded to the store. Sometimes it does for a time, but sooner or later our enemy will cease to trade with us. No store is strong enough to make enemies, and no store is so strong that it will not be benefited by making friends. The great aim and object of every store should be to make friends. Sometimes it may appear that the consideration for the customers' wishes is so much waste effort, but nothing that cements a friendship can be a waste. Friends are the largest asset any store can own.

FIX YOUR POLICIES YOURSELF.

WE have spoken of the necessity of making friends. This is a far different thing from making masters. There cannot be two masters of the same concern, and the merchant who lets the individual or the community in which he lives be that master is bartering his chance of success. E. U. Berdahl, secretary of the Retail Merchants' Association of South Dakota in a recent address put this thought very pertinently and very forcefully: "First of all the elements that seem to prevail against a lot of small town retailers is that lowly element of fear—fear of local competition, fear of distant competition and fear of the customers themselves. The minute you let some one else dictate your business methods, be they your competitor or your customer, you had better unload. I don't mean by this that the customer or the business associates should be disregarded. The old policy of "the public be damned" is found only in the records of the past. You must, of course, know and consider local conditions, local demands, etc., and fix your policy accordingly—but FIX it yourself."

LET THE CLERK DO HIS SHARE.

THERE are many merchants who seem to think that the business would fall into ruin if they took their hands off the wheel even for a moment. Ask them why they do not hand over certain work to their clerks, and they will look horrified and reply "Oh, I have to look after it myself to see that is well done." That is of course following out that good old misguided maxim: "If you want a thing done well do it yourself." That maxim sounds wiser

than it really is. The business that is limited by one man capacity for doing things must of necessity be small. Business grows by the syndication of responsibility. Marshal Foch may know best how to carry out his own commands, but he couldn't win the war alone. He may retain the direction, but he must depute the work to others.

Moreover, the merchant who adopts the policy of doing all the important things himself must be contented with the half-hearted service on the part of his clerks that this policy engenders. Responsibility is the best tonic that a clerk can have. There are few men who will not grow with enlarging opportunities. If the clerk cannot be trusted to shoulder some responsibility, he is hardly worth keeping, and the logical conclusion of this policy is the one man store.

ADVERTISING POWDER IN WAR-TIME.

ONLY a few months after the United States had entered the war, while American munitions factories were buried under war orders that seemed sufficient to last forever, the Winchester Repeating Arms Company began an advertising campaign to induce people to buy rifles for hunting and trap shooting. The output of this factory was oversold for years to come. It took courage to adopt this policy, and there were people who knowing the conditions, laughed at their folly. But the company was right, it was looking ahead, years ahead, mayhap to the time when they would be able to deliver the goods, and when the people their demands fostered by this campaign would be ready to buy. They were building a market for the future.

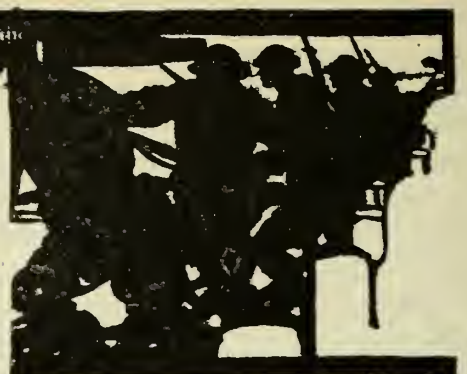
There are some merchants even yet who question the value of advertising, they question its ability to get results. If you are tempted to adopt this viewpoint, think of this company who advertised for business years away.

There are times when advertisers will feel definite results from their advertising, cases they can point to where this or that one bought because of the advertising appeal. This is a happy situation. But the value of advertising does not stop there. It stops nowhere, and the indirect influence is by far the largest element in the success of advertising. There is always an enormous dormant market that can be stirred to life by the direct appeal. It is too good a chance for the merchant to miss.





Regulations Regarding
Packing and
Parceling of Christmas
Presents for
Soldiers Overseas



From the Post Office Department MEN'S WEAR REVIEW has secured the following information regarding the posting of parcels for the soldiers overseas. This will be of value in enabling merchants to assist their customers in sending off their packages.

"Parcels posted for delivery to soldiers in France for Christmas, 1918, should be posted in time to permit of their despatch from Canadian ports not later than the middle of November.

"The address should be as follows: (a) Regimental number; (b) Rank; (c) Name; (d) Squadron, Battery or Company; (e) Battalion, Regiment or other unit; (f) Canadian Contingent; (g) British Expeditionary Force; (h) Army Post Office, London, England.

"Unnecessary mention of higher formations, such as Brigades or Divisions, is strictly forbidden and causes delays.

"Parcels for troops known to be in the United Kingdom are subject to the parcel post rate for the United Kingdom which is 12 cents per pound or fraction thereof. The limit of weight for the United Kingdom is 11 pounds.

"Parcels for the Expeditionary Forces in France and Flanders are subject to the following rates:
For parcels weighing up to 3 pounds24 cents
For parcels weighing over 3 pounds and not more than 7 pounds32 cents
The limit of weight in this case is 7 pounds.

"Parcels for the Egyptian and Salonika Expeditionary Forces are subject to the following rates:
1 lb.32 cents 4 lbs.74 cents
2 lbs.40 cents 5 lbs.82 cents
3 lbs.48 cents 6 lbs.90 cents
7 lbs.98 cents

"The limit of weight in this case is 7 pounds.

"It is absolutely necessary that all parcels for troops should be very carefully and securely packed, as, owing to the conditions of transit, parcels not packed with more than ordinary care run great risk of damage or loss of contents.

"Thin cardboard boxes such as shoe boxes, and thin wooden boxes should not be used, nor does a single sheet of ordinary brown paper afford sufficient protection. It is also found that cylindrical tin boxes are very liable to damage.

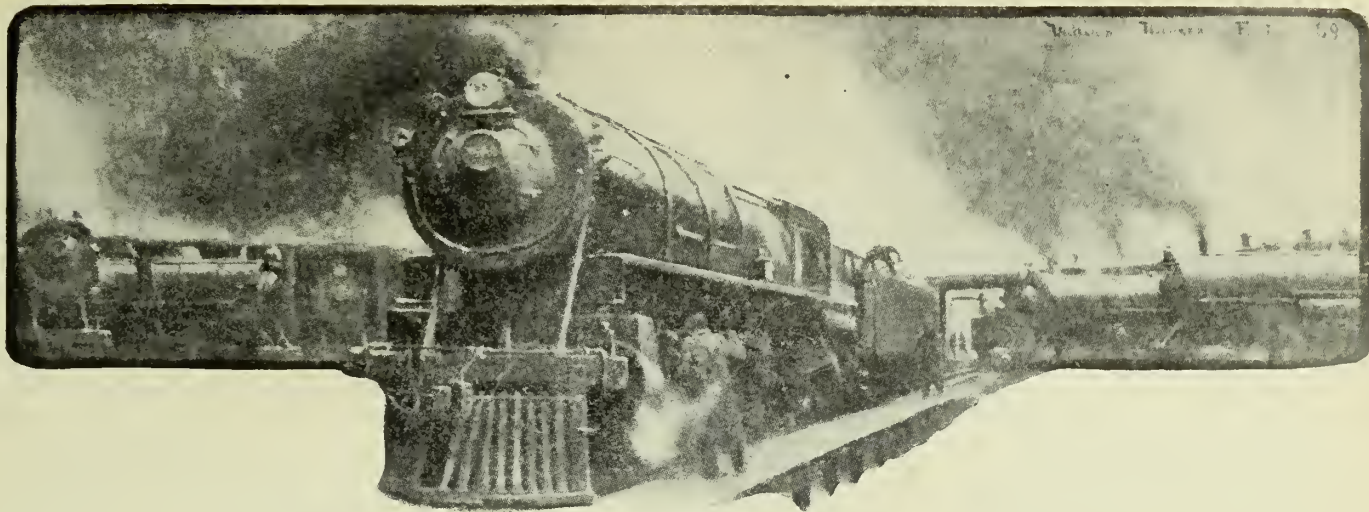
"The following forms of packing are recommended:

1. Strong double cardboard boxes, preferably those made of corrugated cardboard having lids which completely enclose the sides of the boxes.
2. Strong wooden boxes.
3. Several folds of stout packing paper.

"Additional security is afforded by an outer covering of linen, calico or canvas securely sewn up. It is recommended that all parcels be strongly and securely packed in covers of this nature.

"In the case of parcels for the Egyptian and Salonika Expeditionary Forces not only must every parcel have an outer covering of strong linen, calico, canvas or other textile securely sewn up, but these parcels should be as nearly round as possible, and well padded with shavings, crumbled paper, or other protective material, particularly if wooden or metal boxes with square corners are used, as such boxes are liable to damage other parcels."





Better Business at the Border

Retail Merchants' Association Has Been Going "Over the Top" Ever Since its Inception and is Putting Up Winning Fight by Close Co-operation of Nearly Five Hundred Members

PROBABLY the huskiest youngster of its kind in the Canadian business world to-day is the Border Cities Retail Merchants' Association. It will be nine months old in November, but it has more to show in the way of real achievement than many retail organizations that are old enough to vote. The Border Cities Association has more than 420 members and is growing rapidly. It is young and it is enthusiastic, right from C. H. Smith, the eight cylinder president, down to the most recent recruit. Doing things, especially the things that make for better business, is one of the main objects of the organization. The bigger the problem, the better. In its short existence the association has tackled many propositions that were just as hard to handle from a business standpoint as the Hindenburg line was for the Allies. Co-operation was the secret of the Allies' success and it is by co-operation that the Border Cities Retail Merchants Association is reducing salient after salient in the battles of business.

How It Started

The association had its inception one stormy day last February when C. H. Smith asked A. W. Peddie to come over to his office for a little while to talk over some business matters. Both Mr. Smith and Mr. Peddie conduct large dry goods stores. While business rivals they are the best of friends. During their talk over business problems the idea of forming the retail association came up. Neither Mr. Smith nor Mr. Peddie will take the credit for suggesting the formation of the organization. They are both modest. At any rate they got busy. They discussed the matter with other merchants. It was so popular that they were encouraged to include the municipalities adjoining Windsor, all of which will be united into one large city some

day soon. The plan was so good that it was no time before it was decided to call a meeting for organization, and merchants from Windsor, Ford, Ojibway, Walkerville and Sandwich gathered. There were more than 200 of them and they formally organized under the name of the Border Cities Retail Merchants' Association.

A Busy Existence

The association has been a real factor in the commercial life of the border ever since its inception. It is interested not alone in merchantile problems, which are much more numerous at the border than might be supposed, owing to the proximity of Detroit just across the river with a population nearing the million mark, and aggressive merchants, but also in civic and industrial problems. These all have more or less bearing upon the retail life of the border municipalities and the merchants are doing their share in solving them. New problems are continually cropping up and as fast as they come committees are named, to deal with them. Getting action, and quick action, is a feature of the work of the Border Cities Association. Nothing goes to sleep and with more than 400 live wire merchants focusing their attention on any problem that is necessary, things are bound to happen.

Features of Organization

In addition to the work it is doing there are many features of the organization itself that make it worthy of emulation in every community in Canada. The "Get Together" spirit is apparent in everything the association undertakes. It is not a one man organization. Every member has a chance to have a say on every question that comes up.

The constitution and by-laws were given special attention, and are probably unique among the business organi-

zations of Canada. There is a sliding scale of membership fees, so that the merchant who only has one clerk does not pay as much as the merchant who has twenty or more. The by-laws state specifically that in the election of officers, each municipality must be represented. This is carried out to the letter, and with excellent results. A careful perusal of the constitution and by-laws of the association given elsewhere in this article are well worth while and there are many ideas in them which may be incorporated with advantage by various organizations into their own constitutions.

To Help All

The object of the association is to promote merchandizing and retail conditions for the betterment of the members, and to obtain improved service for customers, to discuss the problems of the members and of fellow retailers, to secure and give such help as is possible through co-operation and to work together for anything that will better conditions in the border cities.

This is a pretty broad basis upon which to work, and because it lives up to its creed is one of the reasons why the association is accomplishing so much and always has so much to do.

Right from the start the members of the organization realized that they had a lot of problems, many of them big ones, on their hands. However, solving problems is one of the real joys in life to border city merchants. Their proximity to Detroit provides them with any number of business puzzles. They have learned by experience that the only way to meet these difficulties is to meet them face to face.

Were Not Daunted

They were therefore not one bit alarmed by the magnitude of some of the problems that presented themselves, and

were crying for immediate solution. One of the things that was worrying the border cities' merchants most was the competition from Detroit. At a conservative estimate residents of the border cities were spending \$1,500,000 annually in Detroit stores. The farmers of Essex County were spending probably \$2,000,000 a year across the river. Incidentally it might be mentioned that no farmers in Canada are more prosperous than these Essex county men. They raise tobacco, early vegetables, fruit and other commodities for which there is an unlimited market, and top prices. As a result they have unlimited money to spend, and they certainly spend it. The border city merchants did not like to see such a large percentage of the money that should be theirs going into the coffers of Detroit merchants. This was a problem that affected all five of the border cities, but Windsor especially.

How They Met It

One of the big troubles was that the only daily newspaper in Windsor, "The Record," carried page after page of Detroit advertising. "The Record" had a wide circulation in the county and the merchants realised that they would have to offset this and offset it quickly if they were to obtain results. Through the efforts of Harry J. Neale, and of H. McClure Scandlers, secretary of the Border Cities Chamber of Commerce, who co-operated with the retailers, W. B. Hermann, of the "Saskatoon Star" was induced to come to Windsor. At first it was planned for Mr. Hermann to start a new paper in opposition to "The Record" and the retail merchants were prepared to stand behind the project and guarantee advertising contracts to the value of \$65,000 for the first six months. Later it was deemed advisable for Mr. Hermann to buy the "Windsor Record" which was secured for \$150,000.

Improved the Paper

With the home paper under their control the merchants took two important steps. They insisted that only Canadian retail advertising be handled and also that a real newspaper be gotten out. This meant increasing the size of the paper, enlarging the editorial staff and securing a special wire service. All these things have been done. The "Border Cities Star," the successor of the "Windsor Record," carries no Detroit advertising. It is much larger than the "Record" and by its special wire service provides border readers with the latest happenings from all over the world.

Doing all this within a few months was no small task for a young organization. But it has been successfully accomplished and now that they have the Detroit advertising eliminated, the border cities merchants are prosecuting with all the energy at hand an educational campaign. This is county wide and is aimed to show the residents of the border cities and the farmers all through Essex County that it is their duty to spend their money at home and

support Canadian and particularly border cities stores and institutions. The merchants' association is going about this educational campaign in a most systematic manner, and hopes in time to reduce the \$3,500,000 that is going to Detroit annually to an insignificant amount. There is every indication that their efforts will be successful because the people now that they are alive to what they have been doing and to the work the association is doing are responding. Although it is too early yet to show material results, there is no doubt that the elimination of the Detroit advertising has resulted in thousands of dollars remaining in Canada that would otherwise have gone across the line.

Keeping At It

The committees working on the problem are continually devising new ways of impressing people, especially during



CLARENCE H. SMITH
The hustling president of the Border Cities Retail Association.

war times, with the need of buying at home. The committee is extending its work through the women's organizations, through the press and through all the various patriotic and fraternal organizations. The movement is growing stronger every day. Hundreds of women, for instance, who formerly were lured across to the big stores of Detroit by visions of bargains, especially in dress goods, are now buying at home.

One of the novel means of illustrating the power of buying at home is the travelling \$5 bill. This is just an ordinary \$5 bill which was started in circulation by A. B. Peddie. It is in a case and in the case also is a book and everyone who receives the bill is required to write down the date. The

bill is in constant circulation, and to date has demonstrated that if spent in Windsor it would alone have a purchasing power each year of \$2,100. In the first two months in which it was in circulation the \$5 had changed hands so often that it had bought \$390 worth of goods.

In order to impress on people the importance of buying at home, stories are constantly appearing in the border cities' newspaper about the travelling \$5 bill.

The bill is a good advertisement also for the association. On the back of the case in which it travels is the following:

Instructions

"This is a travelling \$5 bill. It will be started on its purchasing way by our secretary, T. C. Ray. When you get it go out and spend it or pay a bill with it, but be sure that the retail merchant with whom you deal is either a member already of our Border Cities Retail Merchants' Association, or becomes one. When the bill reaches you sign your name with the date and the nature of your business, on the attached sheet, and also call up A. B. Peddie, phone 496, who is to keep track of this bill. Watch its progress and its purchasing. We hope to teach the people the advantages of trading at home. Information regarding fees of our association will be given to possible new members by T. C. Ray, phone 95, or by A. B. Peddie.

Reach the Farmers

Realizing that it is essential, if their campaign is to succeed, that they reach the farmers of the country, the association is constantly directing its guns at them through the press and by other means. The merchants have found an effective means of conducting their campaign in the fall fairs held recently. They were able at these gatherings to come in close personal contact with

thousands of farmers and by means of personal appeals and special literature made good use of their opportunity to emphasize the duty, patriotic and economic, of buying at home. The results are already telling in increased sales in the border cities stores, and less money going over the river.

Some Other Problems

So much for one of the biggest problems which the young association tackled at the start and is fighting successfully. Another matter almost as important and perhaps just as far reaching was the question of collections. The border cities merchants owing to their location are placed in a peculiar position. Few cities in Canada have such

a large transient population as is continually going and coming at the border. Some of these people stay in Windsor for a few days or a month or even longer, but they make purchases and they do not always pay. Many of these people may be in Windsor to-day and in Detroit or some American city to-morrow. Most of them are good pay, but there is a percentage of them who were, to put it mildly, "delinquents." Before the association was formed, merchants of the border cities had a good many thousands of dollars out which they were anxious to collect. Much of this was in really small amounts and they were so busy with other business that they neglected going after it.

Has Done Great Work

If the association had done nothing else its existence has been justified by the work it has done in collecting the money due to its members. This work is handled under the direction of Thomas W. Ray, the efficient secretary of the association. Mr. Ray does not believe in any trifling or half way measures in anything he undertakes. His work in connection with the Border Cities Association speaks for itself, and it is a record of which he may well be proud. The collection end of the game is only one of the many things that he has undertaken, but it is a fair sample of the manner in which he sees things through. The main point is that Mr. Ray gets results in the collection system he has devised, and that these results are in nine cases out of ten in the very satisfying form of perfectly good little cheques which are negotiable at any bank. Mr. Ray has some ideas of his own in regard to the distribution of these cheques which show that Field Marshal Foch is not the only strategist in the world. For instance, he wants the members to realize that they can make the credit collection department of the association one of its most useful branches. He also wants every member if possible to attend every meeting, because there is so much good discussion every minute that any member who is not there is a real loser. He figured it out that one sure way of getting busy men to meetings is to give them some money. Every meeting night the secretary has a big bunch of cheques to hand out, the proceeds of his industry in collection work. The members who gave him accounts to collect do not know when they are going to hear from him. In a general way he announced before the meetings that he will have a lot of money to hand out and every merchant who is interested wants to be there and get his.

Makes Full Report

At the meetings Secretary Ray generally has a lot of comments to make on the progress he is making on his collections, or suggestions to the members. There is a lot of food for earnest thought in what he has to say, and the merchants appreciate it. He always urges them to make the fullest use of the Collection Department, and they are doing it. This

year alone, at the rate he is going, Secretary Ray will collect more than \$20,000 for the merchants. When it is considered that probably 95 per cent. of this had been written off by the merchants as a dead loss, and that many of the accounts were outlawed, some idea of the work the secretary is doing may be gained. In order to get the cheques that are coming to them, the merchants must attend the meetings. This is an iron rule with Mr. Ray. If the merchants will not come, he will not give them the money, no matter how much he has for them.

At Small Cost

All that it costs the merchants to have their collections made is ten per cent. of the amount. The secretary is continually devising ways and means of expanding his department. He uses collection letters. He uses persuasion, and he has infinite patience. But there are cases in which patience and persuasion fail. The secretary has encountered



THOMAS RAY
Secretary of the Border Cities Retail Association.

a few of these. With his usual resourcefulness he is meeting them and meeting them effectively.

"I want more power," he told the members at their last meeting. "It is useless for me to tell some of these people that I am going to take action to collect if I do not mean it. It makes a joke out of me and of the association if the weeks drag by and nothing happens, when I told them action would be taken."

There were something over 200 members at the meeting when secretary Ray made the above statement. In a few minutes his difficulty was surmounted. They backed him up to the limit and told him to go as far as he liked, as the entire organization was behind him. What is more they appointed Crown Attorney Rodd, one of the biggest and

best known lawyers in Essex County as the solicitor of the association, with full power to take any action he and the secretary might deem advisable.

Will Be Far Reaching

"You have no idea just how much this will mean," said Secretary Ray. "It will show not only the delinquents but the whole public that this association means business. With an organization of more than 400 members behind us we have a power that is far reaching, and many of these people who might think we were bluffing will be more than pleased to pay up when they see that the matter will be carried into court if necessary. They will tell one another and the example will be good, and it will go a long way toward ending undesirable credits."

Another little plan the secretary is working on to aid the border cities merchants in their collections is to have all cartage agents and others who come in close touch with people who are moving telephone to him at once when anyone is making a change. It has often happened that people in Windsor who owed money quietly slipped over the river to Detroit or some other town and left the Windsor merchants in the lurch. In order to meet this situation the secretary is busy with plans by which he will secure almost instantly the name of any persons who are leaving the city, and also the destination of their goods. If they do not owe anybody any money all will be well, but in case they happen to owe half a dozen members of the association he will be able to pounce upon them and make them settle up before they can get away.

Got Them Together

Here is another little incident which shows the good work the Border Cities Retail Merchants' Association is doing. Not long ago two grocers in a certain section of Windsor fell out and started a cut rate war. The merchants got so enraged at one another that they would not speak. In order to get back at one another they cut and slashed prices mercilessly. The thing became the talk of the city. Citizens were getting goods at prices they never dreamed of before; and at which other firms could not compete. Things were going from bad to worse, and each of the grocers was suffering keenly but in a spirit of stubborn defiance would not stop.

Just here the retail association got busy. It required some manoeuvring and no little strategy to do it, but a committee from the association got the two hostile grocers together unexpectedly in another store, and had a heart to heart talk to them. They pointed out that the cut rate war was senseless, unnecessary and was draining the very life blood out of two good retail firms.

"You two chaps are simply dissipating your profits and are slowly bleeding to death," said one member of the committee to the two belligerents. "Be honest now, aren't you?"

The grocers admitted it and one went

so far as to say that it was a case of the one who had the last drop of blood being the winner.

Good Friends Now

Each member of the committee had something to say to the two grocers and they said it so earnestly and so effectively that the grocers soon saw the folly of their way. The sticking point however was the animosity between them. It was all over some little trifling affair but it had caused fierce bitterness between them. The committee members did some more talking and pointed out that life was too short for such scrapping.

"Here you two get together and shake hands now and call this thing off right now," was the good advice of one member.

And the grocers did so. They shook hands and the cut rate war ended right there. One of the men who was not a member of the association came in soon after and both men are now good friends.

Got In Strong

The members of the Windsor police force not long ago asked the Police Commissioners for a salary increase. At first glance you may wonder just what this has to do with the Retail Merchants' Association. But wait a minute. The policemen explained politely but emphatically that owing to the high cost of living it was imperative that they get more money. The Police Commissioners did not see it that way, and it was not long before members of the force commenced handing in their resignations and getting more lucrative positions elsewhere. Now to the credit of the Windsor police it may be said that they are good men and always on the job. Records show that by their good work they have recovered no less than 87½ per cent. of all stolen goods. There are a lot of goods stolen in Windsor, too, because it is a border point and a big railway centre, and car thieves are busy.

The retail merchants had reason to know just how good the police force was, because in addition to recovering quantities of goods that had been stolen from cars, etc., the policemen were always giving them little suggestions for improving their window and door fasteners, putting lights at the best points in stores and similar little services that meant dollars and cents to the dealers. The police had demonstrated in many ways that they had the interests of the merchants at heart.

Merchants Get Busy

The police when their request for wages was turned down never thought of enlisting the aid of the Retail Merchants' Association. The members of the association however, were wide awake enough to their own interests to see that if all the good men on the police force were allowed to drift away for the sake of a few dollars a month increase

in pay it was not going to be very long before store robberies in Windsor would become frequent, and car robberies a favorite pastime. They saw that instead of 87½ per cent. of the goods being recovered that there would be hardly any, and that in addition, the thefts might increase 200 or 300 per cent. So they got busy. A committee was named and went down at once and discussed the situation with the Police Commissioners. It didn't take them long to convince the police board that it was acting foolishly and against the interests of the community. The policemen got an increase right away, and once more harmony prevailed as a result of the good work of the association. Right here it might be mentioned that the retail interests of all the border cities have no more faithful guardians than the policemen. It is the old story of the bread cast upon the waters.

Growing Steadily

At the present time the association has 420 members and is steadily growing. These 420 members have 2,300 employees. The association is so constituted that there can be only one vote for each business house represented. Employees who are in good standing in the association can attend all meetings and take part in all discussions, but cannot vote. In this way the benefit of their business experience is obtained, and it is often invaluable.

It has been found advisable also to allow such men as bankers, doctors, insurance men and others to become associate members. Many of these men in their daily rounds become possessed of information that is of the utmost value to the association as a whole. On the other hand the association has a big value to the associate members because it brings them into close touch with classes of men whom it is most desirable that they should meet. All associate members have the use of the credit collection department in case they desire it.

Getting Acquainted

The association has adopted a good idea at all its meetings by which everyone present knows who everyone else is, and also what line of business he is in. During the early part of the meetings there is a roll call at which everyone present is required to stand up in his turn and give his name and state briefly his business. Very often prizes are offered for the cleverest response. At the last meeting, for instance, A. W. Cadwell, of the Cadwell Sand and Gravel Co., was awarded the prize for his response which was, "A. W. Cadwell, the man with lots of sand." By this system of having everyone present on his feet at least once during the meetings it has been found that the ice is broken, and that there is a much better spirit in general. At other meetings it often happens that one or two men take possession of the gatherings and no one else ever speaks all evening. There are no long speeches at the border merchants' meetings, and yet everyone is

free to speak on any question he chooses.

Electing Officers

Elections for officers take place the first Tuesday in February. Nominations take place two weeks before, and all must be made in writing. Any one man can only hold one office. The nominee from any of the border towns who receives the highest number of votes from that town is elected. There is one vice-president from each of the border cities, this insures equal representation on the executive.

All officers and committees and members co-operate to the fullest extent in all work. The druggists, for instance, recently by their support and the support of the association protected a member from their section who was wrongly accused by the license inspector under the O. T. A. of violating the law by selling Columbian spirits.

Closed Them Out

The laundry and dry cleaning men got together and decided that those tailors and repair men not having such plants should not reap the benefits of firms which had. It was found that a number of little firms which had no facilities were advertising and making all sorts of claims. For instance, a tailor would advertise that he did dry cleaning, etc., when he had no plant for the work. He would take it and then send the work to a real dry cleaners and collect a profit from the customer. The dry cleaners and laundrymen, in order to protect both the public and themselves from these people took action which resulted in completely stopping this misrepresentation. They refused to take the work and also advertised that the firms listed were the only real firms in the business. The tailors and others endeavoured to get around this by continuing to advertise, and by sending any goods they had to London or Sarnia firms. They soon found however, they were up against a losing game and quit.

Fixed The Hours

Through the association the druggists, grocers, hardware firms and others got together and arranged for early closing hours and half holidays, etc., that were satisfactory.

At the present time the association is taking up such important questions as having the Transient Traders' Act greatly broadened, the enforcement of the act in regard to hawkers, the question of co-operative deliveries, and the teaching in the schools of salesmanship.

The members have taken a most active part in all patriotic work, and in the coming Victory Loan campaign is preparing to maintain its previous records. The various committees are ready at any time to give their time, money, work and influence to any patriotic object. Special committees meet all returned heroes on their arrival, and welcome them and take them home in autos. In the past four months the committees have met and welcomed more than 160-

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MARKET REPORTS



THE MARKETS AT A GLANCE

TORONTO, October 25—The situation in regard to cloth shows no easing away whatever. In spite of efforts of the United States War Industries Board to allot wool for civilian clothing, the supply in sight is such that government requirements will absorb the entire amount. Until such time as arrivals will overcome government needs, there is no hope held out for civilian needs at all. It is thought that at least six months must elapse before mills will turn out other than government materials.

Reports from Great Britain are along the same lines. The government there has taken over the carding and spinning machinery and with a shortage of coal now threatening it is felt some months must elapse before civilian cloth will again be on the looms.

Stocks on hand in Canada are very good, however, and results of such curtailment in milling operations will not be immediately felt. There have been some fair shipments of cloth come through and the outlook for Spring is by no means discouraging. Prices are high and will, it is expected, continue so. This will show in ready-to-wear to a greater extent as manufacturers dip into the high-priced cloth now generally on hand and arriving.

The undertone to the market on cleanable collars is very strong. Indications are that materials are increasingly hard to get and the outlook after January 1 is not encouraging for a continuation of the present price schedule. Competition may enter as a factor to keep quotations down to present basis but time will tell the tale.

Booking business on shirts has been proceeding very satisfactorily and manufacturers report a heavy volume of orders for Spring. Merchants generally are showing a disposition to provide for their needs at firm prices rather than hold off for a change in quotations and take the risk of being unable to secure the goods. The cheaper lines of shirts show a comparatively small advance of about 10 per cent., whereas silk shirts and wool taffetas are up as much as 33 1-3 per cent. to 40 per cent.

Materials with which to manufacture popular-priced neckwear are extremely scarce and the outlook is anything but encouraging. The higher-priced lines are still available in fairly good quantities, arrivals of orders long since despaired of helping out the situation in these materially.

The epidemic of sickness raging throughout the country during the past couple of weeks and still going strong is having a material effect on output of the various mills. Deliveries of underwear and hosiery which were proceeding satisfactorily have been largely interfered with and it is estimated a loss of about 30 days will be the result in several mills. This is a serious matter now when capacity of mills has been taxed when operating full time to take care of business on hand.

CLOTHING

Little Cloth Now Coming—War Needs In United States and Coal Shortage In Great Britain to Affect Civilian Output

CLOTHING—There are a few odd shipments of cloth coming along, but not sufficient to make any great showing and goods now coming apply very largely on orders placed twelve to eighteen months ago.

The situation in regard to wool for civilian requirements in the United States shows no improvement over conditions outlined last month. From present indications, when the stocks of wool now on hand for civilian manufacture are exhausted, the mills will either have to take Government contracts to maintain operation or close down. Added to this gloomy outlook for the industry, any relief in the way of wool for civilian use during the next few months would do nothing short of miraculous, officials say. Whether any wool will be released by the Government will not be known before January 1, or at least when the estimates of requirements and the stocks on hand have changed. But even then no promises are being held forth by the War Industries Board.

Analysis of the wool situation and the predicament of the civilian wool manufacturing industry shows that any blame to be placed for the lack of wool for this use can be laid at only one door—and that of inexorable war conditions. Although many other industries have had their production either totally or partially curtailed because of necessity of diverting the manufacturing factors to strict war production, such a step has been taken by the Government only because of the pressure to keep the Americans and Allies fighting forces fully supplied.

The woolen manufacturers have been acquainted by the Board of its inability at present to aid them in their plight. They also have been asked to adapt themselves so far as possible to war conditions. Even though this last suggestion is followed, many mills will be forced to close down entirely or convert their machinery to the production of other material, but it is not believed the Government orders can keep all mills occupied.

Similar conditions exist in Great Britain where latest reports are to the effect that the Government has taken over all the carding and spinning machinery. That means there will be little or no

cloth for civilian needs turned out for at least the next six months other than the standard cloth for domestic use. The shortage of coal is a factor mills are confronted with in the Old Country and as the Government controls distribution of this as well as wool there is no way of getting around any restrictions imposed even were such a step contemplated. Early deliveries for 1919 will it is thought represent a very small total.

Conditions locally, however, are not too bad. Stocks of cloth are very good and indications are that Spring trade will be very good. Manufacturers are receiving a nice volume of orders from their travellers who are now out and from one source it was learned that pure wool garments selling to the retail trade at \$50.00 to \$60.00 are moving remarkably well. The requirements of the trade will be met quite readily it is expected from stocks on hand.

COTTON

**Buyers Show Disposition To Hold Back
—Yarn Shortage Ties Up British
Looms—Mills and Manufacturers
Affected by Epidemic**

COTTON—The favorable war news with peace talk which has been going the rounds so persistently the past couple of weeks has caused buyers to hold back somewhat. This is not so much in view of lower prices which might be looked for as a tendency to readjustment along after war conditions, it is thought.

Stocks arriving at United States milling points are now fairly heavy, but a distinct shortage of cotton yarns in the Old Country is reported. This is so acute that the Cotton Control Board there ordered the stoppage of all looms for one full week beginning October 21. The operatives affected are entitled to receive a full week's Control Board rate of pay or the proper proportion thereof.

The board has further decided that beginning with October 28, the scale of levies for looms shall be doubled until further notice. A comprehensive census of trades, stocks and rates of consumption in cotton, cotton yarn and coal is being taken by the board. It is reported a deputation of cotton officials will shortly leave for the United States for the purpose of dealing with the freight question.

The latest report issued by the Department of Agriculture in the United States places the condition of the cotton crop of September 25 at 54.4 per cent. of normal as compared with a condition of 57.5 on August 25 last, 60.4 per cent. on September 25, 1917, 56.3 on September 25, 1916, and 65.0 the September 25 average for the past ten years. A condition of 54.4 per cent. forecasts a yield per acre of about 1,541 pounds, and a total production, allowing 1 per cent. from planted area for abandonment, of about 11,818,000 bales. Last year the production was 11,302,375 bales, two years ago it was 11,449,930 bales, three years ago, 11,191,820 bales, and four years ago, 16,134,930 bales. It is reported that more than 50 per cent. of the crop has been picked,

against 31 per cent. at this date last season.

The outturn of the Canadian mills and manufacturers is being seriously interfered with by the epidemic of Spanish influenza now raging throughout the country and the loss is one which will be hard to overcome. Hosiery, underwear and overalls for civilian trade will be the first to suffer as Government work will be pushed to the fore to maintain as near output as possible. It will probably mean a complete 30-day loss on civilian requirements—a very serious factor when it is remembered that every mill and manufacturer has been driven to the limit to take care of business on full-time operation.

There is no likelihood of a drop in prices but on the other hand an advance in all lines for the Spring season is anticipated. Anyone open for any lines is urged to buy now, even if necessary to carry until Spring. Orders being placed with the mills by the jobbers are being pared down from 50 to 75 per cent., which means only a small delivery of orders wanted will be made. Under these conditions retailers would be well advised in placing for Spring as early as possible. It is intimated that merchants wanting goods are placing, price being little or no consideration if goods are available.

WOOL GOODS CLIMB

**Pure Wool Offerings Few—Odd Lots of
Mixed Cloths at High Figures—Canadian
Wool Being Exported**

WOOL—More and more are restrictions being placed on output of the woolen mills. There is nothing new being offered for the civilian trade from the United States, and a very small range from England, while Canadian mills are loaded up with government business and not encouraging other orders. Samples offered are odd lots only it is stated, and poor stuff for the most part, little or no pure wool being available, and prices ranging up from five to seven hundred per cent.—simply absurd levels according to best informed authorities, prices at which people will refuse to buy.

Examples are given: An ordinary serge which, prior to the war retailed at 50c—to-day the price would be \$2.50. A cotton plaid which used to retail at 25c would now have to sell at \$1.25.

Canadian wool is finding its way to United States markets rapidly now. Already about 1,500,000 pounds has gone forward and balance will be rapidly cleaned up. Canadian manufacturers purchased in all about 2,000,000 pounds of the Canadian clip, a much bigger percentage than usual, and indications are that they are now well supplied with raw material for the next four to six months. The situation in respect to the balance of the clip is simply this:—Growers are faced with the problem of buying feed and consequently must have returns, which means that export of the balance of the clip will proceed at once. It is intimated that had the manufacturers expressed a willingness to take balance of clip, grow-

ers would have made banking arrangements to hold balance to their order but no assurance that they would take wool was forthcoming, so the only course left open to growers is to export. It is expected another month will see completion of shipping the year's clip.

There are still balances of fall and winter underwear and hosiery to be shipped from the mills and indications are these will be held up rather badly owing to epidemic of influenza now raging. One manufacturer stated that two of their mills were completely shut down and the others operating less than half time. Other manufacturers are undoubtedly similarly affected so deliveries are bound to be late on goods not yet in transit.

The situation in regard to cloth for civilian clothing shows no easing away. It is indicated that despite all efforts of the War Industries Board to apportion part of the wool supply for the manufacture of civilian clothes and other uses, Government requirements have assumed such proportions that it is doubtful if these can be fully met by the stock now on hand and coming in. The result is obvious—there will be no wool for civilian use allotted by the Government for the next few months, and not even then if it is seen that a discrepancy still exists between Government requirements and the available supply.

An interesting sidelight on the situation in the States with regard to khaki cloth, with orders for which mills are loaded up, is that this is not turned out from khaki yarn now but dyed. Looking ahead, this means output of mills can be turned to civilian account with little or no trouble should sudden cessation of hostilities develop.

SHIRTS

**Dealers Placing Quite Readily For
Spring—Peace Talk and Favorable
War News Not Holding Back
Buyers to Any Great Extent.**

SHIRTS—There seems to be a tendency on the part of buyers generally to place orders freely for their Spring requirements. Shirt manufacturers report sales as exceptionally good, all lines being in demand from the lowest price to the highest. Peace talk and favorable war news have had little effect on buyers as yet, it being generally apparent that if deliveries are to be assured, orders must be specified early. This indicates a really healthy condition in the trade and the belief prevails that retailers have had brought home to them the wisdom of securing what might be termed priority in shipments by taking advantage of showings made by the manufacturers, rather than depending on the hand-to-mouth system of ordering.

Higher prices generally obtain over those existing last year, this being more apparent in the really expensive lines than where the range starts. At \$16.50 where the majority of manufacturers start, an advance of about 10 per cent. is shown. Silk shirts, however, which

sold at \$45.00 last year are up to \$60.00 and wool taffetas selling at around \$56.00 a year ago are now up to \$84.00. This will show the trend of the markets generally.

A very good range of samples is being shown it is stated and it is sometimes hard to believe that a scarcity of materials exists. It has been a continual fight to secure goods, but as long as they come through no one feels so badly. What may develop beyond Spring is not known—the requirements of the trade up until that time are likely to be very well taken care of.

COLLARS

Soft Collars In Greater Favor Than Ever—Firm Undertone to Cleanable Collar Market—Spring Business Good.

COLLARS.—More and more is the soft collar a favorite, according to several manufacturers. There are many factors contributing to this—the high price of the stiff collar, the wide range of offerings on the soft collars, and the consumer outlook on laundering, which, with the soft collars, may be done at home. Altogether business on this line both for immediate delivery and spring is considered very good, showing a splendid increase over last year's sales.

In respect to cleanable collars it is indicated that makers of certain materials have refused to accept orders after January 1 and the inference is that prices may advance after that date. These people also are, it is stated, unable to let Canadian manufacturers buy largely now, so the result in this case will be a diminution of output as well as higher prices. There are some factors which may hold prices down to their present level, competition probably entering into the situation to a large extent. It would seem good policy for the trade to buy in requirements of good sizes cleanable collars in view of possible scarcity and higher prices. If left too long it would seem as though hand-to-mouth distribution best possible.

FEWER GLOVE STYLES

Action Taken in United States With Regard to Eliminating Many Styles

GLOVES, MITTS.—A recent announcement by the War Industries Board in the United States contains information relative to gloves and mitts which may have a bearing on conditions here in this trade. It is indicated that manufacturers of light leather gloves and mittens will adopt a conservation programme to prevent the unnecessary use of material and capital in the in-

dustry. Many styles are to be eliminated, colors will be restricted and the length of gloves limited.

The schedule has been worked out by the conservation division of the War Industries Board with representatives of the manufacturers and is for all gloves and mittens or combination gloves or mittens made of light leather and other materials in which more than 25 per cent. of the material used is light leather. It will apply to all gloves and mittens manufactured for the 1919 spring and fall seasons.

Manufacturers, however, may cut gloves to correct stock or to fill orders now booked. It is understood no orders should be taken contrary to the provision of the schedule except to use up materials already on hand, finished or in the present process of manufacture. The cutting of such stock should be discontinued after February 15 next, but it is expected that so far as possible manufacturers will adjust at once their business to the new schedule.

This shows another branch of industry which is coming more or less directly under Government supervision and it is not unlikely that some such action may be found necessary here. Manufacturers as yet are unwilling to commit themselves to any definite pronouncement on the subject, but are quite satisfied to adopt any measures necessary to successful furtherance of the war program here or as affecting Allied countries.

HATS AND CAPS

Higher Prices Still the Rule—Range Cut Down Materially—Trade Buying Carefully

HATS AND CAPS.—Market conditions generally show little variation from those outlined last month. Manufacturers of caps indicate that materials are increasingly hard to get with the result that they have been compelled to curtail their range about 50 per cent. Further reductions are being made as lines are sold up with no opportunity for replacement and it is indicated that the merchant who bought early will be the one to get the range and secure the goods. No guarantees as to further supplies are forthcoming from the mills, which have of necessity curtailed civilian production to a minimum.

The situation in hats is largely unchanged. Merchants are buying carefully, securing where possible a nice range, but keeping the quantities down to a fraction of their former totals. Italian hats will be few and far between with some importers, whose principals have discontinued manufacture, owing, it is said, to conditions brought about by the war. English hats continue to come along fairly well and the outlook for spring is not too bad.

NECKWEAR

Difficulty Securing Popular Priced Lines Grows—Stocks of High Grade Neckwear Very Good

NECKWEAR.—Difficulty securing materials for popular priced neckwear continues to grow. In fact, manufacturers hardly know where they are going to be when present stocks are absorbed—a condition rapidly developing. Some merchants have seen the handwriting on the wall and bought heavily, sufficient to last them for the next few months. Such action will assure stocks which are to-day becoming impossible to replace.

In the high priced lines the situation is not quite so acute, manufacturers being in a position to take care of their trade for some little time yet through arrivals which they had almost despaired of getting. The range, as a whole, is good and showing a mighty attractive one.

Conditions generally surrounding the markets are bad. As one manufacturer expressed himself, "The situation is just the same, only worse." And that seems to express matters as they are with emphasis on the "worse." Lower prices are not expected for some time to come, with materials growing scarcer and manufacturing costs mounting—the outlook really is for even higher levels.

IMPORTANT RULING RE TRANSPORTATION

Ottawa, Oct. 28.—The influenza epidemic is responsible for a ruling issued by Sir Henry Drayton, chairman of the Board of Railway Commissioners. The James Shearer Company, of Montreal, brought the question to the notice of the board. They asked that demurrage charges should be held up till the epidemic subsides as yards are practically tied up owing to the absence of the employees.

Sir Henry holds that the car demurrage rules do not cover a case of the character. A condition, however, such as the present was never contemplated when rules were drawn up. "As I see it," he proceeds, "it would be absolutely unfair and improper to penalize shippers who cannot accept cars owing to the ravages worked by the epidemic on their employees. The matter is one absolutely beyond their control. Demurrage ought not to be charged under such conditions, and in my opinion the railways ought to be advised that demurrage ought not to be charged, and that if necessary the appropriate amending order should be made as of this date."

Lieut. J. Sid Rankin, who before the war was manager of the Fashion Craft shop, Richmond street, London, has recently been reported wounded.



HATS *and* CAPS



SPRING HAT ORDERS MAY BE CUT

Word From One Manufacturer Already Announces Deliveries of Only 75% of Previous Season's Supply—Shellac Scarce, Complicating Situation.

IT now begins to appear that for Spring retailers may secure only some 75 per cent. of the hats which they secured for the corresponding season of the year before. Some manufacturers at least are on the point of advising the retail trade that such a step will be necessary in order that all customers may receive a fair share of the factories' limited output.

In view of this coming action on the part of some manufacturers at least, there is small wonder that the retailers have been very glad to accept Fall hats which were delivered much after the time specified. In a recent issue *MEN'S WEAR REVIEW* urged the advisability of taking in these late goods, and judging from the information received from the hat manufacturers the suggestion has been acted upon.

By now the great percentage of the fall headwear has been delivered, but a good deal was very late and some orders are not yet filled.

Booking Orders Satisfactorily

As far as Spring, 1919, orders go, it seems that the travellers who are now on the road are booking these satisfactorily. The trade as a whole realizes conditions very well — realizes that prices have to be higher—and that by reason of the various Government regu-

lations the styles which can be sold will have to be limited. The trade also realizes the advisability of placing orders early so as to make as sure as is possible of deliveries.

But, as has been indicated, there will be uncertainty as to the amount of hats retailer receives until these have actually come through. What is in the wind may be indicated by quoting from one large manufacturer who states:

Will Reduce Orders 25%

"To-day the retailer, of course, understands the price situation, and will in the near future learn that it has been necessary for us to limit the orders from all customers to 75% of the quantity which they ordered for the corresponding season one year ago. We foresee that our total output will easily be curtailed to the extent of 25% from last Spring's production, and feel, in fairness to all, it is wise to correspondingly limit each customer's purchases."

"In these unusual times we feel assured of the co-operation of all our customers, and while it may, in some cases, prove a hardship to them to have their purchases limited to this extent, it is our opinion they will accept the situation cheerfully, and endeavor to assist us in serving to the best of our ability the interests of all concerned."

As to prices which will have to be charged at a later season it can only be said that these will be higher. Yes, higher than prices which are being charged for Spring hats. Practically all raw materials used in the hat industry are imported into Canada, so that it is very hard to see where any immediate reduction in this class of merchandise can come. Until shipping gets normal—and it will be a number of years after the termination of the war before such a thing can occur—these imports will be high in price.

The opinion of one manufacturer with reference to the present war situation will be of interest. He says:

"With the good news that we are getting these days, things may be easier by Spring in regard to ribbon and leathers, but fur, in our opinion, will still maintain the higher prices of the present day."

Another Blow For Stiff Hats

A shortage in shellac is now being noted. Last year some 16,000 tons of shellac were brought into the United States and this year, according to a recent announcement, this supply is to be cut to 5,000 tons. Now, a large quantity of shellac is required in the hat industry—especially where stiff hats are concerned. There is a likelihood that the hat manufacturers will be asked to get along with very materially smaller quantities of shellac, however, for it is needed in other industries which are considered more essential at the present time. This seems likely to mean a further reduction in the number of stiff hats shown by manufacturers.

ADDED QUALITY INCREASES CAP PRICES

This Has to be Remembered When Caps Are Considered—Difficulty of Getting Cloths—Why Merchants Regard Caps With Increased Favor.

OF late *MEN'S WEAR REVIEW* has been carrying on an inquiry to find just why men's wear merchants are giving greater attention to caps than ever before—just why this department is more than ever worth while. Many reasons have been advanced by many merchants—the importance of the boy, the suitability of the cap for the automobilist; and just as we write, the question of price has

been outlined as a reason why the cap department has assumed greater moment.

Says one merchant, speaking on this point:

Give Better Profits

"Caps give us better profits now than ever before. If we can get the turnover without too heavy a stock—and we find we can—this department pays handsomely."

Speaking on the same line another merchant refers to the comparative safety of handling caps:

"It is," he says, "always possible to clear out the cap stock without loss. There is practically no deterioration."

This merchant goes on to show just why there is mighty little deterioration in caps with him—just why he has little difficulty in disposing of stocks when the end of the season approaches.

Caps, in his store, are displayed prominently in windows—are put out on the table so that people can handle them. Thus sales are stimulated and the caps are bought in small quantities, and often, so that the latest in style is secured.

Situation Needs Study

Caps have come well to the fore of late. There seems no reason to doubt that aggressive, analytical methods such as those of the merchants here quoted are responsible in good measure for the better cap business.

There can equally be no doubt, however, that there is room for even more work, and that there is great need for close study of the cap situation, which is considerably complicated at the present time.

Cap prices are rather misleading. They have advanced materially. The cap business formerly was done on prices ranging from \$4.50 to \$12.00 per dozen. To-day business is done from \$12.00 to \$24.00 at least—a few ranges selling well above the \$24.00 mark. But the advance in price is not altogether the result of increased cost of goods, making, etc. The cap being now sold is bigger better, and therefore more costly than the old caps. The one-piece top, which is so popular, requires much

more cloth than had to be used in models which had not this style feature.

Materials at the present time are scarce. Makers, in many cases have their Spring, 1919, needs covered, but for Fall and Winter, 1919, there is considerable anxiety. Just why can be explained by quoting one manufacturer's words:

"Regarding the heavy goods situation the mill from whom we have been getting perhaps one-fifth of winter goods for the last four seasons advises us that it cannot talk business for next season, as they have been "forced to accept" a Government contract which will take their output for a year. This is a Canadian mill, of course."

Buying Cloth Everywhere

Some makers are trying to guard against what seems to promise a future shortage of suitable cloths by picking up a piece here and another there, anywhere suitable cloth is to be obtained.

There is a tendency for merchants to buy smaller sizes in men's caps. These, it appears, are being sold to boys who, as in other lines, want the best. Sometimes they can get better caps in the small men's sizes than in boys' caps, though this state of affairs is slowly changing. Where merchants have once stocked the better goods in boys' caps

they repeat. No longer are they afraid boys will require the cheap lines.

Belts on caps are, it would seem, still pretty strong for spring, but it is the shorter belt which is wanted. Silks, too, are strong for spring and can not, apparently, be gotten too gorgeous in color to suit most of the trade.

FIRE LOSS PREVENTED

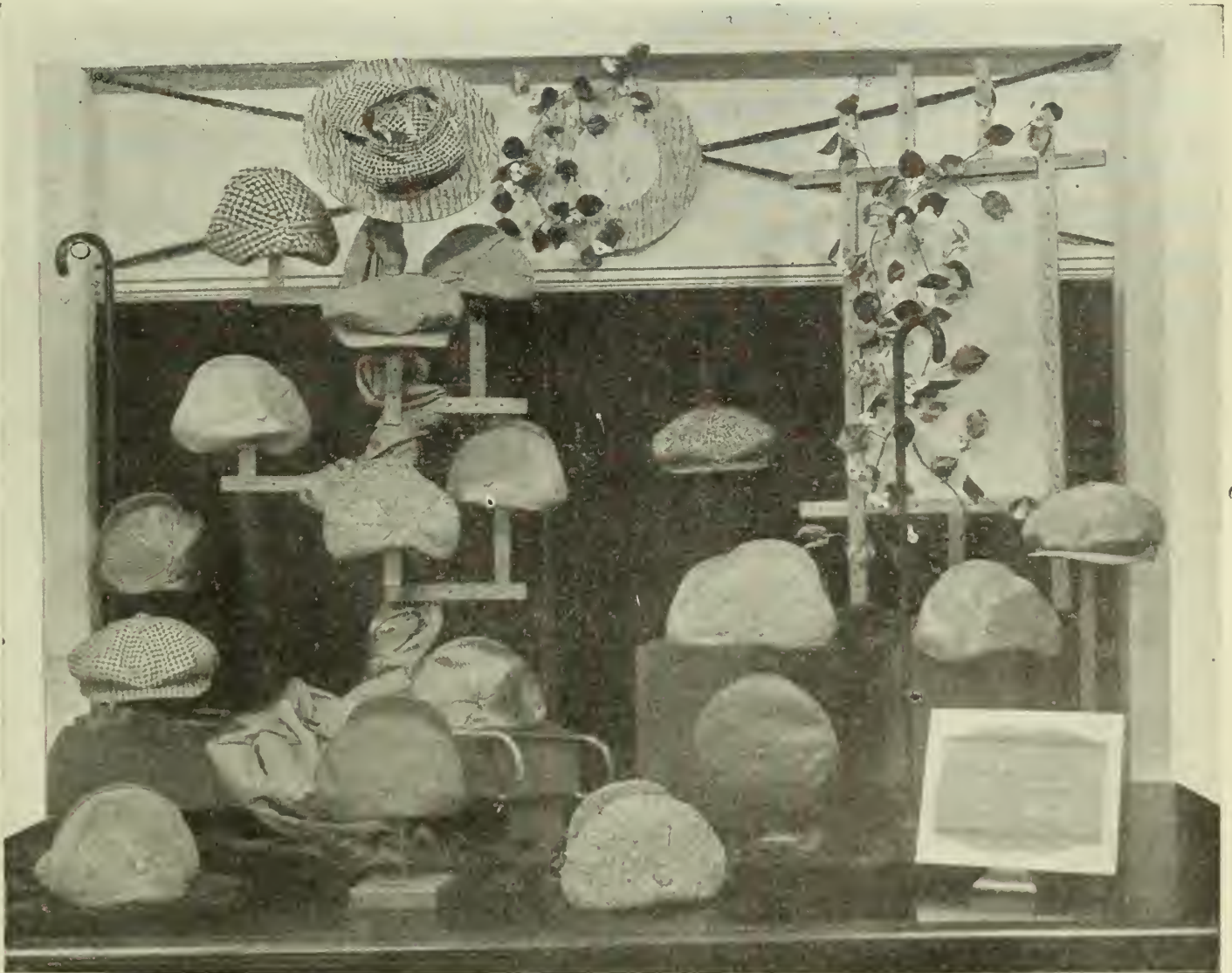
Fire was discovered recently in the rear of the Morrish Clothing Co., and because of the prompt action of the firemen, who were soon on hand, the loss will be small. A defective chimney was apparently the cause of the fire. The loss is fully covered by insurance.

DOWLER'S WIN DIPLOMA.

The Western Fair board, London, Ont., has presented R. H. & J. Dowler, Limited, with a beautiful diploma for the finest exhibit of boys' and men's clothing at the Western Fair this year.

TAKE NEW STORE

Kay's men's furnishing have taken a part of the new McDougall and Secord Building adjoining the Royal Bank, Edmonton. The upper flat will be used by Kay's as a manufacturing department.



Here is an illustration MEN'S WEAR REVIEW has used before. Since it indicates how a cap window may be trimmed to splendid effect we herewith reproduce it, believing many designers will benefit from a study of this display.

CHEAP CAPS IN STOCK MAY SOUR CUSTOMERS

Correspondent Believes Careful Dressers Are Turned from Cap Purchase by Seeing Some Cheap Cap Models—Caps Now Winning Way Fast and Care Should Be Taken to Avoid Any Setback.

By CHAPEAU

WHO is responsible for caps being buried in the back drawers in a good many men's wear stores? Why is it not considered worth while to give them window space, display space and advertising? Why put the boy in charge of them who has just graduated from carrying parcels, as I know one large retailer does?

Granted that conditions in these respects are 1,000 per cent. better than they were a few years back, yet still we have to "look" for caps in a good many stores where ties, shirts and collars are given good display. Caps nowadays sell from \$1.50 to \$5.00 and yield an exceptionally good profit. They deserve attention in the interest of the business.

The consumer or wearer has surely done his part. Notwithstanding that a half million cap wearers, or potential cap wearers, have been fitted with khaki the last four years have been

wonderfully good years for cap selling. Yet there is no doubt that this increase can be multiplied many times with profit to the wearer, merchant, jobber and manufacturer. There is still a goodly number of males who have not gotten over the feeling that a cap is a cheap contraption for cheap sports. Those with this idea constitute the biggest part of those who should be cap customers, but aren't.

All credit to several firms who have advertised caps into some sort of prominence of late years. But advertising is only an adjunct to a campaign for winning over these "die-hards." My contention is that cap business will be mightily stimulated when all stores cease calling for "junk," by which I mean, caps to be sold under, say, \$1.00, for nothing else can be produced under present conditions at that figure. Is there a man in Canada to-day whose shoes or clothes call for a 50c or 75c

cap to match? There are caps to be seen in every men's wear store in Canada, which no man-about-town need to be afraid to wear in broad daylight. There are no better caps produced anywhere in the world than in Canada to-day. Why then give the whole cap business a black eye by offering something that makes another possible customer ashamed to be seen in similar-shaped headgear? Modern factories have none of this class of goods to offer. They have no old clothes to make up, nor washed rags to make into caps at ridiculous prices, but for the sake of the business as a whole they would like to see these goods off the market.

Caps have bravely struggled out of the rut in the last few years. It is in everyone's interest to keep caps in this greater prominence. Thus extra business is secured for the store.

BUSINESS AT THE BORDER

(Continued from page 48)

000 American soldiers who were passing through Canada. Every soldier was provided with stamped picture post cards, cigarettes, chocolates and often with eatables. The advertising value of these postcards to Windsor has been of enormous value, and the committees are constantly receiving letters and cards from the men who are now overseas thanking them for what was done.

Following is a list of the officers: president, Clarence H. Smith, dry goods, Windsor; 1st vice-president, Henry Crouchman, coal merchant, Walkerville; 2nd vice-president, Clarence A. Lanspeary, Windsor, druggist; 3rd vice-president, O. Desrosiers, grocer, Sandwich; 4th vice-president, H. Plant, grocer, Ford City; 5th vice-president, A. J. Wilkinson, druggist, Ojibway; Directors, A. B. Peddie, H. J. Neal; F. L. Howell, J. R. Hewer, George Nairn and H. L. Pratt; secretary-treasurer, T. C. Ray.

Following is the constitution:

BORDER CITIES RETAIL MERCHANTS' ASSOCIATION

Article 1.

Section 1. This Association shall be known as "The Border Cities Retail Merchants' Association."

Section 2. The title, "Border Cities," it is understood, refers to the municipalities of Ford, Walkerville, Windsor, Sandwich and Ojibway.

Article 2.

Objects.

Section 1. To secure closer friendly relationships and good fellowship among our members; to co-operate with each other in the solution of our common problems in various lines of business; to lend assistance towards the solution of problems not directly affecting ourselves but of moment to our fellow merchants to co-operate with other organizations having kindred purposes, for the advancement of commercial interests.

Section 2. To safeguard the interests of all the retail merchants, individually and collectively, in our vicinity.

Section 3. To exert our influence as an association towards the securing of legislation, through municipal, provincial and national legislative bodies, such as may strengthen, advance and protect ourselves as retail merchants.

Protects Members

Section 4. To use our influence against any such legislation that may be proposed in the said legislative bodies, if such legislation seems to be adverse to our own or our national interests.

Section 5. (This section to be included after affiliation with the Dominion Retail Merchants' Association or after incorporation of our own organization). To protect our members by the establishment of a credit reporting department, for the conservation of credits and for the collection of accounts.

Section 6. To endeavor to have the trade of our vicinity confined as far as possible to the retail merchants here, as against the out-of-town mail-order houses, co-operative stores, wholesale houses and retail stores not of our municipalities.

Section 7. To conduct a campaign, through the newspapers or other mediums for the impressing on the consumers of this vicinity their obligations towards the retail merchants who are carrying stocks, employing hands, and doing business for their comfort and convenience here, and.

Section 8. To, as a body, lend our loyal aid towards the enforcement of any legislation that may be made, and which is deemed necessary for the best good of our nation.

Article 3.

Membership.

Section 1. There shall be two classes of membership, namely, "Active" and "Associate" Members. The Active members are voting members, the Associate members are non-voting, except at such times as by proxy of an absent active member they become for the time being an active member.

Section 2. An active member is one, who, having complied with our scale of membership fees and being in good standing, is either a proprietor of, a partner in, or an active "bona fide" manager of a store or shop, where the business or service is direct to the consumer.

Section 3. An Associate member is one whose place of business or shop is already represented by an active member with voting power, and who may therefore be another partner to the voting partner, another stockholder of an incorporated company, or an associate manager of an active member. One place of business under separate and distinct management has one vote.

Section 4. To the specified associate members referred to in Section 3, there may be added other associate members who, through interest or wishing to use our credit department, may desire to

join our association. The question of eligibility of such is to be decided by the Directors of the Association.

Article 4.

Government.

Section 1. The government of the organization shall be vested in the Board of Directors, consisting of twelve (12) members elected in accordance with the by-laws. Of these twelve directors, there shall be a President, five Vice-Presidents, and there shall be six directors. The five Vice-Presidents shall be representatives of the five municipalities in the Border Cities.

Section 2. A permanent Secretary-Treasurer shall be appointed by the Board of Directors. He shall attend all the meetings but he shall not have voting power.

Section 3. The Board of Directors shall have the power to amend, change, or suspend at any time any article on this constitution or the By-laws that are adopted until such changed constitution or the by-laws is approved and adopted at a meeting of the association, called for that purpose.

Section 4. Parliamentary rules of province shall govern all our meetings:

Section 5. Internal organizations of sections shall be encouraged so that problems peculiar to a line of business may be discussed and the result of such deliberations may be the more concisely laid before the general organization.

By-Laws

Section 1, Article 1. Fees. The fees of this Association are payable annually, within the period of two months from the beginning of a new year of business. Failure to pay the said fees causes the delinquent member to lose his good standing and so deprives him of the privileges of the organization. Proper notice of his delinquency must be sent to such member by the Secretary and if at the end of ten days from date of such notice he still remains delinquent, his membership may be forfeited, unless otherwise ordered by the executive.

Section 2. The scale of fees for active members is graded according to the number of the sales clerks as follows:

Proprietor alone, \$5; with one clerk, \$5; with 2 clerks, \$6; with 3 clerks, \$8; with 4 clerks, \$10; with 5 clerks, \$12; with 6 clerks, \$14; with 7 clerks, \$16; with 8 clerks, \$18; with 9 or more clerks, \$20.

Section 3. Employees who have not attained their majority, and as such may be classed as apprentices, shall not be counted.

Section 4. The fee of all associate members shall be \$5 per annum.

DIMINISHING PROFITS?

BY PROFESSOR RALPH E. HEILMAN

DEPARTMENT OF ECONOMICS, NORTHWESTERN UNIVERSITY

Published by courtesy of "System"

With the cost of business rapidly going up, and the government regulating the price at which many commodities are to be sold, the margin of profit with many concerns is becoming narrower. Is it possible in spite of this to maintain the end-of-the-year net showing? This article describes one method that is within the reach of nearly every concern—and in addition it is one of the best methods of meeting competition.

WHAT has been the rate of turnover during the past year on my stock as a whole, or on the various lines of stock which I carry? Will it be possible and profitable for me, during the year now opening, to increase my rate of turnover? Is it true that with an increased rate of turnover I may be able to overcome some of the handicaps that high prices, narrow margins of profit, and the unusual conditions of merchandising in war times have imposed on me? At this season of the year, when most business men have taken inventory of stock on hand and are well under way for 1918, these questions present themselves with special force.

The term "turnover" is freely employed, but it is frequently misunderstood, and incorrectly used. The "rate of turnover" means the number of times the stock itself turns, or is sold during a given period. It represents the number of times the stock normally carried on hand can be completely disposed of in a stated period—usually one year.

An increase in the rate of turnover means quicker sales; the dealer carries the stock a shorter time before selling it. This may mean any one of several things. It may mean that the same amount of profit can be produced by a smaller investment; or it may mean that a larger amount of profit can be secured by the same investment; or it may mean that an increase in profits can be obtained which will require an increase in the investment but less than a corresponding increase. In any event, the importance of an increased rate of movement of stock lies in the fact that it may decrease the proportion between the amount of capital invested, and the profits which are produced. On the other hand, if the rate of turnover is increased by unwisely sacrificing on profits, none of these results will be achieved.

An increased rate of movement makes it possible to conduct business with less capital tied up, and to increase profits without raising prices. As the Harvard Bureau of Business Research puts it in discussing the retailing of shoes, "It is probably scarcely necessary to call at-

tention to the public importance of this item of stock turn. Imagine in the roughest kind of way the millions of capital that could be released from investment in merchandising, should the retailer increase his stock turns but once. The bearing of this, furthermore, upon the demand for higher profit per pair, now rather prevalent, may also be seen. More stock turns means an increase in net profit, without any raising of the price per pair."

The difference in the rate of turnover obtained in various lines of business is marked. The results of some investigations among retail merchants are summarized at the top of this page. The figures for retail grocers and shoe dealers are based upon the investigations of the Harvard Bureau of Business Research. As the result of its investigation of these establishments in every section of the country, the Bureau gives 7 as the most common figure for grocery stores, and 1.8 for shoe stores. It regards 12 as a realizable standard for groceries, and 2.5 for shoes. The figure 2.82 for hardware is the result of an investigation conducted by the National Retail Hardware Association. The figures 4.5 for drugs and 1.5 for jewelry were obtained by "System" after an investigation including over 700 stores. The average number of turnovers on books, 2.6, and 5- and 10-cent stores not operated by chain systems, 6, were also obtained by "System." In the five latter cases the figure represents the average number of turnovers obtained. While all these investigations included only selected groups of establishments, they are of value as indicating conditions and tendencies which are probably representative.

Although there are marked differences in the average turnover rates in various lines, there are also wide differences in the rates in various establishments in the same line. For example, the lowest grocery rate reported to the Harvard Bureau was 3.5 and the highest 23.8; the lowest rate on shoes was 1 and the highest 3.6. Since the variation, even between establishments selling the same

kind of goods, is so great, the individual dealer is most interested in learning how he can increase his own rate of turnover.

Broadly speaking, there are only two ways in which the rate of turnover can be increased; either by reducing the stock carried, without suffering a corresponding reduction in sales; or by increasing the sales without a corresponding increase in the stock carried. Which plan should be followed must depend upon the dealer's circumstances.

Or, without reducing the stock, a concern may increase its rate of turnover by increasing the volume of sales in proportion to stock carried. There are two ways in which it is possible to accomplish this result: by improved merchandising methods, and by reductions in price.

The price-cutting method calls for more careful consideration than it has ordinarily received. Some dealers maintain that the solution of the problem of meeting advancing costs, without so increasing the prices as to lose business and forfeit profits, is to be found in reducing the mark-up percentage and increasing the rate of turnover. For many dealers and lines this is true. For others, the policy offers less hope.

There is in most lines a fairly well-established standard for the rate of profit which should be obtained on each turnover. As is well stated by Alfred Marshall, the distinguished English economist: ". . . there may be, and as a matter of fact there is in each trade and in every branch of each trade, a more or less definite rate of profits on the turnover which is regarded as the 'fair' or normal rate . . . the traditions of the trade that a certain rate of profit on the turnover should be charged for a particular class of work are of great practical service to those in the trade. Such traditions are the outcome of much experience tending to show that, if that rate is charged, a proper allowance will be made for all the costs . . . and in addition the normal rate of profits per annum in that class of business will be afforded. If they charge a price which gives much less than this rate of profit on the turn-

over, they can hardly prosper; and if they charge much more they are in danger of losing their customers, since others can afford to undersell them." It should be noted that Marshall here uses the word "turnover" in the sense of annual sales—he does not refer to rate of turnover.

It has frequently been assumed in discussions of this subject that reducing the mark-up below this customary one is an infallible method of rapidly increasing the rate of turnover, and that such a policy, while causing a reduction in the rate of profit on each turnover, will produce a larger rate of annual profit. This assumption holds true only within important limits and only for some lines of commodities. This is because of the difference in the nature of the consumer's demand for different kinds of goods.

The demand for some commodities is what the economist calls an "elastic demand." The desire for such commodities is widespread and much greater than the actual consumption. A reduction in price, even though slight, will greatly stimulate increased sales. The sale of these goods increases markedly with price reduction. Practically all the luxuries of life—jewelry, furniture, fresh fruits, table delicacies, and the like, are of this kind.

Where It's Difficult to Sell More at Lower Prices

But there are other commodities for which the demand is "inelastic." It is fixed within narrow limits. The market absorbs a definite amount because it is needed or required. But beyond that amount sales to an entire community can be increased very slowly and only with difficulty. Other things remaining the same, higher prices do not cause a corresponding decrease in consumption, and lower prices do not stimulate a substantial increase. Such commodities are practically all the necessities of life. Outstanding examples are salt, matches, flour, and coal. Probably the most extreme example is coffins.

This distinction in the character of the demand for commodities is illustrated by the figure on this page. Assume, merely for the purpose of discussion, that a watch dealer who has a monopoly of his

local market is considering the price he will ask for a watch. The relation between price and the number of watches sold is indicated on this diagram—the price by the perpendicular axis AB, and the number sold per month at varying prices by the horizontal axis AC. If he charges \$100 each he will sell but a few watches, say 10 a month. If he sets the price at \$75, more watches will be sold, perhaps 30. If he cuts the price to \$50 there will be a further marked sales increase. If he lowers the price to \$30 many more will be sold. When the price is lowered to \$20, the watch will come within the range of purchasing power of many people who would not buy at the higher price, and 150 will be sold. When the price is reduced to \$10 sales will increase still more; and with prices lowered to \$5 sales will show a tremendous increase.

In other words, the demand for watches is elastic. Almost everyone—man, woman, and child—of all economic classes, constitutes a prospective watch purchaser, if the price is low enough. The elasticity of the demand for watches has been clearly proved in recent years by the companies which have placed low priced watches on the market.

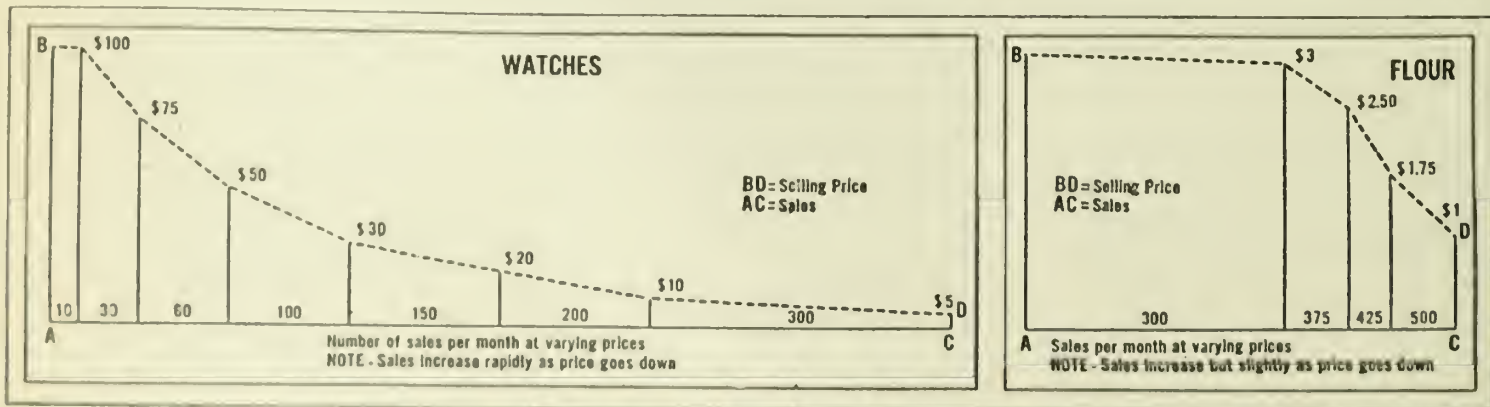
The same figure also represents the market for flour. Again, price is measured on the perpendicular axis AB, and sales on the horizontal axis AC. For the purposes of theoretical discussion, assume that a grocer also has a practical monopoly of the local market. He finds that when flour sells at \$3 a sack he disposes of 300 sacks a month. This appears to be approximately the minimum consumption of the community, under normal circumstances. If the price is lowered somewhat, say to \$2.50, his sales increase slightly, people are less economical in their use of it, and he now sells 375 sacks a week. If he lowers the price to \$2, there is a slight increase in sales, for more flour is used for pastry and the like. But these decreases in price stimulate only a small increased consumption; and beyond the point where the needs of the community for flour are reasonably supplied, it is almost impossible to increase the sales, regardless of how low the price may be. The watch dealer may greatly increase his sales with

each cut in price. The flour dealer cannot do so.

In this illustration, for the purpose of simplicity, we assumed that both the dealers had a monopoly and were therefore free to set the price at whatever point would give the most profitable rate of movement, subject of course to the fear of encouraging competition or the use of substitutes. As a matter of fact, an increasingly large number of articles are being produced and sold under such monopoly conditions. All patented and copyrighted articles, and all articles which by trade-marks, extensive advertising, or other means, have made for themselves a distinctive place in the consumer's mind, are sold under conditions approximately corresponding to those in the illustration. Their producers are free to establish the price to dealers which will give the most profitable rate of turnover, subject, of course, to the limitations mentioned. But in the establishment of price, the policy will largely depend upon the nature of the demand for the commodity. The greater the elasticity, the greater is the possibility of increasing sales by reducing prices.

Likewise in deciding on the price policy when commodities are sold under vigorous competition, the character of the demand is important. True, under competition, it may be possible for any one concern to increase its individual sales and to speed up its turnover rate, by lowering prices, even if the demand as a whole is comparatively rigid or inelastic. When this takes place the concern increases its own sales only at the expense of competitors' sales. What it gains, competitors lose. There is no substantial increase in the total volume of sales or consumption. But if the demand is elastic or expansive, the possibility of enlarging sales by a reduction below the market or competitive price is much greater, for then the reduced price serves not only to draw the competitor's customers, but also to tempt purchasers who previously were not buyers of the commodity.

Further, the dealer must remember that when he reduces his price in the hope of increasing his turnover, his competitors may do likewise. If competitors do so, and if the commodity is one for



WHAT HAPPENS WHEN YOU REDUCE PRICES?

You can stimulate the demand for some kinds of goods much faster than you can others by reducing prices. For instance, this chart indicates how successive price reductions on two lines of goods, under conditions described in this article, may increase demand. The demand for watches for instance increases much more than the demand for flour. This fact as explained here has an important bearing on the policy a concern decides to adopt in attempting to increase the rate of turnover.

which the demand is inelastic, the result will be that none will obtain any substantial increase in sales, but that all will be selling cheaper than before. This is substantially the result which has been brought about in the sale of sugar and some other staples, the demand for which is normally comparatively inelastic, and the margin on which, through competitive price cutting, has been made very small.

On the other hand, if the demand is elastic and responds readily to price reductions, even though the competitors should lower their prices to meet the competition, all would presumably obtain an increase in sales, since new customers, and increased purchases by old customers would be obtained by the lowered price. For example, a jeweler in an industrial center where wage earners are receiving abnormally high war wages might increase his sales materially by a reduction in prices, even though his price cuts should be met by his competitors. But a grocer, under the same condition, could not expect to increase greatly his sales of vinegar in that way.

It is evident, therefore, that a business, whether conducted under monopolistic or competitive conditions, may hope for larger success and more beneficial results, in the long run, by endeavoring to increase sales by price reductions on commodities for which the demand is comparatively elastic. To the extent that sales are thus increased without a corresponding increase in investment, the rate of turnover is increased. This may mean a lower price for the customer, and unless the profit on each turnover is unduly sacrificed, it may mean no decrease, or even an increase, in profits.

Even for commodities with a fairly elastic demand there is a great difference in the number of turnovers which it is possible to obtain. Besides elasticity, the regularity of demand exercises a strong influence on the rate of turnover. There are some lines which ordinarily are purchased by the customers daily—for example, fresh meats and groceries. In these lines the turnover possibilities obviously are greatest. Other commodities are purchased with much less frequency—for example, shoes and overcoats. Still others are purchased only occasionally—diamonds, carpets, furniture, and clocks. Therefore, the turnover rate in these lines is ordinarily low as compared with lines for which the customers have a day by day demand.

This difference in the frequency with which purchases are made, and therefore in the period during which capital is locked up before being turned, necessarily reflects itself in the price policy and mark-up percentage generally used in the various lines.

It further happens that most goods which are bought only occasionally contain a large style element—shoes, jewelry, pianos, and rugs. This fact may increase the stock which a concern has to carry for its customers to choose

from, and is another cause which tends to keep down the rate of turnover in many of these lines—though it is quite true that some concerns have found ways to speed up their rate of turnover on style goods with extreme success.

However, the concern dealing in lines which the customer purchases only occasionally or periodically may have such a wide market, and so many different customers to draw from, that it can maintain a comparatively high rate of turnover. Thus, generally speaking, the turnover rate in city stores carrying these lines is higher than in country and small town stores. The following

Month	Stock on Hand at Cost	Sales for the Month at Cost
January	\$2,162	\$1,942
February	2,230	1,764
March	1,890	2,001
April	1,964	2,204
May	2,022	1,892
June	2,430	2,164
July	2,290	1,980
August	2,134	2,046
September	2,560	2,098
October	2,672	2,541
November	2,409	2,065
December	2,301	1,941
Total	\$27,064	\$24,638

WHAT WAS THIS MERCHANT'S RATE OF TURNOVER?

From the figures given here, can you determine what this merchant's rate of turnover was? Mr. Heilman tells in the accompanying article how to arrive at the correct figure

figures based on the investigation of *System* illustrate this difference. These figures indicate the turnover rate on a few of these lines in a number of large department stores, and a score or more of departmentized stores in country districts. They illustrate the difference referred to.

Average Number of Turns Obtained Annually

	City Department Stores	County General Stores
Clocks	2.5	1
Furs	5	3
Men's hats	7	4
Pianos	9	4
Umbrellas and canes	11	3
Trunks	5	1.5

Probably there is more confusion of thought about how to compute the turnover than on any other side of this whole problem. The business man who says, "My stock averages \$10,000 at cost, my annual sales are \$50,000, therefore my rate of turnover is 5"—is mistaken. He is trying to divide horses by cows. If he takes his stock at cost price, he

cannot figure his sales at retail. A uniform basis must be used throughout.

Should this basis be stock and sales at cost, or at retail? As a matter of fact, if only one line of goods or one department is concerned, and if the same percentage of mark-up is applied throughout, it is immaterial which basis is used—the result would be the same in either case. If, for example, the average stock at cost in one department is \$10,000 and the sales at cost are \$20,000, the turnover rate is 2. If the percentage of mark-up applied to all merchandise in this department is 20, then the average stock at retail prices would be \$12,000, and the sales at retail would aggregate \$24,000, again giving a turnover rate of 2.

However, if various lines of merchandise or different departments of the business, which use different mark-ups, are grouped together in the estimate, then the same results will not be given by the sales basis as by the cost basis. They may be far apart.

Indeed, when several different lines of merchandise or different departments are involved with varying mark-up percentages, it is highly desirable that the estimate on the rate of turnover should not lump all of these lines or departments together, but should treat each one separately. By doing this, the fast moving lines can be located and pushed. The slow moving lines can thus be discovered and weeded out; overbuying can be prevented; or perhaps the mark-up can be increased to compensate for the slowness of the movement.

But if it is not feasible or practical to segregate the stock carried and the sales by different lines or departments—as is often true in a small business—which is the better basis for calculating the turnover rate, the cost or the sales price?

The answer is, unqualifiedly, the cost basis. When such conditions prevail the turnover rate estimated on the sales basis really furnishes little information of value. It simply indicates the number of times the average stock carried at retail value can be divided into the total volume of sales, at retail.

But even though different lines with varying mark-up percentages are grouped together, the estimate of turnover upon the cost basis has some significance. It indicates the number of times that merchandise to the amount of the average investment has actually been sold or disposed of during the year. It indicates the number of times the investment in stock has been turned.

The computation of the rate of turnover is not a difficult matter when perpetual inventory systems are in use. A simple method is to take the stock at cost in the various lines—or the whole stock if it is not departmentized—on the first of each month. Add these monthly totals together and divide the sum by 12. This amount divided into the total sales at cost gives the number of turnovers obtained during the year. Usually an estimate based upon monthly

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COLLARS & SHIRTS



COTTONS SEEM CERTAIN TO BE SCARCE

Committee on Distribution Formed to End of Insuring Allied Manufacturers With Necessary Raw Materials—Soft Collars Very Popular.

A GOOD many clouds are darkening the shirt department at the present time, clouds which seem to indicate the coming of higher and higher prices, and with higher prices the coming of inferior goods.

As things are at present there appears no chance of a price movement in any direction but upwards, and stocks of certain essentials are so reduced—and labor so scarce—that the patterns are fewer and fewer.

The recent appointment in the United States of a committee on cotton distribution is of considerable interest to the Canadian men's wear trade, because it indicates rather clearly what the future holds as regards the shirt department.

Preparing for After the War

This committee on cotton distribution apparently has been formed largely for its usefulness after the war—in other words has been formed to take such steps as will give to the Entente nations the raw materials which they will require after the war—this by way of guaranteeing raw cotton requirements to the manufacturers of these countries before any supplies go to the central powers.

At the present time England's requirements are estimated at about four million bales, of which she is now taking about 60 per cent. The United States and Canada together need some eight million bales. These amounts are exceedingly large, and the crop seems disappointing—much under the estimated requirements indeed. There is now talk of cotton going to a record price since the Civil War, when it sold as high as \$1.90 a pound. There is also talk of controlling prices, but nothing seems to be done in this regard, and there is now considerable doubt as to whether raw prices will be controlled.

This simply means that there is no doubt about a further increase in the price of cotton shirtings, no doubt also about a scarcity even at the advanced price. All cotton goods are very scarce now and show a sharp increase since Spring lines were opened. Canadian manufacturers have already been ad-

vised that several mills making these goods for this year will not contract at all for next season.

Fibre Silks Favored

There are, however, other goods coming more into demand. Fibre silks for instance are increasing in popularity—are indeed sharing the market with the real silks to a greater extent than ever before. This is the result of the fibre silks having largely proved themselves. There is no longer doubt as to their wearing qualities and they have an exceedingly fine lustre. But these fibre silks are also scarce and very high in price, so that they too, will, next season, undoubtedly show a big advance.

One Canadian manufacturer, speaking on the difficulties of the situation, says:

"We quite realize the serious difficulty there will be in the future in securing shirtings of any description, and this apprehension is confirmed by various letters which we have received from many of the American converters, stating that they are not putting out their usual Fall lines. Those converters who contemplate putting out their ranges state that the range will be very limited and the prices exceedingly high."

Percales Out of Sight

"Harmony percales are now quoted at 33½¢, which will lay them down in Canada about 48 cents per yard. This is more than four times the price of the same percale in 1913 and 1914, and even at this price the cloth is not to be purchased for stocks or future deliveries.

"Unquestionably the range of all fabrics will be limited because of the fact of the limited amount of grey cloth procurable.

"There may be limited ranges of woven cloths shown, but judging from present day quotations the lowest price at which made-up garments made from these could be sold would be about \$48 per dozen."

Continuing, this manufacturer says:

"The retailer must be prepared to pay the price and ask his customers a proportionate advance over any price that he has quoted in the past. It would,

however, be most unwise for any retailer to speculate on to-day's prices."

Soft Collars Grow in Favor

In collars the soft, washable styles are gaining even greater favor. New styles are being put out. The range obtainable now is so wide that almost every one may find the class of soft collar which suits, and more and more these collars are becoming generally worn. They seem certain to sell largely through the winter.

The colored silk soft collar is on its way out, but will be a factor in the trade to some extent next Summer. The impression is that in the large cities this collar will not be popular next Summer, but that it will hold its sway in some of the smaller towns. Still, this may not be quite the case. In some of the large cities there is a foreign element which will probably cling to this colored silk soft collar, and it may be found that from these districts the demand will be big throughout the coming Summer. However, it would seem the retailer would be wise to order these colors with great caution. Each retailer will have to consider his own class of trade. For some this line may still be a big trade winner. Speaking generally, however, this is a line which is going, not coming.

VICTORY LOAN NOTES

The Victory Loan Committee of Montreal is offering two prizes for the best-dressed windows, the central feature of which will be the appeal to the public to buy bonds. For the best-dressed window—from the standpoint of appealing to the masses in enlisting their interest in the purchase of Victory bonds, a \$100 bond will be given, and for the second best, the prize will be that of a \$50 bond. In addition to these, arrangements made call for the awarding of two prizes of like nature for the best-dressed floats in the Victory Loan parade, to be held in the near future.

Montreal retailers will, it is confidently expected, respond well to the appeal for subscriptions in the purchase of Victory bonds. Already some of the larger stores have signified their willingness to do all that is possible.

COTTON FAMINE SCARE --- PRICE-FIXING ARGUMENT

O PINIONS on the cotton situation which deal with the possibility of a cotton famine, and outlining one argument for price-fixing, are given herewith. These seemed to come from authoritative sources and are worthy of study by the trade, though not necessarily to be taken as the whole truth. Along with these is a copy of the latest report on cotton consumption given out by the Bureau of Census in the United States:

Raising the Cry of Cotton Famine

IF the statement made by no less an authority than Senator E. D. Smith, of South Carolina, chairman of the Senate Interstate Commerce Committee, is to be believed then the cotton situation in this country—and of the world, in fact—is the most serious in history. In a recent conference he laid before President Wilson figures showing the consumption of cotton exceeded production by more than 7,000,000 bales during the past three years, and stated that the world was on the verge of the greatest cotton famine since the Civil War. In the statement which he made public after the conference he says:

“So much has been said about the surplus cotton to be carried over from last year’s crop that I called upon the departments to furnish me with official figures of the production of cotton for the years 1915, 1916 and 1917, and the world’s consumption of American cotton for the corresponding periods.

“Now, it must be borne in mind that the production year is the calendar year, while the consuming year is from August 1.

“According to the Department of Agriculture and Bureau of the Census, there was produced in 1915, omitting odd hundreds, 11,068,000 bales; in 1916, 11,363,000 bales; in 1917, 11,500,000 bales, making a total production for the three years of 33,921,000 bales.

“According to figures furnished by the Census Bureau, there was consumed by the world of American cotton in 1915-1916, 14,812,000 bales, including linters; in 1916-1917, 14,046,000 bales; in 1917-1918, 12,282,000 bales, making a total consumption for the three years of 41,140,000 bales.

“This makes an excess of consumption over production of 7,209,000 bales.

“I called this to the attention of the Bureau of Markets of the Department of Agriculture and found they were under the impression that the rumor of the four or five million bales to be carried over was probably true. Asked if they had any facts they replied they had none. Asked if they had any explanation of the startling revelations given in the figures of production and consumption quoted above, they said they had none.

“I found the same impression as to a surplus prevailed at the War Industries Board. They were amazed at the statistics as to production and consumption. I asked if they had any definite data as to the actual quantity of cotton in the country. They had none.

“The truth of the matter is, we are in the midst of a cotton famine.

“It is not hard to understand why the impression should be made from certain quarters that there was an enormous surplus. The manufacturers agreed upon a price for their manufactured goods on the basis of the price of cotton at that time. If, therefore, by any process the price of the incoming supply of raw cotton can be radically lowered, they become the beneficiaries of the lowering of the price. They have contracted on the basis of about 32 cents a pound middling and they can make an enormous profit on the price agreed upon for their fabricated articles on the basis of 32 cents for the raw material.

“Now, if they can get the raw material at 25 cents they will make the difference between 25 cents, or whatever the lowered price is, and 32 cents plus the profit they are now making, paying 32 cents.

“In 1913 I got an appropriation through Congress for the purpose of enabling the Department of Agriculture to test the grades of cotton from ‘good ordinary’ to ‘middling fair’ in order to ascertain the spinning value of each grade, i.e., its tensile strength and bleaching qualities and the amount of waste that would result from converting it into yarn. The result of that test was that for manufacturing purposes there was very little, if any, difference in the spinning value of the grades.

“This fact was called to the attention of the Quartermaster Department of the Army and the War Industries Board. I was assured that hereafter the Government orders would be based upon the quality of the cloth rather than upon the grade of the cotton. In other words, if the cloth comes up to specifications, the Government is not concerned as to the grade of cotton it is made out of.

“Some time ago I called the attention of the Secretary of Agriculture to

the ridiculous and disastrous practice on the exchanges of quoting contract cotton at a figure out of all parity with spot cotton. The quotations made from the exchanges each day as to contract cotton are supposed to be basis middling. In July contract cotton for July, ostensibly basis middling, was approximately 27 cents, while spot cotton in the same market, basis middling, was 32 cents, a difference of \$25 a bale. At times the difference was even greater than this.

I am given to understand that shortly will be legislation making it impossible for the exchanges hereafter to conduct any such misleading operations.

“Every effort is being made to provide facilities for the shipment of cotton abroad, and it is earnestly hoped and confidently expected that by the time the movement of cotton is fully under way there will be sufficient shipping to take care of the situation. If ever there was a time when this country needed the gold that comes from export cotton it is now, and the public may rest assured that those who have charge of the finances of the country are fully alive to the situation.”

WINS MILITARY CROSS

After only one week in the front line trenches, Lieut. Erle B. Lowndes, son of J. M. Lowndes, Toronto, was awarded the Military Cross. Lieut. Lowndes, who enlisted when seventeen years of age, went overseas about a year ago and crossed to France last July, being in the support trenches for some months.

DIMINISHING PROFIT

(Continued from page 57)

figures, checked by the actual inventories of stock, when taken, will give close indication of the facts, for variations in stock, during different seasons of the year, are thus well averaged. When such perpetual stock records are not in use, a fairly accurate estimate of the rate of turnover may be obtained by using the inventories, if these are taken as often as three or four times a year.

It is becoming increasingly evident that the turnover question is of far-reaching importance, especially when the margin of profit on each sale is narrow. Clearly, the business man should know the rate of turnover obtained on the various lines which he sells, and he should know how to compute it accurately. And in formulating his policies of price and turnover, it is desirable that he should do so after a careful study of the demand and of the market for the particular commodities involved.



CLOTHES MAKE THE MAN

So it is Proven in the New Comedy-Drama, "The Tailor-Made Man" — Self-Assurance and a Dress Suit Belonging to Another Man Combined to Get a Fortune

THE old adage, "Clothes make the man" was perhaps never more strikingly illustrated than in the new comedy play, "The Tailor-Made Man."

This visited Canada two weeks ago as indicated in the last issue of MEN'S WEAR REVIEW. It was difficult for a representative of this paper to miss such an occasion, even in face of the now familiar "flu." epidemic, and so from a seat in the front row he watched and listened to the ravelling of the interesting story of the climb to fame on the part of a tailor's helper—through sheer grit, accompanied by a suit of clothes.

To make his rise from a tailor's helper to fame and fortune on the part of the hero, something more than clothes was responsible. Back of the good clothes there was ability to collect ideas from big business men with whom he came in contact in the shop and out. He would get into their club rooms, whether by back door methods or otherwise, and watch them in their actions and listen to them in the talks. In this way he assimilated a great deal of knowledge.

The story hinges around the appropriation of a dress suit, overcoat, top hat and all, by John Paul Burt. A prominent business man of the city had left his clothes with the tailor to be pressed for a certain social function at which there would be present the president of the big shipyard corporation. The work of cleaning up the wrinkled suit and overcoat was passed over to our young friend. He was also given the task of delivering them when finished. This he failed to do. Instead he donned the clothes, overcoat with fur collar, and silk hat, and presented himself uninvited at the social gathering. Destiny, he felt, guided his actions and he could not afford to let such an opportunity slip by.

A Love Story, of Course

It should be stated here that the tailor had a daughter. Considerable attention was being paid to her by a rich socialist, who had written books on "Capital and labor," as all literary socialists do. The young hero had read the book and committed to memory portions of it which he felt would stand him in good stead when the occasion arose.

Needless to say there were many dignitaries at the social function. John Paul Burt was introduced to them all, including the man who owned the clothes he wore. The latter had come in a makeshift, ill-fitting garb several sizes too large. To make matters worse, Burt's brother-helper in the tailor shop was there also, making a little extra pocket money by acting as vendor of the champagne. Naturally they met, but fortunately when no one was about. It cost the hero just \$50 to soothe the rising anger of the champagne vendor. He

didn't have a penny, but by a clever ruse while in conversation with the owner of the clothes he found the latter had left a fifty dollar bill in the small watch pocket of the trousers. This was promptly appropriated, and once more Burt was extricated from a tight corner.

Tongue, Face and Clothes all Help

The host of the assembly also had a daughter—an heiress. John Paul Burt knew this in advance and played his cards accordingly. By making the best use of a silver tongue and a handsome face—both being enhanced by the immaculate suit of clothes—he won his way into the affections of not only daughter, but father and mother. Then came the president of the shipyard corporation. John Paul of course had met him before, that is in his imagination, but by recalling a certain incident in the life of the magnate he was able to convince him of a previous acquaintanceship. Next there spread over the gathering the ideas the hero had stowed away in his head from reading the book of the socialist writer above referred to. These had a profound effect upon the president of the shipyard corporation who was faced at the time with an enormous strike which would tie up everything.

The next scene shows the hero conducting the office of the shipyard owner. His energy, enthusiasm and ideas have won a place in the heart of the financier and it was a natural sequence that he was given power to settle the strike with the angered officials of the laborers. Here again were brought into play ideas

from the socialist writer, though applied differently. In any event the strike was averted.

But when at the height of his fame a collapse came. The socialist who had become secretary to Burt in the office of the shipyard company secretly hated his young manager. He knew that the daughter of the tailor had a high regard for him and for the rapid advance he had made. Gradually his hatred "bubbled and boiled till at last it overran the stew," as Shakespeare would have said. The hero was to be exposed. The final decision was reached when John Paul Burt and the tailor's daughter were discovered in the latter's office one night working out a plan to avert the catastrophe. However, young Bert determined to be the first in the field, and under his own signature published in the morning paper the history and mystery of his career.

A Final Triumph

Next scene showed him back at the pressing table of his former employer. His friends he had met in his rapid rise called to scoff. Nevertheless his work had been discovered by the president of the shipyard corporation and he was once again given the management of the concern at a very high salary.

It is unnecessary to state that he married the tailor's daughter, having become disgusted with the actions of the feminine fraternity in high society John Paul Burt was truly a "tailor-made" man.

RETAILERS' UNDERWEAR STOCKS WILL ALONE PREVENT FAMINE

THANKS to good supplies now in the retail stores merchants will have underwear with which to satisfy the customers' demands this Winter. It begins to seem, however, that if the season is long and hard, goods will be scarce after the new year, and there are indications that underwear for the Fall and Winter season of 1919 and 1920 will be scarce.

During the last week or two the Canadian Government has been buying underwear from the wholesalers of Canada—this to provide them with garments required for the Canadian soldiers who are in Canada. The Government has on order 50,000 dozen of underwear which manufacturers are to deliver in January, February and March, but the stocks are not sufficient to enable the War Purchasing Board to wait for these deliveries. It seems the 25,000 dozen purchased from the wholesalers some

months ago are used up, and more purchases are needed.

What Government Is Buying

What the Government is buying at the present time is ribbed underwear. From one wholesaler they secured 1,200 dozen; from another something like 400 dozen. Apparently a thorough survey has been made of the wholesalers, and whatever they had which was suitable has been taken—probably some 10,000 dozen garments in all.

The result is, as one wholesaler expressed it, that the supply of underwear in the hands of the wholesale trade is probably lower now than it has ever been.

Deliveries the Hard Thing

There can of course be only one result—merchants who have counted upon sorting up from the wholesalers will find it impossible to get delivery of their

orders, for the wholesaler is unable to get in his goods from the manufacturer as he would wish. Interference with supplies of yarns and the scarcity of labor, as a result of enlistment, has put the manufacturers back to a considerable extent. Many garments which were ordered for July and August delivery are only now going forward—and, of course, their delivery to the retailer by the wholesaler will be delayed still more.

But, as has been said, the retail stores as a whole have a splendid stock of underwear. It is indeed good that such is the case for sorting will be much delayed, and it is uncertain as to how deliveries for 1919 placing business will be.

The Canadian mills which have been working on U. S. Government orders will clean these up practically by the first of the year. It is doubtful if new orders for the U. S. Government will be taken as far as underwear goes. To begin with, the Canadian Government is anxious to secure the services of the Canadian mills to a greater extent, and for another thing the United States underwear manufacturers are now able to look after the requirements of the U. S. Government.

Will Take Hosiery Orders

For hosiery, however, there seems to be a big demand from the States and

probably Canadian manufacturers will take some business from these. The hosiery situation as far as Canada is concerned, however, is causing some uneasiness. Stocks in the retailers' stores have been big, but have been reduced materially of late, and this winter seem certain to be reduced still more. Retailers will want to buy quite heavily for 1919 and it is not certain that they will be able to get what they want. Yarns are coming through rather unsatisfactorily. Some big shipments have been lost, and while some splendid stocks are being put on the market from time to time the quantity is not great.

Obituaries

PERCY DOUGHTY, NECKWEAR EXPERT, QUIETLY PASSES ON

AFTER an illness of a few months Percy Doughty, one of the best known, best informed, and best liked neckwear men in Canada passed away at the early age of 37 years. All his working life he had been associated with William Milne, and had been for years manager of the William Milne neckwear manufacturing plant.

The funeral took place October 2 from Mr. Doughty's late residence, 492



The late Percy Doughty

Palmerston Blvd., Toronto, to Mount Pleasant Cemetery. Literally hundreds of friends gathered to express their sympathy for the widow and 17 year old son, and to pay respect to this man who had been straight and true in his business dealings, and in his friendships.

The pall bearers were: W. J. McKerracher, Ottawa; A. E. Vincent, London; T. Doughty, Toronto; H. Coad, Toronto; R. H. Sutherland, Toronto, and William Milne.

Among the many who came from a distance to pay their respects were, E. J. Oberlaender, New York; George Higley, Chatham; E. H. Stewart, Ottawa.

Percy Doughty grew up in the neckwear business. It was his source of revenue it is true, but more than that, it was his delight. He had a wonderful appreciation of silks and a wonderful knowledge of them and of the processes of conversion into cravats. In this phase of his work he took keen delight, but perhaps an even greater delight in meeting merchants, in showing them

goods, in learning their problems and doing what he could to assist in the solution of these problems. There was no phase of the business too big for Percy Doughty's effort, no detail so small that he thought it beneath his dignity.

In the trade Mr. Doughty was known as a brilliant and outstanding neckwear man—one worth talking to always, whether the merchant were in position to buy or not; worth talking to for the hints he would drop and for the information as to styles, materials and prices which he had at his finger tips. He was known as a man who would always put himself out for a friend, who trusted others and who was always worthy of trust. The verdict of the trade, among whom he lived and worked, is unanimous that Percy Doughty was a square, true, white man.

Among his many duties Mr. Doughty numbered that of factory manager. He knew by name every one of the girls, and it was these girls who kept his home filled with flowers during the last weeks. It was these girls to whom, through Mr. Milne he sent his last public message. It was these girls—and many former employees—who were among the most sincere mourners at Mr. Doughty's funeral.

The sympathy of the men's wear trade will go out at this time to Mrs. Milne, her son and to those closely connected with Mr. Doughty who daily feel his loss.

GEORGE TROW SUCCUMBS TO PNEUMONIA

AFTER only a week's illness George Trow, one of the proprietors of the Williams Trow Co., Ltd., of Stratford passed away October 24, from pneumonia. Mr. Trow's untimely death—he was only thirty-six years of age—comes as a shock to his fellow manufacturers, and to the many retailers with whom he was on intimate terms. It was characteristic of Mr. Trow that his competitors were his friends. He was a keen business man—playing the game of business for all it was worth, but always playing it fair; meeting every one as he expected to be met, in a straightforward way.

To the many who knew him, Mr.

Trow's death comes as a heavy personal loss, but it is also a loss to the community and the country as a whole. Mr. Trow was just on the threshold of his biggest work.

The knitting business did not take all of Mr. Trow's time. He was an active member of St. James Church, and served the city for two years on the Public School Board. He leaves a wife and four sons, aged 11 years, 10 years, 3 years, and eighteen months. Mr. Jas. Trow, his father, two sisters, and two brothers also survive.

GEORGE TALBOT PASSES ON

George Albert Talbot, for some time connected with men's wear trade, first being associated with the Acton Publishing Company and later with H. Gagnier, Limited, died October 28 from pneumonia after two weeks' illness at his home in Toronto. He leaves a wife and two small children, as well as his mother. He was only twenty-eight years of age.

Those who knew Mr. Talbot best appreciated him most. He had a cheerful disposition, was always ready to put himself out for some one else. He was true in all his dealings, a fine clean cut young man.

DIES FROM THE "FLU."

Edward Thomas Bentham, who for some time has been associated with his brother William in the men's wear business, at 2920 Dundas st., West Toronto, passed away on Oct. 21, from influenza.

Mr. Bentham complained of a cold, but on account of his brother being confined to his home with the influenza he remained at business until Saturday afternoon, when he was forced to go home to bed. Monday morning his wife decided to have a doctor see him, and after phoning for Dr. Clendenan she prepared her sick child's breakfast, and then returned to her husband's room to find that during her brief absence he had expired. Heart failure is assigned as the cause of death.

Deceased was 32 years of age, and before going into business about a year ago was on the sales staff of W. R. Sheppard, Dundas street.



NECKWEAR



BIGGEST NECKWEAR JUMP COMING WITH NEW YEAR

Prices Certain to Rise Then, and Quality to Go Down—Fear That U. S. Government Will Call Neckwear Silk Unessential, Thus Cutting Off Canadian Supply—Shortage of Power Threatens Canadian Neckwear Manufacturers

THE year of 1919, which seems likely to gain undying fame as Peace Year, is probably going to see the highest prices for neckwear which have ever been known. Silk prices at the moment, and the high price being paid for labor which converts this into the neckwear, makes high prices certain. Moreover, the coming of peace is not likely to bring about a decline.

No, for 1919 merchants will have to expect high prices for neckwear. The advances they have paid from season to season since the war commenced are evidently going to fade into insignificance compared with the advances they will have to pay on goods bought in January, February, March and thereafter.

Biggest Jump Coming

Higher prices are being asked at the present time, but the big jump seems certain to occur after the New Year, for then practically all the silks which manufacturers have in hand will be used up and production will have to be of silk which is now being bought, or which has been bought very recently, and for which the manufacturer has had to pay very heavy prices.

In view of these conditions the problem of the merchants' buying as regards neckwear is one which deserves most careful attention. For some months MEN'S WEAR REVIEW has been stating that neckwear was then at a cheaper price and of a better quality than would obtain again for many months. Events during October have justified these former writings. The price of neckwear has advanced. Some of the goods being shown are not what those shown months ago were; and all the indications are for further advances and further reductions in quality.

There is a tendency on the part of some retailers to think the top has been reached as far as neckwear goes—that the war situation is such as to bring cessation of advances. After weighing the facts carefully however, MEN'S WEAR REVIEW can find no justification of such an opinion.

IS THERE A SCARCITY OF NECKWEAR SILKS?

HERE are the stories of two Canadian neckwear manufacturers who went to New York to buy silk.

One manufacturer, through the offices of a friend in one of the big silk mills, was able to purchase some silks at exceedingly advantageous figures.

The same day he was talking with another silk manufacturer and mentioned what he had secured. Without seeing samples of the material, or without knowing definitely the quantities other than to know the yardage was quite large, this neckwear silk manufacturer offered to buy the goods from the Canadian neckwear manufacturer at an advance of $17\frac{1}{2}$ c per yard. He was ready to give a cheque for the whole amount at once and clean the deal up.

The Canadian neckwear manufacturer turned down the offer, figuring that if he was to continue as a manufacturer he would require material, and that if he sold this material he would merely have to buy some other at a distinctly higher price.

Another manufacturer purchased in New York 50,000 yards of silk. Within three months the mill from which he had bought these silks offered him a bonus of \$10,000 to cancel the order. The Canadian manufacturer refused this bonus on the same ground as was taken by the other manufacturer.

There is undoubtedly a great scarcity of neckwear silks in the United States to-day. Canadian purchasers, moreover, are at somewhat of a disadvantage, for, until the war, they went to New York but little for their silks. That they have been getting as good deliveries as they have has been the result of friendship with silk men in New York, and as a result of a tremendous amount of energy expended on looking around for everything in the nature of suitable silks offered. Indications, however, are that supplies in Canada will become poorer and poorer.

If Peace Should Come, What?

If peace should come to-morrow—barring a temporary fluctuation as a result of the shock—there could be no real downward movement of silks. The reserve supplies are all used up, and it would take some months before these could be built up again.

No, there seems no mistake possible,

neckwear is going to advance very much more sharply, and as has been repeatedly stated before, is going to become poor in quality. The merchant, therefore, who is in a position to estimate his 1919 requirements and to cover these at the present time, is bound to make money. The merchant, however, who strains his credit in order to buy on what is a cer-

tain advancing market, is far from wise. That merchant is likely to be squeezed, and all his paper profit gained by the early buying will be wiped out.

Advance Buying Offset

There has been a good deal of advance buying on the part of merchants who evidently have been reading all the information given on the subject of neckwear, and who have been listening to what the travellers from the neckwear houses had to say. Yet it is far from certain that the merchants have big supplies of neckwear on hand at the present time. Indeed, from what can be learned through talking to a number of merchants, and what is to be learned from the various manufacturers, there seems good reason to feel that neckwear stocks in Canada at the present time are comparatively low.

Many of the retailers who ordered big stocks, evidently to cover future needs, have sent in hurry-up calls for this stock. Far from objecting to early delivery they urged this—many months ahead of time specified—and repeat orders from these merchants have indicated that the stocks thus rushed forward have been sold.

So the trade as a whole is entering a period of considerable difficulty as far as neckwear is concerned. The customer demand evidently is going to be very satisfactory. The supply, however, seems certain to be inadequate, and very high in price.

Either Bad, or Worse

Just how inadequate supplies will be cannot be estimated. This depends entirely upon the trend of events. One is reminded of the comments a caustic uncle made to the author of a new book. "The book," he said, "is uneven. Some parts are worse than others." So with the neckwear situation. It may be even worse than is expected.

Silk Mills May be Closed

The great quantity of silk to-day is of course coming from the United States. Practically nothing comes forward from England and Switzerland. Now the United States silk men are operating their plants pretty well a day at a time. They don't know where they are at. They don't know what they will be doing in a month. Every Monday morning they have to account for the coal used, and to say on what work this coal was used. They have a fear that they may be closed up as a non-essential industry. If such is the case of course the Canadian neckwear manufacturers' source of supply will be terribly upset.

Power Scarcity May Delay Production

Added to this there is the Canadian question of electric power—a question which is complicating the work of producing neckwear and other lines at the present time, and which it is very possible may complicate the problem of production still more. During the past month in Toronto some districts have had their power closed off. It was announced that the Hydro did not have enough to supply all customers so that

certain sections were cut down. At the present time the talk is that this cutting down was not done scientifically—that those who were working on munition business were cut down the same as those working on some less important



One of the late designs shown by Tooke Bros.

material; and the suggestion has been made that when cutting down is necessary the power should be shut off from the non-essential industries and allowed to be supplied to the essential industries. This of course makes it seem very possible that the neckwear manufacturers will be facing grave difficulties, for neckwear is not an essential in war time.

If neckwear manufacturing concerns should be closed even temporarily some very valuable organizations will be disrupted considerably—which is a loss to the country as well as to the manufacturer. Also if there should develop any interference with the neckwear industry as a result of the power shortage there will be further disturbance in the supply of neckwear to the Canadian men's wear trade.

Just another point this which makes it seem early buying by merchants and early acceptance of deliveries is exceedingly good business where the money to finance such buying is available.

How About Styles?

One objection which is sometimes raised to buying neckwear in advance is that the patterns secured may go out of style—that having these on hand too long a merchant's customers will get sick of them, and that so turnover will be retarded.

This was a very good argument under normal conditions, but present conditions are far from normal. As a matter of fact pattern has ceased to be a

big factor with regard to neckwear. Silk manufacturers are not changing their looms to make new patterns. What is being sold in the United States for Spring delivery, and consequently what is being sold in Canada, is for the most part conservative patterns, and these can be kept from season to season very well.

"If you were a retailer," asked MEN'S WEAR REVIEW of one big manufacturer, "and had your present knowledge of the situation, what would you do in the way of buying?"

"I would buy all possible," stated the manufacturer, "everything I could afford. There never has been such a sure advance as far as I can remember. Never will a merchant have such an opportunity again—not for years after the war. But I am now buying all I can. I am buying the silks now so that I will be able to make some kind of neckwear for the Canadian trade."

Are Big Stocks Obtainable?

There is a great question of course as to the ability of the retailer to lay in big stocks. Manufacturers have not got the supplies on hand which would make this stocking up possible. If a number of retailers attempted to lay in big stocks they would very quickly denude the market. However, there is some of this buying being done. The early bird gets the worm still, and merchants who can estimate their need and can finance it have their opportunity to get what they can now. Now there are still a few offerings being made at \$7.50 and even lower. By the New Year there will be nothing under \$10.50, and not much at that.

A Case in Point

How the prices are going to advance after the new year may be indicated by quoting prices on Susquehanna crepe faille. This used to sell at 70c per yard when it could be used for \$4.25 neckwear, now it is being bought at \$1.60 per yard, which, with the duty, brings it into Canada at practically \$2 per yard. This means that this silk cannot be used in anything less than a \$9 tie. It will probably be made up into a very good shape to sell at about \$10.50. Very shortly now that silk and similar silks will have to be put on the market, and then the \$10.50 price will become practically the lowest obtainable.

APPRECIATES VALUE OF CLOTH

John Howe, an individual who evidently appreciates the increased value of cloth, helped himself to two rolls from the store of Charles Callow, 329 1/2 Yonge street recently. The clerk caught John, and this cloth is back to assist in meeting the demand.

J. Rutledge, of Parry Sound, had charge of W. C. Latimer's store, Beaverton, during Mr. Latimer's absence at the Methodist General Conference recently held in Hamilton.

NECKWEAR SILK CAN'T DROP OVER NIGHT

Will Take at Least Six Months to Have Raw Silk Converted Into Neckwear Silk After Termination of War

SHOULD the war end, would not neckwear tend to drop in price? A canvass of the situation seems to indicate that such a decline would not come immediately; might not come for a year; probably would not come by that time.

There is a very great question if a big quantity of raw silk is available at the present time. Some of the countries where raw silk is particularly developed have been badly disturbed by reason of the war. The result is certainly a decreased production.

Nevertheless, overlooking a reduced production of the raw silk, there are other points which indicate no immediate decrease in price will be struck.

The silk once to hand has to be scoured, which means work done by people who are earning more money, and who,

A WORD AS TO NECKWEAR SHAPES.

Some of the new shapes—especially in the high priced ties—give a rather narrow looking skirt to the tie. This is very much the vogue in the United States.

This smaller end does not mean a conservation of silk. The silk is merely folded in to give the narrow skirt, but can be spread out for display purposes to give a very fine appearance.

The use of the silk which is folded away in this manner is not really wasteful. It is necessary to give the right set to the cravat.

after the war will probably still earn more money than has been the case in the past. Then the silk has to be shrunk by more expensive help. Next it has to be dyed. Then the warp setter has to set his warp before the weaver can start. From the day the loom starts to run until the silk is taken off will probably be one full month. Then there will be more scouring necessary before shipment can be made.

With the utmost speed in production there will be consumed at least six months from the time the raw silk gets to the mill before the neckwear silk can be delivered to the cravat manufacturers. The various processes could not, under the most favorable situation, be rushed faster than this.

Moreover, much neckwear silk machinery has had to be adapted to other uses. In the United States this particularly is the case. There will therefore have to be a readjustment before all the looms can be operated on neckwear silk again. Moreover the weavers will have to be gathered together. This is highly skilled help. The superintendents cannot go out into the highways and byways and draw in this help. Either old time weavers have to be secured or new ones have to be very carefully trained. All this means that a rapid production of neckwear silks to build up the necessary stock will be impossible.

Help Win By Saving Paper

Methods the Retailer May Adopt to Eliminate Considerable Paper Waste—Many Parcels Could Go Out Unwrapped

INSTRUMENTS to retail merchants on how to conserve wrapping paper have been issued by the United States War Industries Board. These are interesting to Canadian firms in view of the steadily increasing shortage of paper and the possibility of the Canadian authorities taking similar action.

Following is the notice issued to the American retailers:

Paper conservation is essential as a war measure. Every retail store is, therefore, directed to discontinue the unnecessary wrapping of merchandise and to reduce its consumption of wrapping paper, bags, paper boxes, office stationery, etc., to that which is absolutely necessary.

The co-operation of the public in complying with this ruling can be counted upon if they are properly informed that it is necessary as a war measure. To secure this co-operation—

1. Place placards in your store.
2. Use gummed labels on packages, etc.
3. Incorporate slogans in your newspaper advertising.

The War Industries Board has designed a placard which each store should use. The placard carries the text of the order and urges co-operation of the public. It is an 11 by 14 inch poster, printed on four-ply cardboard. The wording is as follows:

Paper Conservation a War Measure

The War Industries Board directs all stores to reduce the consumption of wrapping paper, bags, paper boxes, stationery, etc., to that which is absolutely necessary. We are complying with this request and ask your co-operation.

Don't Waste Paper

Every store should order gummed labels from a local printer to be placed on bundles, package goods, etc.

A Suggested Label

DON'T WASTE PAPER

In compliance with the Government's order we have discontinued the unnecessary wrapping of merchandise. You are urged to co-operate.

(Dealer's Imprint.)

Don't waste paper by using a larger label than necessary. Send several of your labels to this office.

Wrapping Paper

In addition to the discontinuance of unnecessary wrapping, your consumption of wrapping paper can be reduced by the following methods:

1. Do not use more paper than necessary to wrap merchandise.
2. Do not use heavier paper than necessary. Consult your paper dealer as to the most serviceable and economical grade.
3. Use the old paper taken from parcels delivered to you.
4. Use newspapers when possible.

Tissue Paper

You can reduce your consumption of tissue paper as follows:

1. Eliminate as far as possible the use of tissue paper for packing.

Paper Boxes

Your consumption of paper boxes can be reduced by the following methods:

1. Eliminate the holiday box for Christmas gifts.
2. Eliminate boxes for candy as far as possible.
3. Use lighter weight boxes.
4. Use old boxes for delivery and have your delivery man return them for further use.

Paper Bags

A considerable saving in paper bags can be made by the following methods:

1. Reduce the number of sizes of bags to as few as possible.
2. Don't use a larger size than necessary.
3. Don't use bags for vegetables and other articles if customers bring market baskets. Grocers should urge the use of the market basket.

Office Stationery

Your consumption of office stationery can be reduced by the following methods:

1. Use lighter weight paper and smaller size envelopes.
2. Write on both sides of the paper for long letters.
3. Use $\frac{1}{2}$ and $\frac{3}{4}$ sheets for correspondence paper for short letters.
4. Use the backs of letters for carbons.
5. Make use of spoiled sheets and backs of envelopes for scratch pads.

Keep the pulp and paper section of the War Industries Board advised regarding the steps you are taking and the methods used.

BLUE DYEINGS

The following statement has been issued by the Textile Color Card Association regarding its previous statement the fastness of the blue shades contained on the Spring 1919 Color Card:

"We find that in a number of the spring 1919 cards which were recently sent out, a slip was enclosed, referring to the fastness of the Sulphonated Indigo. Upon investigation, we find that this was an error. If you received one, please destroy it.

"Silk: We are advised that Sulphonated Indigo is not now being used by silk dyers; many of them never used it.

"Wool: We are advised that the dyes being used for many dark blue wools are fast.

"Blue dyeings, in general, are up to the past standard."

The original statement referred to follows:

"Users of this card (Spring, 1919) will please note that shades on wool and silk which require blue coloring matter cannot be dyed "fast" at the date of issuing this card. A blue of good fastness is promised early in November, 1918. In February, 1919, it is expected that the fastest known blue will be on the market.

"Until these products are on the market care should be taken in using shades in which blue is a factor. The blue now on the market (Sulphonated Indigo) is not fast, and reputable dyestuff houses do not warrant it is fast. It will not stand any considerable exposure to light."



VICTORY BONDS Will Give the Energy For the Final Spurt

VICTORY is near; but just because it is near added effort is needed. Wellington, at crises in his engagements, would rise in his stirrups and shout:

“Now, Let Everything Go In!”

And foot, horse and artillery, front line and reserves, would sweep upon the enemy.

THIS is a Time for “everything to go in,” and the success of the Victory Loan will ensure Canada’s ability to do her part in the big final push.

THE Victory Loan will give Canada recuperative power—the financial vitality to pass through the days of change from war to peace.

The success of the Victory Loan is essential to the success of business.

FOR all these reasons—and most of all to support adequately the boys who are ready to give their all—let us loan and urge others to loan.

Zimmerman Manufacturing Co., Limited
HAMILTON, CANADA

HERE AND THERE IN THE TRADE

DIFFERENT EQUIPMENT FOR CANADIAN SIBERIAN FORCE

FROM the particulars of the kit of the Canadian Siberian expeditionary force, which have now been received, these soldiers will present an appearance totally different to what the people at home have been accustomed to see. To all intents and purposes they will look like a bunch of Arctic explorers.

Parkas, as worn by the Eskimos, tuques, sheepskin coats, moccasins, mackinaw jackets, fur caps, mufflers and goggles are among a few of the additional articles with which the men will be provided. So great indeed is the addition to their ordinary kit that it will be impossible for each man to carry all the articles, which will be conveyed by transports.

The cap badge in the case of officers will be an oxidized silver bugle with maple leaf enclosed, the whole backed by a red cloth badge. The collar badge will be an oxidized silver letter "C," with the numerals as the case may be underneath. Rank badges of oxidized silver will be worn on the shoulders, with an edging of red cloth. Oxidized silver "Canada" badges will also be worn on the shoulders and the buttons will be of the black rifle pattern.

LIEUT. CHRISTIE GIVES LIFE

The sympathy of all will go out to G. R. Christie of Aylmer, whose son, Lieut. R. W. E. Christie, gave his life in France on September 21.

F. J. Mitchell, of Fort William, announces to the public that the law permits business places to stay open until eight o'clock during October, November and December, and that, for the convenience of the public he will take full advantage of the law.

STORE CHANGES HANDS.

Ralph Miller, of River St., Prince Albert, Sask., has purchased the business known as "The Men's Toggery," from Chas. McDonald & Fraser Thompson.

A SIGN OF THE TIMES

Owing to inability to get a sufficient supply of material to handle the business he considered he should do, Mr. Armstrong is retiring from the tailoring business in Goderich, and leaves with his wife and family of four children for London this week. Mr. Armstrong represented the Mark Fisher Sons & Co., of Montreal. The people of Goderich will regret his removal.—"Goderich Star"



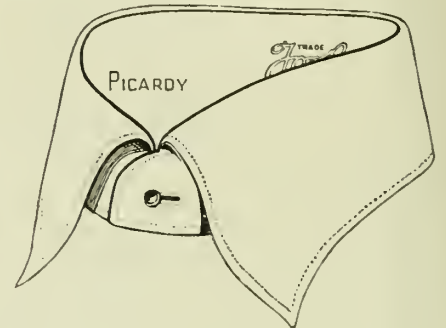
Lieut. J. A. Stewart wins distinguished Flying Cross.

It will be good news to many who knew Lieut. Stewart, when he was with the Cluett, Peabody Co. of Canada, and to more who are friends of his father, F. W. Stewart, managing director of Cluett, Peabody & Co. of Canada, Limited, to learn that this young Canadian officer has been decorated with that high honor, the Distinguished Flying Cross. This puts Lieut. Stewart among Canada's premier aces.

Lieut. Stewart enlisted in January, 1917, and in May of the same year was appointed instructor at Deseronto. He went overseas in November, 1917, and



was instructor at Salisbury until August, when he went to France, and was engaged in night bombing operations in a Handley-Page machine. He is but 21 years old and, was fighting for six weeks only when decorated.



Tooke Bros. have a new collar "Picardy," a triangle starched collar. This collar is of medium height with a slight roll to the fronts which spread just enough to mark the collar as one of the newest creations.

NEW SOFT COLLAR FASTENER

A new "Slip-In" fastener for a soft collar has recently been put on the market by the Williams, Greene & Rome Company. The fastener, illustrated



herewith, can be removed when the collar is sent to the tub. It is easily adjusted, the end, as shown here, being



held between thumb and forefinger. When in place the fastener holds up the tie and holds the collar ends neat as here shown.

Your Business Prosperity is closely related to the Success of Canada's Victory Loan

YOUR business prospers because your customers—farmers, mechanics, clerks, workmen and others—have plenty of money to spend. They have plenty of money to spend because business has been good.

And business has been good largely because of the millions upon millions of dollars spent by Great Britain for Canada's natural, agricultural and manufactured products.

But Great Britain needs credit, if she is to continue spending money in Canada. Otherwise she will buy where credit is available.

Canada's Victory Bonds are being sold to the people of Canada in order that the credits Great Britain requires may be established.

This money, loaned by the people of Canada, and re-loaned by Canada to Great Britain, will find its way back to the people of Canada.

The relation between your business prosperity and the success of Canada's Victory Loan is, therefore, very close indeed. In fact, your business cannot continue to prosper as it has been prospering, unless the issue of Canada's Victory Bonds is a complete success.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada backed by all the resources of Canada. Any bank will lend money upon their security alone. And the Bonds can be sold at any time.

INVEST YOUR MONEY IN CANADA'S VICTORY BONDS

And take every opportunity to explain to your customers how necessary the success of Canada's Victory Loan is to their own, and their country's prosperity.

It is the part of wisdom to do so because of the reasons given. And it is a

patriotic duty because Canada needs money so that she may continue to provide her fighting forces with food, clothing and munitions necessary to keep on fighting shoulder to shoulder with Great Britain and the Allies until victorious peace is achieved.

**Your Banker will help you to
BUY CANADA'S VICTORY BONDS
to the fullest possible extent**

Contributed to the Winning of the War by

THE MONARCH KNITTING
COMPANY, LIMITED
DUNNVILLE, ONT., CANADA

Branch Factories at St. Catharines, St. Thomas
and Buffalo



Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's, Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc. Also "Monarch" Floss and other yarns suitable for soldiers' socks, and fancy hand knitting.

You are Asked to Lend - not Give

The Victory Loan of 1918 asks you to buy **Victory Bonds**—to lend your money to your country at good interest.

Buy just as many Bonds as your means will allow. It's a patriotic duty, but it's good, sound business as well.

Because a successful Victory Loan will ensure a continuation of our present prosperity for an extended period. So you, as a business man, can't afford to see this Loan fail.

Urge your customers to buy also. Help them to buy by helping them to save. You can make possible a big cut in their laundry bills by featuring **Kant-Krack Collars**—the real linen-like cleanable composition collar.

KANTKRACK

This will be practical thrift. And thrift will make possible the purchase of more Victory Bonds, which, in turn, will mean a Victorious Peace and business prosperity for Canada.

The Parsons and Parsons Canadian Company

Makers of the

Famous **KANTKRACK** Composition Collar
HAMILTON, CANADA

Est. in U. S. A. 1879

Est. in Canada, 1907

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



STRENGTHEN HIS ARM !!

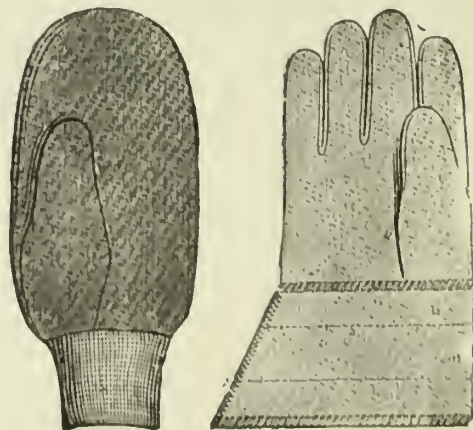
Buy Victory Bonds

Urge your customers to buy. There is no better or surer investment and an oversubscribed loan is an assurance of positive Victory.

Many of our customers will readily subscribe if they can be shown how they'll get along—how they'll save.

A display of TAPATCO Gloves will suggest work which makes for saving—tending the furnace, for instance. Talk to your customers about doing work of this kind and thus releasing money to buy Victory Bonds.

“TAPATCO” are made in many styles to suit every requirement. Send in your order now.



The
American Pad & Textile Co.
Chatham - Ontario



THROW YOUR
HAT IN THE AIR
FOR

Victory Bonds

Buy and urge others to buy.
This means true success.

THE WOLTHAUSEN HAT
CORPORATION LIMITED
BROCKVILLE, CANADA

MONTREAL ..
Mappin & Webb Building

TORONTO
163-167 Yonge Street



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



Introducing the

“Clyde”

Unusually smart for
dressy Young Men
who like distinction.

**B. Gardner & Company
Montreal**

Buy Victory Bonds

Fifty Subscriptions from One Firm

THE International Business Machines Company, of which Mr. Frank E. Mutton is vice-president and general manager, subscribed to 10 copies of THE FINANCIAL POST some months ago—these copies to go to their travelling salesmen. Now this company has increased the number of these subscriptions to 50 because the results of the experimental subscriptions have proved so satisfactory.

Mr. Mutton explained that the object of putting THE POST in the hands of the men of his company was to keep them intelligently acquainted with general business conditions in Canada. He said he knew no better paper than THE POST for the purpose. It would seem that his men have responded fully to effort made to keep them well informed about Canadian business affairs—so much so that the management have added 40 other men to the original 10 to receive THE POST.



FRANK E. MUTTON

When Mr. Mutton was with the National Cash Register Company as its Canadian manager, he was the king of all managers in the matter of sales records. In this position he achieved a big reputation built on solid achievements. He learned salesmanship in a school where competition was of the hottest kind, and where the competitors were brilliant men. Giving Mr. Mutton full credit for superior personal qualities and energy of the most ardent kind, it is taking nothing away from him when it is said that not a little of his success was due to his intimate and sympathetic knowledge of the other man's busi-

ness. And he taught the men associated with him as salesmen to know the point of view and requirements of the men they called on to sell machines to.

As vice-president and general manager of the International Business Machines Company, Mr. Mutton is putting into operation an idea used by him in past days with brilliant results—he is causing his salesmen to know the business and requirements of their prospective customers. To establish points of contact swiftly and surely is one of the open secrets of successful selling.

In the case of **your** solicitations of customers and desired customers, it is excellent strategy to have your salesmen so well informed about business conditions generally, and about the interests of the men they canvass, that they will be able almost instantly to relate their proposals to the interests of the buyer. When a salesman shows himself intimate with the interests or business or objectives of the man whose order he wants, he is immensely strengthened as a salesman, and his percentage of successful canvasses goes steadily up.

Our definite suggestion to you is: Subscribe to THE POST yourself, and learn from its pages how your salesmen or executives can draw power from this newspaper. Then, having acquired the sought-for knowledge, subscribe to THE POST for each man in your service who can profit you by knowing what is in THE POST each week. If Frank Mutton and other prominent executives are making a success of THE POST as a salesman's aid, it is reasonable to suppose that other managers of salesmen and executives can likewise employ THE POST as a producing agent. And so we ask you to sign and forward the coupon below.

Dept. C.G. —143-153 University Ave.,
The MacLean Publishing Company, Limited, Toronto.

Send **me**: THE FINANCIAL POST OF CANADA (weekly). Subscription price of \$3 will be remitted on receipt of invoice in the usual way. Have this copy sent to

.....
.....



Turnbull's

PERFECT FITTING UNDERWEAR

You Can Sell Turnbull's



LOOK FOR THE SHEEP

The pure wool underclothing that will not shrink. Full fashioned—no seams. Only the very highest quality underwear bears this trademark.

Turnbull's Underwear sells on merit. Back of every garment is a 59 years' experience in the making of underwear that sells and stays sold.



Splendid quality plain knitted and special closed crotch.

Turnbull's "CEETEE" line is scarce this season. There is no other underwear "just as good" but your customers will approve the many excellent points of our "Perfect Fitting" line.

Keep Business Brisk by Buying Victory Bonds

Buy as many as you can and encourage others to do so. Victory Bonds are a gilt-edged investment.

Besides—the success of the Loan will stimulate business generally.

The C. Turnbull Company of Galt, Limited - Galt, Ontario



You Can Honestly Recommend TOWER'S WATERPROOFS

They always satisfy because they give unstinted good service.

A Tower Waterproof makes an elegant gift for sending Overseas. Feature this point strongly just now.

And urge your customers, when opportunity offers, to

Buy Victory Bonds

It's a mighty fine investment—safe as any in the world. They will profit themselves and the needs of the nation will be met. Moreover, Mr. Merchant, the Thrift wave which the Loan will develop will turn many men into outside men and Tower Waterproofs will give them the protection they require.

We Offer Coast to Coast Service

TOWER CANADIAN LIMITED

VANCOUVER

TORONTO

HALIFAX



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



SEND FOR SAMPLES

of the best values in Canada to-day in BOY'S WASH SUITS and MEN'S SHIRTS. Goods are scarce—our travellers may not be able to call on you. Do not wait—write to-day—ask for samples—get your order on file. Let us protect you against the goods famine which we anticipate.



A New Line of Boys' Wash Suits

Just out—neat styles—good sellers—Percales, Chambrays, etc., in a good assortment of patterns and colors.

The Best Railroad Man's Shirt in Canada

is the one pictured here? Made of extra heavy, extra strong Special Blue Percale. Two collars. We also make a full range of Neglige and Work Shirts. But get our samples—they tell the story.



THE HERCULES GARMENT CO., LIMITED

Head Office: Montreal

Factories: Montreal and Louisville, Que.



Our War and We Must Win It

Canadian vessels have been destroyed, Canadian soldiers and sailors killed and captured, and our casualty lists are being published, yet in the face of this many of us go on from day to day, living in an atmosphere of smug peace, making the war effort that comes to us, that is forced upon us, even as if we refused to realize that this IS our war and we must help to win it.

Don't forget to buy your VICTORY BONDS early

J. A. Haugh Mfg. Co., Limited
659 King West, TORONTO

Mfrs. Arm and Hammer Work Shirts, Overalls and Trousers



"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

Some Years Ago a Man with Ideals Decided to Publish a Good Magazine in Canada—

AT that time there were plenty of good magazines to be bought on Canadian newstands. But they were all American magazines, reflecting the views and exalting the greatness of the United States.

Magazines exert a tremendous influence on the welfare and progress of a nation. They mould public opinion. And this man with ideals regretted to see Canadians dependent on the United States for their magazine reading. He felt that Canada had the natural resources itself to become a great nation. So he decided that, cost what it might, Canada would be the possessor of a great magazine which would be ALL-CANADIAN.

That Canadian with ideals was Colonel John Bayne Maclean. The outcome of his determination is

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

MACLEAN'S is big because Canada is big. It faithfully reflects Canadian ideals.

In its special articles, written by men and women best informed on their subjects, it comments on and supplements the news of Canadian and international importance.

It publishes the best stories that are written—those distinctively Canadian stories the country has come to know as MACLEAN'S stories, because they deal with the life, work and affairs of the Canadian people in original, vigorous and vital ways.

MACLEAN'S is broad, breezy, fearless—"The most talked-of publication in Canada." After reading it you will realize why it is recognized as one of the best edited periodicals in the world. It is quite probable you had no idea such a great magazine was being printed in Canada, for it would almost seem impossible to produce a magazine in this country which would measure up to the best magazines in the United States, since that country has an English-speaking population about twenty times as large as ours.

And it would have been impossible had it not been that the MacLean Publishing Company is the largest organization of its kind in the British Empire, owning and printing 14 famous magazines and business newspapers—which is probably a record not approached by any other firm in the world.

A Bargain!—3 Months for 50c

MACLEAN'S sells for \$2 a year—should be more. We want you to get acquainted with MACLEAN'S, for we know that after you once introduce you to "Canada's National Magazine" you two are going to be friends for life. So, to make you know to each other we will accept your subscription now for only 3 months to start off with. In other words, we want you to "try out" MACLEAN'S, and see for yourself just how good it is!

Don't miss this unusual opportunity. Simply sign the coupon, plus a postal note to it, and mail it to us.

TO-DAY!

Tear off here and mail

The MacLean Publishing Company,
143 University Ave.,
Toronto, Ontario.

I accept your offer. I am enclosing 50c to pay for MACLEAN'S MAGAZINE for 3 full months. Please start me off with the big November issue.

Name

Address

(If you prefer to pay for a longer period right now, you may attach \$1 for six months, or \$2 for a year).

**Goods Just Arrived From England
Worth Your Attention**

Fancy Wool and Plain Shades Dressing Gowns, from \$10.50.
 Fancy Wool and Plain Shades House Coats, from \$7.50.
 Camelhair Mufflers and Sweaters.
 Ribbed and Worsted Socks, Heather and Black, \$6.00.
 Black Cashmere "Llama," \$4.50 doz.
 All Wool Cashmere, \$8.00 and \$10.50.
 Oxford Grey, Ribbed, \$7.50.

We are Dominion Agents for **Young & Rochester**, London and Londonderry, manufacturers Shirts, Collars, Neckwear, Flannel Trousers, etc.

Tress & Co., London and Luton, High-class Hats, Caps and Straws.

Complete stock military lines, official caps for C.E.F., R.A.F. and U.S. officers and cadets, also for the Navy.
 Trench Coats, Haversacks, Aviation Helmets, Spurs, Crops, etc.
 English Leather Leggings, Sam Brown Belts, Badges for all ranks.

Wreyford & Company, Toronto
 Wholesale Men's Furnishers and Mfrs.
 Agents--Military Outfitters



TRADE MARK
BLOOMERS

are a line you can honestly depend upon for quick results in your juvenile department.

We offer you unusual values in

**Boys' Suits
 Juvenile Suits
 and
 Men's Trousers**

We have a large stock always on hand and every item in our assortments is up-to-date and saleable.

Being specialists on these particular lines we can offer you values unobtainable elsewhere.



It is well worth your while to see these lines now in the hands of our salesmen.

Hoffman Ducoffe & Co.

314 Notre Dame Street West, Montreal

**A Growing
 Patronage**

Can be secured and maintained at least as far as your trouser sales are concerned—by showing and recommending

FOR THE MILLIONAIRE

Made
 in
 Canada



For
 Canadians

FOR THE MILLION

As the words "for the millionaire or the million" suggests, "Everyman's" is a comprehensive line which enables the dealer to cater to all classes of trade. It includes Fancy Striped Worsteds, Serges, Tweeds, Corduroys, etc.

Examine the quality and the prices of "Everyman's" before you decide.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - - ONTARIO

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

"Craftana"
 Registered No. 262,000

THE HALL-MARK OF

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

First in the Field and Still Leading.

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

**A HALF HOSE
 FOR HARD WEAR.**

**Absolutely Seamless
 Perfect in Fit
 Guaranteed Unshrinkable**



THE ACME OF PERFECTION IN FOOTWEAR.

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

Help Home Industry
XMAS GIFTS
*Useful and
Inexpensive*




and ARROW ARM BANDS are done up in neat Holly covered boxes suggestive of the season. Display them and they will sell readily. You can sell them still at 35c, 50c, 75c with a good profit.

**ARROW ARMBANDS
LEATHER BELTS,
ELASTIC BELTS, etc.**



Arrow Garter Mfg. Co.
489 St. Paul St. W. MONTREAL



**HE IS WEARING
DEACON WORK SHIRT**

because he finds it to be the roomy wearable work shirt of service and satisfaction.

The workmen of your town need just such good shirts as this. And we are just now showing a comprehensive assortment from which to make your selection.

Our showing of Deacon Fine Shirts is also worthy your inspection. Why not look both these lines over at your convenience?

Officers' shirts, too, in a great variety of materials and colorings.

The Deacon Shirt Co.
BELLEVILLE, ONT.

TWO GOOD INVESTMENTS



**VICTORY LOAN
BOSTON CAPS**

Both always valuable in the market and with a positive guarantee behind them.

Boston Cap Company
Wholesale and Retail Mfrs. of Hats and Caps

338 St. Urbain St. MONTREAL



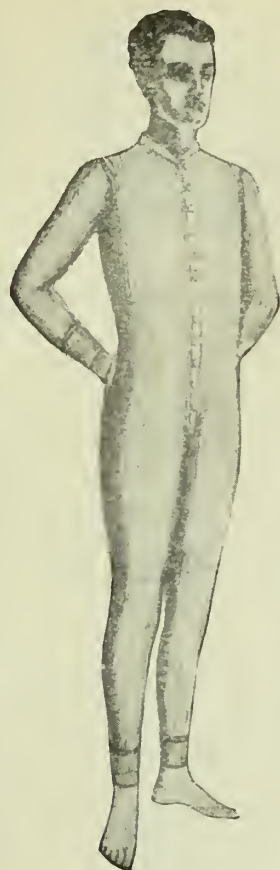
**Latest Shape
Double Stitched**

Manufacturers and Dealers:

Our Inquiry Department is "for you." Are you looking for any new lines or old ones? Write us, we are at your service.

MEN'S WEAR REVIEW
143-153 University Avenue
TORONTO
Inquiry Department

Two things you can bank on—



1. The Goodness of
Maple Leaf Brand
and Dr. Neff's Sanitary
Underwear



This is underwear to recommend—comfortable, serviceable, snug fitting—underwear that will please the wearer sufficiently to bring him back for a new outfit later on. The Trade-Mark is your guarantee and it's a guarantee to your customer as well.

2. The Stability of Canada's Victory Bonds

These Bonds are as safe as any investment in the world. You get the money back in better trade resulting from more expenditures in Canada, you get 5½ per cent. interest and you get the principal back.

So buy as many Bonds as you can and encourage your customers to do the same.

Thos. Waterhouse & Co., Limited
INGERSOLL, ONT.



Shelving

If you have need of some consult us. We supply cases like that shown here—with or make to your requirements.

*We Supply Everything in Store
Fixtures.*

The Walker Bin Store & Fixture Co.
Limited
KITCHENER, ONT.

POPULAR BRAND TROUSERS
Made by the
Vineberg Pants Co.
Montreal, P.Q.
160 McGill St.
Montreal

What the Law Says about
Popular Brand Trousers?

You can go without	Boots
" " " "	a Shirt
" " " "	a Collar
" " " "	Coat
" " " "	and Vest
" " " "	Socks
" " " "	a Tie
" " " "	Underwear
" " " "	a Hat

But the law says you cannot go without a pair of Popular Brand Trousers.

Drop a card and our traveller will call with a full range of samples.

THAT SILK HAT FOR XMAS

We can fill your order 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
166B ELIZABETH ST. - MONTREAL
Established 1894

Sales Conducted for High-Class Retail Stores Only

All Dates Now Filled Till January 1st, 1918
Booking Now For January, February and March

WRITE EARLY TO

F. McNABB

The Practical Sales Specialist

2357 ESPLANADE AVENUE, MONTREAL
BOX 355, SAULT STE. MARIE, ONTARIO

All Sales Conducted Personally



**WASTE
PAPER**
WRITE FOR PRICES
E-PULLAN
TORONTO HAMILTON

Read the Want Ads

Condensed Advertisements

AGENCY WANTED FOR QUEBEC—SAL-
ary or commission. First-class references.
Write A. S., 164 Desfranciscains, Quebec.

DESIGNER WHO HAS BEEN NINE YEARS
with the largest boys' and children's house
in Canada capable of producing fetching nov-
elties and attractive styles. Can produce
snappy young men's models. Open for en-
gagement Dec. 15th. Apply Box 409, Men's
Wear Review, University Ave., Toronto.

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DOMINION RAYNSTERS

The "Made-in-Canada" Raincoats

Will Please Your Customers

DOMINION RAYNSTERS offer a striking example of the blending of fashion and utility. They are at once the most stylish coats you can put in stock. Being waterproof, you have a sale for them, every day, rain or shine.

They are unconditionally guaranteed to you—guaranteed in both material and workmanship—guaranteed by the oldest Rubber Company in Canada.



The Dominion Rubber System Label goes on every Raynster to protect you and your customers, and to assure long wear, perfect service and satisfaction.

Carry the lines that you can be sure of—feature DOMINION RAYNSTERS, the absolutely waterproof raincoats, made in Canada and guaranteed by a Canadian company.

Write to our nearest branch for Dominion Raynster Style Book and Price Lists.

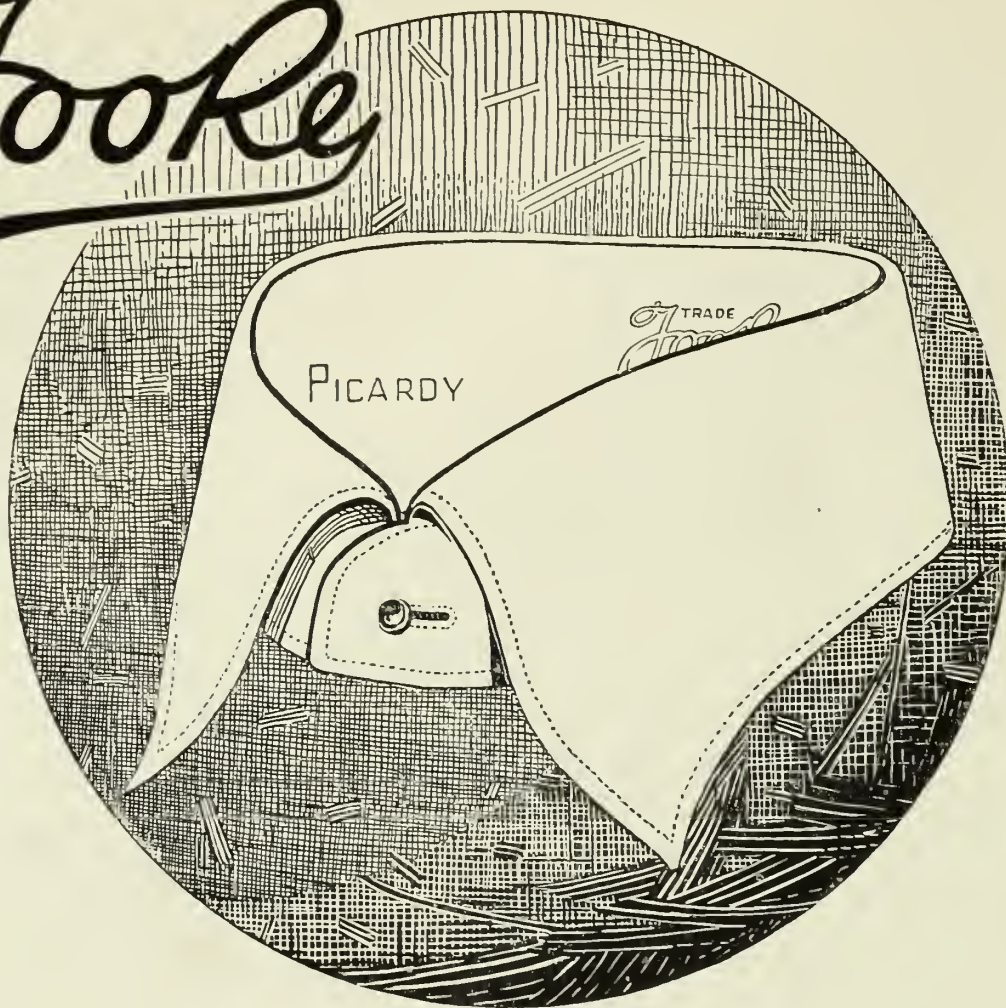
**Canadian Consolidated
Rubber Co., Limited**

Head Office - Montreal

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



Tooke



“PICARDY”

The New Tooke Collar for Fall and Winter.

Featuring the Latest Roll Front Effect.

Ready 1st December



Back Foch's Men--Buy Bonds Again



TOOKE BROS., LIMITED

Montreal

Toronto

Winnipeg

Vancouver

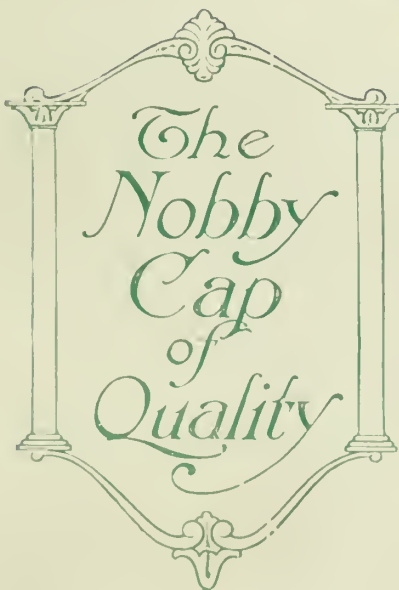
MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VIII.

PUBLICATION OFFICE: TORONTO, DECEMBER, 1918

No. 12.



Maritime

Maritime Cap Limited
MONCTON, N.B.

Canada's Largest and Oldest Tailoring Institution

ESTABLISHED 1885



The Coat Room

Coat Making requires careful Tailoring and operators in this department are specialists in their line.

Coatmaking

Under Ideal and Sanitary Conditions

The illustration shows the large, airy coatroom devoted exclusively to the *tailoring* of Hobberlin clothes. This large, airy room, with its rows and rows of windows, its skylights, high ceilings, sanitary drinking fountains and disinfected floors gives a high degree of hygienic cleanliness and sanitation. Here each operator specializes upon a particular feature of coat *tailoring*. This develops a remarkable skill and by our methods of co-ordination and the elimination of waste of time and effort, we are able to offer Hobberlin High Class Tailoring at nominal prices. We are pleased to show our agents and customers through these workshops at any time.

Full particulars of our Agency proposition sent on request.



THE HOUSE OF HOBBERLIN
LIMITED

9 East Richmond Street, Toronto

Milne's Neckwear News for December

See Our Six Dollar Range



One of our Folded-in Square-end Ties—a wonderful range, priced to retail for one dollar.

We believe this is the most attractive offering now being shown. It is possible as a result of a very favorable buy. But look over the samples our travelers are now taking to you.

It will be a long time, we believe, before you get any more \$6.00 neckwear, here or elsewhere, but you will always get from us the best value possible.

WILLIAM MILNE

50 York Street, Toronto

New lines continually arriving.

Always inspect the Milne Offerings



NEVER before were dealers so conscious of their need for honest reliable clothing, garments that are made for a purpose, working garments that stand up to the hardest kind of wear and tear. How a garment is made counts quite as much with consumers as what goes into it.

Good-will is continually growing for the dealer who connects with a house of reputation. When you offer

KITCHEN'S

"Railroad Signal"

OVERALLS

to the consumer this good-will will grow rapidly, the consumer finds and will continue to find this increased worth in **KITCHEN'S** Overalls. The men who wear them year after year are the men that will tell you **KITCHEN'S** goods are without a peer.

Our organization does more than sell the wholesaler and retailer. We clinch the sales for them by serving the consumer the best overall value, and the newest, most up-to-date work-shirt on the market. We advertise to the consumer strongly the superiority and honest workmanship represented in **KITCHEN'S** Overalls and Shirts.

Write us for samples and information.

The Kitchen Overall & Shirt
Co., Limited
BRANTFORD, ONTARIO



MADE IN CANADA

Carefully knitted, splendid fitting, serviceable and unshrinkable—a line of underwear that is a pleasure to wear and a satisfaction to sell.

“Admiral” and “Commodore” qualities for Men and Boys.

Four Good Sellers



“Primrose” and “Priscilla” qualities for Women and Girls.

Made in two-piece garments, also in perfect form-fitting combinations.

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

*Has the
Advantage
of Comfort,
Durability
and Price!*

So as not to lower Atlantic Quality in the slightest degree, our output is limited.

From Buying to Inspection Departments, constant vigilance insures your trade of the highest standard of excellence in underwear.

The Atlantic reputation for comfort, durability and price are features both you and your customer cannot afford to overlook.



When Buying, say "Atlantic!"

ATLANTIC UNDERWEAR LIMITED
MONCTON, N.B.

Introducing the "Ormonde." An unusually attractive model having a refined smartness which appeals strongly to young men.

B. GARDNER & CO.
MONTREAL



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

DU PONT



*"The
Canada"*

OUR NEW COLLAR

Up-To-The-Minute in Style, with Linen Finish and
Stitched Edge Appearance that distinguish all

CHALLENGE CLEANABLE COLLARS

Stock this Collar now, it is a big seller.

Write for our new catalogues and selling helps.

THE ARLINGTON CO. OF CANADA, LIMITED

76 BAY STREET, TORONTO

SALES OFFICES AND WAREHOUSES: MONTREAL AND WINNIPEG

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

PERRIN CAPE GLOVES

For Immediate Sale



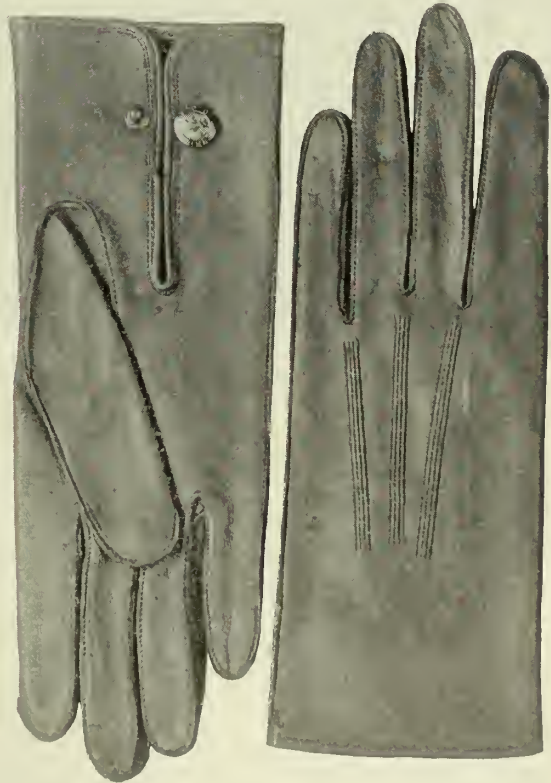
Perrins' Newport Cape
\$19⁵⁰ Per Dozen



Perrins' Condé Cape
\$22⁰⁰ Per Dozen



Perrins' No. 682 Spearpoint
\$24⁰⁰ Per Dozen



Perrin Rostand Cape
\$27⁰⁰ Per Dozen

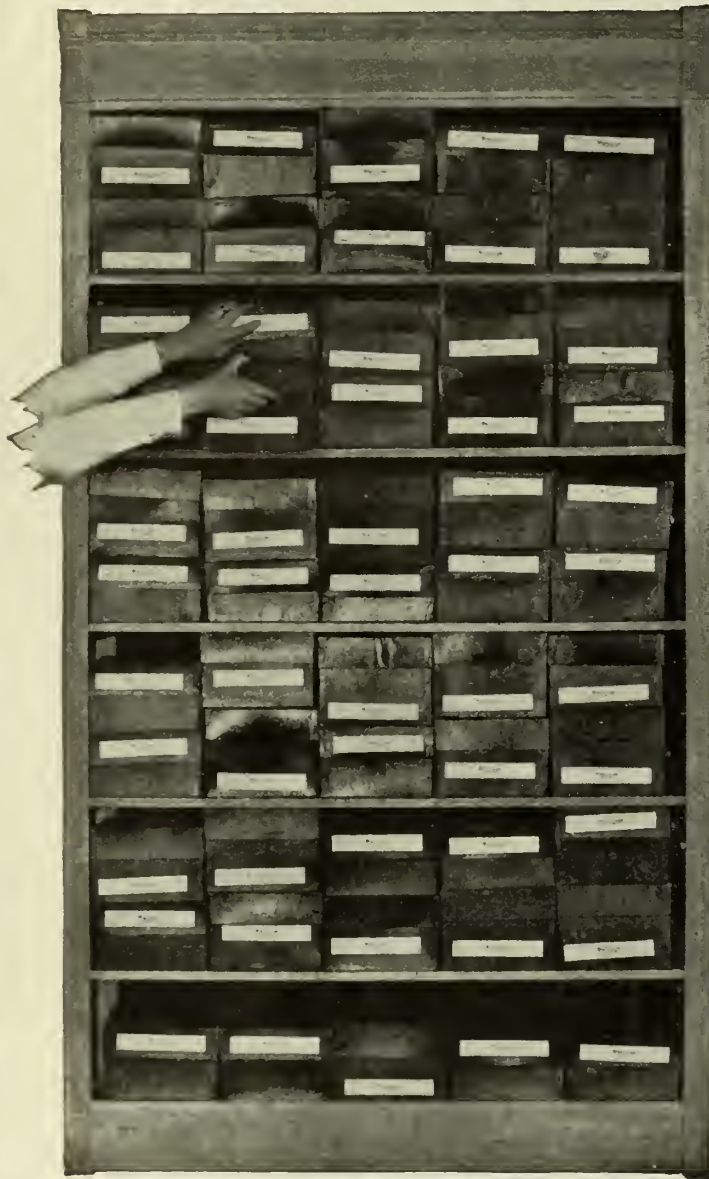
Write us at once regarding your requirements in the above *four Standard Lines*

PERRIN FRERES & CIE., Sommer Bldg., MONTREAL

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

J

THE OLD METHOD



Pre-war Fixtures

THE illustration shows the ordinary type of open shelving and boxes, which represent an enormous waste of space. If all boxes are filled to capacity, and they seldom are, this section, 7 ft. 9 in. high and 4 ft. long carries only 27½ dozen garments by actual count, the average capacity being only about 20 dozen.

This method means excessive space to the extent that the owner either uses room one-half larger than actual requirements or is forced to seek larger quarters.

Under this method there is a tremendous waste of man-power as the time required to locate and display merchandise represents lost motion, as each style displayed means the removal of a box from the shelving.

The New Way method changes all this, as shown in the description of

The New Brass Store

described and illustrated elsewhere in this issue.

Can you afford to be without New Way fixtures? Let us discuss and demonstrate their value to your business.

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.*

J

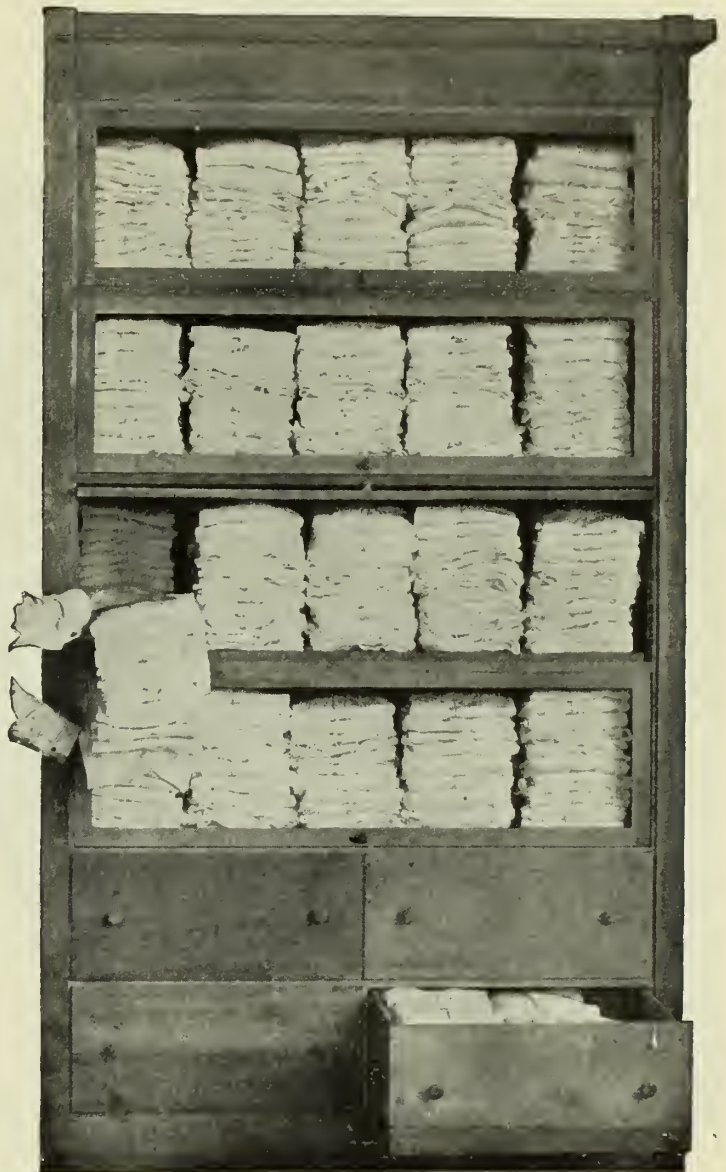
THE NEW WAY

Peace Time Fixtures

THE illustration shows a section of New Way Interchangeable Units exactly the same size as the shelving on the opposite page with a capacity for 56 dozen garments or double the capacity of the old style fixture.

The stock is so arranged in trays behind lift-up disappearing glass doors, in such manner that a full dozen styles can be removed from unit as quickly as one style can be removed from a box. Therefore, in a given time the salesman can show twelve garments while the clerk working with old time methods can show one.

The time thus conserved for salespeople and customers means a tremendous saving in man-power or that four salespeople can do the work of six or more under old methods.



This is only one item of the New Way System as shown in the description of
The New Brass Store

described and illustrated elsewhere in this issue.

You cannot afford to be without the New Way System. Let us discuss and demonstrate its value to your business.

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.*

Often Imitated
Never Equalled



The Worker the big buyer

For years the workingmen's trade will be worthy of the dealer's particular attention.

By stocking the best you assure yourself satisfied customers and a continuance of the workingman's custom.

CARHARTT OVERALLS

possess every merit to win the wearer's approval.

We advise your stocking now, as prices are still advancing.

The Carhartt working togs include:

FOR MEN:

Carhartt's Overalls
Khaki Work Pants
Cottonades
Corduroys
Also Work Gloves in
splits and horsehide.

FOR WOMEN:

Khaki and Galatea
Allovers and Slipovers.

Hamilton Carhartt Cotton Mills
Limited

TORONTO UNIT

Toronto
Vancouver

Montreal
Liverpool, Eng.

Winnipeg

True Values in Summer Clothing at Thrifty Prices

This is just what we offer the trade in our new season stocks of Miller-Made Palm Beach and Summer weight clothing.

Using the best available materials, and watching every operation as the work progresses in our own model factories, we are sure of our product. We are sure Miller-Made Clothing will give you complete satisfaction.

We suggest covering your 1919 requirements at once. Prices, we are afraid, will have to advance once more and we believe money will be saved by immediate attention—also you will make sure of having the stock when you need it.

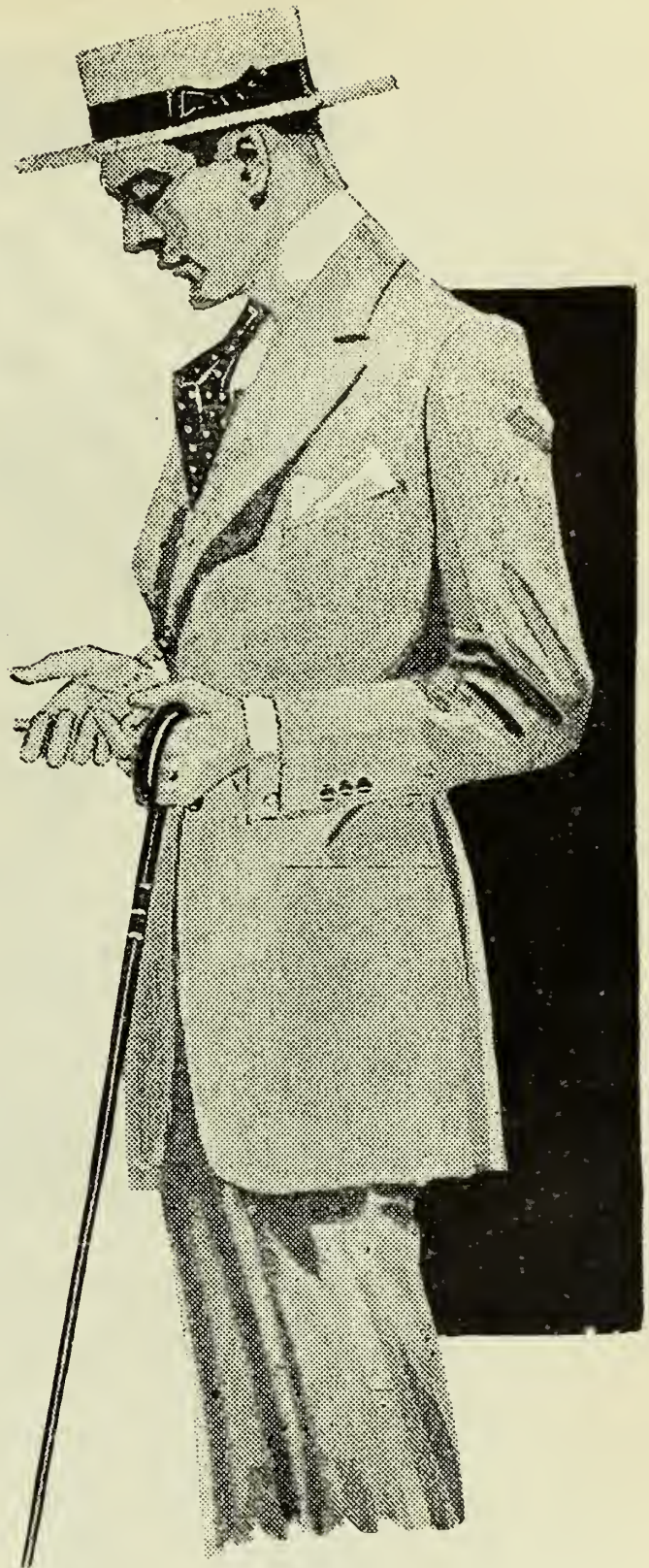
Miller Summer Weight Clothing includes the following:—

*Palm Beach Suits,
White Duck, K h a l i
Duck and Flannel
Trousers, Lustre Coats,
White Duck Coats,
Dusters, etc.*

MILLER MFG. CO.
LIMITED

*Makers of the
Famous Miller Breeches*

44 YORK ST. TORONTO





MacLean Employees Early Winners of The Honor Banner

The employees of The MacLean Publishing Co. subscribed well over their quota in the big, successful Victory Loan campaign. 89% of the 192 employees in Toronto helped along the good work by subscribing for \$42,500 of the 1918 Victory Bonds, representing 16% of the annual pay-roll.

As each firm was entitled to an Honor Flag when 75% of the employees took at least 10% of the pay-roll in bonds, it will be seen the MacLean employees went well ahead of the objective set. They were among the early ones to win an Honor Flag.

The MacLean Publishing Company, Limited

Winnipeg

Toronto

Montreal

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Peck's

Clothes of the hour

Made always in Peck's
High Grade Standard
of value.

Suits and Overcoats
for immediate shipment
from our large stock.

To cover your 1919
requirements we have
assembled a remark-
able range of well-
selected fabrics.

Have you tried our
"Made - to - Measure"
Service for those whom
you cannot fit from
stock or who desire
something a little bet-
ter?



John W. Peck & Co.
Limited

*Manufacturers of
Men's and Boys Clothing, Shirts, Caps, etc.*

MONTREAL

WINNIPEG

VANCOUVER



You can't go wrong
Mr. Retailer, in
following the
beaten path and

*“The
Beaten Path
Lead to
Racines”*

RACINES—the home of fine furnishings for men. Racines—
where you get extra good customer-pleasing values. Racines—
the home of

*“Racine” Working Shirts
“Hero” Fine Shirts,
“Strand” (Chemise de Luxe) Shirts,
“Lifesaver” Overalls,
“Samson” Pants,
“Record” Sox.*

“Strand” shirts are particularly nice as Christmas gifts. We suggest your seeing them and convincing yourself that a stock of “Strand” shirts would be very worth while during the gift-giving season.

We want you to see these values. We want to convince you as we have convinced others. So we will send you on request a set of, say, twelve samples (mail prepaid).

*Specialists in
General and Fancy Furnishings for Men
and Boys.*

Alphonse Racine, Limited

Everything in Furnishings for Men and Boys

60-82 ST. PAUL ST. W.

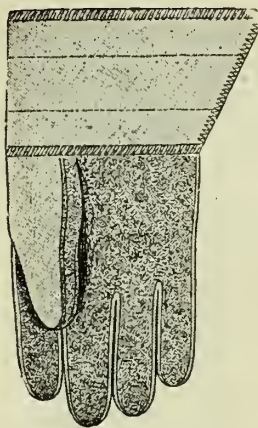
MONTREAL

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

Sample Rooms: Ottawa, Three Rivers, Sherbrooke, Sydney, N.S.; Toronto, 123 Bay St.

TAPATCO

REGISTERED BRAND TRADE MARK



“I Certainly Appreciate My Dealer's Good Sense In Recommending Tapatcos!”

There's many a sale and profit on TAPATCO gloves overlooked because, nine times in ten, through improper display, the customer does not know his dealer sells them.

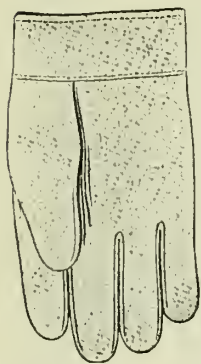
Farmers, teamsters, laborers, mechanics, chauffeurs, railway men, lumber men, in fact, men in every line of industry use and recommend TAPATCO Gloves.

Are you selling your share?

TAPATCO Gloves are made in Gauntlet, Knit Wrist and Band Top Styles, in heavy, medium or light weights. Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in tan, slate and Oxford.

Increased production activity will mean lots of TAPATCO sales.

Handled by all jobbers.



The American Pad and Textile Co.

CHATHAM, ONT.



Dan Howchin

FOR THE MILLIONAIRE

Made in Canada



For Canadians

FOR THE MILLION

Make yours the trouser store

Get stocked now with "Everyman's" line—it is the surest way to cinch the profitable trouser demand of your town.

"Everyman's" is an aptly-named line — comprehensive enough to meet the requirements of every class of trade. Our new showing includes Fancy Striped Worsteds, Serges, Tweeds, Corduroys, etc.

See "Everyman's" before you order.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - - ONTARIO

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

You'll grow enthusiastic about

Lion Brand Bloomers



Lion Brand Bloomers are a live proposition.

Their individuality and style features make a hit with every little fellow and what's just as important they please the boys' parents because of their wearing qualities.

A stock of Lion Brand Bloomers will speed up your juvenile department.

THE

Jackson Mfg. Company

CLINTON, ONT.

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

CABLES :—

"SPERO" MANCHESTER

"SPERO" TAILORS' LININGS

"SPERO" MAKE on selvedge is your protection and our guarantee of quality



SUPER—STANDARDISED QUALITY
IN COTTON GOODS.
"The Best in the World"

**EVERY YARD
A LESSON IN
DURABILITY**

RICHARD HAWORTH AND COMPANY LIMITED

GOVERNMENT CONTRACTORS

ENGLAND

COTTON IMPORTERS, SPINNERS, DOUBLERS, MANUFACTURERS, FINISHERS AND SHIPPERS

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



— In clothing for our men who are quickly donning the civilian garb again is none too good.

They are more anxious now for a perfect fit, their military clothes, while warm, were not made for them specially, so the desire for better clothes is insistent.

ART CLOTHES
 COOK BROS. & ALLEN LIMITED

Secure the soldier's trade.

It is a big item.

He will be delighted with Art Clothes.

COOK BROS. & ALLEN
Limited
 WHOLESALE TAILORS
 TORONTO.

ARROW and DE LUXE SOFT COLLARS

MAIL ORDERS WILL BE GIVEN SPECIAL ATTENTION

Cluett, Peabody & Company of Canada, Limited
MONTREAL TORONTO WINNIPEG VANCOUVER

ARROW SOFT COLLARS



NASSAU

Front 2¼ in.
Back 1¾ in.
Sizes 12 to 18
Pongee

Price \$2.00 Per Doz.



NADINA

Front 2¼ in.
Back 2⅞ in.
Sizes 13½ to 17½
Plain Repp

Price, \$2.00 Per Doz.



PINEHURST

Front 2¼ in.
Back 1¾ in.
Sizes 12 to 18
Corded Madras

Price \$2.00 Per Doz.



QUINCHY

Front 2¼ in.
Back 1¾ in.
Sizes 12 to 18
Fancy Poplin

Price \$2.00 Per Doz.



HANBURY

Front 2¾ in.
Back 2⅞ in.
Sizes 13½ to 17½
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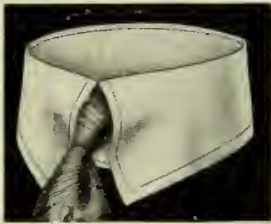
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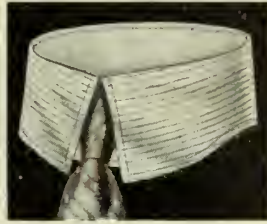
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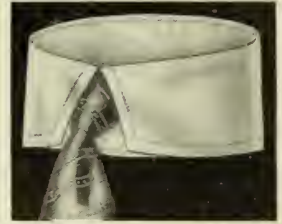
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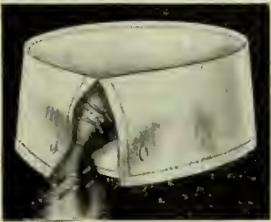
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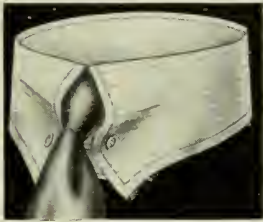
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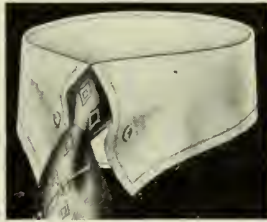
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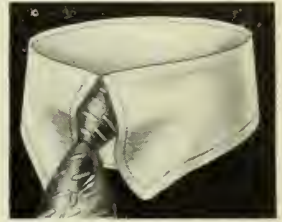
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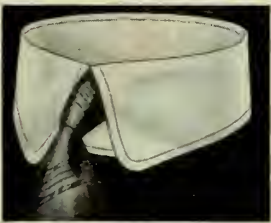
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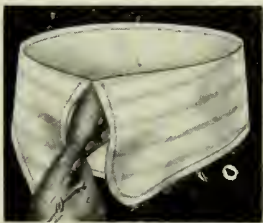
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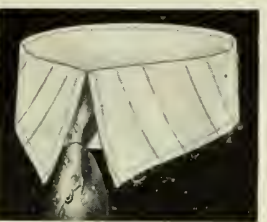
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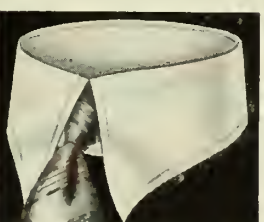
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Xmas 1918 and
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 Year

The year 1918 will go down as one of the most memorable in history, the Great Victory of the Allies being a fitting and joyful climax.

With the world at peace Canada can look confidently forward to a vast and prosperous future.

This does not mean that goods will be plentiful or prices likely to decline for some time at least, as the absolute starvation which is facing the countries of Europe applies not only to Food, but Clothing and every other commodity.

Nevertheless, we hope to "carry on" and will do our utmost to serve your best interest and still further deserve your loyalty.

We send all Jaeger supporters our heartiest good wishes for Xmas and New Year.



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*Our Prices are Right and We
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CONSULT US

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Made by the **Vineberg Pants Co.**
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Turnbull's UNDERWEAR

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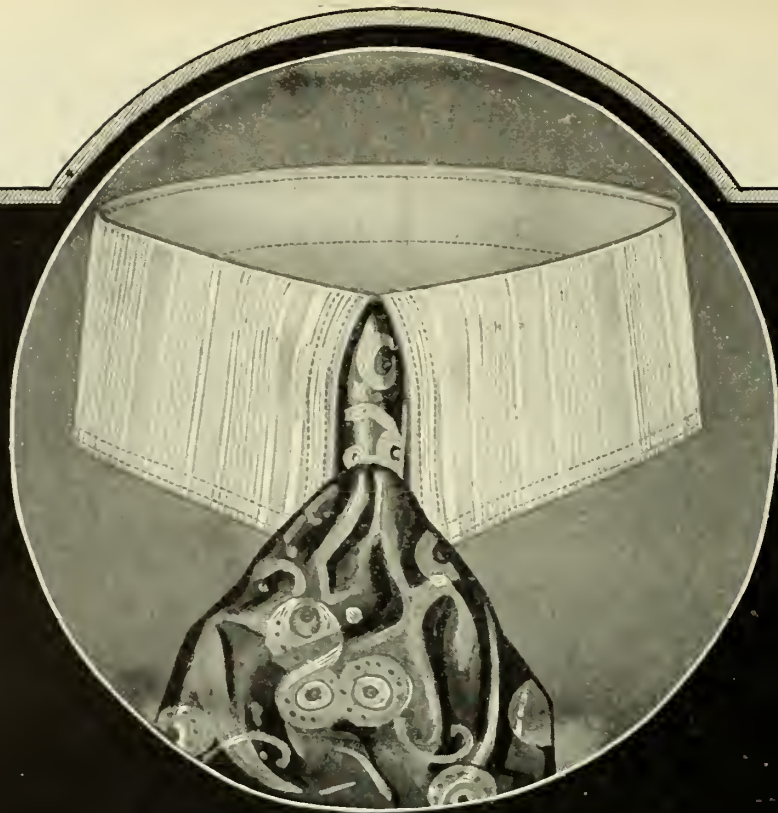
TURNBULL'S PERFECT FITTING

RIBBED PURE WOOL PLAIN

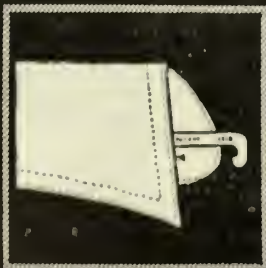
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GUARANTEED UNSHRINKABLE PURE WOOL FULL FASHIONED

Manufactured only by **The C. TURNBULL COMPANY OF GALT Limited**



W.G.P.
**COLLARS
 WITH
 SLIP ~ IN
 FASTENER**



MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. 8

TORONTO, DECEMBER, 1918

No. 12

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Fifteen years ago our organization consisted only of one small factory. To-day we have large mills at Dunnville, with extensive branches in St. Catharines, St. Thomas and Buffalo. When we first started we confined ourselves pretty much to one line of knitted goods. To-day we manufacture knitted wear for every member of the Canadian family, all of which has been the natural result of a desire and an ability to give good goods and a thoroughly dependable service.

THE PRESENT OUTLOOK

The result of the Victory Loan campaign shows unmistakably public confidence in the future of Canada.

"With at least \$250,000,000 of the new Victory Loan to go into credits to Britain for foodstuffs and clothing next season, we shall need every man we can procure to help in production, either in the factory or on the farm. The business created by the Victory Loan will continue our power of absorption of labor, and the men overseas need not be kept there in idleness because of fear of non-employment for them on their return. In fact most industries of a peace character are still short-handed, and eagerly seeking the

workers being let out from munitions."

Most of the munition factories are either continuing, temporarily, or recasting their production to a peace basis—retaining most of their employes. It seems sure that Canada will have no unemployment problem this winter; for the catching up of back orders in nearly all-peace lines will absorb all free labor willing to work at regular rates. The mines of Canada are impatiently awaiting the freeing of labor, and our other great natural industries are also in the market for help.

Of course, the triple disturbers—war, peace and the "flu"—have caught us as they have others. Yet, despite all this, we are still maintaining our standard of quality in all lines and executing orders with promptness and despatch.

In fact, we are ready to serve you right now.

MONARCH KNITTING COMPANY, LIMITED

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Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's, Children's Worsted Sweater Coats, Fancy Knit Goods, Hosiery, etc. Also "Monarch Floss" and other Hand Knitting Yarns suitable for Soldiers' Socks, etc.



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



Men's Wear Review

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

VOL. VIII.

TORONTO, DECEMBER, 1918

No. 12

MEN AND WORK PLENTIFUL—GOODS SCARCE

Already Signs of Bumper Business Are Evident—Men Soon Expected Back From Front by Thousands, When Big Buying Will be Done—Canada's Industrial Condition Strong

ALREADY the semaphore seems set for full speed ahead in the men's wear trade. In the coming two years at least there will be more goods purchased from men's wear merchants than in past seasons. The goods will be at greatly advanced prices over pre-war days, and the number of merchants to distribute these goods to the men and boys of Canada will be very considerably fewer than those who were in business when the debacle occurred in Europe.

These coming days are big with promise. Opportunity is knocking at the door. The tide has come in, which, taken at the flood, will lead on to fortune. But opportunity must be met at the door, and the tide must be properly used. Surely, surely, at this time it behooves all connected with this trade to study business conditions—the mental attitudes, even, which exert their influence on business conditions—as these were never studied before.

LAST month, in writing of trade under future conditions, there was doubt as to what these conditions would be. It was not then known whether peace would come soon or late. Now all that is changed. Peace is not yet here, it is true. There are days of grave anxiety ahead; but peace is coming and hostilities have ceased. Nor does it seem possible that hostilities will be again resumed. Hindenburg states that any renewal of the conflict is impossible in view of the armistice terms. What Hindenburg says means little, but now, when we know the German fleet has at last come out—only to surrender to dare-devil Dave Beatty; now, when we realize that Allied ships are sailing for Kiel and Wilhelmshaven; now, when the mines of Lorraine—from which the Germans secured eighty per cent. of their iron—are again in French hands; now, when we learn of the equipment, the munitions and the general army supplies taken from the Germans under the terms of armistice, we must realize that a renewal of battle is out of the question.

It is true a large army will need to be held ready; that Germany may require to be protected against herself, as it seems possible may be the case in Russia; but hostilities on any large scale will not be renewed, and our soldiers will soon be coming back from Europe.

SOLDIERS are, indeed, already returning to Canada, though in limited numbers. It is announced, however, that at the rate of 10,000 a month

they will soon return; and it is further indicated that they will be brought back with judgment—that men will be given precedence, to some extent, according to trades—the most useful ones first; that they will be brought to the districts they select. Canada is arbitrarily divided for the purpose into 21 districts and each returning man will be advised of industrial conditions in those districts. He will then be in a position to judge where he most readily and most profitably will find employment.

The return of these men to Canada—ten thousand or more of them a month—is full of meaning to the men's wear trade. Each man will receive, on discharge, his dressing allowance of \$35.00. Each man will have—through back pay—many dollars to add to this. It will be a full equipment of clothing he will want. It will be the store which has these goods to offer, and which goes after the returning man's business, as it is worth going after, which will reap the greatest benefit from these large orders—which will reap the great benefit of getting these returned men as regular customers.

Nor are the men from overseas all. From Canada men are already being discharged, and other men, who expected to be called, and so adopted a policy of retrenchment, are made aware that they will not be taken from civilian life. From such big business is to be expected; from the vast army of men also, who, during these dark days, have spent sparingly for apparel, feeling anything above the bare necessities was unjustifiable self-gratification.

MORE and more, as days go by, does it seem certain men are to be profitably employed. With Europe in rags and almost starving, Canada must produce for Europe. Food is needed. An additional order for one million pounds of bacon has just been placed here for the British government with one Ontario packing house. Practically our entire exportable margin of flour has already been bought up. Clothing, too, is needed. In the last three weeks Canada has shipped 200,000 suits of underwear and 30,000 overcoats to Siberia. Small

A CONCRETE CASE;
THIS IS THE SPIRIT!

It was in talking to a manufacturer whose interests are widely separated from the men's wear trade, that a representative of MEN'S WEAR REVIEW got a glimpse of the spirit of relief which will do its part to make the men's wear business of 1919 big. This man's expression of opinion represents a condition of mind that is general. Assuredly it spells "big business" for the retailer out to take advantage of the opportunities.

He said in part: "Concerning the future of Canada there is no doubt in my mind as to what will happen. We are in for a long era of prosperity. Our opportunities are innumerable, only waiting to be developed. Perhaps my own feelings are best expressed when I say that I am going down town to buy an overcoat—I have been putting it off for some time and probably would have made my old one do had the war continued. Another thing I'm going to buy is a pair of boots—these might have lasted until January but I want them now and both these items will be bought this month. The war is over—I feel confident of the future—I feel free to buy."

orders, these, but they may well grow to great proportions. Siberia's need is particularly great and, except Japan, Canada is the nearest country to Vladivostok.

All these activities mean labor. Moreover, the remarks of some who speak with authority make it more than ever clear that labor is to remain in great demand.

Sir Thos. White has stated that huge orders for steel and other Canadian products can, and will, be secured from Europe if Canada puts herself in position to finance these purchases. Canada's answer was a \$670,000,000 subscription to the Victory Loan where \$300,000,000 was asked.

Speaking at Brantford, on the eve of his departure for Europe where he will act practically as Canada's sales manager, Lloyd Harris said: "If you can arrange to give some credit on the purchases I can get the orders from Europe." Fresh from securing \$250,000,000 worth of orders from Washington, Mr. Harris' statement carries particular weight. The credit facilities have, through the Victory Loan, been arranged here and we may confidently expect the foreign orders to pile in. In-

deed, as indicated some paragraphs back, they have already commenced.

Still other agencies are seeking orders in Europe. MEN'S WEAR REVIEW understands the United Woollen Men of Canada are on the point of sending over a representative to secure for them orders which will enable their further expansion.

All this gives assurance not only of labor for workers now here—but of labor, and to spare, for those who are so shortly to return to Canada.

The cry of the coming years seems certain to be for helpers, and the full pay envelopes which will result should make business hum.

Read the words of a woollen man who had been asked what he thought of prospects:—

"There are wonderful prospects in sight, and with all a scarcity of goods. Goods are now scarcer than at any time during the war. Wool is entirely under governmental control at a fixed price. Canadian mills are 90 per cent. on government work until July, 1919, and the soldier has to be clothed, shod and fed until he leaves the colors.

"For these and other reasons not herein stated, we have the most optimistic feeling regarding trade and present stock values. The merchant who has the goods will share in this wonderful opportunity. We are buying all desirable fabrics we can lay our hands on, both here and in Great Britain, but unfortunately the supply of cloth is very limited and unless some great change occurs we anticipate a larger business for the present year to beat all records. To participate in this revival of the clothing trade we must have courage to hold on and continue buying all desirable goods. There is no chance of prices sinking to old levels for many years."

THIS question of prices is a huge one, and is dealt with, in some phase, on almost every page of this issue. Speaking generally, it may be said the world need for all raw materials is so tremendous, and the reserve supply of both raw materials and finished product so nearly exhausted, that there seems every likelihood of higher prices in some lines, and high prices in all. The downward curve will not start for months, and it seems certain the arc will be very gradual when it does set in. Nor is it likely ever to touch the level of pre-war prices.

Goods are almost certain to be scarce. In the past Canada has been particularly favored. The soldiers who went from here did more than win battles. They won for Canada ship room. Boats were needed to take from Canada soldiers, munitions and food. These boats brought to Canada many products needed, among others cloths and wool. Now the tendency will be just the other way, the boats will bring us soldiers, they will take away our products. For cloths, wool, etc., we will now be on no better footing than many other countries. We will have to go on the market and bid for what we need, and the bidding is certain to be keen. South America, which has always been a big user of fine cloth, has had little for the last two years. So with Sweden and South Africa. These peoples will want materials and will bid eagerly, especially since they will realize that what they buy now they can hardly receive before six or nine months at the earliest.

great efforts to get in axemen, sawmen, swampers, that they may get off to an early start and be able to meet, in part at least, the big demand they see coming.

The necessary delay in securing production of wood and all other lines comes at a time when the world buyers are particularly eager. Sometimes people have wondered, will these plants that went into munitions be able to turn back to their old lines; will they find buyers for the old lines?

Why many of them never lost the buyers. All they lost was the means of satisfying the buyers' needs. They couldn't ship agricultural implements because of boat shortage, because of the skulking subs; but the need for these, and other goods existed,

RETURNING SOLDIERS
HAVE \$16,000,000 IN BANK

WORD has been given out that Canadian soldiers now overseas have in the form of back pay over \$16,000,000 waiting for them in the Canadian banks.

It is not hard to see just what this means for the men's wear trade. Perhaps the meaning can be brought very clearly home by instancing one case of a soldier who just got back from the front. This man was unmarried. When he was mustered out he received, as do all returned men, \$35 as a dressing allowance. He had in the bank—and his pay had only been that of a Corporal—over \$750.

A young unmarried man who has been in uniform for many weary months has one natural tendency when he comes into such a sum of money—he buys a complete outfit of clothing. It was this that the Corporal did. It is just this that many thousands of other men will do—that many are already doing indeed.

and now, after four years of starving, it is a clamoring need.

Thomas Findley, president and general manager of the Massey-Harris Company, feels the truth of this for he has stated that his firm will employ—

RETURNING SOLDIERS MAKE
CASH REGISTER JINGLE

What the return of the 300,000 Canadian soldiers now overseas is going to mean to the Canadian men's wear trade is already being evidenced by the purchases of those soldiers already returning.

Two cases have come to the attention of **MEN'S WEAR REVIEW** within the last week. In Goderich, Ont., a returned man walked into one of the men's wear stores and purchased goods totalling in value \$65. He had not at that time completed his outfit.

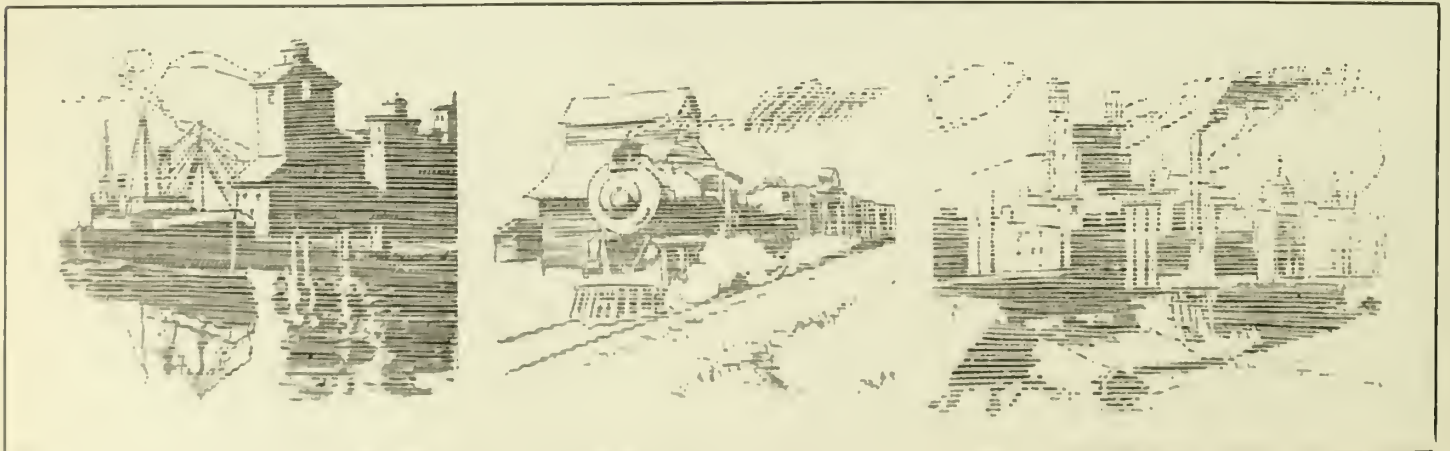
In Toronto, one of the downtown merchants was visited in one day by six returned soldiers. The smallest bill of goods he sold to any one of these six was \$95. Turning to one of his assistants after the sixth soldier had gone out, this retailer said:

"I can see right now that I will have to get a much bigger stock for Spring than I had dreamed of. I will have to go off on a buying trip at once."

The men being released now are comparatively few in number. When the thousands commence returning from Europe the demand should be something which will delight the heart of the retailer.

when they can get them—one-third more men in the Toronto and Brantford plants than they have employed during the war.

With labor employed at good wages, with prices of agricultural products high, as is justified by the excessive demand, what can be in store but good days for the men's wear trade? But goods seem quite likely to be scarce. Europe has got to such a pass that the countries cannot now look after their own needs. It will be some seasons before their crops get back to normal. It will be some seasons before their mercantile production reaches anything approaching a pre-war basis. In the meantime Canada will be called upon for food, for clothing. The call will help make for prosperity, but it will cause clothing and all apparel to be scarce.



200,000 SUITS UNDERWEAR FOR SIBERIA

British Government Buys Stock Off Wholesalers' Shelves Through War Purchasing Board
—May be More Orders Coming

ACTING upon a hurry-up call from the British government the Canadian Department of Militia purchased, early in the month, between 100,000 and 200,000 suits of heavy underwear. These have already been rushed to Ottawa, there bundled and sent to Vancouver, from whence they are being shipped to Vladivostok, Siberia.

The purchases were quite largely of ribbed underwear but were not entirely confined to this. From what is learned any good quality underwear of heavy weight offered at what the buyers of the Department of Militia thought made good value were taken.

FOR PROPAGANDA WORK

There is no definite word as to just what this underwear was purchased for, but it seems very clear that it is for propaganda work in Siberia—that this underwear, like the overcoats which were also bought in Canada, is to be distributed by the British authorities in Siberia to relieve some of the suffering there, and at the same time to establish in the minds of the troubled population the feeling that the British are there for the good of the country.

That this underwear is to be used by the British for such propaganda work is indicated among other things by a remark dropped by one of the buyers. This government buyer was showing some of the underwear he had purchased to a very well informed underwear man. This underwear man, thinking that the suits were to be used by the Canadian Siberian Expedition, said:

"It is pretty rough stuff for our Canadian boys who are used to a fine garment."

"Don't worry about that," replied the Militia Department buyer, "the men who are going to wear this underwear have been wearing burlap and gunnysack."

PERHAPS ONLY FIRST OF MANY ORDERS

Knowing what conditions have been in Russia the Canadian manufacturer took this as meaning that the goods were certainly to be handed out to the Russians—whether they are to be sold or given absolutely free is a matter which is not certain at this writing.

There seems a possibility—as with overcoats, so here, many think it is a probability that this will be but the first of many orders. To begin with, the Canadian mills make just what the Russians in Siberia would require in the way of underwear. Then the distance from here to Vladivostok is, as was pointed out in another article, comparatively short. There is the added fact that some buying of this heavy underwear is now being done in Canada by the United States Government. It is pretty hard to figure why the United States want to buy this class of goods in Canada, unless it is taken for granted that this is for shipping from a Canadian port to some outside country, probably Siberia. Buying underwear in Canada, and taking it into the United States at the tariff of 25 per cent., would make a very high price for sale on the American market or for use by American troops. Students of the market, therefore, consider it a fair assumption that the purchases in Canada by the U.S. indicates that these goods will be sent to Siberia.

HAS REDUCED STOCKS

The United States purchases here are so far comparatively small and are to be made up. The purchases by the Department of Militia for the British Government, on the other hand, were for immediate shipment, and the goods were taken largely off the shelves of wholesalers. As a result, the stock of wholesalers in heavy underwear is now exceedingly low, and owing to the sales of last year the stock on the retailer's shelves is not anything like as heavy as the end of 1917.

CANADIAN-MADE OVERCOATS ON WAY TO SIBERIA

Over 30,000 Purchased by Department of Militia for the British
Government During Past Few Weeks—Is This Only an Open-
ing Order?—The Effect on Canada's Retail Trade

OVER 30,000 civilian overcoats have, during the past few weeks, been purchased by the Department of Militia from the Canadian wholesalers and manufacturers. There seems some reason to expect that this will be the first of a series of orders, and if such proves to be the case, the overcoat situation for the Fall and Winter of 1919-1920 will be very serious. Retailers will need good stocks on hand. It would seem indeed that even those who

have good supplies now would be well advised to consider whether they cannot add to these more advantageously at present than will be possible at a later date.

BRITAIN THE BUYER

A certain amount of mystery exists as to the reason for the purchase of these civilian overcoats by the Department of Militia, but *MEN'S WEAR REVIEW* is in a position to say definitely that they were

purchased by the Department of Militia at the request, and for the account of, the British Government. They were purchased to be shipped to Siberia. So much is certain. There seems no positive knowledge as to just what the overcoats are to be used for when they reach Siberia, but the understanding is that they are to be distributed at the direction of the British authorities who are now there. In other words, it would appear that these Canadian overcoats are to be used in the propaganda work which the British, and the other Allies, are apparently undertaking in Siberia. They will be given, or sold at very low prices, to the people of Siberia who are in great need of clothing at the present time.

AVERAGE OF \$22.50 PAID

These overcoats were bought in a great hurry. Representatives from the Department of Militia went to the manufacturers and purchased practically everything suitable they had at hand. The manufacturers had little choice in the matter. If the Government authorities saw what they wanted, the manufacturers had to sell. It is understood that he did not have to sell goods which he had made up for order, but any which he had made up in view of a probable demand, had to go if the Department wanted them.

The prices paid for the overcoats varied considerably. It is stated that for a few coats as high as \$45 was paid, but the average was about \$22.50 per overcoat.

ARE FURTHER ORDERS COMING?

30,000 overcoats, while a very considerable quantity, would not mean a great deal under ordinary circumstances to the Canadian trade. It would not, for instance, tend to make overcoats scarce. Just at present, however, when the Canadian cloth mills, upon whom manufacturers have been depending since the commencement of war for practically 90 per cent. of their overcoatings, are loaded up with Government orders which will keep them busy practically until July, 1919. This great reduction in the stock of the manufacturers is of importance. It is of greater importance as indicating the possibility—some good authorities say the probability—of further orders. Canada is in an exceedingly favorable position as regards Siberia. From our Pacific coast to

Vladivostok, the great Siberian port, is comparatively speaking, a short sail. If, therefore, the British Government is going to buy any quantity of clothing to send to Siberia—and this does seem very probable—it would be quicker and perhaps in the long run cheaper, to purchase these in Canada and have them shipped from our Pacific ports. The further developments along this line will be very eagerly watched.

NO MORE MILITARY OVERCOATING ORDERED

Rumors got about that the Department of Militia and defence had placed a further order for a million yards of khaki overcoating. Such an order would have tied the Canadian cloth mills up for practically the whole of 1919 and would put the overcoat situation in an even worse way than it is at present. Investigations, however, prove that the rumor is not well founded. There will be no further orders for military overcoating as far as can be learned.

Some difference of opinion exists as to how largely the Canadian mills are employed upon this Government business. It has been stated that only one-third of the total capacity of these mills is so employed. Those who have gone into the matter more carefully, however, and who have been endeavoring to purchase from the mills, are firmly of the opinion that practically the entire capacity of these mills is employed on this Government work and will be so employed until the end of June, unless the Government cancels some of the orders it has placed.

Should this action take place, cloth for the winter of 1919-1920 will be scarce.

There are fair supplies of overcoatings in the hands of manufacturers, but not enough to meet the normal demand of the next winter season. There seems little chance of the clothing manufacturers building up their stocks as much as they would like in this line, and in any event what they get will be at high prices. Fortunately the retailers are pretty well stocked with overcoatings, but many believe they would do well to bear in mind not only the present season, but the season of 1919-1920, for overcoats which can be carried over until then will unquestionably yield a handsome profit. Moreover, the demand of 1919-1920, when the big business from the returning soldiers will be felt, should be very great.



SAY RETURNED MEN RECEIVE ORDERS ON STORE INSTEAD OF CASH

ARE the returned soldiers, whose homes are in your town, getting the \$35 upon their discharge to which they are entitled, or are they receiving an order upon some store? The regulation is clear. The returned soldier should receive \$35 to assist him in buying his civilian outfit. The contention is now made by merchants in Strathroy, St. Thomas, Woodstock, that the returned soldier has not always been getting what was due him in cash or government cheque, but has sometimes been getting an order upon some merchant for \$35 worth of goods.

In other words the contention is that some one in the military district has been keeping the money to which these returned men were entitled as a dressing allowance, and has been giving in its

place an order for \$35 worth of goods upon some store. That there is any collusion between some man in the department and the merchant who has the order given in favor of his store, is not said. There is no proof of this. The great point is that the privilege of buying his clothing where he wants is denied to the returned man, and any such giving of orders upon stores instead of the actual money is, of course, against the interest of the merchants as a whole.

Upon being consulted about this matter high military authorities in Toronto have stated that it is absolutely against the regulations for any member of the Military Department to give an order upon a store to a returned soldier in lieu of the \$35 dressing allowance. The matter has now been put in the hands of the officials

at Ottawa. The Retail Merchants' Association having sent on there all communications dealing with the supposed irregularity. As a result of this action it is hoped that definite word will be sent out which will make it so clear to all who have this work of discharging soldiers in hand, that there will be no continuance of such a practice if there have been such cases in the past.

There are going to be thousands of returned men come back very shortly. There is room in any such giving of orders on stores instead of cash, for considerable graft. There is room for great disadvantage to the men's wear merchants as a whole and for great disadvantage to the returned man. Because of all these things the situation should be made very clear now.

MEN'S WEAR REVIEW'S representative at Ottawa will take this matter up with the authorities and full information regarding proceedings will appear in our next issue.

\$35.00 CLOTHING ALLOWANCE INADEQUATE

The Returned Soldier Can Buy Little More Than Suit for That Sum Now — Disinterested Parties Now Urging Increased Allowance—General Action Needed

EVERY men's wear merchant knows how inadequate is a sum like \$35.00 to cover the cost of a returned soldier's civilian outfit. After the fight made to secure the making of this allowance to the returned men, in place of their receiving the Government distribution of "hand me downs," men's wear merchants have felt a little like letting this matter stand. But now the total inadequacy of the allowance is being brought out by entirely disinterested parties, as in the following letter to the *Toronto Globe*:

In your issue recently you give the provisions now being made for soldiers about to receive their "honorable discharge." One item must strike the public as the very quintessence of economy. "On discharge every soldier who has donned the uniform will also receive \$35, which is intended to provide for the purchase of civilian clothing."

Now, sir, let the gentlemen who settle this amount for the outfit of a discharged soldier think of the cost of their own clothes and ask what kind of a suit of clothes they could buy to-day for that sum of money. There is a pretty general feeling among returned men that the "powers that be" have but small consideration for the returned man. The very least should be the sum of \$50, and that would not be sufficient to provide an overcoat. Are we to be compelled to fight the Hun methods in Canada as our men fought the Hun overseas?

J. C. SPEERS.

Westmoreland Methodist Church, Toronto.

Right now, before the big rush of returned men commences, this matter of increasing the dressing allowance granted discharged soldiers should be taken up with the Government. All Government officials receiving less than \$1,800 a year have had war bonuses. Since the war started, there has been no increase in the pay of soldiers, but now that the war is over—recognizing the same increased cost of clothing, which made desirable a bonus to civil servants—surely the Government should consider favorably an increase in the dressing allowance granted men when discharged.

There need be no fear of unfairness. The Government knows where the men already discharged are located. The increase could be dated back to apply for all discharged during 1918.

Representations to this effect should be made at once. MEN'S WEAR REVIEW from this office, and through its Ottawa representative, do all possible; but merchants

themselves, in all parts of Canada, should make their presentations either to Ottawa or to their local member.

BOOSTING YOUR COMPETITOR

IT was only the other day that a buyer came into a manufacturing concern to look over the products displayed in the show-rooms.

After one of the head salesmen had talked to this buyer for some time he was impressed with the knowledge the buyer had of the factory's products and, expressing his surprise, received this startling answer:

"Why," said the buyer, "I never heard of your house until two hours ago, but before I came in I knew a good deal about it and everything I knew I had been told by your opposition."

"I came to the city requiring certain goods and expected to buy them off this competitor of yours. I went out to his plant and was looking over his products when he brought out your catalogue and used it continually, saying to me, 'Now this is better than—product for this reason. Now this is a good deal cheaper than—product,' etc.

It struck me that if the man I had intended to buy from was so intent upon pointing out where their goods excelled yours, that you must be leaders in your field, so I left the plant I had first visited without making any purchases and came down here. I find my suspicion was correct—that you have much the better goods and therefore I am giving you the order."

It is not hard to find the moral in this story, which is not only true as related above, but which has occurred in a somewhat similar way many times. Talking about a competitor's lines in a disparaging way, or indeed in any way, is advertising the competitor's business. It does not matter whether this is done by a retailer, wholesaler or manufacturer.



Photo—Courtesy of Jones Bros.

The shirt department in this store is very large. Here the system of keeping the shirts is shown. At right, reflecting the other side of the store, is the mirrored door leading to hall behind the case, which gives entrance to the windows.

EASY TO SERVE CUSTOMERS IN NEW BRASS STORE

Splendid Fixtures Result in Stock Being Visible and Always Handy—How Interior Fixtures Work—Windows of Great Value and Worked to Limit—This the Third Brass Store Seems to Help Other Two

IT is the proud boast of John Brass that the firm possess great buying power. To secure a little more of the selling power which should go hand in hand with the other giant, this concern has recently opened its third store in Toronto—its third store within a stretch of three blocks on Yonge Street.

At first sight the move seemed a daring one, and an inspection of the new store at the corner of Adelaide and Yonge streets makes it very evident that it is a move which required the wrapping up of considerable capital. The new store is perhaps without a peer for appearance and usefulness, taking into consideration the class of goods which are to be sold. This is a furnishing store. Clothing finds no place in it at all and so large clothing fixtures of every kind are conspicuous only by their absence.

Optimism Here

To establish a third store, within such a short distance in the one city, at the end of four years and before peace seemed within striking distance—for the plans were all out and the work underway very considerably before there was any serious talk of an armistice—indicates the success of the business during the war period, and an optimism for the future which surely will cause "coward croakers" to blush. Moreover, according to what Mr.

Brass, Jr., says, the new store is already more than justifying the expansion. Business in the short time it has been operating has been exceedingly good, and what is almost more satisfactory is that this business is very evidently not business which has been taken from either of the other two Brass stores. Since the new store opened some four or five weeks ago—in spite of this being a period during which the "flu" had some effect on business—the turnover in the two older stores has shown an increase over the corresponding period of last year, and the business in the new store has been all that could be desired—more than had been expected.

More Room Needed

Speaking generally, this third store was opened because John Brass felt the need of more room to display goods, and more room to sell goods. The new store has six splendid windows. The window trimmer is busy practically all the time upon these, and every section of every window—as a general rule there are two sections to the window—is arranged afresh every week. Sometimes changes are made more often than this. It depends entirely what goods the weather conditions make particularly saleable. If a change of weather coming suddenly makes one line in greater demand than a line which is in the

window, that window will be changed no matter how long it has been in—if it has only been in a few hours.

The Store's Trade Mark

A striking feature of the store exterior is two big glass signs displayed between the windows on the Adelaide St. side. These have the big figures of the Giant Buying Power in gold, and some information about the store policy. These are outstanding designs and make practically the whole Adelaide side of the store a big show window, divided into not four but six parts.

These windows, from the inside as well as the outside, would be the delight of trimmers. They have been made fairly deep—deeper than Mr. Brass had at first intended—and between each side window there is a little hall which is formed by the shirt cases, of which mention will be made later. The entrance to each window is at the end of this little hall. This makes it very easy for the trimmer to get into the windows, and gives him always a place in which to keep the trimming fixtures so that these will never be cluttering up the store and so that they will always be at hand when wanted.

Waste Motion Abolished

The interior of this splendid new store is quite well depicted in the accompanying illustration. The whole store arrangement is such as to make possible the greatest customer service with the limited selling staff to which

the men's wear trade have been reduced during the war days, and to which it will unquestionably remain reduced for some considerable time. Waste motion is reduced to the minimum by the design and by all the fixtures. There is no wasted space, and larger stocks can be carried in less room than would be possible with any less complete arrangement.

Changes May Be Easily Made

The new way unit system has been used throughout this store, so that if at any later date an even better arrangement can be developed, as the result of experience in actual operation, the change can easily be made, for units are interchangeable. Should a still larger stock be necessary at a later date, expansion could also be made by the addition of some units.

Interior Described

Entering the store at Yonge St. door one is immediately attracted by the magnificent shirt fixture on the right hand side, this consisting of units 4 ft. long with lift-up glass doors behind which the garments are kept in trays. The stock, as it comes into the store, is all moved from the individual boxes and arranged on these trays, so that the salesman may show dozens of garments in a few seconds. A full dozen styles may be removed from the unit as quickly as a box containing one style can be removed from the old shelving. It is in ways like this that the efficiency of the salesman is so greatly increased. His



The collar department on the left of this beautiful store. The unit system of shelving is to be noted—also the glove units behind the second show case.

Photo Courtesy of Jones Bros.

time can be given to selling goods not to hunting up the goods.

Near the rear of the store is a magnificent set of units similar to the shirt section, but given over to underwear and to woolen garments. On the top of this an imposing display section in which units of shirts, collars and neckwear, were displayed when the accompanying pictures were taken.

Elevated Office at Rear

This display section acts as the front of the office, which is in a mezzanine story directly at the rear of the store. From it a splendid view of the whole floor may be secured, and on rush days this is a point of vantage which must be of great value to the store manager who wants to see that none of the customers are neglected.

At the left of the store are stacks of units for each line of merchandise apart from shirts and underwear. Nearly everything is under glass, even the open shelving having been so arranged that it may be altered into the closed unit at will. As the shelving now stands it is of the unit system and can be interchanged as desired.

Merchants who are contemplating changes in their store would be interested in the glove and hosiery section. Here samples are displayed in glass fronted drawers, while the stock, according to size, is behind. This again enables the customer to see the class of goods which he wants, to indicate this to the clerk, and to get the stock such as he wants from the clerk without any delay.

Soft Collars in Huge Demand

On the right-hand side of the store there are no counters or show cases which can be used for counters; on the

left, however, are some show cases of the all glass type, fully equipped for each department. The show case right near the door has a glass tray inside upon which are arranged a fine assortment of soft collars, which Mr. Brass finds in tremendous demand at the present time. He says he believes that in this new store 90 per cent. of the collars sold are of the soft collar variety. Of course stiff collars are also played up. They are also displayed in a fine fixture which hangs outside between two of the windows on the Adelaide St. side of the store. But for the time being at least it is the soft collar which is in demand and is selling at pretty nearly all prices.

The store of Brass & Co. is one where special sales are frequent, and this point has been borne in mind in equipping this new store.

It was with the idea of the special sales in mind that a row of tables were built for the centre of the store. Upon these, in divisions, the various classes of goods are piled. They are handy for customers and by reason of construction of the special sections are kept neat.

All classes of furnishings are to be had in this fine new store, but its outstanding feature is the Shirt Department. The magnificent equipment of this enables over 1,000 dozen shirts being displayed to the view of the customer. These are sold direct from the fixtures, rests provided by ingenious slides forming sales tables for the section as it is pulled out. The shirts are of wide range as to value and material, but they are all visible and may be handled without delay. The claim is that four sales people can do the work of six in this new Brass store. That certainly seems what they were doing when



Photo—Courtesy of Jones Bros.

Here is shown the underwear section at the rear of the Brass store, and at the top, the end show case which forms the railing of the mezzanine floor.



Another view of the Brass shirt dept. showing use made of sales tables.

the writer was talking to Mr. Brass. It was not a Saturday, but the activity was marked.

Splendid Lighting Fixtures

Beautiful lighting fixtures brighten the store inside and give a splendid light in the windows which will be of great value now that the restructons are taken off. The interior lighting fixtures will be seen in some of the illustrations. The wall decorations and the ceilings are very beautiful, and the decorations here are made even more attractive by the use of palms and flowers on some of the fixtures.

This is a store which was planned during the days of war for the days of peace. It will have to be numbered as one of the most attractive men's wear stores in Canada, and there are getting to be quite a number of really splendorous stores in this country—stores which will take a second place to practically nothing in the bigger country to the South. This is a store which would repay a visit from all out-of-town merchants, and they will be sure of a hearty handshake from Mr. Brass, Jr., who, though kept pretty busy with the three stores, finds time for a cheerful word with a large number of people.

SMALLER PRODUCTION

Here is a letter received by one of the big Canadian clothing houses which indicates rather clearly what turn cloth prices are to take:

"Gentlemen: Fifty seven per cent. of all looms in the United States wider than 50 inches are on war orders. Nearly twenty per cent. are idle on account of inability to secure wool for civilian purposes with no positive assurance of relief in sight.

Conserve all wool cloth and buy substitutes and anticipate your requirements. Shipping is going to be extremely difficult this fall."

CLOTHING TRAVELLER DIES

George E. Walker, of the travelling staff of Wm. R. Johnston & Co., succumbed to pneumonia which followed influenza when on his usual trip to the Maritimes. Mr. Walker was formerly connected with Manchester Robertson Allison, Limited, of St. John, and was widely known and equally widely respected to the trade in the Maritimes. In Toronto his loss will be keenly felt.

STRAW HAT RESTRICTIONS ARE NOW WITHDRAWN

The United States Government has lifted its restrictions on styles of men's straw hats. The change comes a little late to effect straws for the summer of 1919. Samples are already made up and

some orders taken. A few new styles may now be thrown in, but speaking broadly it seems shapes will be about as outlined by the United States Government and as followed largely by Canadian makers.

There may be some change in the trimmings, however, as result of the lifted restrictions.

HOW PRICES JUMP

It pays to act quickly these days.

A buyer came into a manufacturer's show room recently and looked at some silk and wool socks. Asking a price he was quoted \$11.00 a dozen.

"Why," he said, "I'll never buy if I have to pay that."

It was towards the end of the same month that the same buyer came into the same manufacturer's show rooms and said to the same salesman:

"Have you got any of those silk and wool socks left?"

"Yes," answered the salesman, "but they are being made of wool and of silk which have come to hand since we last quoted you, and the price now is \$14.00 a dozen."

"Well," said the buyer, "I guess I'll have to have them anyway," and he placed a large sized order.

PRICE MAINTENANCE PERMITTED

At Norfolk, Va., United States Federal Judge Waddill has dismissed an indictment recently returned against Colgate & Co., for alleged violation of the Sherman law.

Judge Waddill sustained the demurrer of Colgate & Co., that a manufacturer, provided he is not in conspiracy with other manufacturers of similar products, has the right to fix and enforce the maintenance of reasonable prices, and that such a manufacturer is violating no law in refusing to sell again to a retailer who fails or refuses to maintain such a fixed price. Price cutting demoralizes business, the court asserted.

BIG "ENGLANDER" DIES

It is with extreme regret that we have to announce the death on October 30th at Mumbles, Glamorganshire, of Mr. Henry Turner, who was for 46 years connected with Messrs. Richard Haworth & Company, Limited, Manchester, commencing in the year 1872 as office boy, eventually taking charge of the offices at the mills in Salford, and later making several journeys abroad—two to India, United States, South Africa and Australasia. In March, 1898, he took charge of the Colonial trade in London, where, with the exception of two years spent in assisting the management of the old warehouse in High Street, he remained until he retired from active service in December, 1914.

MEN'S WEAR REVIEW



VOL. 8 DECEMBER, 1918 No. 12

IT IS about time.

* * *

LIGHT at last for the Ontario store windows.

* * *

A GENUINE Victory Loan this last one, \$300,000,-000 asked, \$500,000,000 hoped for, over \$670,000,-000 secured—and that from a population of less than 8,000,000. Surely, as St. Paul said: "We are citizens of no mean city."

* * *

LOOK at the "Male Help Wanted" advertisements in the big Canadian papers—indeed in the papers from all parts of Canada. These should stiffen the spine of any men's wear merchant who is doubtful of the future buying power of his probable customers.

* * *

MERCHANTS generally were content to forego the use of light for windows if this would really help win the war, but to see power sold to industries of considerably less importance than the retail system of distribution, was pretty hard to bear. No wonder protests have been pouring into the Power Controller's office these last few weeks.

MERRY CHRISTMAS, INDEED

NOW for all possible Christmas business. Perhaps for the last time Christmas presents have been sent to the boys overseas and in many parcels men's wear lines found a prominent place. Now for the regular Christmas business. The war is over but the need for thrift is not. People generally feel ready to spend more, but they realize that spending should be to get value. All realize, moreover, that wearing apparel will be particularly appreciated this year when people want to brighten up their appearance in keeping with their bright outlook on life.

This should be the biggest men's wear Christmas which Canada has ever seen. The lights are back in the window. The light is back in many people's hearts. The opportunity is here but it must be grasped now. A drive on Christmas business must be commenced without delay.

THE PRIZE OF THE VICTORY LOAN

VICTORY carries in its wake its own reward. The stimulus of success is itself the prize. So with the great victory of the Victory Loan the realization of her capabilities is Canada's greatest benefit. If we, a people of only 8,000,000, can, after four long years of war, raise almost seven hundred millions of dollars, of what need we be afraid? All doubt and fear as to Canada's future is buried under the last outpouring of our gold.

This spiritual reward—this confidence which is not conceit—is the big Victory Loan prize. It means further development of Canadian business, it means an aggressive employment of the Victory Loan funds which will carry the argosies of Canadian trade further and further abroad.

There may be yet other loans, for we are undoubtedly to be called upon to extend credit in many directions; we are undoubtedly to be called upon to finance our own forward steps. There need be no fear of future loans. They also will be oversubscribed, for the greatest backers of Canada—excepting only those boys in France—are right here in Canada.

LIGHTED WINDOWS HELP ALL

WHAT a community owes to its merchants has been brought out in one more way since the window lighting restrictions were put into effect. In the big Ontario cities the appearance of the streets—under the new order of things—has been dismal enough; but in the smaller places things have been even worse. In the large centres, more than in those of lesser size, has it been possible to take the backs out of windows and let the cheerful light of the store interior shine through.

Fortunately the window lighting restriction has been lifted. Ontario merchants will heave sighs of relief as a result. Ontario's citizens generally will now have greater delight in their cities and towns. Perhaps more will realize that the merchant in lighting his windows is not only benefiting himself, but is benefiting all.

MEN'S WEAR TRADE HEALTHY

"WHAT condition is the men's wear trade in financially?" was the question put to a large clothing manufacturer last week by MEN'S WEAR REVIEW. The reply in part was as follows: "We have just completed a survey of our outstanding accounts so that our yearly statement, from which the amount of our taxes is compiled, would contain a complete list of all amounts which might be classed as 'doubtful.' The total of these accounts was, in round figures, \$700,000, a mere fraction of one per cent. of our business, really not a factor."

There is only one explanation of this; that the men's wear trade is in a mighty healthy condition. The lame ducks have gone by the board, and the

retailers now on the job face a period of prosperity which should enable them to keep their accounts with the manufacturer in excellent shape. They should see to it, too, that their customers make an equally good showing—that “doubtful” list should be brought down to the merest fraction. It can be done—the men’s wear merchant who has survived the strain of merchandising in war time can do it. Keep after the “doubtful” ones, Mr. Retailer.

COMBINATIONS IN AID OF TRADE

ONE man may bring discredit on a name—hence Judas, through all the years, has gone without a namesake. One or more men, too, may bring a word into disrepute, and “combination” in a business sense has so fallen under suspicion.

Yet combinations may be, and often are, for the general good. There is now on foot a movement to establish in Canada an association—a combination—of Canadian makers of a certain form of goods. The project grows out of the fact that in the United States such an association has operated for years with resulting benefits to all. Here, a manufacturer who has a machine he does not require lets the other members of the association know. He turns the machine into money and the buyer gets plant which, under existing conditions, he could perhaps secure in no other way. One merchant has a surfeit of certain materials, another is short. They get together and the work of production is made more easy with consequent benefit to all.

Such combines are all good and when any attempt to fix prices in star chamber sessions takes place combinations are an entirely different matter; but to be suspicious of combinations, without cause, is to be suspicious of one of the great factors in the world’s progress.

CANADA CAN GET AND FINANCE HER BUSINESS

AT a recent meeting in Brantford, Ont., Lloyd Harris, whose work on the Foreign Trade Commission has been in no small way responsible for the stream of orders pouring in for the Canadian manufacturer, stated emphatically that export business was to be had. That the great problem for the Canadian manufacturer was not whether or no busi-

ness was available, but rather whether it could be financed. “If you can finance the business you can get it,” said Mr. Harris; “but you must be prepared to finance it for some years to come.”

Canada’s response to the Victory Loan is an ample indication that Canada can finance any business that is presented. The overwhelming way in which the Canadian public reached and passed the great objective set is an outstanding demonstration of this fact. There will be other loans to follow in all probability, but Canada is able to take care of them. And if Mr. Harris is right, and he has been in a position to know, there should be no hindrance to the onward march of Canada’s prosperity.

IS YOUR NAME BASCOM SMITH?

“BASCOM SMITH liked his supper promptly at fifteen minutes past six, the fifteen minutes being for thirty years his regular allotment to glance over the day’s receipts of the Murratown Leading Grocery Store, lock the store after his two clerks had gone, and then walk, at a deliberate gait, the four blocks east from Main Street to his square, flat-roofed, white house.”

Ida M. Evans writes the above as her opening paragraph of her story in a recent issue of the *Saturday Evening Post*.

The story is supposed to be fiction, but is it fiction that this is the procedure of many of the smaller business men? Just imagine, only fifteen minutes to “glance over the day’s receipts,” lock up the store and walk four blocks at a deliberate gait. In other words, about ten minutes or less devoted to one of the most important parts of the business day, seeing what had been accomplished and planning for the future. Only ten minutes spent in analyzing the problems of ten hours. Only ten minutes to check up receipts and expenses, to examine invoices and make sure that charge accounts were correct. Only ten minutes to attend to the thousand and one little things to which successful merchants devote hours of patient endeavor each week. If this picture of Bascom is correct even in any small details, it contains a lesson that should make many retailers get a whole lot closer to their business than they have been getting.



UNDERWEAR FOR FALL 10 PER CENT. UP

Some Lines Will Advance Further—Goods Have to be Made of Materials Already Purchased by Manufacturers—Belief is That Wool Will Remain High, But For Fall, 1920, There May be a Decline

PRICES for Fall 1919 underwear have not, at the time of writing, been definitely fixed. They will be fixed, however, probably by the end of the first week in December and it is possible now to indicate that these prices will show an advance over those asked for spring lines. Speaking broadly this advance will be about 10 per cent. Any idea that the changed conditions in Europe would bring an immediate fall in prices has to be given over in view of the facts. Nor is it hard to see why higher prices for Fall 1919 should have to be struck. The goods will be made of wool and cotton brought in already and for which a considerable advance in price has been paid. Scoured fine wool for last year, for instance, was bought by one firm at \$1.35 per lb. Now it is being secured at a price of from \$1.67 up as high as \$1.77 per lb. In view of this situation there is absolutely no hope—no possibility of anything but the advance prices outlined.

Some Lines Up More

Some lines, it is learned, are expected to rise much more than 10 per cent. Scotch knits and heavy ribs bought at the present prices will, it is contended, show the merchant a good profit, for these are almost certain to be quoted for the fall at from 20 to 30 per cent. up. The manufacturers are put in a particularly awkward position with these lines for they cannot get prices on noils or on the wool required until it is here. They have to protect themselves and must quote a figure which will enable them to pay the higher price for the noils and the wool which they expect.

A good deal of talk has been going around about the large quantities of wool which are in Canada, the inference being that this would tend to bring prices down. There is a good deal of difference of opinion on this point. It is certain that there were very large quantities of raw wool in Canada at various periods during 1917 and 1918. It is far from certain, however, that there are any great quantities of this raw wool in hand at the present time. Fine yarns fortunately are available but for the coarser ones nothing much now seems at hand.

What About Canadian Stocks?

It is held by some that the wool which came to Canada was of such a variety that it could not be used, that it is still here but is only fit for such work as the making of carpets. Others, however, support this opinion only in so far as to the quality of much of the wool which came to Canada. They say it should not be used for underwear, and under ordinary conditions would have been rejected as absolutely unfit, but that under

the compulsion of war conditions many of the mills took these long combings and, putting them through a picking process, broke these up until they could be used as cross-bred wool. While there was a great deal of difficulty with this operation it was successfully carried through. So successfully indeed that the supplies of the rough wool on the market were greatly reduced.

While there are fine yarns on the market these are, of course, being quoted only at very high prices, and anything which is made up from these will have to be charged for at high prices.

When underwear is under consideration another point should be borne in mind, namely that all cotton is not the same. It is fancy cotton which is required for underwear and this is always only a small proportion of the cotton crop. In the last crop it was an exceedingly small portion so that the price for this is now at about 40c as against 32c for the ordinary cotton.

Cotton Expected to Stay High

As far as the cotton phase of underwear making goes, however, this market will depend largely on the law of supply and demand, but as the demand from the central powers seems certain to be great—great enough to fully make up for the lower demand resulting from the great saving from the discontinuance of explosive manufacturing, there is reason to look for cottons to remain high.

Wool, on the other hand, depends not only upon the clip and upon transportation facilities, but upon the demand and upon the action of the British Government which practically controls the world's supply of wool. As far as the demand goes there is a certainty that this will be very great. It is impossible to clothe the huge armies of the recent Armageddon without using a tremendous amount of wool; and in addition to this there is need for rebuilding stocks to something like a before-war basis. The demand, therefore, is sure to be very great and it is reasonable to propose that the British Government who controls the wool to such an extent will keep it at a high price.

Outside Influences

The demand for underwear to be sent to Siberia has some effect on the Canadian situation as is outlined elsewhere. Also the quantity of underwear which will be required by men returning from the front is of importance, as is the fact that the demands for military purposes, and now for shipment to Siberia, have reduced wholesalers' stocks to a very low point. Moreover retailers who were heavily stocked with underwear at the end of 1917 have been buying somewhat

more lightly during 1918 and have not anything like as heavy stocks at present.

From what can be learned it would seem that the stocks on the retailers' shelves will be further reduced as a result of the buying of the next few months—they will sell, it is expected, more than they ordered for this season. All this will mean a reserve supply to be built up in Canada.

As to the Future

At this season it is difficult—perhaps unwise—to give forecast on prices beyond one season. For the fall of 1919, that is for goods which will be shown to the wholesale trade in December 1918 and to the retailers after the first of the year, prices are, as has been said, almost certain to be 10 per cent. above those asked for spring lines. There is a feeling that for the succeeding fall—that is for the underwear which will be shown to the trade about January 1920, a reduction in price—though probably a small one, may be possible.

The part of wisdom seems to be to purchase to cover requirements but not to purchase in a speculative way. As one manufacturer stated: "If I were a retailer I would purchase about what I required in normal years. I believe," he said, "that the business of the coming year will be very much larger than normal, but it might be wiser not to consider that in placing orders. This may mean that I would be losing a chance to make money, for underwear may well advance further, but I would be playing it safe, which is best."

CHANGE IN CLOTHING FIRM

The wholesale clothing business of Helleur, Gariepy & Broderick, Montreal, has been purchased by H. Gariepy and F. Frank, two former members of the firm, who in future will carry it on under the name of Helleur, Gariepy & Frank, Regd. Commodious premises have been leased at 234 St. Lawrence Blvd. both for warehousing and manufacturing, and the stock of the old company will be immediately removed there. Mr. Gariepy has had a long experience in the promoting and sales end of the business, whilst Mr. Frank is a practical manufacturer.

NEW SHIRT FIRM

A new shirt firm has started in Montreal under the name of the Essangee Mfg. Co., manufacturing shirts, pyjamas, cloth collars and ladies' shirt waists. Partners in the firm are D. Stein, who has had considerable experience in the selling end with Montreal wholesale houses, and Frank C. Greenleaf, for a number of years factory manager for the Dr. Jaeger Co.



HATS *and* CAPS



HAT BUSINESS FOR SPRING WILL BE HUGE

No Immediate Relief in Either Prices or Easier Deliveries Seems Possible—For Fall, 1919, Samples of Which Line Will be Shown About March, There is Some Uncertainty—Advance Idea is These Will Hold Steady in Price

THE effect the changed conditions will have upon the hat market is claiming a great deal of attention of the men's wear merchants who handle hats extensively.

For the most part the retailers seem to have the impression that everything they have on order for Spring will be particularly good value. One tendency which is being evidenced is a tendency to plan for big sorting orders. Merchants are already experiencing a flow of business from the returning soldiers, and are appreciating the fact that from the first of the year on there will be very heavy buying by these men.

The larger demand for hats which is certain to come in Canada, is only a small part of the larger demand which is going to exist in all countries of the world. This will mean that a larger production by the hat factories will be necessary without enabling any change in the ratio of demand to supply. The increase of demand over supply indeed seems certain to become greater during the coming few months than it has been even during the year.

There are a number of reasons for this. In the first place felt-making fur is not now in Canada to any large extent. Canadian hat manufacturers who are buying furs in England are being required to send over payment in advance and are being required to get a number of permits to make possible the receipt of the fur. All this causes delay. As far as the New York market goes almost a similar state of affairs exists. There is fur coming forward from New York, but it is coming in spite of the difficulties, and in spite of the high price which results from a New York demand much greater than the New York supply.

There will hardly be an immediate betterment of the fur situation. Belgium will not be able to export hair for a long time, and so with France. Australia has the rabbit skins undoubtedly, but ships are going to be in such demand that it will be difficult to get the required supply over from Australia. When this once reaches this continent, or England, it will have to be treated,

and it will be a matter of months before the fur is in suitable shape to be blown into the hat felt.

Again, the hat factories of the world have been badly disorganized as a result of the war. Hat making is an industry which requires a long training. Many of the men who had grown up in this industry were called to arms, and they, like so many others, have suffered heavily. Many there are who will not return. Those who are still able to work will almost certainly go back to their old employment, but it will take some time before they can get mustered out of the army and before they can again resume the work of production.

For the Spring there will be no changes in price except that models which are shown for sorting—and it is probably this year that there will be quite a big business in sorting orders—will tend to be higher in price.

For Fall 1919—samples for which will

be shown about March—there may be some price changes. It is hard to tell in advance just what these will be. The feeling of some is that there will be another advance here; others seem to hold that the prices will probably remain as for Spring, 1919.

Just how this will be merchants will have some difficulty in estimating, but they may be sure that buying for immediate requirements—that is the requirements of the Spring season—will be absolutely safe.

It is a question if any of us quite realize yet how much bigger the Spring business is going to be than business of the corresponding period of 1918. The sense of relief all are feeling will bring about more buying by those men who have remained at home. The young men who were expecting the call to arms will buy freely, so will the soldiers who have not been out of Canada, also those returning from overseas.

CAPS TO BE HIGHER FOR FALL 1919

These Must be Made of Cloth Which Has Advanced Materially—Difficulty Now in Getting Supplies

IN another four or six weeks cap representatives will be going to the trade with samples for fall 1919 business, and with, probably, some new styles and new materials from which a merchant may sort up his spring caps. There is no reason, however, to expect that these representatives will be taking out caps marked at a cheaper figure than those which the merchant has had shown him within the past two or three months. With cloth remaining high in price and so very scarce, any such decline is out of the question.

It is a little early to definitely state what the prices for fall caps will be but they seem certain to be at a higher figure than was asked for fall caps a year ago. As for caps to be shown for spring sorting, the same state of affairs will hold true. As a rule at least they will be con-

siderably higher in price than the spring caps for which the merchant has been placing orders this fall.

Cloth Cause of Advance

The reason for these higher prices is, as has been indicated, merely that the cloth itself is going up in price. Practically all the cheap cloth which the manufacturer has had as a result of early buying is now used up, and what he has to use for the spring sorting business is new cloth, which, as every men's wear merchant knows, is exceedingly high in price. Linings and all materials are very high and there seems no reason to expect a decline in labor charges.

The caps for fall and winter 1919 are very much affected by the overcoat situation. Elsewhere in this issue are a

Continued on page 42

FROM SHACK TO FINE STORE IN 15 YEARS

Cresswell's Limited, of Regina, Have Had Phenomenal Growth—Factors Which Have Made for Success—Liberal Advertising Has Undoubtedly Helped

HAVE you in stock some Prince Albert coats which you would be glad to move?

Cresswell's, Limited of Regina, were conducting a big Special Anniversary Sale this summer when a church convention came to Regina. There were ministers present from all over the diocese and those in charge of the sale—the store's regular staff—saw in this an opportunity of moving a stock of Prince Albert coats. These were marked unusually low, and were brought to the attention of the visiting clergymen. Perhaps no real profit was made on the Prince Alberts, but a dead stock was turned into live money, and many other articles were bought by the ministers who were attracted to the store by the Prince Alberts, which are still leaders for them though fallen into considerable disfavor with others.

Store on Terms of Intimacy With People

This is not mentioned particularly as a business getting idea, though merchants in other places might move their stock of Prince Alberts by taking advantage of similar opportunity. It is brought to the fore here because it seems to indicate how this Regina store takes advantage of every local movement—every matter of interest—to bring the people of Regina and the surrounding country on terms of intimacy with the store. The store policy seems to be to make all feel that the interests of the store, and of the people who may come to the store are mutual.

To this end Cresswell's, Limited, continually couple up their advertising with such events as the Y.M.C.A. campaign,



J. W. Cresswell

the Red Cross campaign, the Victory Loan, greater production and harvest movements, as well as purely local affairs.

Every announcement of the store is made as interesting as possible, the copy being always chatty, although full of news which brings sales.

Ever since Mr. Cresswell started in a small shack on South Railway st., way back in 1903, when Regina was a very

different city from the fine capital city of to-day, he has been using liberal advertising space. At the beginning of the present year a contract was signed with the *Regina Leader* for 60,000 lines. It means a lot of space for a specialty store to use, but the result has proved the investment wise. Business has improved immensely, showing approximately 50% increase over the corresponding months of 1917. April and May, 1918, were record months. Of course, there were other factors beside the advertising which made for success; but the newspaper space, and the manner in which the windows and the store interior itself was used, has had a great deal to do with bringing about the big increase.

Advertising space is good, but the copy must be full of real news, and full of the spirit of enthusiasm. So with the windows. They must show the goods which are for sale inside the store, and show them in a way which brings out the spirit of the store. Now in order that there may be a snap in advertisement, in windows and store interiors, there must unquestionably be enthusiasm on the part of the staff, and it is this very thing which Mr. Cresswell seems to have been particularly fortunate in securing. It is his practice to consult each head of department as regards the buying as well as to the selling end of the business. As a result, he has a staff that is ready to work whenever work will do the store good; to regard the work as a daily pleasure; so ready and able to assume responsibility that Mr. Cresswell is able to get away on



Small shack in South Railway Street where, in 1903 Mr. Cresswell started business.

FOUNDED JUNE 6, 1903



Creswell's Ltd. 15th Birthday

and Celebration Sale, Monday, June 3rd to June 8th, Inclusive



AS A FITTING CELEBRATION OF THE FIFTEENTH ANNIVERSARY of the opening of this well-established Men's Clothing Store, we have organized a striking "BIRTHDAY SALE," to start June 3, and continue to June 8, when very exceptional bargains in men's outfits will be offered to our patrons, as explained in detail below. The occasion is an opportune one for calling attention to a few salient features in the annals of this establishment. We have reached another milestone in our career. We "launched our boat" in 1903 with unpretentious beginnings on South Railway street. By dint of steady perseverance in closely studying the real wants of our patrons and by zealously moving with the times in fashion and in style, by contenting ourselves with a modest margin of profit, always at the same time paying strict attention to the sterling quality of the goods, and by, in short, ensuring a "square deal" to all comers, our business has gradually developed into the present flourishing establishment, as you find it today, in well-appointed premises, and we have added extensively each year to our roll of appreciative patrons.

We would especially call attention to the absolutely warranted "TRADEMARKS" of some of the qualities we sell. These enjoy a world-wide reputation, and absolutely defy criticism.

We make the proud claim of being able to supply literally any and every need in men's outfitting, from the overalls of the workingman up to the dainty dress-suit of the most fastidious student of personal appearance.

REMEMBER—We are "At Home to Guests," our past, present and future patrons, from June 3 to 8, and we hope that many will accept our invitation and call on us to "wish us many happy returns of the day."

A Tribute to Our Manager:



PAULY LERO TRADE MARK

Inset is the portrait of our esteemed Manager, the Founder, Architect and Designer of the Firm, to whose power of initiative, originality, tact, and scrupulous devotion to duty our now spacious establishment owes its rapid expansion and steady development. From the outset, Mr. Creswell was animated and actuated by a profound steadfastness of purpose and a firm resolve to "carry on" till his object was attained, never looking back, even in adverse times, once he had put his hands to the plough, and the continuous success that has attended his untiring efforts affords mutual satisfaction and gratification, both to himself and the firm. For 15 years he has skillfully guided and directed the affairs of this establishment, and despite the tempestuous character of the last four years, he still holds the "front line" unbroken, and we feel confident that he is possessed of an ample reserve of resourcefulness to triumphantly marshal us through the coming years.



J. M. Creswell

Creswell's Limited

Regina's Specialty Store for Outfitting Men

Efficiently, Effectively and Economically



STANFIELD'S
Unshrinkable
UNDERWEAR



Tooke



W.P.P.
TRADE MARK



WATCH FOR DAILY BARGAINS EXCEPTIONAL OFFER TO MEN A 3-in-1 Bargain

You have choice from one of the largest and best selected stocks in the West.

Quite two-thirds of this stock was bought before the recent heavy advances—you thus evade the present high prices and the more inferior goods of today.

In addition to the specially advertised bargains, 10 PER CENT. discount will be allowed off all other goods.

In Our Advertising We find we've got to know the truth, to tell the truth, live the truth; and then, in truth, people will find out and make it worth while.



1774 HAMILTON ST. REGINA. PHONE 3564

One of the opening advertisements of Creswell's Limited Anniversary Sale, in which the trade marks of the goods to be sold were played up. As a means of convincing the public that the goods to be disposed of are of the best this method is exceedingly effective.

long buying trips, is able to find time for the many outside interests including the Retail Merchants' Association, the Provincial Board of Trade, the Victory Loan, and the Westminster Presbyterian Church.

It was while Mr. Creswell was on a trip in eastern Canada this Spring that the special Anniversary Sale was held. It had been carefully planned for, of course, but the success achieved by this store which does not regularly go in for sales was more even than had been expected.

Brought Out Trade Marks

One feature of this sale is worth bringing out, and is fortunately illustrated clearly in one of the advertisements which is here shown. In an early

announcement of the sale, cuts revealed the trade mark of the goods which were to be sold. These made it clear that the offerings were of well known lines—lines which the store customers could count upon being up to standard. This early announcement established confidence in the sale which undoubtedly had a great deal to do with the growing success which attended. Every day business showed an increase, and the last day's sale was the record for the history of the store.

Throughout the entire sale the windows were dressed in the most appealing manner, price ticket being used on every garment shown, and never was a window jammed with goods so that the passer-by became confused.

As will be seen from the accompanying illustrations, Creswell's, Limited, stock has practically everything in men's wear—from hats to shoes, from dress suits to overalls, from earlaps to overshoes. Men's goods, and men's goods only, are carried, and the store features the between and extra large sizes, tall, stouts, short stout, and extra large models up to 54-inch chest. It would seem that there are giants in the land even in these days—if you go West.

Buy Good Goods

These are the days of the better class merchandise. Mr. Creswell has always been enthusiastic over the quality idea. From his start in Regina he has been preaching quality goods, and evidently this has been having its effect. In the

Creswell store last year there was little call for the \$25.00 and \$30.00 suits and overcoats, the big demand being for the \$35.00 and \$40.00 line. This season there is an advance even upon that, the \$40.00 and \$50.00 suits being the best-selling line; and at the time of writing the store is rather anxiously waiting its

The store keeps continually after the farmer, by circulars or by the daily paper advertising. Always he is kept advised that this store has the kind of goods he wants at the price he wants to pay—whether it be leather coat, overalls, oil-skins or clothes for social occasions.

doubt a continuation of the big business which comes from the farmer; and as the city is building a place to house an extra 600 soldiers, and since quite a number of other buildings are in progress in the city, there is indication also of big business from the Regina people as well.

Such methods of going after business as have been here outlined would be sure to bring very satisfactory response anywhere. From this Western land of sunshine they will probably bring such abundance of business that the advance of the next 15 years may be as great as the advance from the South Railway st. shack to the present fine Creswell store.

CAPS TO BE HIGHER FOR FALL, 1919

Continued from page 39

number of articles explaining how overcoats are scarce—because principally the Canadian Department of Militia has kept Canadian cloth mills so occupied upon military orders that they have been unable to do anything with civilian business. This means that all the cloth these mills can get made up will be eagerly seized upon—that the price will be high—and that there will hardly be enough to go around. As a result cap manufacturers will have great difficulties in getting the cloths they need.

End of Reserves Near

There are a number of manufacturers, of course, who have fortunately prepared against just such a possible condition. These will be able to go out with a fine showing for their fall lines, but even with these fortunate ones the end of reserve stocks seems about at hand and with the orders which will be taken in the first few months of the year their reserve stocks will be pretty well used up.

It looks a case where the man who orders early will get the best patterns and be the man sure of securing delivery. There will be caps shown for fall sorting later on undoubtedly, but in all probability the range will never be as complete—so full of good offerings—as it will be in the early days of the year.

OPENS NEW STORE

C. B. Simms has rented the new store of Henry Karges on Main street, Listowel. He will continue the Palmerston business, but will make his home in Listowel and assume personal charge of the local store. Previous to going to Palmerston, Mr. Simms was in business in Stratford and Brantford.

At Sudbury J. Wichesfsky, a local tailor, is showing in his window a suit just built to specifications for a patron, Mr. J. Brown of Mattawa. Mr. Brown weighs a mere 428 lbs., his chest measurement being 60 inches, waist 63 inches, seat 78, and around-the-knee twenty-seven.

Farm Hand Has Money

From what those interested in this store have to say it is very evident that not only the farmer, but the farmer's helper are big buyers at present. The hired man a few years ago was paid about \$2.50 a day. Now his envelope runs \$40.00 to \$45.00 a week, and naturally he feels able to buy the best in clothing.

While some Saskatchewan farmers were hit hard by crop failures this year, reports from the Regina districts are such as to indicate a crop of something between 35 and 40 bushels to the acre. Threshing has progressed so far that it is now certain the farmers of the district—take them as a whole—have done exceedingly well.

Business From City Too

There seems no reason therefore to



One of the windows in the present fine store. The use made of backgrounds and figures is noteworthy. Mr. MacGillivray, the window trimmer, is strong in watercolor work and makes use of this inside the store as well as in the windows—battle scenes, mountain and prairie views, seascapes brightening the entire store.

second delivery of overcoats ranging from \$50.00 to \$70.00.

In shoes the \$6.00 and \$7.50 ranges are in demand, but the better shoes, from \$9.00 to \$10.00, are even more generally called for.

So it is with underwear. Some of the very highest priced lines are sold, and are going better at the \$12.50 price now asked than when they were priced at \$9.00.

Price seems no deterrent to the patron of this store. Often a customer indicates a shirt shown in a silent salesman, saying, "give me that shirt." The \$3.00 to \$4.50 price on a cotton shirt and the \$8.00 to \$12.00 mark for a wool or silk shirt seems rather to draw trade than to repel it.

Of course this store gets a large amount of patronage from the farmers who are to-day buying the very best line.



MARKET REPORTS



THE MARKETS AT A GLANCE

TORONTO, Nov. 25.—What may be expected as a result of the signing of the armistice and probable early conclusion of peace formed the basis of inquiries on market conditions this month. Briefly, the trade is confident—Canada, which has faced and overcome the difficulties of four years of war, has nothing to fear from the future when peace rules supreme.

The outlook is for big business; during the next year or eighteen months there will be over a quarter of million soldiers and buyers of men's wear return to Canada. Even supposing they only spent their \$35 clothing allowance from the Government, it would mean an increased business of about \$10,000,000.

Overalls have recorded a further advance of \$1 per dozen since last issue, and even higher levels would not come as any great surprise. On the present basis of cost, manufacturers state that prices should be up to a higher basis than represented by this latest increase. Supplies have been cut down materially, and the outlook seems to be that improvement in stocks will be a comparatively slow process. The mills have been turning out cloth for Government use and supplies of raw material beyond these orders are light. However, improvement will come in the matter of supplies, but prices seem more than likely to hold steady for many months.

The outlook in cleanable collars, as outlined by one manufacturer, indicates a condition of affairs which may easily result in further advances. Contracts beyond January 1 cannot be arranged for, and supplies of materials are considered very light. The production of the material from which these collars are made requires about one year's time to complete. The manufacturers then have arranged for supplies at high levels, and indications point to a very firm market, with higher tendencies in evidence.

That neckwear silk will be more plentiful and that prices will ease away is a condition that may develop, but it will be slow. Actual conditions in Italy and France show whole districts where the silk-worm flourished as devastated—in others its development has been retarded—it means years really before the industry is back on a basis which can be called normal. In the meantime readjustment will come as a gradual process, and prices now holding firmly will be some time in reaching levels appreciably lower.

Fictitious values have been in evidence on some grades of cloth, and these will undoubtedly disappear quite rapidly. But these values are represented by holdings in speculators' hands—they will come out of hiding now, be absorbed legitimately, and then the market will show an even greater scarcity of supplies. Business on cloth and clothing has been good for Spring, and prices are ruling firm. The feeling is general that in another few months some improvement may be shown in the matter of supplies, but not sufficiently early to exercise any influence on Spring business.

COTTON FUTURE BRIGHT

World Shortage a Factor to Help Even-Up Demand—Extreme Scarcity a Factor to Steady Markets and Declines Expected to be Gradual

COTTON. — For two or three days, following the signing of the armistice, declines approximating \$17.00 to \$18.00 per bale on cotton were recorded. But the market has come back and levels are again back to point ruling before, with some feeling that higher levels may be reached. This stimulation to the market is from two causes. Intimations have reached the trade that additional freight space for shipment of cotton to Great Britain for the month of December, normally placed at about 150,000 bales, will be increased to 250,000 bales for the coming month, and that shipments can now be made against this month. The better shipment of the staple is an indication of the urgency of the need on the other side and will shortly be reflected in the enlarged export figures.

The Census Bureau report on cotton ginned, to be released in a couple of days will, it is estimated, show a crop of approximately 8,800,000 bales, the smallest for the last six seasons since 1912. This is another factor which will have at least a steadying influence on the market as heavy demands from European countries may be expected to absorb enormous quantities once space to transport is provided.

This will undoubtedly have a bearing on the situation in Canada, and for the textile mills the early indications of future conditions following on the approach of actual terms are all in favor of a continuance of the prosperous results of the past three years. That is, there is no evidence that the demand from the mills will slacken to any extent, not that the business is certain to keep up in Canada, either of the wholesale or retail departments, but there has been a scarcity of merchandise and stocks are in the main low, so that even with reduced orders on an average the total would suffice to keep the mills running with the surplus they have on hand to fill at present. Nearly all are far behind in deliveries at the present time and would welcome a slight falling off in the demand for some months. But there is another factor; this is re-

vealed in a statement given out by the general manager of a large Canadian company a few days ago on his return from New York City. Besides stating that he felt quite confident of the prospects of cotton mills in Canada for the immediate future this executive indicated that there would be no competition from France owing to industrial conditions there, while English mills would have all they could do to look after domestic needs and European. The United States for a similar reason would not give much attention to the Canadian field, and the outside competition would be little stronger, if any, than for the past year or more. This would guarantee ample business to the Canadian mills. Prices of fabrics were very firm, and the extreme scarcity indicated that these would continue, with any declines very gradual.

The opinion expressed just prior to the signing of the armistice, by the managing director of another of Canada's leading mills on the after-war situation, shows what careful study has been given to this question. It is a fact that this after-war question has been studied so thoroughly and plans to meet period of readjustment laid so carefully that little difficulty in meeting the problems as they arise is expected. Briefly this executive points out that the world shortage should help to even up the demand after the war. In his own words:

"My own opinion is that as soon as it is definitely known that peace is to be concluded, that there will be for a time a let up to the intense demand that there has been for cotton goods for the past three years. Naturally both wholesale and retail men will be anxious to keep their stocks as low as possible in view of the probability of lower prices prevailing. One would suppose, therefore, that these dealers will reduce their purchases to the lowest possible point until the future situation is clearer.

If the German people are brought to their knees, and if they accept a peace such as we are willing to give them, it seems to me that the time of readjustment in our country will not be long, and that the situation will soon return to normal.

There is no doubt but that the whole world is exceedingly short of cotton goods, and a great many empty shelves and counters will require to be replenished. It would, therefore, appear as if any hesitancy that there may be on the part of buyers cannot be of long duration. The fact that the outcome of the war is likely to be very favorable to us will produce an optimistic feeling, and the consuming public will doubtless continue purchasing goods to the extent of their ability. We are, therefore, expecting that in so far as our mills are concerned, we will be able to sell our full product. We are having quite a call for cotton goods outside of our own country, and it seems certain that if we have any surplus supply of cotton goods that we will be able to place same to advantage in countries like Australia and New Zea-

land, where the people live pretty much as we do in Canada."

It would seem that speculation in cotton goods in the Canadian trade has been pretty carefully watched for some months past and the result is that all along the line — manufacturer, wholesaler, retailer—stocks of cotton goods are well below normal. The feeling prevails that a heavy demand will be experienced for many months with, it is intimated, a continued shortage.

Government business is comparatively small just now, meaning little material difference, and probability of substantial export business makes outlook bright. It is stated that representative buyers from Australia, South America and the Far East are now in the Canadian market for supplies.

WOOL IN DEMAND

Manufacturers Showing an Interest in Securing Wool for Civilian Requirements—Must be Months Before Actual Improvement in Stocks Can be Expected—Demands To Be Heavy

WOOL. — Reports from the United States indicate that the manufacturers there are showing a fairly keen desire for wool for civilian purposes at the present moment and at current prices. That does not look as though an immediate break were expected, rather does it show that staple lines, though in many instances high in price, are not really fictitious values. There has been a speculative element in wool cloth for instance and many pieces have sold at what are unquestionably fictitious values, but any such pieces going into the manufacturers' hands have been used up and the manufactured product sold so that these goods are not on the manufacturers' floors—they have reached the consumer and consequently are beyond the point where they exert a determining or disturbing influence on the market.

The signing of the armistice has not brought about any immediate improvement in stocks of wool goods generally, and it must be many months before actual results towards getting back to a normal basis of supply are shown. It is indicated that knitting factories working on United States Government orders have been advised to complete their contracts. This will take until March.

Arrivals of raw wool in Great Britain for some months past have been very light and whereas improvement was looked for during November and December, it does not appear as though civilian requirements had played any appreciable part in the program. That they will bulk larger from now on seems quite probable, but it must be remembered that government orders may still control the mills until the army returns to civilian pursuits. Immediate relief in wool supplies seem hardly likely.

Food and clothing are the principal items of interest to devastated Europe just now, and when their stomachs have

been introduced to a few good meals again, there will be some interest manifested in clothing of all kinds, underwear, hosiery, suits and overcoats—they will all be needed and needed badly so that shipments to Canada of yarn and piece goods may well be restricted for some months to come.

The government of the United States is already releasing some wool to the United States spinners for civilian use, but amount so far allotted will hardly make any impression on business booked ahead. Large supplies will be forthcoming, but with the scarcity prevailing in practically every line there is little chance that manufactured goods will be plentiful and stocks reach a normal pre-war basis for twelve to eighteen months.

Government purchases of overcoats for Siberia reached a substantial total, and at a time when overcoatings are extremely hard to get. This will probably mean that supplies for season of 1919-1920 will be none too liberal, as mills are booked well ahead, and it will take some months to attain a point where normal requirements of the trade can be met.

CLOTHING

Manufacturers Looking Forward to Era of Big Business—Outlook One of Promise—Heavy Demands from Returning Soldiers Must Be Met—Needs of European Countries to Occupy Attention of Mills

CLOTHING. — Manufacturers as a whole are looking forward to big business and making plans to take care of heavy demands which the return of the soldier will mean. Everywhere optimism is the keynote prevailing, and most certainly no other feeling should rule with the return of peace.

There seems to be opening a big field for the men's wear business. Retailers will soon commence to feel the results of an easing of the tension under which all have been laboring, and cash in on a desire strongly entrenched in the minds of many that they can now buy that new suit or overcoat without any qualms of conscience.

Manufacturers' stocks are still small but there is some hope that as the demand for goods increases, supplies may also be somewhat easier to get. This will not develop to a point where the market will be flooded with cloths, There are too many calls to be answered but a gradual improvement in shipment and the range of goods showing is a probability.

Everyone is interested in how prices may go. It is a question, of course, but indications point to a steadily maintained basis of quotations, with any declines made being gradual, rather than in the form of a slump. There are some fictitious values prevailing to-day — one cannot get away from these—but the percentage is not great nor the volume of goods large.

Fictitious values are represented by goods held in the hands of speculators—desirable pieces of goods which it has been impossible to get delivery of from the mills, but manufacturers have only bought these when they had orders to be filled, the goods were sold and they bought no more than enough to take care of business on hand. These goods will probably come out of hiding now, be absorbed—at their proper valuation—and the market then reach a point where materials are even scarcer.

Spring placing business has been very good, which indicates retailers are buying requirements quite readily, and the outlook for a good volume of business is very bright.

SHIRTS

Spring Business Booked Represents Heavy Volume—Outlook Encouraging—Prices Maintained on Firm and Steady Basis—No Immediate Change Expected

SHIRTS.—Manufacturers and jobbers report that booking business has reached proportions that are decidedly satisfactory. Stocks in the hands of retailers generally have reached a point where they can be termed decidedly clean—that is there are no unsaleable lines and no accumulation of stocks. This is a mighty healthy state for the retailer to be in and he should be in a position to take care of increased business which is just over the horizon.

The outlook seems to be for a material improvement in volume of business handled and the trade are preparing to handle same. How prices may range is still uncertain, but it does not seem likely that any appreciable lowering of present schedule is possible for some months to come. Manufacturers are working on high priced materials and have contracted for their supplies at high figures, in addition to which labor costs will undoubtedly continue at present levels for a long period yet. Big business and a fairly well maintained basis of prices seems the best word in shirts for spring.

COLLARS

Higher Prices on Cleanable Collars Talked of—Materials Very Scarce and High—Other Lines Moving Well

COLLARS.—That high prices are justified and seem quite probable on cleanable collars is view of one manufacturer. In reviewing the situation this manufacturer says in part: "There is a strong likelihood of a considerable advance in cleanable collars, as at the present time we are unable to place orders, except at an immense increase in cost. In fact the raw material would cost us practically the price that we sell our collars at per dozen.

We understand that they are con-

sidering putting an advance in the States about January 1. However, no definite information has been received; we are simply advised that the matter has been taken up, and if it goes into effect in the States, it will certainly go into effect in Canada; in fact, if the cleanable collar manufacturers are to remain in business they will have to advance their price." The situation, it can be seen, is one of decided strength. Everything entering into the manufacture of these is very high in price and a year is about the time necessary to accumulate the various ingredients with which to turn out material from which these are manufactured—then there is the actual manufacturing process beyond that, so it seems quite safe to assume that cleanable collars will not decline and that higher levels may result.

Other lines are moving well, soft collars being particularly active. Spring booking business has been good, and a very nice sorting business is reported. Prices have held without change during the month, and market seems quite firm.

HATS AND CAPS

No Lowering of Values Yet Noticeable—Imported Hats Hard to Get, But Some Improvement May Later Develop—Trade Shows Healthy Condition

HATS AND CAPS.—The market rules on an unchanged basis and there is no indication that any immediate recession from present values is expected. The situation in hats is that fur is not going to be available in larger quantities for probably a good twelve months, if then. In the meantime, the demand may well show a decided increase. Stocks in jobbers' hands are comparatively small, and retailers have been buying with care, with the result that there is no accumulation of supplies at any point.

No immediate improvement in supplies of the imported lines is looked for. Transportation must continue to have a bearing on overseas shipments for some months to come, and manufacturers must in many cases operate with a large percentage of new help, with a consequent loss of production. Improvement in supplies will develop, but it will be a slow process, a gradual process, and it will find the trade in a healthy condition ready to move the goods as quickly as they come.

Caps are generally steady and the hope is expressed that it will not be too long a period before a wider showing of goods will be possible. Manufacturers have been facing a period of continually decreasing supplies, and some relief is now expected, though not in the immediate future. Spring placing business has been very fair and it is estimated that it must be some months before supplies are released in sufficient volume to give the trade a

better range of goods. Lower prices are not considered an immediate prospect—present stocks must be worked off and adjustments seem likely to be gradual rather than otherwise.

NECKWEAR

Silk Supplies Cannot Show Immediate Improvement—Dullness in Immediate Business Result of Epidemic of Sickness—Prospects for Fine Christmas Business

NECKWEAR.—Supplies of silk from European countries cannot get back on the basis prevailing prior to the war for years, according to best informed sources in the trade. The industry has suffered to an extent which can hardly be estimated through the continued devastation of the country, and it will be years before production can attain to anything like normal levels. Whether there may be some supplies held up in neutral countries which will be released is a question, but it is not felt that there is a sufficient quantity to exercise a disturbing influence on the trade. It looks very much as though the trade must work along, content with gradual improvements in range of goods shown and a readjustment that is genuine, but without sensational developments, is the prospect for the neckwear trade.

Immediate business during the past three or four weeks has been materially interfered with through epidemic of sickness which has swept over the country, and is only now becoming cleared up in the West. The outlook for Christmas business, however, is excellent—Christmas as usual seems to be more like the tone now prevailing, and retailers are looking forward to a heavy rush of business during the next few weeks.

A change in the price of ONLI-WA tie holders to \$4.00 per dozen will be made, taking effect December 1, 1918. This, it is said, is the first advance since the beginning of the war, on tie holders.

SUSPENDERS

Prices Go Higher For Some Lines—Webbing Up as Much as 22 per Cent.—Supplies Very Scarce

SUSPENDERS.—Even higher prices have been reached on some lines of webbing, one manufacturer reporting an increase in the cost to him of 22 per cent. Even at this advance in price it is next to impossible to get supplies, and there is no indication of improved conditions for some time to come. The change to better supplies will come in time but this must of necessity be a slow process—readjustment of values too will be gradual.

BRIGHTENING UP THE CHRISTMAS SHOW CARD

Get Away From the Old "Chestnuts"—Make Your Show Cards Something Different
—The Falling Snow Effect—Christmas Designs Which Any Card
Writer Can Work Up

By ROBERT T. D. EDWARDS

THE Christmas season is fast approaching and it is high-time we were all getting our ideas together to brighten up the Christmas show cards.

The first idea that strikes us is, what can we do that is different to other years? You probably think that you have utilized all your ideas, but don't forget that ideas are unlimited and that most of the so-called new ones are simply old ones reshaped. Anyway they are different, therefore they are new, so get out your Christmas designs, etc., and see what you can do.

There is a practice with some merchants to carefully preserve cards that have been used year after year until they become "chestnuts." This is a mistake, we think. New, fresh cards should be used every year. It gives the public a better opinion of your store. They appreciate a bright new show-card and it leaves the impression that your firm is up-to-date and not afraid to spend a little money on new cards.

Well, to get down to brass tacks, you would like to get something that is a little different. Of course you know that we cannot get away from old Santa Claus, holly, poinsettia or winter scenes. In making a Christmas card one of those four must appear in some form or other or it won't have that Christmas feeling. We have prepared a set of cards that are illustrated here and that demonstrated

various ways of working up something that may be a little different to what you have previously used. Or perhaps you can glean some idea from them that will aid you in making something better.

We will first talk of the set of small cards that are here illustrated.

Card No 1 is of an upright style that can be worked up on any size of cardboard you wish. Good proportionate sizes are 10 x 18, 12 x 21 or 8½ x 16. These sizes are suitable for any of the cards illustrated here. Card No. 1 is of a cream color and a linen finished surface.

The illustration of poinsettia was sketched from a fancy Christmas box but made somewhat larger. Your best method, if you want to adopt something of this nature, is to make an exact line drawing of what you want. The correct size and line details should all be accurate. You then have a pattern from which you can transfer as many impressions as you wish by means of carbon paper. These impressions when placed in the proper place should be carefully inked with black waterproof ink. Allow enough time for the ink to dry thoroughly before the coloring operation is commenced.

It might be opportune to say here something with regard to the coloring of illustrations in general.

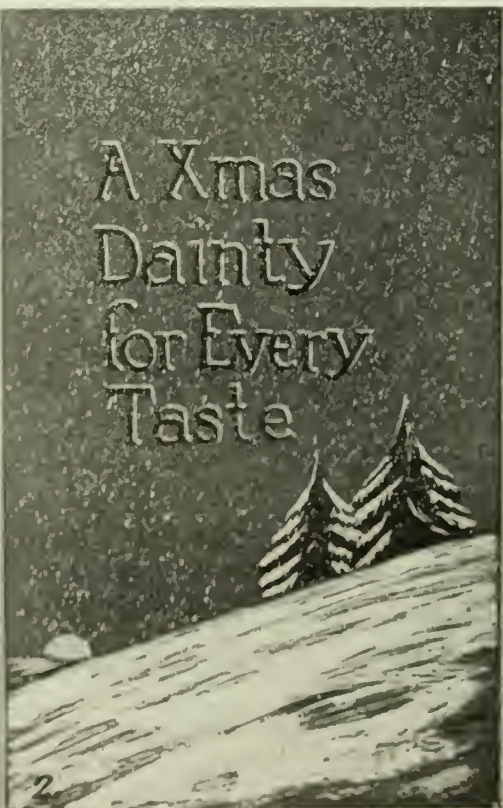
It is the opinion of a good many that to make an illustration right you have

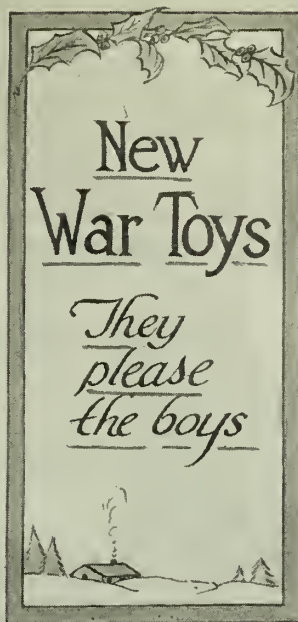
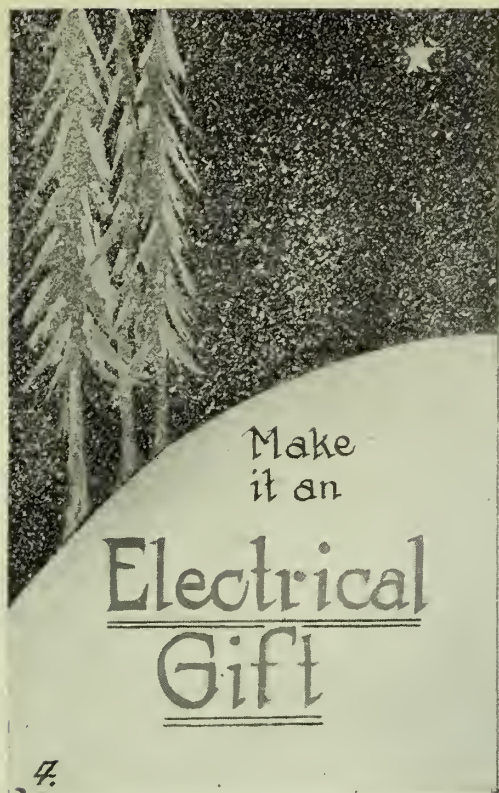
to make it look natural and to make it look natural you must use the natural color of the article. That is where the mistake comes in. Take, for instance, a sprig of holly. The leaves of this bush when preserved are a very dark green and if you reproduced the same shade on the cards the illustration would have a dead appearance. But use a much lighter shade of green, a color with lots of life to it, and you will have a card that will demand attention. To prove this contention pick up any good journal and turn over to the colored advertising and you will find that the colors used are far from the natural. In fact, if you saw landscapes, trees, sky, etc., appear in some of the colors used you would swear you had a nightmare.

But that is all done for effect and the effect attained is that they appear natural on paper.

So in coloring this little sprig of poinsettia use a light green for the stem and leaves and for the blossom a light bright scarlet should be used. The combination of the black outlining and veining, and these light bright colorings makes the whole flower stand out.

Card No. 2 The use of dark cardboard for Christmas cards is not generally liked on account of its sombre appearance, but card No. 2 demonstrates that this is not a fact. This card is of dark





grey which gives you a good opportunity to work with bright opaque colors over it. For instance, the lettering in the sky is black and to make it stand out strong a high light on the upper and right-hand side of the letter is used. This high light should be of a light, bright color. A light scarlet red, or a light yellow-green. These are to be put on with a small brush. The moon coming up should be a bright orange. The snow of course is white with the dark cardboard showing through to make the shadows. This gives a rough appearance to the ground. It does not take much artistic ability to arrange a card of this nature. It does not necessarily have to be drawn the same as this card is. Various arrangements can be made.

The trees can be drawn in with black or very dark green. Both these colors give a good opportunity to work the snow effect over. This of course is put on with the white and must be made to appear as if the gentle snow storm which is now falling had placed the snow there.

The Falling Snow Effect

You may know how the effect of the falling snow was obtained, a good many of you will, but some may not, so we will explain it. It is a very simple operation and can easily be done in less than a minute, providing the tools and materials are at hand to do it.

After everything else is done about the card, obtain an old tooth brush and on the ends of its bristles place a small quantity of opaque white. Stand the card on end and with the aid of a small stick, brush handle or pencil, which you draw quickly over the ends of the brush bristles, you can spatter the white color on the card. Hold the brush about three inches from the surface of the card and spread the small particles on evenly.

You will be agreeably surprised what effects you can obtain through the spatter work. Not only can you use white but any color you wish on any colored surface. Wonderfully effective backgrounds can be made on the card. Border designs of various pattern can be made by cutting out stencil patterns and placing them on the card. Spatter the color over the open space and lift the pattern off. You will find by this method wonderful effects can be obtained.

Card No. 2 can be made in any shape desired, either portrait or landscape styles.

Card No. 3 shows a sprig of the old fashioned holly, one of the best decorations for a Christmas card.

The idea for the design of this card was obtained from a Christmas post card. The post card was laid on the card with black carbon paper under it. A tracing was made. Then with the aid of a pen and black waterproof ink the outlining, veining, shading, etc., was made. After the black ink was dry a light, bright, transparent green wash was put on the leaves. Then a somewhat darker one is used to shade the leaves. This was also used on the stems. The berries were colored a bright scarlet with shading effect over them. A little snow effect was afterwards thrown on with the tooth brush.

This design is only one in hundreds that can be gleaned from post cards. Many good ideas can be obtained in this way both in designing and in color schemes. Re-arrangements can be made to suit different cards.

Card No. 4 shows the dark night sky worked up on a white card. This is done by first sketching the whole card out in pencil, then drawing a solid black sky with waterproof ink, cutting-in

around the white space where the trees are to be. Next draw the trees in light grey or a light green and after this is dry put on the snow with white to represent the snow-laden boughs. The spatter work is the last to be done.

The drawing on this card is purely imaginary, but has a wild Christmas effect which cannot fail to attract the customer's eye.

Card No. 5 is a simple little design with a free-hand drawing of holly at the top and a little snow scene at the bottom. Use a border of dark green to make the holly stand out. The colorings on the trees at the bottom should be green and the house a holly berry red.

Card No. 6. Here is a simple little design which is quite effective on a show card.

A pencil drawing is first made, then the black pen and ink is used to cut the trees in and make the border, etc. The sky is painted solid black with the waterproof ink. The lettering on the sky is of a light scarlet so as to stand out against the black sky. The snow effect is put on with white when letters are dry. The lettering at bottom is black. The cardboard is of a nice shade of green and the trees are left the natural color of the cardboard. The ground has a light coating of white.

The proper red for working over a black background to be effective must be almost an orange. If the color you have on hand is not light enough get some light yellow distemper or dry color and mix thoroughly with water and mucilage. To a small quantity of this add some of your show card red and mix thoroughly. Test out on a piece of black cardboard until the desired effect is reached.

The three large cards show simple
Continued on page 50



NECKWEAR



HUGE NECKWEAR BUSINESS AT HAND

Many Factors Are Further Stimulating Buying of Cravats Now, and as Time Goes on the Business Will Be Greater—Problem of Merchant Will Be to Get Ties

NECKWEAR is going to be a very big line with the men's wear merchants during 1919.

A number of circumstances combine to make this certain. In the first place the signing of the armistice, with the seeming certainty of peace which this brings, has brought about a big change in the frame of mind of many young men who had not yet taken up arms but who were facing the possibility—even the probability—of being called in an early class. These young men, since it first seemed likely that they would be called to the colors, have eased up in their buying. It might be thought that they would go ahead and purchase neckwear no matter how soon they thought they would be in uniform, but the experience of merchants has been that this was not the case—that this class of store customer just naturally retrenched on his buying, feeling that he would soon be out of civilian clothes, and that he gave over the purchase of neckwear as well as the more expensive and more long-lived garments.

Want Neckwear Now

Now these young men see that there is practically no chance of their being called to arms, and they are naturally taking immediate steps to brighten up the wardrobes which have, during the past few months, run down considerably.

Probably there are 25,000 or 30,000 men so placed in Canada. Their increased purchases will mean a great deal in neckwear sales. Moreover there are some 30,000 men under arms in Canada at the present time, who, it is expected, will very shortly be returned to civilian life. These men too will require much to bring their civilian wardrobes up-to-date, and among the articles of apparel they are certain to need will be some cravats.

Spirits of People Mean Sales

No use talking, moreover, the end of this long struggle has changed the attitude of a great many people towards purchasing. There has been a certain feeling of guilt almost in buying anything which looks like a luxury. Now this is past. People feel happy, feel

bright, and when they so feel, the natural tendency is to dress to bring out that feeling.

Yes, 1919 looks like a very big neckwear year for the retailer. His one difficulty seems connected with the question of supplies. Neckwear silk is very,



A Seasonable Cravat from Tooke Bros. range

very scarce, and seems likely to become scarcer. The argument which manufacturers have frankly been making—that neckwear is going up in price and down in quality—seems still to be true and seems likely to be even truer for a few months. Then probably a change will come as far as quality goes, but it is doubtful if lower prices can be looked for for some time.

Ordering Neckwear Early

It has been said in these columns in the past that neckwear is better in quality, and offered at a more favorable price just now than it will be in the early months of 1919.

This statement has been weighed by

many merchants and evidently has met with their approval, for there are a goodly number who are placing orders immediately for goods which they expect to sell in 1919. They are placing these orders without any strings—they will take delivery immediately or at a later date according as the manufacturer of the goods desires.

This attitude is necessary. The reason manufacturers are able to make up goods at a more favorable price now than they expect to be able to quote two or three months hence, is simply because they have some silks on hand which they have bought on a more favorable market than is now available. In other words, they have silks coming to hand which they ordered some three or four months ago. Now it is only neckwear made of these silks and with labor at the present scale which they are able to turn out at the prices now being quoted. The manufacturers can sell the neckwear at once and will not carry the made-up article in stock at his own risk. If merchants want delivery in the new year they are being called upon to pay for the neckwear and pay insurance charges upon the goods.

However, there seems no difficulty between the retailer and the manufacturer on this point. The great thing with the merchants who are placing orders ahead is to make sure of the goods. They are only too glad to take in and to pay for them at once.

Flu's Effect on Production

It seems exceedingly wise on the part of the retailer to take this attitude. Back in September manufacturers were having a good deal of difficulty making delivery because of the mechanical troubles they were confronted with, as well as the troubles related to scarcity of silk. During October these difficulties increased tremendously. In the first place it became much more difficult to get silks, partly because the "flu" epidemic was affecting the mills in the United States. Then the "flu" hit the Canadian manufacturers themselves. Many girls were taken down with the disease. More had to stay home to

nurse those in their home. It is estimated that the labor during October was so badly upset as a result of the "flu" that for the month production was reduced 25%.

On the head of that there came the demonstration following the false news of the signing of the armistice. Then there came a full day off when the armistice was actually signed, and in many cases a half day off to recuperate on the following Tuesday. Nobody begrudges the time spent in that celebration, yet it is a fact that it put manufacturers further behind with their production, resulting in delays in delivery of neckwear to the retailers, which is in some cases embarrassing—making Christmas stocks of neckwear lower than merchants would like in some cases, and in other cases making it a little harder for the merchant to build up the reserve supply of neckwear which he has wanted.

Is Power Trouble Nearing End?

It must be remembered that the manufacturers also have been facing dif-



One of the new models shown by Wm. Milne

ficulty in securing power for their machines. There is the hope that this situation will be considerably relieved from now on, as a result of munition work steadily slowing down. Manufacturers also have been faced with difficulty in getting sewing machines. Many would like to add to their plant but simply have been unable to get the machines—have been unable to get the expert inspection of their existing machines which keeps these on the highest productive level.

All these things have affected production adversely and are doing their part towards making neckwear hard for the retailer to secure. The turn has come however. Little by little these

difficulties will become lighter. It looks at the present as though deliveries might be poorer during the first few months of 1919 than they have been during the last few months of 1918, but following that there should be a general betterment.

As far as neckwear styles go, almost everything is being shown for spring, Bright materials are distinctly going to be the thing, and yet there is a tre-

mendous demand for polkas. Anything in polkas finds a ready market. Ombres and prints also seem certain to be strong.

The retailer apparently feels that he is going to have a huge call for neckwear and is going to stock all different styles—the quiet and the bright. He is preparing to meet the needs of his various customers and has thus early indicated a desire for a wide range.

NECKWEAR FAMINE AVERTED

U. S. Restriction on Silk Production Was to Have Gone Into Effect December 1—Coming of Armistice Removes the Necessity of This Restriction

THE declaration of an armistice came only in time to save the men's wear trade from what would have been practically famine conditions as regards neckwear. Just recently the United States took action, through the department dealing with such matters, to arrange for the reduction of work on neckwear silks by 50%. The measure was to go into effect December 1st. It has not as yet been definitely announced that this measure has been rescinded, but the word has got out to the mills that they will be allowed to continue on neckwear silks, and they have not as yet been instructed to go on war work more largely than at present, so there seems every reason to believe that this 50% restriction—which would have made neckwear silks almost unobtainable—will not go into effect.

As a result of war conditions, which have reduced the quantity of labor available, and which have necessitated many of the looms being put on other work, the production of silk in the United States was reduced perhaps 40% without this contemplated action of the United States Government. On the other hand the consumption of the United States neckwear silks had gone up tremendously. To begin with United States neckwear manufacturers, who in the past had bought a good deal of their silks from England, France, Switzerland and Italy, were pretty well cut off from that market. They, therefore, called more heavily upon the United States silk mills. The South American countries also bought silk quite largely in Europe and they became entirely dependent upon the United States. So it was with Canada. The United States silk was a comparatively small thing here before 1914. Then it commenced to grow, and now perhaps 90% of the neckwear silk used in Canada comes from this continent.

In view of this, therefore, a further reduction in the output of the United States neckwear-silk-making plants would assuredly have brought about famine conditions. Fortunate indeed is it that things have so changed that it would seem the supply which the United States mills will be able to turn out will steadily grow larger than less.

A question arises at this time as to

MOURNING TIES WANTED

It is a sad fact that mourning is very much worn in Canada at the present time, and in consequence black neckwear is in greater demand here than perhaps it has ever been.

For four years war's harrowing harvest has required merchants to carry more black neckwear than in the past, but now, with the terrible inroads of the recent epidemic, signs are not lacking that the call for black cravats will be even greater.

There is none too much suitable material for such cravats in hand, but some splendid ranges are being shown and are being extensively bought by the merchants.

whether Canadian manufacturers of neckwear will continue to buy silks in the United States or whether they will go back to Switzerland and Italy to get their goods. The facts seem to indicate that from now on more will be bought in the United States than from all the other countries combined. To begin with the United States silk men have greatly improved the quality of work they are able to do, and with the coming of peace conditions, when they will be able to get better machines, better materials, and take things a little more deliberately, the quality of the work will improve still further.

Then the United States is an exceedingly convenient market for the Canadian trade, and for this reason will be inclined to hold the business of Canadian manufacturers.

The work of the Swiss and Italian mills has been always accordingly to order. It would be some time before Canadian manufacturers could get orders for what they want over there, and get the finished silks back. Probably some such orders will be placed very shortly, but it does seem certain that the great quantity of neckwear silks which will be used in Canadian made ties, will, for some years at least, come from the country to the south.

Will There Be Later Decline?

But what of some few months hence? Will there be a big decline then?

There are those who contend that a supply of silk is now ready in Switzerland which the Swiss people will be very glad to ship over here in order to turn into money. This, they argue, will tend to reduce prices.

If such were a fact there would perhaps be a tendency to lower prices just as soon as this silk could be bought on the local market. It may be stated, however, that there does not seem any justification for the belief that such a supply does exist in Europe. To see how improbable this is all that is necessary is to look backward and see what steps would have been necessary in order to build up such a supply of silk. In the first place the Swiss and Italian mills would have had to keep producing during war times. In Italy many of the workers were unquestionably called to the colors. In Switzerland this was also the case for a large army—the size of the population considered—was continually mobilized to safeguard the neutrality of this republic.

So workers in these countries would unquestionably have been scarce. Moreover the production of raw silks fell off during the war period for the simple reason that the worms could not be properly tended. What raw silk there existed was eagerly bid for, and there seems no reason to doubt that the majority of it came into hands where it was converted into silks for immediate use in the making of finished products.

Huge Financial Burden

Raw silk has, by reason of its scarcity, been exceedingly high in price and any Swiss or Italian silk mills which wanted to make up silks in order to sell at a future date would have had to buy that raw silk at these high figures and carry it for a matter of not months, but years. It would have meant a financial burden which would almost certainly have proved too great.

Moreover, the whole system of the Swiss and Italian mills has been to make up according to patterns suggested to them by the neckwear manufacturers. They would not have dared go ahead and make up huge quantities of patterns which, at the later date when they came

to offer these to the trade, might have proved entirely undesirable.

No, there seems no big supply of neckwear silk which can come from Europe, there seems no likelihood of getting neckwear silks from Europe in any considerable quantities for some time, so that the silk scarcity will apparently continue. Even with production steadily increasing the scarcity will continue, for the demand, with so many men returning to civilian life, will be very great.

Insurance Will Have Effect

Of course there are some other factors which enter into the matter of prices; there is the matter of wages, but so far there is no tendency to have these fixed at a lower scale. There is also the matter of insurance and freight. Both these charges will be very much less as time goes on, but it will be months before this can have an effect on the neckwear offered to the Canadian trade.

It looks like higher prices for neckwear during the early months of 1919, with a great demand for the goods, and from then on a very slow decline.

PRICES FIRST WILL RISE, THEN SLOWLY DECLINE

For Early Months of 1919 at Least Slightly Higher Quotations for Neckwear Seem Likely Decline Will Be Slow in Coming and Gradual When It Comes

WHAT about neckwear prices as a result of the changed conditions in Europe?

The question is naturally occurring to wide-awake merchants who must now watch prices more sharply, and look for price tendencies with greater care even than during the past four years.

Putting the whole matter in a nutshell it looks as though neckwear prices will not, can not, drop for some time. Eventually they will trend downward, but there is nothing to indicate an immediate decline. On the other hand there is much to suggest that neckwear during the early months of 1919 will have to be sold at higher prices than at any time during 1918. The neckwear then sold will be made from silks bought on the present silk market—in other words will be made of silks for which the manufacturers have had to pay more than they have yet paid for the materials. There is no help for it, therefore, the retailer will have to pay more for the ties. And it may be here remarked that the manufacturer is glad enough to get the silks at the higher prices at which he has contracted for it, and doubtless the retailer will be glad enough to get the neckwear at the higher prices which he will be called upon to give.

LET YOUR WINDOW LIGHTS SHINE

After all the things we have had to do without, we are not to be called upon to do without lighting in the store windows for the Christmas trade. The regulation forbidding the use of these lights has been lifted,



From the Xmas range of Tooke Bros.

and Ontario merchants may now use their power as they see fit, although they are requested not to use any more than they have been using during the period when the window lights were forbidden.

For a number of weeks now strong representations have been made to the Power Commission, through the Retail Merchants' Association and other sources, that this regulation forbidding

the use of window lights should be at least modified. It was pointed out that the need of rushing shell production is much smaller now, and that the interests of the retail merchants were just as important to the country as a whole as the interests of those who would benefit by the power the retailers saved in their windows.

After considering the presentation for some time word has come that the lighting restrictions should cease on Monday, November 25th, but that after this date retailers might well bear in mind that the demand for power is still exceedingly heavy—in excess of the supply—and that every possible saving must be made. The suggestion is that merchants should not use more in their stores than they have been using—that savings may be made in other parts of the establishment which will more than compensate for that used in the windows.

There seems no reason to expect that this lighting restriction will again be imposed. Some of the heavy contracts which have been tying up the power commission are nearing completion and following their completion the regular needs will likely be looked after before such big orders are placed.

BRIGHTEN UP XMAS SHOW CARDS

Continued from page 47

Christmas designs which any cardwriter can work up. Where large surfaces are covered with color, use nothing more than a tint of pale green, such as the border on the "war-time" gift card or the corner pieces on the "Kitchen Gift" card.

WAR HITS SILK INDUSTRY—WORMS

KILLED—MULBERRY TREES HARMED

THE seriousness of war's by-products are now generally realized and the men's wear trade will not be surprised to learn of still further hardships growing out of this titanic struggle. It will be bad news however that the military operations carried on in Northern Italy and Armenia has so set back the silk industry that any return to a normal output of silk from those districts will be long delayed.

Some of the best neckwear silk in the world has come from Italy, and a tremendous quantity of raw silk has been there grown, though much of this has been shipped as raw to other countries for conversion. The Trentino was the great silk producing district and it is this district of course which has been tremendously disturbed and in many parts over-run, during the recent conflict.

Some Serious Results

Two, no three, serious results for the silk industry have followed the war. In the first place the worms necessary for making the silk have been destroyed. Then the mulberry trees have been completely ruined in some sections as a result of the tremendous artillery fires, and of course the mulberry leaves were the great food fed to the silk worms. The amount of food a silk worm can consume is simply amazing and the ruination of these trees is a tremendously serious blow to the silk industry:

It may be thought that the silk worm is practically the only worker in producing silk, but this is not the case. A tremendous amount of labor is required to look after the silk worm and labor during the war has been so scarce that where the industry would not otherwise have been disturbed by the war it has fallen into a state almost of chaos, so that the production of Italian silks has dwindled. As men come back from the front, and as the people who naturally fled from the Trentino during the hostilities come back to their native land, the supply of labor available for looking after the silk worms will be more nearly adequate; but it will take some time for sufficient help to return.

Labor Big Factor

Labor is needed in the production of raw silk, first and foremost to look after the feeding of the silk worms and then

to see that the worm is killed at exactly the right time. This is skilled work, for the individual has to know almost to the minute when the death of the insect should be brought about.

The cocoon, if the insect is killed at the proper time, can be unravelled in one long silk thread, sometimes very considerably over a mile in length. However, if the death of the insect is not brought about at this time, it will commence to break through the cocoon and thereby will break the silk thread into shorter pieces. These can be used, but only in very inferior material. It forms the shoddy of the silk industry.

These upset conditions of the Italian silk industry are matched in Armenia, so that from there silk can hardly be brought out in large quantities. This is a serious loss, but not so serious as the upsetting of the industry in Italy, for the Italian silk has been always of wonderful quality, and of course the Italian silk mills will not be able to turn out so much with the operation of the silk worm industry upset as it is. The worms themselves seem to flourish in Northern Italy and to produce a very fine class of silk.

Japan Has Market

At the present time the raw silk producing or marketing country is Japan. The demand therefore upon the Japanese for silk is very great, which naturally tends to keep prices up. There is a possibility that they might go still higher but the Japanese are skilful merchants and want to keep silk at just the right level so that people will not be forced to other products by reason of it going too high.

With conditions such as these it is not hard to understand that neckwear prices, when they commence to go down, will go down very gradually. It is not hard either to realize that the commencement of a decline in prices will be deferred for some considerable time. Until the production of raw silk becomes equal to the demand there can hardly be any drop, and with the greatly reduced production of silk worms, and with the tremendous demand for neckwear silk, and doubtless for other silks, which is sure to follow the war, the supply required will be very great.

Advances First

That prices will advance before they commence to decline is unquestionably true. Why this should be is explained by quoting one particular case. A certain manufacturer had on hand a supply of Barathea which he was selling, made up in good shape, at \$8.00 the dozen. These were being made up of big stocks

purchased before or during the early days of the war. The manufacturer was not charging for these ties on a basis of the replacement value of the silks, but merely on the basis of the actual purchase value of the silks plus 6 per cent. per annum for the cost of carrying this.

So the trade is being shown this particular tie at the present time at \$8.00, and yet since the stock of silk from which it has been made is now almost exhausted, the manufacturer has gone on to the market to buy and finds that to replace this silk he would have to pay a price which would make necessary the selling of the finished tie made from this silk at \$16.50 per dozen.

This is rather an extreme case but it shows just why advances will be coming.

Manufacturers who have just returned from New York state that the market there is very strong. The prices they are being asked for silks are higher than they have ever faced before, nor does there seem any immediate probability of a decline. It looks like this to many as regards the trend of prices. These will tend to come down when supply of silk is reduced in price to the manufacturer of the neckwear silks, and when he has had time to make up his silk from this cheaper raw product. Now it will take at least six months to get the raw silk production to any material extent above the present level. After that it would be a matter of four months before the converter could make up cloth from this cheaper silk. It will therefore be practically a year before anything in the nature of reductions may be looked for. It is very possible, however, that after the advances which will be struck for the spring lines to be shown just after the first of the year, prices will remain comparatively steady.

Decline Will be Gradual

When prices commence to go down the indications are that these will decline gradually. Nor is there any belief that they will go back to the pre-war price for a long, long time anyway. The question of labor makes the probability of higher prices almost certain. Before the war in the United States many girls would work in silk plants at comparatively low wages. Now they have been working in munition plants and in other war industries making big money, and to get them back to the silk plants wages will have to be paid, not equal to the munition wages it is true, but somewhere between the old silk price and the war munition price. This is certain to mean higher silk than in the past, though not so high of course as during the war period.

LOSS OF \$25,000 IN ONE MONTH

This is What Express Companies Have Had to Stand Chiefly Through Careless Packing
—Duplication of Addresses Responsible For Many Losses—How
Claims Should Be Made Out

Written especially for this paper by T. M. FRASER

IN one month recently the claims paid by two Canadian express companies amounted to over twenty-five thousand dollars, and practically the entire loss was due to careless or improper packing or marking.

From time to time, the express companies have been urging care on the part of shippers, impressing upon them that poorly packed shipments mean dissatisfied customers; and that in the interest of efficient service, more care should be taken in this respect.

Those who use express service should bear in mind just what it is. They are seeking the most expeditious transmission and delivery, and any action on their part which may cause delay, defeats the object they are seeking to attain. The express companies complain, and apparently with considerable justice, that by far the greater part of the delay or loss in express shipments is due to causes which are preventable with a little care, and the responsibility for which usually can be placed on the shipper. Congestion and delay is caused at the depots by the practice of shippers of leaving express shipments until the last possible moment in the afternoon, making it often impossible for the companies to assort, weigh and bill the shipments and get them loaded. Leaving shipments until late in the day also results in piling a "peak load" on the collection service which is often more than it can handle.

How Losses May Be Avoided

The companies have drawn up some suggestions to express shippers, which, if borne in mind and followed, will expedite delivery and prevent loss. They are as follows:

1. Pack GLASS and fragile articles in wooden boxes or strong corrugated paper cartons, using plenty of excelsior or similar packing, and marking "GLASS."

2. Obliterate old marks on boxes or wrappings they frequently send packages astray.

3. Large or heavy packages of merchandise should not be wrapped in paper or tied with string, because the most careful handling will not then prevent delivery in torn and damaged condition.

4. Put your name and address on outside of package under the word "From." Put your name and address and name and address of consignee inside the package as well. If outside mark is lost or destroyed they may facilitate delivery.

5. Do not advertise nature of contents on outside of packages containing valuable merchandise, such as ladies' waists, silk shirts, silk stockings, etc.

6. Do not use a tag if condition of package will permit marking with ink. Tags become lost.

7. Castings and similar shipments, when not boxed or crated or when impossible to

mark with paint, should be addressed with good linen or strong manilla tags, wired on, and an additional tag (bearing same address) should be bound to the article with burlap covering.

8. Raw furs or skins, if in hand-made bales, should be securely stitched in burlap or bag, and marked on a smooth wooden strip sewed flat to the bale. The oil in the skins destroys ordinary marking.

9. Bedding, carpets and rugs, when not boxed or crated, should be sewed up in burlap or some other substantial cloth covering, and marked with stencil or brush; tags should not be used.

10. Send money and jewelry in sealed packages through money department. Never in unsealed packages.

11. If shipment is C.O.D. (Bill with Goods) mark plainly "C.O.D. \$..." Unless specific instructions to the contrary are given by the shipper, the charge for collecting and remitting the money will be collected from consignee. Prepare a C.O.D. envelope to accompany the shipment. Shipper's name and address must be plainly shown on shipment and on C.O.D. envelope. Write same information in receipt.

12. Write the value of shipment in proper space in the receipt. If the shipper does not declare and enter the value in the receipt the liability of the company is limited to \$50. The charge is the same when value is declared at \$50 or less; an extra charge is made when the value declared exceeds \$50.

13. In addressing always show correct street and number.

14. Because of similar town names, the county should be shown. Abbreviations are misleading—spell out the names of Provinces and States.

15. If charges are prepaid, mark the shipment plainly "PREPAID." If package is addressed on more than one side write the word "PREPAID" wherever the address appears.

H. P. Sharpe of the Dominion Express Company, gives some of the experiences and sorrows of the express man.

claims that while there will always be found employees, particularly in times like these, who are dishonest or wilfully destructive, there is not much loss by actual design. The older men in the express service are rarely guilty of giving trouble, but war conditions have caused frequent changes and the employment of much inexperienced help. That this is true in the establishments of shippers also, accounts for not a little of the trouble.

Actual Case of Carelessness

"Practically all the damage claims we receive," says Mr. Sharpe, "are for damage or loss due to careless packing or addressing. In packages or baggage which have been frequently shipped, old addresses are left on."

He picked up from his desk a sheaf of correspondence regarding a claim; then in hand. It included four old and disreputable looking labels. "Here," he said, "is a case right is point. It was

a parcel which the shipper valued at five hundred dollars, destined for Quebec. It was not delivered, and when we began the work of tracing it up we found it was plastered with old labels for Toronto, Detroit, and Winnipeg. It was to the latter place that it actually went. There was no Quebec address at all. It seems extraordinary that people will take so little care when the safety of large sums are involved; but such is the case. Old tags and old addresses should never be left on packages when they are to be reshipped."

Tags Advised Against

"Tags should never be used where one can use labels or can mark the package. They have to be used rarely on such small articles as whips or small castings; but that is the exception. This is one of the greatest causes of trouble.

"There is a great deal of trouble over egg shipments. Crates are constantly being exchanged and used by different shippers, and will often have half a dozen different addresses. They get old and the nails become rusted; then the bottoms fall out.

"Using other shippers' crates, and mixing packages of eggs and butter are other practices responsible for a great deal of trouble. Then there is a good deal of trouble with bars of steel. On such shipments the name should be painted, if possible. Parts for agricultural implements go astray sometimes. They are usually wanted in a hurry and are shipped by express. The implement companies are very careful as a rule, however."

Contents Should Be Indicated

M. S. Veitch of the Canadian Express Company drew attention to the necessity for care in the selection of suitable packages. A few days ago they received a can of paint, with the ordinary removable top, put in a box packed in excelsior and then wrapped in paper, leaving no clue as to its contents. It got a knock in transit and the lid sprung open. The paint, of course, was lost, but that was nothing to the trouble such a mess can cause among express shipments of a more delicate nature.

Delicate articles like hats are customarily shipped in paper boxes and put in crates with thin slats, poorly constructed. Their next door neighbor in the express car or wagon may be a heavy casting, and when the two get mixed there is no visible effect on the castings, but the poorly crated hats suffer considerably. "Paint," observed Mr. Veitch, "should never be put in a box.

It should be crated so that the contents may be known."

A Complaint Without Foundation

Sad to relate, some of the losses are due to human frailty as well as to frailty of packages. It is not always the express employee or the employee of the shipping firm, either. There was an interesting case some little time ago where a wholesale firm was receiving constant complaints from a customer at a distance of shortages in shipments. Three times the firm made good the deficiency, each time warning its shipper that he must exercise more care. On the third occasion he was warned that a repetition of the loss would mean his discharge. A fourth claim was made by the customer and the shipper was called up on the mat to receive his discharge. He beat his employer to it by informing him that money would not hire him to stay any longer at the mercy of such a combination of firm and customer. He then explained that he suspected the customer of making complaints without any foundation, and had held back his last shipment, so that the goods on which he claimed shortage had never been received at all, but were still in the shipping firm's warehouse.

The express companies claim that they are to a great extent at the mercy of the shipper's honesty. This is particularly the case in regard to break-ages. Evidence has been unearthed more than once that shipments were actually broken when packed. It is, of course, impossible to examine the condition of the contents of packages when received at the express offices.

Four Months Limit

Finally, when cause for a claim arises it is desirable that it should be properly made out and filed.

There is a four months limit in which shippers may file claims for loss or damage. All claims of this nature should be filed within that time to avoid any chance of being turned down. There are occasions when a shipper cannot get all par-

ticulars necessary within this limit to permit claim being filed. To overcome this, it is agreed by carriers, that if shippers give written notice of their intention to file claim, and enter claim later, that this is quite in order.

The reason for this ruling is obvious on account of the thousands of shipments handled by the different carriers. If left for any length of time, their records would become mutilated or lost. Shipments that are lost should be allowed reasonable time for carrier to make delivery, and if no trace can be obtained, then to file a claim for loss.

The following documents should be attached to the claim:

(1) The Original Bill of Lading—which signifies ownership of property, and entitles holder to make claim. If you have been sent the memo, get in touch with shippers for the original.

(2) The Paid Freight Bill or the "Number One" Receipt, which shows you have paid the freight charges. This should also carry the notations of damage, partial loss or leakage, as the case may be.

(3) Certified Copy of Invoice from shippers so that carriers will know on what basis you bought the goods. They are required to pay on value of goods at shipping point, on date of shipment.

(4) A statement of your loss against the railway company. This covers only the actual value of the goods damaged, also a proportionate part of the freight charges covering the pieces damaged.

File Claim Immediately

The consignee should file claims promptly in order that investigation may be started without delay and should be forwarded to the Local Freight Agent at his town. Sometimes merchants have trouble with the agent, and if they have reason to believe that their claim would not be given attention, they may send claim to the Claims Agent direct. The agent will be able to give his name and office address. If the agent is looking after the interests of the company's patrons, and good business relations exist between him and the merchants, file the claim through him. Always make one or two copies of the documents, so that in case they are lost through the various channels necessary in the course of investigation, they may be replaced and investigation continued.

Editor's Note—Above gives the story of how losses occur from the standpoint of the Express Companies. This paper would like to hear from retailers, wholesalers and manufacturers on the subject.

For salesmen's samples mounted on cards—each sample thus mounted shall be of a size not to exceed 28 square inches in area.

Each customer's reference sample shall not exceed 3½ x 5½ inches, or equivalent in square inches.

Each customer's book reference shall not exceed 1½ x 2 inches, or equivalent in square inches.

Each store and mail sample shall not exceed 2½ x 4 inches, or equivalent in square inches.

The giving of store samples to be restricted as far as possible.

General Recommendations

No goods to be sampled which are not actually in stock or sure to be delivered.

Samples should be sent out only on request.

(Please observe that in no one of the above trades is the quantity of cloth used for samples for Spring, 1919, to exceed 50% of the quantity of cloth used for samples for Spring, 1918.)

H. R. EMERY DIES

Horace R. Emery, 18 Douglas Drive, Toronto, secretary-treasurer and director of Blanchford, Davies & Co., Ltd., wholesale boots and shoes, 60 Front street west, died Wednesday morning, November 27, at his home, from pneumonia. He was 31 years of age.

HIGH DENIMS SEEM CERTAIN

What about overalls?

Well, the future of overalls, as of some similar lines, depends on the future of denim; and denim, on the word of one of those closely connected with its production, is going to go to practically 50c in Canada very shortly. If it does this will mean \$36.00 overalls.

At the present time denim can not be brought from the United States for much less than 45c. The price is fixed, and remains fixed until the first of the year, and for the qualities most needed here are at some 32 to 34 cents. Laid down here that amounts to practically 45c. The possibility of anything but higher prices does not therefore look bright. It may be asked: What is causing the tremendous price for denim? The answer is—that the demand is tremendous, that the cost of production is away up over former years, wages being higher than ever with no immediate possibility of dropping. The demand, moreover, is very large and even with the military business stopping it is the general belief that the demand will continue very large. After all the peoples of Europe have got to be clothed, and seem unable to make up their own goods for some time at least. Consequently, not only will cotton be high, or at least in huge demand, but the finished product will be too.

There may be a change—the present is an exceedingly hard market to estimate—but present signs are all for high denim for some little time at least.

REGULATIONS RE CLOTH CONSERVATION

EFFORTS made to conserve cloth were becoming very important to clothing manufacturers and retailers before the signing of the armistice. It is not yet known if any change in some of these regulations to achieve a saving will come now that the armistice is signed and that peace seems near at hand. It is hardly likely that there will be an immediate change, and the following recommendations, recently sent out by the War Trade Board, will have their affect upon business which starts after the New Year:

RECOMMENDATIONS REGARDING SAMPLES FOR SPRING, 1919

Wholesale Department of Wholesale Clothiers and Wool Manufacturers

Each selling sample not to exceed 4½

x 6¾ inches, double ply, or equivalent in square inches.

Each reference swatch not to exceed 6 square inches.

Tailors-to-the-Trade and Special Order Departments of Wholesale Clothing House

Each sample not to exceed 4½ x 6¾ inches, single ply, or equivalent in square inches.

Sample Woolen Houses

Each sample not to exceed 4½ x 6¾ inches, single ply, or equivalent in square inches.

Woolen Jobbers

For salesmen's samples bound in swatches — each sample in a swatch shall be of a size not to exceed 32 square inches in area.

THE LAW OF PARTNERSHIPS

A Discussion of the Responsibilities of Such Relationships—The Liability of Partners, All Are Agents of the Firm, and Their Acts Are Binding Unless it is Otherwise Provided—The Dissolution of Partnerships

FOLLOWING enquiry has come to MENS WEAR REVIEW from a Quebec reader:

"As I will be in partnership with my brother soon, anything you can publish regarding the duties and liabilities of a partnership arrangement will be read with much interest."

Retailers from the Atlantic to the Pacific are all interested in the subject of partnership. Probably 50 per cent. of the retail business in Canada is carried on by partners in business, while perhaps only an insignificant percentage of the remainder have not at one time or another during their business career considered the possibility of entering into such a relationship. Some of the most successful businesses to-day have resulted from connections entered into in years gone by, when such business arrangements in most cases depended mostly on the ability of the partners to get along with each other. But to-day the modern merchant weighs carefully the probable consequence of a disastrous partnership, and he will not enter into such an arrangement unless he has some definite information as to how he can get out of it, or what his liability and responsibility will be in case the business is defrauded by his partner or ends in failure.

The Need for Understanding on This Point

The enterprising merchant of to-day is face to face with the help problem, and in order to hold his clerk has held out the promise of a partnership, and he too is considering just how far he is making himself liable when he takes his clerk in as a partner, and whether there is any way in which he can limit his liability, or change the arrangement if it is found to be unsatisfactory. On the other hand the clerk of to-day, steady and industrious, taking a real interest in the business, boosting sales and learning store management, is looking to his future and turning over in his mind the prospect of a future partnership with the proprietor, or perhaps picturing a snug little business of his own. And so the retailers, and the retailers' clerks across the Dominion of Canada, who have thought about partnership, have also considered how the law operates in these matters, for all partnerships are governed by law.

It is the purpose of this article to outline a few fundamental principles of partnership which will give the reader an idea of the important factors in forming such a relationship, and the liabilities that are thereby entailed.

What Partners are Liable

A partnership may consist of one or more persons who shall be called general partners, and of one or more persons who contribute in actual cash payment

a specific sum as capital to the common stock, and who are called special partners. General partners are jointly and severally liable for the debts of the partnership, but special partners are not liable for the debts beyond the amount contributed by them to the capital. The special partners cannot bind the partnership, only the general partners can do this.

The Procedure in Framing a Partnership

When a partnership is entered into, a certificate must be drawn up by the person entering into the partnership before a Notary Public and filed in the office of the judicial district in which the principal business of the partnership is situated. This certificate must contain:

1. The name under which the partnership business is to be carried on.
2. The general nature of the business intended to be carried on.
3. The names of all the general and special partners, distinguishing which are general and which are special, and their usual place of residence.
4. The amount of capital which each special partner has contributed.
5. The time when the partnership is to commence and the time when it is to terminate.
6. The principal place of business of the partnership.

The partnership cannot be dissolved before the date specified in the certificate unless a notice of dissolution is filed in the office where the original certificate was filed and notice of same published once a week in the local newspaper and the Provincial Gazette. So much for procedure.

Every Partner an Agent of the Firm

Every partner is an agent of the firm and his other partners for the purpose of the business of the partnership; and the act of every partner in carrying on the usual business of the firm of which he is a member binds the firm and his partners; unless the partner so acting has in fact no authority to act for the firm in a particular matter, and the persons with whom he is dealing either know that he has no authority or do not know or believe him to be a partner. A person who is admitted as a partner into an existing firm does not necessarily become liable to the creditors of the firm for anything done before he became a partner. A partner who retires from a firm may be discharged from any existing liabilities by an agreement to that effect made between himself and the members of the newly constituted firm and the creditors.

The Dissolution of Partnerships

Subject to any special arrangement made between the partners a partnership is dissolved:

1. If entered into for a fixed term, then by the expiration of that term.
2. If entered into for a single transaction, then on the termination of the undertaking.
3. If entered into for an indefinite time, then by any partner giving notice to the other partner.
4. By the death of a partner.

When the partnership is dissolved each partner becomes the owner of an indefinite share of the property of the partnership (that is where there is no special agreement) and this co-ownership only ends with the final liquidation of the affairs of the partnership.

Partnership Has First Claim on Monies

Where partnership money is paid through a person who is a creditor both of the firm and of one of the partners individually, the money must be first applied to the liquidation of the indebtedness of the partnership. Where goods are purchased by a partnership and a part of the goods returned, then the returned goods must be credited to the partnership. The assets of the partnership are the common property of the partners, and one partner cannot legally sell a share of the total business without the consent of his co-partners and without an accounting to the firm.

If it is the intention that a surviving partner should have a right to take over the interest of a deceased partner, and this clearly appears from the terms of the partnership agreement though it is not formerly expressed, then this right exists.

In a recent case the partnership article provided that at the end of each partnership year an account should be taken of the stock, liabilities, and assets of the business, and a balance struck for that year; that in case one partner died the co-partners should continue to the end of the current financial year, or at the option of the surviving partners for not more than twelve months from such death; that for twelve months from the death of his partner a survivor should not be required to pay over any part of the former's capital in the business; and that any dispute between the survivor and the representative of the deceased as to the amount of debits against, or credits to either in the balance sheet or the valuation of the assets should be referred to arbitration. The court held, however, that the value of the interests of the deceased partner was not determined by the account taken and balance sheets struck at the end of the financial year following his death, but that the assets should be valued in the ordinary way, and that goodwill was to be included in the assets though it has never appeared in the annual balance sheet since the co-partnership began.

Huge Shirt Business at Hand

ALREADY hundreds of Canadian soldiers have been discharged; almost immediately scores of thousands will be returning—will be ordering complete outfits.

THIS business and the business coming from those young men who now know they will not be called, and who consequently are buying more freely, is going to make the shirt department hum.

THE
Lang
SHIRT

The Line of Unusual Value

will help you get this business, and will ensure your satisfying these important customers.

OUR stocks of Spring lines are still varied as to materials and patterns. Order your sorting supply at once.

Remember, we will put your own label on our shirts if you so desire. Our shirts will make this name stand for shirt quality.

The Lang Shirt Co., Limited
KITCHENER, ONT.



COLLARS & SHIRTS



FALL SHIRTS WILL AGAIN ADVANCE

Seems Certain Figures Will Show Increase of From 10 to 25 Per Cent.—When Will Decline Set In?—Stocks Not as High as Year Ago

ALREADY many of the materials from which the Fall, 1919, shirtings will be made up are in the hands of the manufacturers, and already it is evident that, instead of prices remaining steady at least, or declining, as some have thought, there will be an advance in the Fall goods from 10 to 25 per cent.

The simple reason for this is that the materials from which the shirts will be made have been bought at higher prices than any materials yet put into shirts. There are perhaps one or two exceptions to this. There are perhaps some lines which have been carried over and which will tend to hold the price of the Fall range as a whole within certain bounds, yet, speaking broadly, the advantage for the Fall goods will be about as has been indicated.

Stocks on Whole are Low

Such a condition cannot be avoided. Irrespective altogether of what should happen to the raw cotton, these prices will obtain. The only thing which could cause lower prices would be an over-production on the part of manufacturers which would make them so eager for the market that bidding against one another would tend to bring down prices. The conditions of the past few months in Canada have made such a possibility very remote. At the present time stocks are low with the manufacturers and the wholesalers at least, and they are at least much lower with the retailer than they were a year ago.

"Flu" Held Production Back

The "flu" epidemic, which kept so many girls out of work for days—even the peace or armistice celebrations—had its effect on reducing production. This will mean that deliveries for Spring will tend to be delayed, and that the big sorting business which seems likely, will keep the shirt manufacturers busy almost into the Summer.

Why a large sorting business seems probable, is of course apparent to all students of conditions. Elsewhere in this issue, the importance of the returned soldiers to the men's wear merchant has been made. Also the importance of the

change in the frame of mind of the man who now knows he will not be called to the colors has been brought out. The returned men are going to need complete outfits of clothing which will mean more than the usual number of shirts per individual. The men now freed of the possibility of military service have probably been allowing their wardrobe to decline, feeling that they might not want civilian clothing very much longer. They will be bigger buyers than under ordinary circumstances.

Shirts Must Sell Well

Already the signs have been seen by many merchants in the orders of those comparatively few returned men now here. As they begin to crowd back, and to expend the dressing allowance which is given, and a part of the savings which it is established they have in the bank, the effect on the shirt department will be very great.

Wisdom or Danger

Many merchants are already anticipating a big demand, and looking over their stocks, are sorting up for Spring already. There is unquestioning wisdom in this for some merchants. Undoubtedly there would be danger in this policy for others. It is purely and simply a case of judging credits. Even if one is certain that the stock will be called for, and there does seem every reason to expect a big improvement on the number of shirts sold during the Spring, money should not be wrapped up in this if the merchant is not well able to carry the stock.

For Fall, samples of which range will perhaps be going out towards the end of February, there seems a little reason to expect that not only will shirts be higher in price, but that there will be some difficulty in getting delivery through quickly. It is quite evident that in view of the larger demand for Spring shirts the cutters-up will be kept busy on these later than usual.

If they are able to keep their labor staff up, or to augment this, they will, in spite of this, be able to get their products made up rapidly for the Fall delivery. There is a question of how much

staffs can be increased, however. Even if the girls are available, and as yet there is no easing up in the labor market which would make this seem certain, there will continue difficulty in getting machines.

No Hope of Decline

However, in spite of the difficulties of the situation, production will be secured, there need be little fear of that. There is no hope, however, that there will be any decline in prices. Everything points to an advance of from 10 to 25 per cent.

As for Spring, 1920, it is pretty hard to indicate anything re prices. The opinion, however, of the closest student of shirtings, is that there cannot be a real drop—or the commencement of any real tendency downwards before the Fall of 1920—that is, before goods for Fall, 1920 are shown.

Huge Soft Collar Business

For some time the demand for soft collars has been increased. It is really remarkable at the present time in the large cities particularly. Perhaps because it is a collar which can be laundered at home; perhaps because it is quite generally considered more comfortable, it is gaining tremendously in favor. There is no staple price for this. Merchants are selling a range up to 75c each. They seem to find plenty of buyers at these high figures.

The soft collar is a mighty big factor in the men's wear business now.

George Moore, manager of the men's wear department in F. C. Preston, Ltd., Haileybury, Ont., has just received word that his brother has been wounded in the hand and arm, and is in hospital, and has been recommended for the Military Cross.

A new flax mill is to be started at Cayuga, Ont., by the Haldimand Flax Company. The factory is to be ready for operation next summer. In it the flax fibre will be prepared for spinning. In the meantime the company hopes to contract for 300 acres of flax, for which they will provide seed and harvest the crop.



Be
Caught
next season
WITHOUT a
generous stock of nationally
Advertised

The King

SUMMER and COATLESS
SUSPENDERS

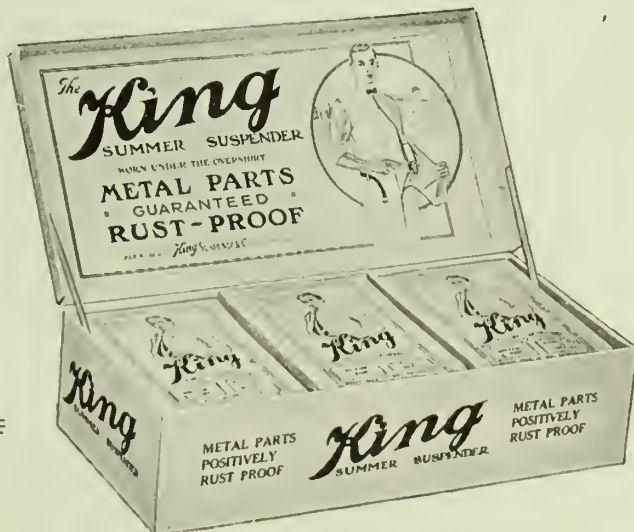
to retail at 75c and 50c

YOU CAN BUY THEM NOW

for delivery next Spring, because we were fortunate in arranging far ahead for materials. Supplies are limited!

Every season we have to disappoint many customers—

Place your order today with your Jobber
or our Travellers and **MAKE SURE**



F-6

**THE KING SUSPENDER
and NECKWEAR CO.**
TORONTO, CANADA

The John Wanamaker Store, Philadelphia



The John Wanamaker Store, Philadelphia. One of the largest, one of the busiest, one of the most perfectly conducted department stores in the world.



The Grand Court in the John Wanamaker Store, Philadelphia. Thousands of merchants visit this arcade every year to see how business is being handled.

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

John Wanamaker buys 100 more National Cash Registers to meet the present-day shortage of help.

Mr. Wanamaker says:

“A large number of people have been taken out of the big stores. The men have enlisted. The women have gone into Red Cross work and nursing.

“We are able to fill some of their places with improved cash registers. This frees many persons for war work.”

Mr. Wanamaker's statement that cash registers save labor, is based upon critical investigation and upon experience with N.C.R. Equipment extending over many years.

His recognition of the labor-saving qualities of modern National Cash Registers is plainly shown by a contract he has just placed for nearly \$100,000.00 worth of machines. This order calls for 100 of

our latest model clerk-wrap registers. It is the largest single order ever placed with us for one store.

The high character of Mr. Wanamaker's stores, the careful tests made by his executives, and the size of his orders, combine to make his personal endorsement extremely important to other merchants, struggling with the present-day shortage of help.

The National Cash Register Company of Canada, Limited, Toronto, Ont.
Offices in all the principal cities of the world

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

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

"Craftana"

Registered No. 262,000.



THE HALL-MARK OF
Maximum Comfort and Durability
 at Minimum Cost.

First in the Field and Still Leading.

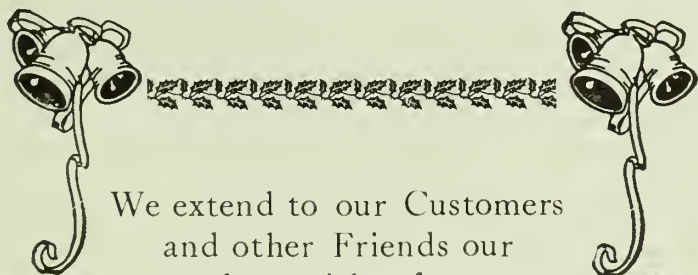
Made on the **GRADUATED PRINCIPLE**, and starting with **TWO THREADS** in the **TOP**, it increases in **WEAR-RESISTING PROPERTIES** as it descends. Thus **THE LEG HAS THREE THREADS**, **THE INSTEP AND FOOT FOUR**, and the **HEEL** and **TOE FIVE**. By this process the **WEIGHT** and **STRENGTH** of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

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE AOME OF PERFECTION IN FOOTWEAR.

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



We extend to our Customers and other Friends our best wishes for

A Merry Christmas

and

A Happy New Year

May the New Year bring to all prosperity and a full measure of health and happiness.

H. E. DAVIS & CO.

117-19-21 St. Henry St. - Montreal

Manufacturers of "Storm Resista" Ladies' and Gentlemen's High-class

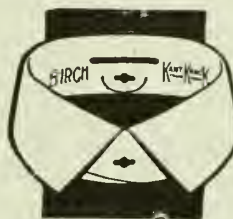
Waterproof Garments

KANT KRACK

TRADE MARK REGISTERED

COLLARS

Spell Practical Economy



14 to 19

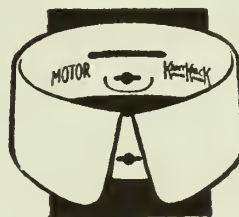


12 to 18½

That is why dealers will find it good business to feature these cleanable, linen-like collars and to recommend them strongly to every man.

A collar that looks like a real linen collar—a collar that is cleanable in an instant—a collar that will outwear at least six ordinary linen collars and never costs a cent for laundry-drying — that's what every **KANT KRACK** Collar means and that's why **KANT KRACK** Collars sell and satisfy.

Order a stock now. Prices subject to change without notice.



12½ - 18½



11 to 19

The Parsons and Parsons Canadian Company

Makers of the

Famous KANT KRACK Composition Collar

HAMILTON, ONT.

Established in U.S.A., 1879

Established in Canada, 1907

Canadian Manufacturers for the **ONLI-WA TIE HOLDERS**

Canada's Industrial Situation and Outlook for After the War, Industrial Possibilities Wonderful

THE Annual Industrial Issue of THE FINANCIAL POST, published on November 2nd, appears in the dawn of wonderful, almost dazzling possibilities for the British Empire, and for Canada.

"The next hundred years should be the greatest in the British Empire," says THE POST'S leading article. "Students of history say that countries which win great wars succeed to long periods of great prosperity. We are winning this war, but will we attain the great possibilities unfolding before us? . . ."

And then the searchlight of this leading article is brought to bear on critically interesting situations in the Industrial and Business life of Canada to-day, situations upon which as a Canadian business man you will like to be quickly and clearly informed so that with other business men of your community you can share in the work that is going to make Canada a winner in world business as well as world warfare, and prosperous accordingly. Note what a mine of necessary information for this work you secure in this great number of THE POST:

FEATURES OF THIS INDUSTRIAL AND RECONSTRUCTION NUMBER OF THE POST

THE MANUFACTURERS' PART IN NATIONAL PROSPERITY—W. J. Bulman, president Canadian Manufacturers' Association; **SELL FINISHED PRODUCTS INSTEAD OF RAW MATERIALS**—Sir John Willison, president Canadian Reconstruction Association; **WORLD CHANGES**—Economic Developments in Great Upheaval—Prof. James Mavor, Ph.D., Department of Political Economy Toronto University; **EAST AND WEST**—Setting the Stage for Amicable Meeting—S. R. Parsons, past president Canadian Manufacturers' Association; **PEACE TERMS**—Leading Nations Prepare for Aggressive Efforts—Frank A. Sisson, vice-president Guaranty Trust Co. of New York; **EMPLOYMENT MANAGER**—New Factor in Industrial Relations—Edward D. Jones, Employment Management Section, U.S. War Industries; **LABOUR**—Shortage of Man Power the Prime Factor—James G. Merrick, Secretary Toronto Employers' Association; **U.S. RELATIONS**—Brothers in Arms Likely to be Friends in Finance—J. Herbert Hodgins, Statistician, New York Agency Union Bank of Canada; **PAPER EXPORTS**—Looking to the Future of a Big Basic Industry—F. J. Campbell, president Canadian Pulp and Paper Association; **TRADE BANKING**—Who Will Supply Credit for Export Business?—T. M. Fraser; **PRICES**—Regulating the Law of Supply and Demand—M. Mackintosh, Department of Labor; **CONSTRUCTION**—Housing and Other Problems After the War—J. P. Anglin, B.Sc., pres. Montreal Builders' Exchange; **LUMBERING**—A Big Item on the American War Program—An authority in the Canadian lumber industry; **FUEL**—The Vital Factors of the Coal Shortage in Canada—Charles W. Peterson, Deputy Fuel Controller for Canada; **SHIPBUILDING**—A War-time Industry and Its Peace-time Future—T. H. Fenner, Associate Editor Marine Engineering; **AUTOMOBILES**—Interesting Stage of Great Industry's Growth—W. A. Craick, Associate Editor The Financial Post; **STEEL**—Efficiency the Dominating Factor in the Readjusting Process—A. R. Kennedy, Editor Canadian Machinery; **MILLING**—Filling European Bread Basket—H. H. Black, Associate Editor The Financial Post; **AFTER THE WAR**—We Must Be Ready—Col. Thos. Cantley, chairman Nova Scotia Steel & Coal Co. Authoritative Opinions on the Future of Canadian Industry are expressed by late Senator Henry W. Richardson of Kingston; J. Frater Taylor, president Lake Superior Corporation; A. O. Dawson, vice-president and managing director Canadian Cottons; Carl Riordon, vice-president and manager, Riordon Pulp and Paper Co.; and others.

Other subjects dealt with include Women Workers in Industry; Development of Foreign Markets, Etc.; while the Sugar, Textile, Paint, Packing, Musical Instrument, Furniture, Pulp and Paper, and other trades are reviewed.

A copy of this splendid issue (which runs to 56 pages) will be sent you free, while the edition lasts, but a better way to secure a copy would be to order your subscription now for THE FINANCIAL POST. This will ensure your receiving a copy of the Industrial Number free, and THE POST regularly for a year besides. There never was a more vital year for Canadian business. POST service in important and exclusive business information **that can be used to good purpose and profit** will prove worth many times the subscription price of \$3.00 per year. You will find it convenient to use the following form in ordering subscription:

THE FINANCIAL POST,
143-153 University Ave., Toronto.

Send me the Annual Industrial Number of THE POST for 1918, and enter me as a regular subscriber, commencing with the current number. I am enclosing \$3.00 to pay for my subscription till Jan. 1st, 1920. I am enclosing will forward

Name

M. W. R.

Address



Link up with the consumer advertising of Star Brand Overalls

We are regularly advertising Star Brand Overalls to the consumer and one of our window cards shown here will connect you with a good big share of the resulting demand.

Goodhue's STAR BRAND OVERALLS have been made in Rock Island for the past twenty-five years, and are known all over Canada as the best there is in high grade garments.

Our traveller covers your town and will be glad to call on you.

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

The J. B. Goodhue Co., Ltd.

ROCK ISLAND, QUE.

Montreal: 211 Drummond Bldg.

Ottawa: 76 O'Connor St.

Sales Conducted for High-Class Retail Stores Only

All Dates Now Filled Till January 1st, 1918
Booking Now For January, February and March

WRITE EARLY TO

F. McNABB

The Practical Sales Specialist

2357 ESPLANADE AVENUE, MONTREAL
BOX 355, SAULT STE. MARIE, ONTARIO

All Sales Conducted Personally

Christmas
Backgrounds

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Studio

31 RICHMOND E. TORONTO

*Something in a Peace Idea
for Christmas
Hurry*

Have You a Store For Sale or Rent?

Are you desirous of turning over your business to some responsible party? Do you want a clerk? Reach these prospects through a condensed ad. Rates 2c a word per insertion, 5c additional for Box Number.

Men's Wear Review

143 UNIVERSITY AVENUE

Toronto



X'mas Is Near

You want
"SANTA"

For Store and Window Decoration

They brighten up your displays and give a holiday touch to your store.

They are 14 inches wide by 24 inches high, hand-painted in four colors.

They cost \$12.00 per dozen F.O.B. Montreal. Quotations on larger quantities on demand. Delivery by return.

DELFOSSÉ & CO.

Manufacturers of Store Fixtures,
Wax Figures and Forms
249 Craig St. West, Montreal, Canada

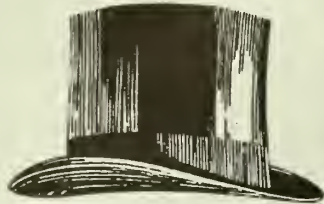


Read the Want Ads

THAT SILK HAT FOR XMAS

We can fill your order 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

166B ELIZABETH ST. MONTREAL

Established 1894

Condensed Advertisements

AGENCY WANTED

MANUFACTURERS AGENT HAVING best connection in Maritime Provinces in Ladies' and Gent's Wear wants lines for that territory, on commission. Write Box R. Men's Wear Review, 128 Bleury St., Montreal.

GOOD, RELIABLE MEN'S WEAR CLERK. Must be fair card writer and window trimmer. Steady employment. Good salary in growing city. Address Box 51, Men's Wear Review, 143-153 University Ave., Toronto.

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Dominion Raynsters

"Made-in-Canada" Raincoats



Dealers who carry the Dominion Raynster line are showing the handsomest coats of the season.

For every-day wear and best wear—for long and satisfactory service—for style, fit and finish,

DOMINION RAYNSTERS

compare with any tailor-made coat.

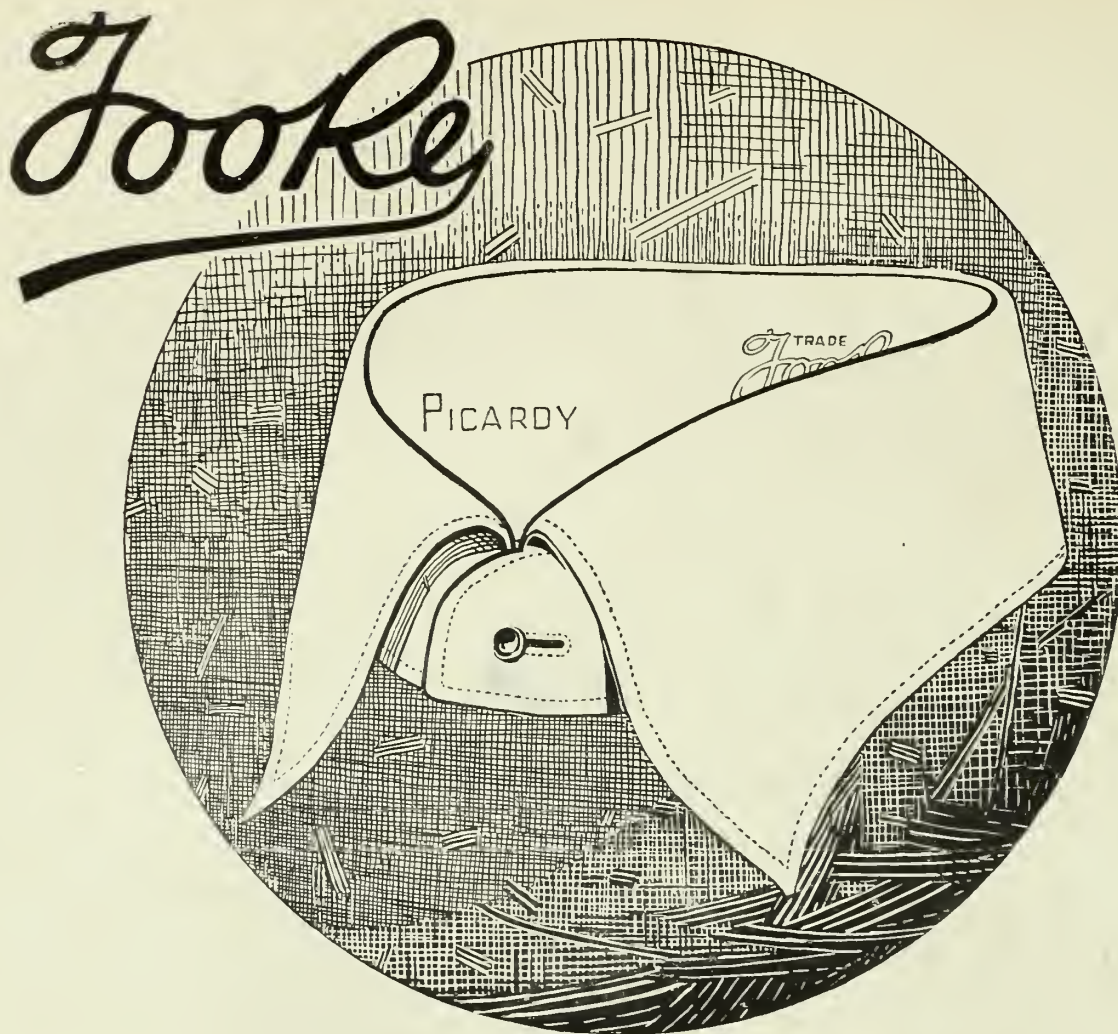
In addition, Dominion Raynsters with our guarantee label, are absolutely waterproof.

Our nearest branch will gladly arrange to show samples.

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LIMITED**

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The New Tooke Collar for Fall and Winter.
Featuring the Latest Roll Front Effect.

Ready 1st December

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