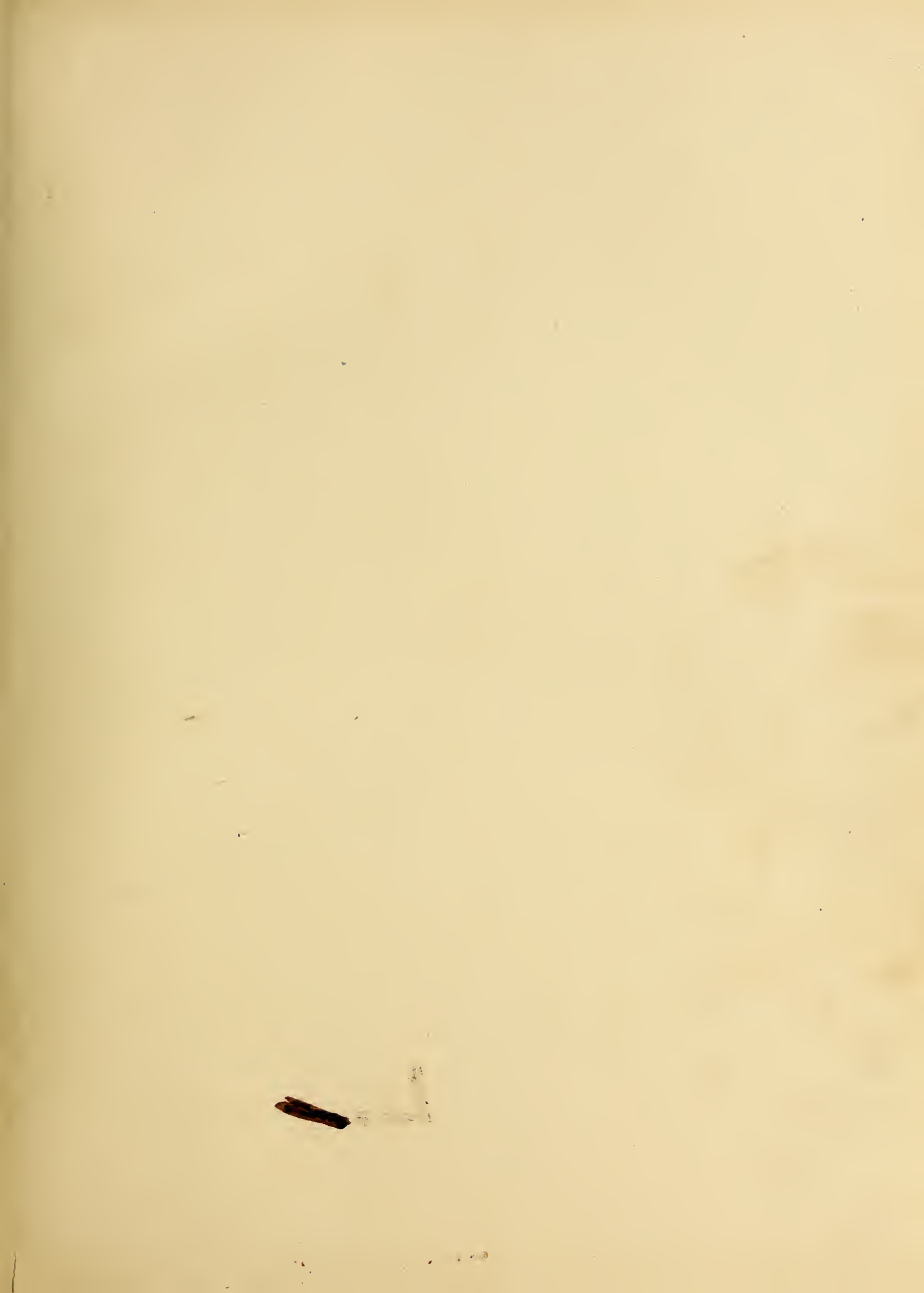




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FEATURING—Peace and the New Business Era and Knit Goods

9157

# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX.

PUBLICATION OFFICE: TORONTO, JANUARY, 1919

No. 1.

MONARCH  
KNIT



CONFIDENCE BASED ON QUALITY

WHEN the salesman at your hosiery counter is showing Monarch-Knit Hosiery he simply cannot exaggerate its good qualities. It has appearance, fit, finish and wear-resisting power that combine to put it in the very first rank. The customer who is extra particular in his choice of hose will just naturally gravitate to the store that sells Monarch-Knit Hosiery. Made in silk, mercerized, cotton and cashmere for men, women and children.

THE MONARCH KNITTING  
COMPANY, LIMITED,  
DUNVILLE, ONT., CANADA  
Branches: St. Catharines and St. Thomas

Manufacturers of Ladies' Silk Knitted Coats,  
Men's, Women's, Children's Worsted Sweater  
Coats, Fancy Knit Goods, Hosiery, etc., and  
other fine hand knitting yarns.





**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.





Canada's Largest  
and Oldest

Tailoring  
Institution

ESTABLISHED 1885

# NOW READY

With our Travellers on  
the Road

The Hobberlin Made-to-Measure  
Tailoring Equipment for

SPRING & SUMMER, 1919

A Full New Range of SMART FABRICS  
SPECIAL WINDOW DISPLAY CARDS  
and ATTRACTIVE STYLE BOOK  
exclusively gotten up for the House.

*From First to Last the Hobberlin Service is a Tailoring Service*

## The House of Hobberlin Limited

Toronto : Canada

"SPERO" MAKE on Selvedge  
is your protection and our guarantee of quality

# "SPERO" TAILORS' LININGS

TOP VALUE AT  
EVERY PRICE



SUPER-STANDARDISED QUALITY  
IN COTTON GOODS.  
"The Best in the World"

A TRIAL ORDER MEANS  
A RE-ORDER

## SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED  
MANCHESTER, ENGLAND

MILLS ON MANCHESTER SHIP CANAL

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



DUNNVILLE FACTORY AND WAREHOUSES

## Most of the things about which we worry never happen

In 1914 when the war began many men of high intelligence predicted world bankruptcy if the conflict lasted six months, world destruction if it lasted a year.

It has lasted nearly four and a half years and neither of the dread forecasts has been fulfilled.

Those who are worrying now about after-the-war conditions, fearing trouble in weaving back into industry the millions of men we have in the army and navy, losing sleep over fear of wages being reduced, imagining all sorts of disturbances, are as certain to be confounded in their fears as were those who saw universal disaster in the world war.

### The World is Not Coming to an End in 1919

There are more people with money in the Dominion of Canada, and the will to spend it, than ever before.

With the tremendous reconstruction and rehabilitation of our resources on a peace basis—

There will be work a-plenty for all.

The experience of the past few years proves that a positive demand for all materials and industrial products does not make for lowered values. So we may confidently look forward to a continuance of our present business prosperity during the next twelve months. Our travellers will be out early this month (January) with a most complete and up-to-date line of Sweaters, Pull-overs, Caps, Scarves, etc., also Monarch-Knit Hosiery, Monarch Floss, Monarch Down and Fancy Hand Knitting Yarns.

Your careful inspection of our range will be appreciated.

## THE MONARCH KNITTING COMPANY, LIMITED DUNNVILLE, ONTARIO, CANADA

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's, Children's Worsted Sweater Coats, Other Knit Goods, Hosiery, etc. Also "Monarch Floss" and Fine Hand Knitting Yarns suitable for Soldiers' Socks, etc.



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



# Offerings for 1919

A very complete range of Sweater Coats, Sweaters, Toques, Gloves and Mufflers for Fall are now going out and we bespeak an early inspection on your part.

Conditions are still such that early buying is very advisable—essential in fact—because it enables the mills to take care of all orders in the best way possible.

The new Bentro-Knit Range will splendidly maintain the Value, Comfort and Service reputation for which these lines are justly famous.

Make arrangements now to have our representative call.

## The Williams-Trow Knitting Company, Limited

STRATFORD, CANADA

*Representatives:*

M. ROBERTSON & CO.  
Toronto

MOUAT EOLL & CO.  
Calgary

J. B. TROW & CO.  
Montreal

A. J. SNELL  
Vancouver

O'BRIEN, ALLAN & CO.  
Winnipeg

# Give Your Customers Underwear Comfort

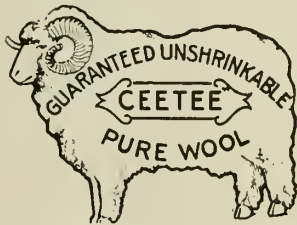
## Sell Them Turnbull's

Comfort and quality in large measure are knitted into every stitch of TURNBULL'S UNDERWEAR.

The Fall, 1919, lines now being shown are no exception. The values represented are our usual standard quality.



### These are our Trademarks CEETEE



LOOK FOR THE SHEEP  
The purewool underclothing that will not shrink.



Splendid quality plain knitted and special closed crotch.



Ribbed underwear very popular with boys and girls—very elastic.

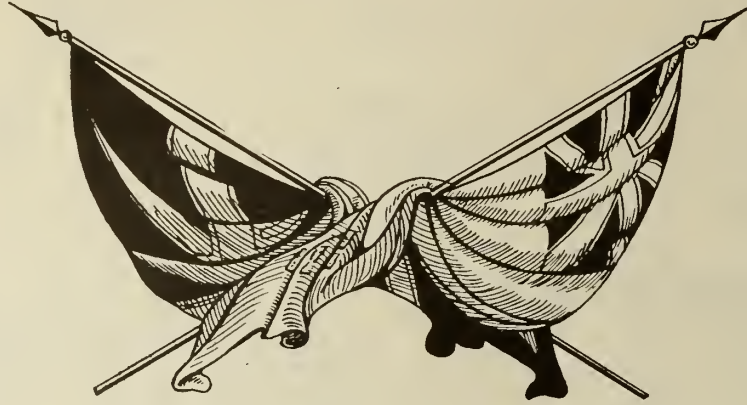
Sixty years of specialization in the making of knitted underwear is back of every Turnbull garment.

We suggest early placing of orders so as to facilitate best possible deliveries.

Sell your customers some one of our three brands and you're certain to please them.

**The C. Turnbull Co. of Galt  
Limited  
GALT, ONTARIO**

*Established 1859*



## Victory at Last

British pluck and British determination backed by the able efforts of our Allies have led to the complete downfall of the enemy. With the return of our soldier boys there is bound to be an increased demand for civilian clothing.

*Truefit Waterproof Coats* will be popular with the *returned soldier who appreciates something good when he sees it.*

They are made from *Double Texture* guaranteed waterproof cloth, and merchants can sell them, confident that they will satisfy.

Furthermore, we guarantee timely deliveries.

Arrange to see our offerings before you lay in your new stock. If not on our list a postcard will bring our man to see you.



Honor Flag won by our Staff

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

This Ad in full page size appears in The Saturday Evening Post of December 28th

# HEADLIGHT OVERALLS

UNION MADE

## OUTWEAR TWO PAIRS OF ORDINARY OVERALLS



Headlight Two-Piece Overall

Headlight One-Piece Overall

## For the Business Battle of 1919

Our famous guarantee still holds good. "Wear a pair 30 days. If, at the end of that time you do not say that the HEADLIGHT is the best overall you ever wore, your money will be refunded cheerfully."

### Retailers

If you act quickly you can secure the HEADLIGHT line for your town.

We have finished all government contracts. Our entire output is now available for civilian use. Increased production permits us to take on a limited number of high grade accounts.

The HEADLIGHT agency will reinforce your hold on the trade of your town. This, every HEADLIGHT dealer knows. He also knows that:

- 1 HEADLIGHT OVERALLS have been delivered regularly, without interruption and without substitution in spite of the denim famine when high quality materials were out of the market for months at a time.
2. Headlight orders have been filled *complete* regardless of war conditions.
- 3 Headlight orders have been shipped at contract price; without exception, regardless of tremendous price advances.

### The War Has Applied the Acid Test

Have your lines survived this test? strengthens the prestige of his store.

A wise merchant will cash in on such fair treatment. He will select the line which



Act now. Get the agency for HEADLIGHTS before your competitor beats you to it.

### Mail This Coupon Today

#### Request for Samples

We prefer to see sample garments before ordering. Therefore, send us a few pairs representing your best selling numbers. You to prepay express charges—we to have the privilege of returning samples after examination. In sending samples, explain fully your exclusive agency proposition.

Name \_\_\_\_\_

Town \_\_\_\_\_

State \_\_\_\_\_

**Larned, Carter & Co., Sarnia**  
World's Greatest Overall Makers

Factories: Detroit, St. Louis, San Francisco, and Port Huron, Mich.  
Canadian Factory: Sarnia, Ont.



Consider these  
4 Points in  
"Atlantic" Quality

**PLEASURE**—because of the soft, comfortable, downy "feel" of Atlantic wool, which is always appreciated.

**PROTECTION** — because of its hygienic qualities.

**PATRIOTISM** — because it's made in Canada and is therefore the best.

**PROFIT**—because it gives entire satisfaction in wear and in price.

You can build business on this full-satisfying "Atlantic" value.



Atlantic Underwear Limited, Moncton, N.B.



# Maintaining a Reputation

Every individual suit and overcoat in Peck's 1919 showing carries the responsibility of maintaining a reputation for superiority sustained continually during thirty-eight years.

Our designers, knowing what the well-dressed man of to-day demands, have incorporated in these garments all the style and snap necessary to meet the requirements of particular men.

## Made-to-measure

Widen your opportunity by adding an agency for Peck's Made-to-Measure Tailoring to your store.

If we are not already represented in your town, here's a business opportunity well worth investigating.

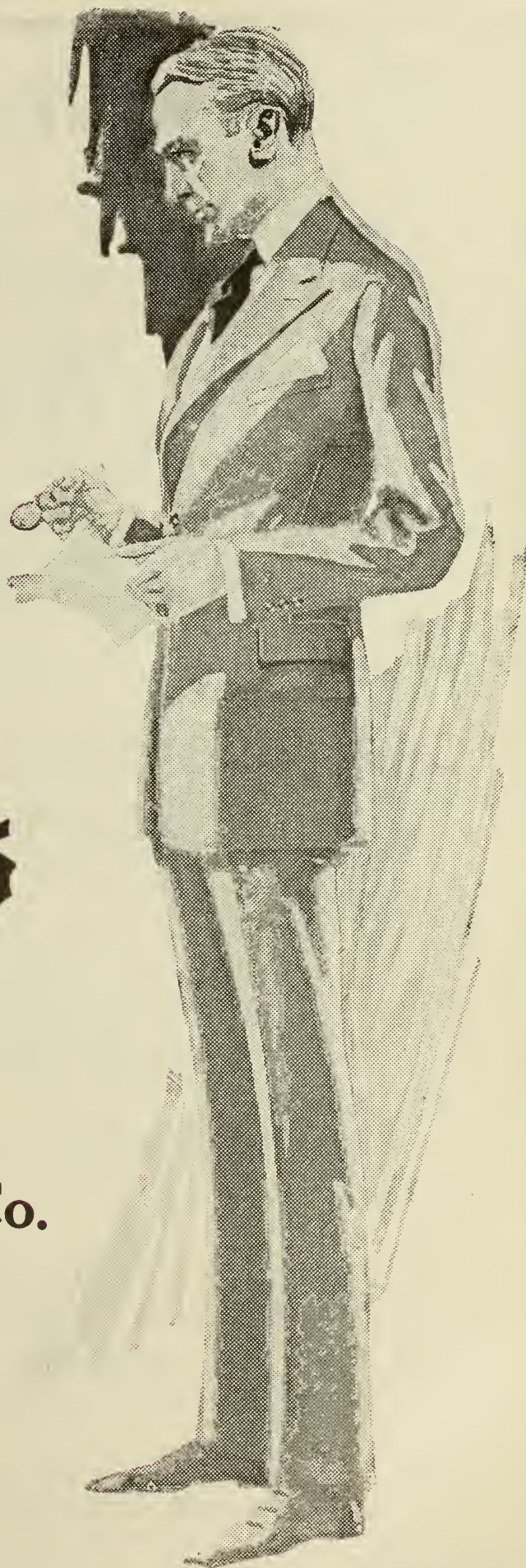
Apply for agencies east of Fort William to our Montreal office and west to our Winnipeg office.



## John W. Peck & Co.

Limited

MONTREAL  
WINNIPEG  
VANCOUVER



**WRITE NOW!**

*We have a well assorted stock  
on hand of*

# **Warm Winter Wear**

**Swedes Fleece Lined**

**Swedes Wool Lined**

**Swedes Knitted Lined**

**Capes Fleece Lined**

**Capes Wool Lined**

**Capes Knitted Lined**

**Mitts Fleece Lined**

**Mitts Wool Lined**

*Finished with 1 Dome or Strap Wrist  
in Tans or Greys*

**PERRIN FRÈRES & CIE**

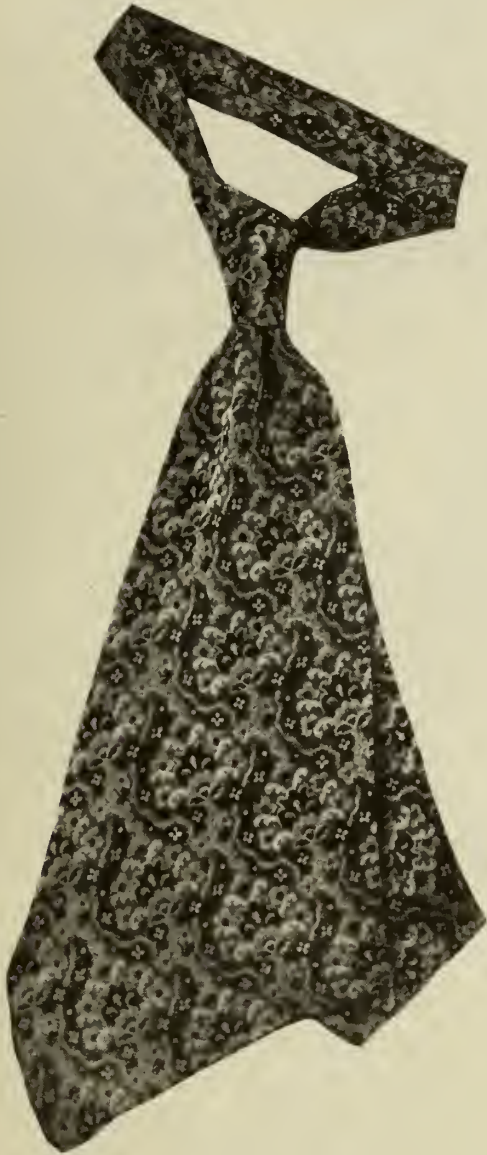
**SOMMER BUILDING**

**MONTREAL**

**P.S. Also tell us your requirements in  
FRENCH KID---CAPES for MEN AND WOMEN**

# Milne's Neckwear News for January

---



## *Crepe Failles* *will be* *Trade Winners*

Our salesmen are starting out with some wonderful ranges in this popular material.

Now is the time to buy. The selection is at its best, and the prices lower than may have to be asked later.

Inspect also our offerings in other materials. We have what you want for your big Spring drive.

## WILLIAM MILNE

50 York Street

Toronto

*New lines continually arriving.*

*Always inspect the MILNE offerings.*

# Peck's

## Originality, Style, Comfort, Quality and Variety—

all are combined in Peck's  
1919 range of Silk and Cot-  
ton Shirts.

With so many  
different Fabrics  
and Colorings to  
choose from your  
customers' tastes  
can readily be  
suited. Our prices  
are right—better  
values cannot be  
obtained any-  
where.

We are also showing a  
particularly strong line of  
Work Shirts. Every one  
business bringers.

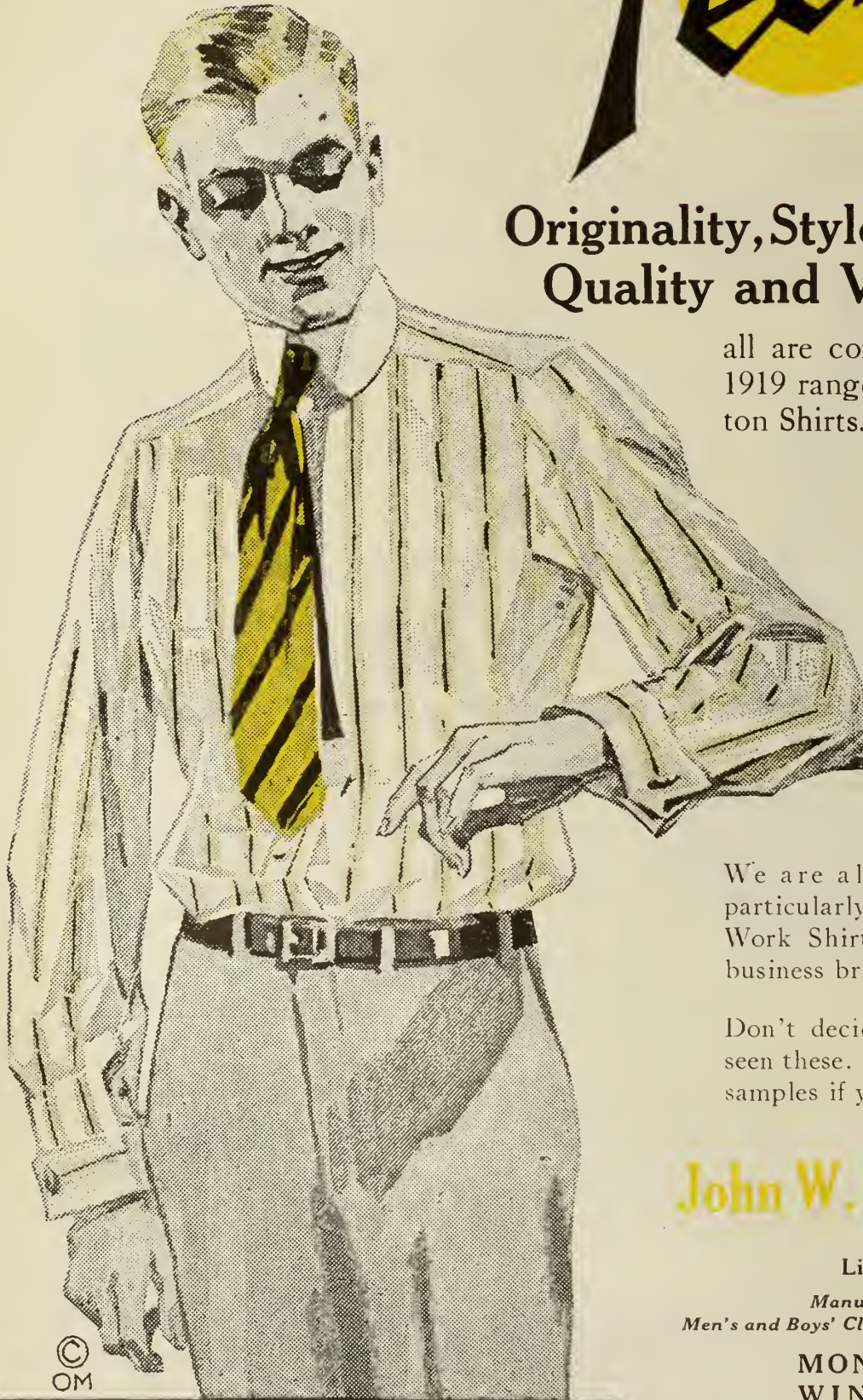
Don't decide until you've  
seen these. We'll send you  
samples if you like.

## John W. Peck & Co.

Limited

*Manufacturers of  
Men's and Boys' Clothing, Shirts, Caps, etc.*

**MONTREAL  
WINNIPEG  
VANCOUVER**



©  
OM



**Peck's**

## Dressy Caps

Peck's Caps are now at the peak of popular favor.

We have assembled for Spring as snappy an assortment as the most fastidious dresser could wish to choose from. There are many original and pronounced patterns and a choice selection of staple designs.

Fabrics, Linings, Trimmings, Workmanship—Peck's Caps offer them all in goodly measure.

**John W. Peck & Co.**  
Limited

*Manufacturers of  
Men's and Boys' Clothing, Shirts, Caps, etc.*

MONTREAL  
WINNIPEG  
VANCOUVER



REGISTERED U. S. PATENT OFFICE  
**THE GENUINE CLOTH**  
 MFD. BY GOODALL WORSTED CO.  
 SOLD BY A ROHAUT, 229 FOURTH AVE. NYC.

*No Lowering of Prices on  
 Palm Beach Cloth  
 for 1919*

OUR knowledge regarding costs, operating conditions, and raw materials for the next eight months permits us to be definitely emphatic.

We give this flat guarantee to every clothier in the country, so that each, in perfect assurance, can order his full needs of Genuine Palm Beach Suits.

THE PALM BEACH MILLS  
 GOODALL WORSTED CO., SANFORD, ME.  
 A. ROHAUT, *Agent*, 229 FOURTH AVE., N.Y.



**PALM BEACH**  
*The National Summer Suit*



REGISTERED U.S. PATENT OFFICE  
**THE GENUINE CLOTH**  
 MFD. BY GOODALL WORSTED CO.  
 SOLD BY A ROHAUT, 229 FOURTH AVE. N.Y.

## *We Caution Against Delays*

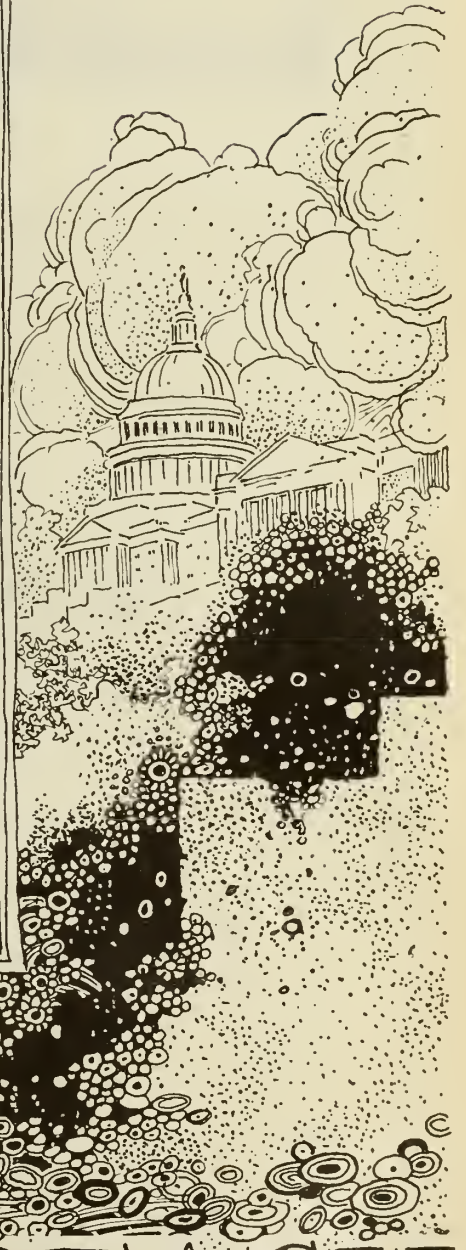
**W**HILE we will do our utmost to supply the heavy demands that have been made upon us, there will be a decided limit to our output.

It is needless to point to the homecoming army, and the fact that hundreds of thousands will reach family headquarters just in time to put aside their khaki and don Palm Beach.

Palm Beach will be a new blessing and economy, for it will tide legions of soldier boys over until Fall—in perfect comfort—and with modest outlay.

Buy confidently of the genuine—and safeguard yourselves now.

THE PALM BEACH MILLS  
 GOODALL WORSTED CO., SANFORD, ME.  
 A. ROHAUT, *Agent*, 229 FOURTH AVE., N. Y.



**PALM BEACH**  
*The National Summer Suit*

# “When Tommy Comes Marching Home”



Thousands of our fighting men will shortly be doffing the khaki and taking up their old time avocations once more.

This condition will create a bigger demand for sound, serviceable working togs like

## Carhartt Overalls and Working Gloves

Wise dealers should prepare for this increased call by stocking the *Carhartt* lines. The veterans will want the best—big, roomy, well made overalls like Carhartt's are going to win their favor and hold it, too.

You can buy now to advantage. Prices are sure to go up before they commence their long, slow decline. Buying for the *distant future* is inadvisable—buying for the *present* and *near future* is good business.

Our men are now on the road.

### Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

Toronto

Montreal

Winnipeg

Vancouver





"Okeh"

The  
NEW  
ARROW  
*form-fit*  
COLLAR

"Okeh W.W." from the Sat. Eve. Post of  
May 4th, 1918

SECRETARIES and attaches at the executive offices \* \* \* testify to Mr. Wilson's originality. For they found him unlike his predecessors from the very day he sent back to them the first memorandum which they had submitted to him for his approval or disapproval and on which he wrote in pencil the curious phrase "Okeh W. W." They hazarded guess after guess as to where the President got the word. They had heard of his wholesome respect for the English language. Finally, after more memoranda similarly marked came to them, one of the assistant secretaries asked the President why he didn't use the abbreviation "O. K."

"Because it's wrong," replied the President as he went on signing his mail. "O-k-e-h" he spelled it out—"is the correct word."

There was a sudden search for dictionaries that day, but though some of the lexicons attributed the use of "O. K." to Andrew Jackson for "Oll Korrekt," none made mention of "okeh."

"Look it up in the latest dictionary," suggested the President to his puzzled inquirer. And here is part of what was found:

O.K.—a humorous or ignorant spelling of what should be "okeh," from the Choctaw language, meaning "It is so"; an article pronoun having a distinctive final use; all right; correct; used as an indorsement of a bill.

CLUETT, PEABODY & Co., OF CANADA, LIMITED  
MONTREAL TORONTO WINNIPEG VANCOUVER

CABLE ADDRESS "DENTCO"  
WESTERN UNION UNIVERSAL CODE



*Dent, McCroft & Co.*

MANUFACTURERS OF

**DENT'S GLOVES**

*Canadian Branch*

MANUFACTORIES

LONDON	England
MARTOCK	England
WORCESTER	England
GRENOBLE	France
BRUSSELS	Belgium
NAPLES	Italy

WAREHOUSES

LONDON	
PARIS	
NEW YORK	
MELBOURNE	Australia
MONTREAL	

*Montreal, Que.*  
CANADA

January 1st, 1919

SPECIAL TO THE GLOVE DEPARTMENT

Dear Sir,

Again it is our privilege and pleasure to thank you for your generous co-operation during the past year.

While glove imports have been restricted owing to the great demands in Europe upon labour and supplies of leather and wool, a very marked development in Fine glove manufacturing in Canada has taken place and this industry is now assured of a future which will have an important influence in glove trading.

We are pleased to inform you that our new Factory at Loretteville, Que., now in operation, is the largest in Canada, producing fine gloves exclusively and is equipped with patterns, knives and machinery similar to that used in our European factories and no effort or expense will be spared to produce gloves of the high standard and quality associated with our name.

Our representatives will be pleased to submit for your inspection, samples of Kid, Suede, Cape, Mocha and Chamois gloves, unlined, lined lamb, fur, seamless and wool for immediate and Fall delivery; also Woollen gloves and Silk and Fabric gloves made in the Hall Dent factory at London, Ont.

Owing to the World shortage of leather and wool, years must elapse before supplies are again normal and prices must of necessity continue high, with, we anticipate, a very gradual easing from time to time. Therefore we venture to advise cautious buying with the proviso that merchants would do well to provide for their legitimate needs now, in order to avoid being caught without suitable merchandise next Fall by which time we feel that the new and greater era of prosperity for our Dominion will have opened.

Yours very truly,

*Dent McCroft & Co.*

—for immediate



3050/1B

Unlined grey suede, made  
Prisseam style—1 dome  
—self bound. Black  
embroidery on back.

No. 2126—CUMFY  
ONE-FINGER  
MITT.

No. 2138—RADIATOR  
GAUNTLET

One finger mitt.  
Genuine horsehide.  
Pure wool knit lined.  
Split cuff. Scorch-  
proof. Waterproof.  
Heatproof, at

**\$33** doz.

**\$18** doz.

Genuine horsehide.  
4½" wool knit wrist.  
Heavy pure wool lin-  
ing. A soft, pliable,  
warm, durable mitt  
at **\$21** doz.

Wire---our expense---for these

**GENUINE BARGAINS**

Shipped within 24 hours while the stock lasts.

Travellers now out. Be sure and see our large,  
well assorted range of big values in

**Fine Dress Gloves**

For Men, Women  
and Children

**Heavy Work**

**Gloves and Mitts**

**The HUDSON BAY KNITTING CO., Limited**  
MONTREAL QUE.



## All ready for a huge Cap year

The boys from overseas will want caps. They are used to wearing them.

The growing army of automobilists want caps.

The ever-present boy wants caps.

You'll need a big stock and a safeguarding stock during 1919.

Bear this in mind when looking over the splendid Fall samples with which our travellers are now going out. Cover your requirements early. Then the selection is the widest and early ordering gives the assurance of having the goods when required.

We can fill a certain number of sorting orders.

### J. SAMUELS & SONS

77-79 PETER STREET - TORONTO

*We Specialize in*

## Railroad and Iron Workers Gloves

(Union Made)



Our  
"DREADNOUGHT"  
GLOVE is Strong and  
Durable. Note spe-  
cial thumb and finger  
protectors. All seams  
reinforced. Made in  
Horse-Hide and  
Buckskin.

Sole manufacturers  
Patent Seamless  
Forefinger Railroad  
Gauntlets.

Write for Samples and Prices.

### Montreal Glove & Mitten Works

12 Bernard Street - Montreal

## Sell the Hanson Sock



THIS MARK APPEARS ON ALL OUR SOCKS

WE specialize in the making  
of heavy serviceable socks  
for the general trade.

Look for the Hanson Trade  
Mark—the stamp of quality—  
on every pair.

Comfort and Wearability have  
made the Hanson sock a favor-  
ite everywhere.

We have maintained *Our Stand-  
ard* even under war conditions.

Sell it. It's a good profit maker.

### George E. Hanson

*Manufacturer*

HULL, P.Q.

# Your Opportunity

## "A New Year's Message"

Never before has there been a better market for overalls and work-shirts.

The earning power of all classes of workmen has increased enormously; they are in a position to buy the best available. They know that it is economy in the long run to buy well-made garments.

The margin between income and outgo is wider than ever before. The ever-increasing prices of commodities came slowly, almost unnoticeably. More increases are bound to come and increases will stay.

Now is your time and opportunity to stock up with a line that appeals to the working man. Goods stocked that keep the customer sold is an enviable basis of business trade to the dealer.



## KITCHEN'S

### "Railroad Signal"



Union Made

## OVERALLS AND SHIRTS

are staunch backers to the trade. The quality and comfort in them satisfies, and this means more business.

*Kitchen's overalls* are strongly made, roomy, comfortable and neat in appearance. Drivers, expressmen, engineers, farmers, etc., are desirous of having well-fitting and durable garments.

*Kitchen's open-front workshirt* is something new the working man has always looked for. Kitchen's are the only manufacturers in Canada making open-front workshirts. These shirts are good sellers.

Every dealer should stock up with these two lines. Our advertising will continually liven up your customer trade and increase sales.

Write us re proposition and we will have our traveller call on you.



**The Kitchen  
Overall & Shirt Co., Ltd.**  
Brantford, Ontario

# 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 2¼ 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 2¼ in.  
Sizes 13½ to 17½  
Plain Repp  
Price \$2.00 Per Doz.



**COMOX**  
Front 3½ in.  
Back 2 in.  
Sizes 13½ to 17½  
Fine Pique  
Price \$2.00 Per Doz



**LAKEFIELD**  
Front 3½ in.  
Back 2 in.  
Sizes 12 to 17  
Corded Madras  
Price \$2.00 Per Doz.



**RIDEAU**  
Front 2¾ in.  
Back 2¼ in.  
Sizes 12½ to 17½  
Fine Pique  
Form-Fit  
Price \$2.00 Per Doz.



**TRURO**  
Front 2¼ in.  
Back 2 in.  
Sizes 13½ to 17½  
Fancy Poplin  
Price \$2.00 Per Doz.

*The Styles and  
Fabrics and  
Qualities Rep-  
resent the  
Markets Best  
Possibilities.*

## DE LUXE SOFT COLLARS



**FORDHAM**  
Front 2 in.  
Back 1¾ in.  
Sizes 13½ to 17½  
Russian Cord  
Satin Stripe  
Price \$2.50 Per Doz.



**HAIG**  
Front 2¾ in.  
Back 2 in.  
Sizes 13½ to 17½  
Russian Cord  
Form-Fit  
Price \$2.50 Per Doz.



**TILSDEN**  
Front 2¾ in.  
Back 2¼ in.  
Sizes 13½ to 17½  
Russian Cord  
Satin Stripe Duo-Tape  
Price \$2.50 Per Doz.



**VERNON**  
Front 3½ in.  
Back 2 in.  
Sizes 13½ to 17½  
Plain Poplin  
Price \$2.50 Per Doz.



**DALTON**  
Front 3½ in.  
Back 2 in.  
Sizes 13½ to 17½  
Plain Pique  
Price \$2.50 Per Doz.



**SANDON**  
Front 2½ in.  
Back 2¼ in.  
Sizes 13½ to 17½  
Russian Cord  
Price \$2.50 Per Doz.



**COL. BOGEY "K"**  
Front 2¼ in.  
Back 1¾ in.  
Sizes 13½ to 17½  
Plain Pique  
Price \$2.50 Per Doz.



**MERTON**  
Front 2¾ in.  
Back 1¾ in.  
Sizes 13½ to 17½  
Corded Repp  
Price \$2.50 Per Doz.



**CARMAN**  
Front 2¾ in.  
Back 1¾ in.  
Sizes 13½ to 17½  
Price \$2.75 Per Doz.



**ELKHORN**  
Front 2¼ in.  
Back 2 in.  
Sizes 13½ to 17½  
Cotton Bengaline  
Price \$2.75 Per Doz.

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

# DE LUXE SOFT COLLARS

Cluett, Peabody & Co. of Canada, Limited



**AUSTIN**  
Front 2 7/8 in.  
Back 2 1/8 in.  
Sizes 13 1/2 to 17 1/2  
Silk Faille  
Duo-Tape  
Price \$3.50 Per Doz.



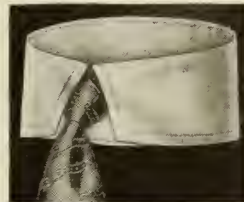
**GRETNA**  
Front 2 1/8 in.  
Back 2 3/8 in.  
Sizes 13 1/2 to 17 1/2  
Cotton Bengaline  
Price \$2.75 Per Doz.



**WARWICK**  
Front 2 3/8 in.  
Back 2 in.  
Sizes 13 to 17 1/2  
Fancy Pique  
Form-Fit  
Price \$2.75 Per Doz.



**KINGSTON**  
Front 2 in.  
Back 1 3/4 in.  
Sizes 13 1/2 to 17 1/2  
Silk Faille  
Price \$3.50 Per Doz.



**GLENORA**  
Front 1 3/4 in.  
Back 2 3/8 in.  
Sizes 13 1/2 to 17 1/2  
Habutai Silk  
Price \$4.00 Per Doz.



**KELOWNA**  
Front 2 1/8 in.  
Back 2 1/8 in.  
Sizes 13 1/2 to 17 1/2  
Silk Bengaline  
Price \$4.00 Per Doz.



**BEVERLY**  
Front 2 7/8 in.  
Back 2 1/4 in.  
Sizes 13 1/2 to 17 1/2  
Fancy Pique  
Form-Fit  
Price \$3.50 Per Doz.



**OKA**  
Front 2 7/8 in.  
Back 2 1/4 in.  
Sizes 13 1/2 to 17 1/2  
Art Silk Pique  
Form-Fit  
Price \$4.00 Per Doz.



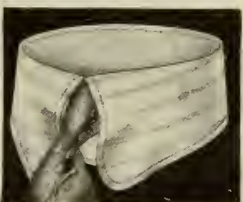
**BENITO**  
Front 3 1/2 in.  
Back 2 in.  
Sizes 13 to 17 1/2  
Corded Repp  
Price \$2.75 Per Doz.



**EMERY**  
Front 2 7/8 in.  
Back 2 1/4 in.  
Sizes 12 1/2 to 17 1/2  
Corded Madras  
Form-Fit Duo-Tape  
Price \$2.75 Per Doz.



**PARMA**  
Front 2 7/8 in.  
Back 2 1/4 in.  
Sizes 13 1/2 to 17 1/2  
Habutai Silk  
Form-Fit  
Price \$2.75 Per Doz.



**MIDLAND**  
Front 2 7/8 in.  
Back 2 1/4 in.  
Sizes 13 1/2 to 17 1/2  
Silk Stripe Form-Fit  
Duo-Tape  
Price \$2.75 Per Doz.



**DURHAM**  
Front 2 1/4 in.  
Back 1 3/8 in.  
Sizes 13 1/2 to 17 1/2  
Habutai Silk  
Price \$2.75 Per Doz.



**GRANVILLE**  
Front 2 7/8 in.  
Back 2 1/4 in.  
Sizes 13 1/2 to 17 1/2  
Plain Poplin  
Form-Fit  
Price \$2.50 Per Doz.



**RATHBUN**  
Front 2 7/8 in.  
Back 2 1/4 in.  
Sizes 13 to 17 1/2  
Art Silk Pique  
Form-Fit Duo-Tape  
Price \$4.00 Per Doz.



**REGINA**  
Front 3 1/2 in.  
Back 2 in.  
Sizes 13 1/2 to 17 1/2  
Box Check  
Price \$2.75 Per Doz.



**CORDOVA**  
Front 3 1/2 in.  
Back 2 in.  
Sizes 13 1/2 to 17 1/2  
Habutai Silk  
Price \$4.00 Per Doz.



**RAINBOW**  
Front 2 7/8 in.  
Back 2 3/8 in.  
Sizes 13 to 17 1/2  
Colored Stripe Silk  
Duo-Tape  
Price \$3.50 Per Doz.



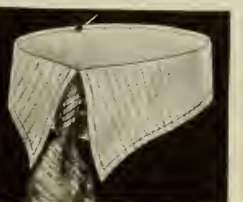
**MAITLAND**  
Front 3 1/2 in.  
Back 2 in.  
Sizes 13 1/2 to 17 1/2  
Habutai Silk  
Price \$3.50 Per Doz.



**MANITOU**  
Front 3 in.  
Back 2 in.  
Sizes 13 1/2 to 17 1/2  
Silk Faille  
Price \$3.50 Per Doz.



**SHELburn**  
Front 2 7/8 in.  
Back 1 3/4 in.  
Sizes 13 1/2 to 17 1/2  
Silk Moire  
Price \$4.00 Per Doz.



**ACADIA**  
Front 2 7/8 in.  
Back 1 3/4 in.  
Sizes 13 1/2 to 17 1/2  
Crocheted Bengaline  
Price \$4.00 Per Doz.



**SIDNEY**  
Front 2 1/4 in.  
Back 2 in.  
Sizes 13 1/2 to 17 1/2  
Silk Moire Duo-Tape  
Price \$4.00 Per Doz.



**ORMONDE**  
Front 2 1/2 in.  
Back 2 in.  
Sizes 13 1/2 to 17 1/2  
Crocheted Bengaline  
Duo-Tape  
Price \$4.00 Per Doz.



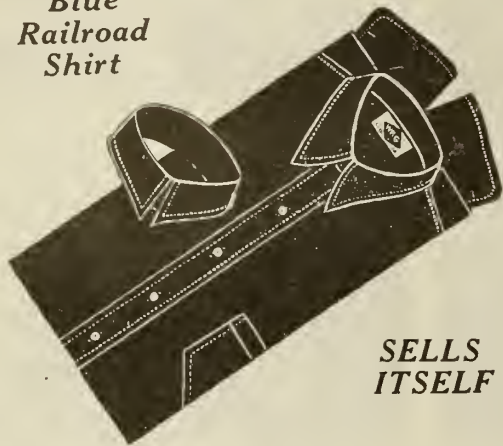
**CORONA**  
Front 3 1/2 in.  
Back 2 in.  
Sizes 13 1/2 to 17 1/2  
Shappe Silk  
Price \$4.00 Per Doz.

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

# THE "HERCULES"



Blue  
Railroad  
Shirt



**SELLS  
ITSELF**

Extra heavy, extra strong. Special Blue Indigo Dyed Percale. Double stitched, double seamed—can't rip. Big and long—two collars.

Write to-day for prices and samples of "Hercules" work and Neglige Shirts. Mention this ad.



Prices for Spring  
Cannot Go Down

May Go Up

To introduce our  
new line of  
"Hercules"

## Boy's Wash Suits

we have packed a sample dozen, all different styles, which we will send prepaid on request. You may retain the sample dozen or return "Collect." See them — we know your order will follow.

**THE HERCULES GARMENT CO.  
LIMITED**

HEAD OFFICE—MONTREAL  
Factories—Montreal and Louiseville, P.Q.

# MAKE EVERY INQUIRY A SALE

"Progress Brand"  
Clothes, Made-to-  
Measure System, en-  
ables you to fill every  
inquiry to individual  
taste and quick ser-  
vice.

Write us for  
particulars.

**H. Vineberg & Co.**

LIMITED

1202 St. Lawrence Boulevard  
**MONTREAL**

Makers of "Progress Brand" Clothes  
Made-to-Measure Department.

# "Craftana"

Registered No. 202,005

THE HALL-MARK OF

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

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

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

**A HALF HOSE  
FOR HARD WEAR.**

**Absolutely Seamless  
Perfect in Fit  
Guaranteed Unshrinkable**



**THE HOME OF PERFECTION IN FOOTWEAR.**

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



# You Will Sell More Challenge Cleanable Collars in 1919

This is a bald statement, you will say, but still after reading this advertisement we are sure that you will not only agree with us, but you will get in behind our efforts and give us your enthusiastic support.



*The  
Quality  
Mark*

In the first place our advertising appropriation will be large. National publications with extensive and influential circulation in YOUR territory will carry our convincing selling story to YOUR customers. Local newspapers in the principal towns and cities from coast to coast, street cars and illuminated billboards will also tell the people of Canada just why we know that CHALLENGE CLEANABLE COLLARS are the best.

Handsome mahogany collar stands, counter cards in colors that attract the buyer, booklets and folders that YOUR customers will read, are yours for the asking.

Write for our catalogue. It will tell you our story and incidentally show you the many and varied styles of Challenge Collars that are so much in demand.

Let us impress you with this fact. THIS ADVERTISING IS FOR YOUR BENEFIT. We do not sell CHALLENGE CLEANABLE COLLARS direct, but through YOU, and we want YOU to realize on the profitable results that our publicity will bring to your store.

Look over your stock to-day and order early for 1919 demand.

## The Arlington Company of Canada, Limited

76 Bay Street, Toronto

Read Building, Montreal

Travellers Building, Bannatyne Street, Winnipeg

STAR BRAND



# SPRING and EASTER NECKWEAR

We have an exceedingly attractive range of Spring and Easter Neckwear, which will be in the hands of our travellers early in the New Year.

Notwithstanding the difficulty in procuring suitable silks, you will find a wide selection both of colorings and patterns, including Swiss and American weaves of rare beauty.

Prices, too, are very reasonable, consistent with the quality and scarcity in the market. Run from \$6.50 to \$18.00.

An early inspection is advised.

VAN ALLEN CO., LIMITED  
HAMILTON —:— ONTARIO

Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec,  
St. John, N.B., Halifax. Montreal, 153 Notre Dame Street, West.

**The Lang Shirt Co., Limited**

MANUFACTURERS OF

**High Grade Shirts**

THE  
*Lang*  
SHIRT

KITCHENER, ONT.,

December 30th, 1918.

## ATTENTION OF THE RETAIL TRADE.

Gentlemen:

Several merchants have asked our opinion on conditions—our ideas as to the correct buying policy for 1919. Perhaps a summary of what we have said to them will be of interest and value to you.

Shirts for Fall 1919 are certain to be high in price. Whether that season's quotations will be the top level, or whether Spring 1920 will see still stronger prices is a point we cannot now decide. As to 1919, however, our advice is this:

Buy for your needs. Estimate the business you will do. Consider your stock then order well up to the difference between your needs and your stock. Don't overbuy; but don't forget that you must have merchandise in order to make profit-giving sales.

Everything points to a huge shirt year. We have made plans to this end and will be able to give you splendid service; and always the LANG quality of materials and workmanship.

Let us have your orders as early as possible—and remember we put YOUR label on our shirts if you wish. You may put your name on these shirts in perfect confidence.

A Happy and Truly Prosperous New Year to You All.

Yours very truly,

THE LANG SHIRT CO., LIMITED.

## WREYFORD & COMPANY, TORONTO

WHOLESALE MEN'S FURNISHERS—MFGRS. AGENTS

We are reckoning on peace conditions to help our phase of the business, the import of high class goods, very materially.

Our buyers are now in Europe, and anything new and of good value offering our travellers will have to show you in time for Fall trade.

In the meantime our present stocks, and goods on way, are lower in price than can be bought for to-day, therefore we can give you good values for Spring.

English Cashmere Half Hose, \$6.00, \$7.50, \$10.50 dozen.

Summer Union Suits, same price as Spring, 1918.

We are the Dominion agents for  
**YOUNG AND ROCHESTER**  
London and Londonderry

Manufacturers of Shirts for Dress and Sports, Pyjamas, Dressing Gowns, Vests, Neckwear and Mufflers.

**TRESS & CO., London and Luton**  
Manufacturers of High Class Hats, Caps and Straws. The Tress cap has no equal; prices are not low, but values are good. Leading shapes—"The Broadway," "Mascot" and "Strathmore."

**EBBLEWHITE & CO., Manchester,**  
Manufacturers of Fine Coats for "Field Service," Sporting and City wear. Specialties—The "Emcodine" and "Quorn" coats.

**WREYFORD & COMPANY, TORONTO**  
Wholesale Men's Furnishers and Mfgs. Agents---Military Outfitters



## Prices Steady for 1919

In spite of difficulties we have been able to get together splendid ranges in Overalls, Shirts and Trousers at practically the prices quoted during the closing months of 1918.

You will be delighted with the qualities our Travellers will now show. We suggest your estimating your requirements and ordering at once.

This is not a time for speculation; but this is a time to cover requirements. Goods are not plentiful and you will make no mistake in ordering early.

### J. A. Haugh M'fg. Co., Limited

659 King West,

TORONTO

Mfrs. Arm and Hammer Work Shirts, Overalls and Trousers



## The Dawn of a Promising Year

The year 1918 will go down in history and in all our memories as the most notable, the Great Victory of the Allies being a joyful climax. And with the dawn of Peace we look forward to an even greater and brighter New Year.

Many new industries have sprung up and become firmly established during the years of war, and "Made-in-Canada" will stand more than ever for the "Very Best."

Gradually, also, the market of the world will again be opened and retailers will be offered merchandise of every kind. This will take some time, though, as all Europe has to be supplied first.

For the year 1919, therefore, we will have to rely chiefly on stocks on hand and the products of our own factories.

In this we are particularly fortunate with a large and splendidly selected stock in our warehouses and our own well-equipped factories for the manufacture of our many specialties.

### LARGER RANGE THAN EVER OF OUR WELL-ESTABLISHED BRANDS

"Racine" Working	} Shirts.	"Life Saver" Overalls
"Hero" Fine		"Samson" Pants
"Strand" Chemise de Luxe		"Record" Sox

All productions of our own factories.

May the New Year bring not only Peace, but Prosperity and Happiness in an increasing degree to all of us.

# 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.



## Plenty of Working Clothes Needed for 1919

Plenty of work for men in 1919 is the statement in an article in December issue of "Men's Wear."

This means a steady **demand** for working clothes.

### Goodhue's Star Brand Overalls

are selling rapidly. Mechanics, railroad men, garage men, motorists and farmers appreciate their substantial manufacture, wearing qualities and increased comfort. Moreover, we are creating a demand with consumer advertising and dealer helps.

Make up your spring shipments now and order TO-DAY, thus assuring a liberal stock on hand.

## The J. B. Goodhue Co., Ltd.

ROCK ISLAND, QUE.

Montreal: 211 Drummond Bldg.

Ottawa: 76 O'Connor St.



## Will you get your share of the Boys' Trade during the coming period of Reconstruction?

The boys' earning power will not diminish during the coming period of reconstruction. Rather will it increase, and so the boy will continue to rank as a customer of first importance.

Win the trade and the confidence of the boy by stocking

### LION BRAND BLOOMERS

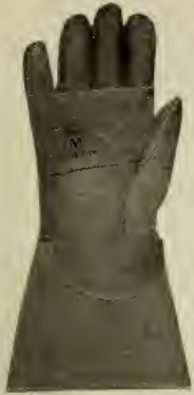
which for appearance and wearing quality are unexcelled anywhere.

**Just what you need to make things  
hum in your juvenile department.  
Try Lion Brand Bloomers.**

## The Jackson Mfg. Company

CLINTON, ONTARIO

Factories at Clinton, Goderich, Exeter, Seaforth



1575 1  
Chrome Tan Railroad Stock.



476 5  
Grain Horsehide, Double Palm.

# WORKING GLOVES AND MITTS

THESE illustrations represent half-a-dozen "best sellers" for Spring or Fall delivery.

Operating five tanneries and factories we enjoy unique facilities enabling us to produce a line of working gloves and mitts that is *absolutely unparalleled* in Canada. You must see these samples to appreciate this fact.



1860/1  
Peccary Pigskin Roping Glove.



Sandy  
Grain Horsehide.

*Salesmen now out.*



1563  
Chrome Tan Railroad Stock.

OTHER ACME PRODUCTS

- Fine Dress Gloves
- Knit Goods      Larrigans
- Mackinaw Clothing
- Sheep Lined Clothing
- Moccasins      Overalls
- Shirts, Etc.



1524  
Chrome Tan Railroad Stock.

## ACME GLOVE WORKS LIMITED

Branches:  
CRAIG STREET  
CLOTHING  
MARIEVILLE  
KNITTING MILL

Head Office & Main Factory  
**MONTREAL**

Branches:  
JOLIETTE  
TANNERY & WOOLEN MILL  
ST. TITE  
TANNERY - LARRIGANS  
GLOVES

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

## A FIRST CLASS AGENT

required to represent a London house for Ladies' and Gentlemen's Wholesale Clothing. The sole agency for this Country would be given to one with a sound connection with the retail trade. First class references essential. Apply by letter, stating full particulars.

Box No. 918

c/o **C. MITCHELL & CO.**  
1 & 2 Snow Hill, LONDON, England

## DISTINCTIVENESS *in* CLOTHING

"Progress Brand"  
Clothes Made-to-Measure System makes a feature of individual details to suit particular tastes.

Every order a distinct creation.

*Write us for particulars.*

**H. VINEBERG & CO., LIMITED**  
1202 St. Lawrence Boulevard, - MONTREAL

MAKERS OF  
"Progress Brand" Clothes, Made-to-Measure  
Department

Large overplaid  
Snowfall effect.



Scotch Plaid  
Silk Lining.



## JUST ONE of the New Lines of BOSTON CAPS

Made of American homespun tweed with snowfall effect. This Cap, a sure seller, excels in its broad roomy lines—in three colors—Green, Drab, and Brown with large Overplaid. The lining—something new—a Scotch Plaid Silk—bound to please.

Travellers are now out with this and many other lines of Caps and Cloth Hats.

## BOSTON CAP COMPANY

Wholesale and Retail Manufacturers of Hats and Caps

338 ST. URBAIN STREET

MONTREAL



# When you need a new stock of Trousers come to the house that specializes in them

"Everyman's"—that's the name—is a line of trousers offering you a most comprehensive assortment of well-made, well-tailored trousers from which the requirements of the "Millionaire and the Million" can be fully met.

The materials, trimmings and workmanship in "Everyman's" assures satisfaction.

It's an "Everyman's" Trousers—you can guarantee it.

FOR THE MILLIONAIRE

Made  
in  
Canada



For  
Canadians

FOR THE MILLION

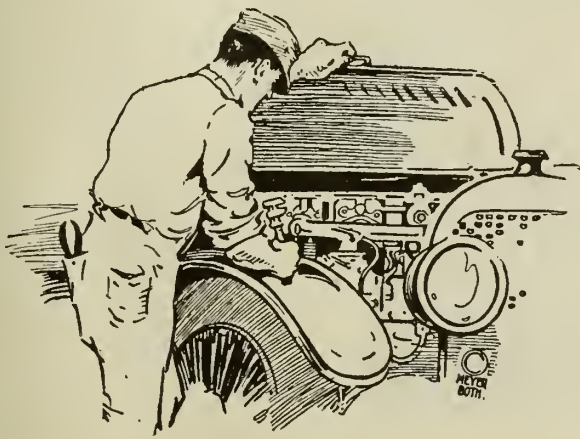
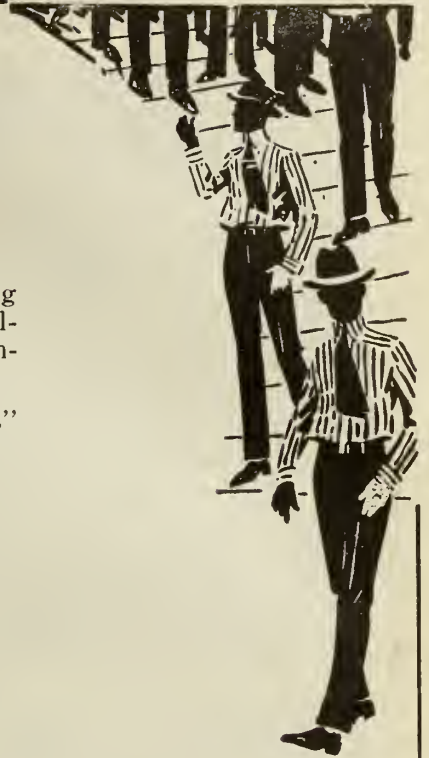
## DAVIS BROTHERS

Manufacturers

HAMILTON

ONTARIO

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



## The Deacon Shirt Company

Belleville, Ontario

# The Stability of the Deacon Shirt

is a factor that will continue to keep them well to the front in the estimation of careful buyers.

The Deacon Brand on a working or a Fine Shirt guarantees it to be all that a better shirt should be.

Now with thousands of men changing into "civies" the demand for good working shirts will increase.

That's why it will pay you to stock the Deacon lines—the shirts of Big Value and Fair Price.

**Soft Collars of real style  
and quality**  
**Each collar in a  
separate envelope**  
**Our new "Slip-In" Fastener  
with each collar**

**W.G. & R.**  
**SOFT COLLARS**

➔ One of our attractive counter cards for dealer's use.

## *Always the Newest Shapes*

Never were dressier styles shown in soft collars.  
 Workmanship of the highest order down to the smallest detail.  
 The neatest, easiest to use fastener on the market attached to each collar.  
 Order now. 1919 will be a big year for soft collars—particularly W., G. & R.  
 soft collars.

**The Williams, Greene & Rome Company, Limited**

FACTORY AND HEAD OFFICE: KITCHENER, ONT.

Branches at Montreal, Toronto, Winnipeg, Vancouver

# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 9

TORONTO, JANUARY, 1919

No. 1

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## THE MACLEAN PUBLISHING COMPANY, LIMITED

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# —here's the last word from New York!

—*the continent's business barometer*

Mr. Henry Greisman, general manager of the King Suspender and Neckwear Co., has just returned from New York.

He interviewed most of the leading manufacturers of the raw materials that go into King Suspenders and King Cravats.

## This is Their Story

“Prices of raw materials will not take any noticeable drop for some time to come. Supplies are limited. Skilled labor is scarce and wages high.

“The output of the American market must now supply the peace needs of Europe as well as our own requirements.”

## Let These Facts Sink In

Our advice to our customers is to buy their supplies for some time to come, as there will be no price reduction in the near future.

We'll be glad to cover your requirements as far ahead as our limited supplies will allow.

---

---

**The King Suspender  
and Neckwear Co.**

TORONTO, ONT.



# Men's Wear Review

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

VOL. IX.

TORONTO, JANUARY, 1919

No. 1

## Increase in Soldiers' Post-Discharge Pay Means \$100,000,000.00 for Returned Men

This, and Evidence that Workers Are to be Widely Employed at Goodly Wages, Makes Prosperity Seem Certain for Men's Wear Merchants

**P**EACE and plenty have gone hand-in-hand so long that the words naturally join like bread and butter. Peace is now at hand, and despite the fact that this peace is like no other—following as it does the most appalling war in all history—it yet appears that with peace there will again come plenty, for us in Canada at least.

### A NEW ERA

The year 1919 sees the dawn of a new business era. The old days have passed away. No more does the men's wear merchant see young men pass his store to be customers no longer. Now he sees former customers returning—returning with money a-jingle; with victory behind and hope ahead. No more does the merchant face such perplexing problems as in the war days. High prices still exist, and will for many months; yet the problem of financing the business is not the tremendous one it has been. All along the line the situation is improving. The end of advancing prices is in sight. The number of store customers is leaping, and the buying power of these customers is very evidently to remain high.

### BUSINESS ARC LIGHTS AHEAD

It will be well at this the commencement of a great new year to peer ahead, observing the facts that shed a bright light over the business road to be travelled.

Here is the word of the Minister of Militia that commencing with January the boys will be brought back from the front not at the rate of 20,000 a month, as in December, but 30,000 a month. Plenty of new customers surely—or old customers returned which is even better.

Here is the fact that the military regulations have been so altered that a returning private or an officer may retain his uniform—has not to hand this in at the centre of his military district—business, therefore, for whoever is able to impress the returned man that in this store he may get value.

### MORE MONEY FOR SOLDIERS

Here is the new regulation regarding pay after

discharge. There has been talk of increasing the allowance given returned men to assist them in buying their civilian outfits. It was felt \$35.00 was not enough for this, but instead of changing this allowance the Government has announced that the men who have served at one of the war theatres will all receive three months' pay following their discharge, as in the past; and that there will be additions on a sliding scale so that a man who has served three years and has been to the front will receive not three months' but six months' pay; a man who has been under arms two years, not three months' pay but five months' pay; a man who has served one year not three months' pay but four months'.

### MEANS MUCH TO PRIVATES AND OFFICERS

Think what this means! In the first place it means a lot of money to be spent for necessities such as men's clothing. It means men now returning will receive at least \$133 and as high as \$200—this without their wife's separation allowance which will also be paid, or another \$25 a month for four, five or six months. It means vastly greater sums for sergeants, lieutenants and higher officers.

Moreover, this money grant is retroactive. It goes not only to the man who is returning but to the man who has returned and who received post-discharge pay on the old three-month scale. For him, and all like him, there will be a lump sum coming of the difference between his three months' pay and separation allowance, and the four, five or six months' pay and separation allowances to which he is entitled under the new scale.

### REASON TO EXPECT BIGGER BUSINESS

*The Financial Post* estimates that \$100,000,000 will be paid out by the Canadian Government as a result of this increase in the post-discharge pay. Surely that should do much to make possible the soldiers' return to civil life; surely that should mean even bigger business than has been expected for the men's wear trade.

The soldiers are coming back. The soldiers need clothing and have the money to buy it. Doesn't

that spell opportunity for the men's wear merchants? It spells opportunity upon which many have already commenced to realize.

WHAT OF THE MEN WHO STAYED?

Some three hundred thousand men are coming back from overseas. Some million and a half have been here. The addition of the 20 per cent. means more than an increase of 20 per cent. in the purchases of men's lines because of the huge needs of the 300,000; because, also, many of the men who stayed at home have been buying sparingly.

What will be the future buying policy of these million and a half Canadian adult male citizens—or residents—who have been in Canada since the outbreak of war? Will they have the money to buy? All will admit the readiness to buy if the money is available.

SHIFTS IN JOBS, NOT UNEMPLOYMENT

Yes, surely these men will have the buying power. To quote one instance will perhaps explain why. The editor of *Canadian Grocer* asked the heads of two of the big flour mills if they would be able to reduce the number of hands employed or to reduce wages. To both queries both men gave the same answer—no.

"But," said they, neither knowing the other was being consulted. "I'll tell you what we will do. We'll let out some of the foreigners who have been so insulting during the war days. We're doing it

already, filling their places with the old employees coming back from the front. In that way we get better workers and increase our output, but we don't increase our wages."

WHERE THESE MEN GO

"And this is worth remembering," said these two large millers, "the foreigners we are letting go as we can replace them with better, more dependable men, are not being thrown on the labor scrap heap. They are merely finding their old level. They are going back to their pre-war occupations—to the lumber camps, to the railroad construction jobs, to the Welland Canal, to all these works which have been discontinued for the period of the war, but which are to be entered upon with a rush now."

WORK FOR ALL

And so it is. This rough labor is being replaced, in the mills and factories with returning skilled labor—skilled labor returning from munition plants as well as the front; and the rough labor is going to the old construction work—to the big power work at Niagara Falls, to the nine million dollar section of the Welland Canal, work upon which is being resumed at Thorold.

Work—surely in a land like Canada there is going to be work a-plenty for all when the world is hungry for just the things Canada can best provide. Surely, then, there will be plenty for all in Canada, and plenty of business for the men's wear merchants during 1919.

## Current Events in Photograph



THE GREAT DAM AT BASSANO, ALBERTA

Water sufficient to irrigate 440,000 acres is diverted by the dam, which is one of the largest of its kind in the world. The concrete structure is 720 feet long and it raises the level of the Bow River by 46 feet. The dam is part of the system which supplies water for what is known as the eastern section of the territory to be irrigated. The outlay in connection with this has totalled about \$8,000,000, and there are about 2,500 miles of distributing ditches which take the water to all parts of the country.

# GOVERNMENT WILL TAKE ALL KHAKI CLOTH MADE UP

This Will be Used for Uniforms of Various Services in Canada—Soldiers' Allowances to be Increased—Provision Made to Enable Returned Man Buying Civilian Outfit in His Home Town

By our Ottawa Resident Correspondent

Ottawa Office MEN'S WEAR REVIEW

THE orders for underwear and overcoats for Siberia, which came so unexpectedly to the trade, was apparently just as much of a surprise to the Militia Department and the War Purchasing Board. It came by cable and was for immediate shipment, so that the goods were to a large extent picked up among the dealers. The underwear order was for 150,000 suits and the price allowed was from twelve to eighteen dollars a dozen. As the buyers could not fill all the order at this price, it was afterwards raised to a maximum of twenty-four dollars. The number of overcoats purchased was 30,000 as outlined in December MEN'S WEAR REVIEW. The prices paid for the first twenty-five thousand or so were about \$22.00, but this was raised afterwards.

MAY OR MAY NOT BE MORE

The order came from the British War Office by special cable and the department has no knowledge of further orders to come, and in fact does not expect them, although this does not necessarily mean that no more will come.

As to just what the goods were for, nothing is known, but the general opinion is that they were for distribution among the civilian population in the vicinity of Vladivostok; perhaps somewhat in the manner of those distributions of beads and mirrors with which explorers used to propitiate the savages in Canada, or of the testaments which the missionaries used to introduce themselves. From all reports coming from Russia, a good heavy undershirt would be about the best letter of introduction anyone landing there now could carry. It would be more acceptable than even a testament. It can easily be seen that it would be good policy for a military expedition to grease the ways for themselves and secure the goodwill of the people by beginning their occupation of the country by a distribution of warm clothing where such things are so much needed and so scarce. It would seem to be not improbable that, if the impression produced proved satisfactory, the policy would be continued. It is certain that Russia must be clothed and fed from outside sources for some time to come. It seems likely now that Red Cross work in Canada will be diverted there after the need among our own troops is reduced.

MILITARY DEPARTMENT SAYS ALL CORRECT

So far as the Militia Department is concerned, there is absolutely nothing in the reports that the men have been receiving orders for goods in lieu of the thirty-five dollar allowance to purchase clothing. It is expressly provided by Order-in-Council that the payment must be in cash, and the Militia Department has no knowledge of any infringements of the order. The Retail Merchants' Association here say they have had no complaints in this regard, either.

INCREASE IN SOLDIERS' ALLOWANCES

The complaints regarding the inadequacy of the sum of thirty-five dollars allowed the discharged soldier for the purchase of his civilian outfit has received the serious consideration of the Militia Department. This sum will not be increased, but in a few days there will be an Order-in-Council passed which will increase the rate of post-discharge pay according to the years of service up to six months, in line with the suggestion made by General Mewburn recently. He said he was in favor of increasing the post-discharge pay from three to six months. It is possible that this will apply only to those who have gone across. It will involve a sum of one hundred million dollars, in any event, and, as mentioned above, the Government had in mind this matter of the allowance for civilian outfit of the discharged men.

SOLDIERS ENABLED TO BUY CIVILIAN OUTFITS IN HOME TOWNS

Another important question which has been in the minds of dealers in men's wear is as to whether the men will be allowed to retain their uniforms. It has been decided that they will be allowed to retain everything except their weapons. *This means that they will be in a position to go where they desire to buy their clothes, and not have to buy them at the point of discharge. The merchants have desired, quite properly, that those who will be living in a certain locality should be able to buy their civilian outfits there.*

With the sudden coming of peace, manufacturers of war material of all kinds found themselves in a rather difficult position, and there was no class more seriously affected than woollen manufacturers. Two days before peace came, the mills had been asked to speed up on their contracts. Towards the end of November there was an intimation that all the supplies ordered might not be needed, but nothing was known certainly as to what the reductions would be. The mills were told not to tie up too much material. Two days later all orders were cancelled. From 40 to 50 mills were working on Government orders. The cloth and blanket mills particularly were not anxious for Government orders, as the price fixed was not sufficiently attractive, and the orders were taken largely as a matter of patriotism.

RESTORE CANCELLATIONS

The cancellations came at a time when the most hardships were imposed on the mills, as they could not then get orders for the class of goods they were able to make. They had no place to turn for immediate business.

and it looked as though they would be obliged to close down at a time when employment was most necessary.

*When the situation was explained to the War Purchasing Commission, they dealt very fairly with it. The mills were filled up with expensive wool, practically useless for any purpose but war orders. The Commission has now agreed to restore fifty per cent. or more of the cancellations, and this will tide the mills over for the next two or three months, and will absorb a great deal of the wool now in the hands of the mills.*

It is hard to get a line on the price of raw wool now because there is not a pound being sold. At the wool auction in Boston on Dec. 18th there was an unexpectedly good demand, and the price was only about ten per cent. off from the Government set prices, but that is much higher than the price of Government owned wool in Canada, so that it is selling there at a higher price than it was in Canada before war ceased. For that reason there does not seem to be any chance that the price of manufactured goods will decline. And there is no sign in a reduction in wages or other costs.

The Canadian Woollen Manufacturers' Association is acting in co-operation with our Trade Mission in Great Britain, and a representative, D. L. Carley, of Toronto, left this week as a representative of the Association, which now comprises 71 mills, and will be about one hundred if the felt mills join up, which it is expected they will do.

Mr. Carley is taking over samples of blankets, cloths, and men's women's and children's underwear, socks and sweaters. He is accredited to the Trade Mission for the purpose of securing orders, and is being sent at the expense of the manufacturers.

*The War Purchasing Commission is taking all the khaki cloth made up or in process of manufacture. They can dispose of a good deal of it for army purposes, and what is not needed for that can be dyed up in the piece and used for overcoatings, etc., for officials in the various services in Canada. Khaki takes a good dark navy or black color.*

*It should be thoroughly understood that there will be no dumping of any of the supplies in the hands of the War Purchasing Commission. They are looking after that very carefully. Every discharged soldier is to keep his underwear and socks, and if they are not in good condition, new ones will be given him.*

It is interesting to recall that at one time it was proposed to have the mills make up four standard patterns of cloth for the civilian suits of the discharged soldiers, but the idea was abandoned for several reasons. In the first place, the soldiers did not take to the idea; then the clothing dealers, both wholesale and retail, objected.

The Trade Mission, it may be said, has great hopes of good orders coming to Canada. *There is a report that there is such a scarcity of woollen goods in Great Britain that wholesalers here have been able to ship last year's goods back there at a profit after paying two freights.* If that is the case, we can compete in that market for emergency orders, even if we cannot compete with British woollens under normal conditions. The United States are preparing for large orders there, and we can compete with them in cottons and have a little cheaper raw wool.



*An Interior View of E. R. Fisher's Fine Ottawa Store.*





One View of E. R. Fisher's Model Store.

## RETAILER LOOKS FOR BUMPER YEAR IN 1919

E. R. Fisher of Ottawa Speaks of Prices, Present and Future—Also With Evidences of Big Business Already Manifesting Themselves

**W**HAT does the seeming near approach of peace mean to the men's wear trade?

Listen to the plain statement by a leading retailer, written in reply to a letter from MEN'S WEAR REVIEW'S Editor.

Just a year ago MEN'S WEAR REVIEW dealt with Mr. Fisher's opinion that business would be good in 1918, and quoted his intention to buy 25 per cent. more than he had for 1917. It was to see how this anticipated condition of 1918 business had developed that MEN'S WEAR REVIEW wrote. It is therefore with reference to this point that Mr. Fisher first speaks.

"I did not make any mistake when I sized the situation up that 1918 would be quite the largest business year that we have ever had. Up to the present time our increases are quite up to our expectations with November showing very marked increase, more so than any other month. I might say that I attribute this very largely to the fact that October fell off for quite some sum; this was caused, no doubt, by the epidemic—Board of Health having closed our stores at four o'clock in the afternoon and on Saturday. However, I am quite satisfied that any loss in October is going to

be looked after in November, with November's increase as well.

"You asked me how, with so many young men taken out of the country, we were able to increase our business this year. The fact that we have laid a very solid foundation in the years that are gone is largely responsible for this. Then, too, when we saw many of our young men taken from our list we went out in a little stronger manner after the business and professional men within our gates, and I am glad to be able to say that our efforts were not in vain. The trade we secured from these men more than offset the loss of the young men going."

It is in reply to MEN'S WEAR REVIEW'S query as to the present under the new conditions, and as to the future, that Mr. Fisher next speaks.

"Your next question is rather a hard question to answer, and all I can do is give my humble opinion in the matter. I do not think for a year at least there will be any marked change in the price of woollen merchandise. There may be in the staple lines of grey, navy blue and black, the looms which are now making khaki will be very shortly turned to the making of plainer fabrics, but I do not believe that for ten years will the buy-

ing public be able to walk in and buy suits and overcoats made of pure wool at the prices they are retailing to-day. I

am speaking now of the merchant who foresaw conditions and who in 1917, for his staple business at least, looked after his needs for '18 and '19 at 1917 prices. This was quite possible to do if a merchant was awake to what was coming, and I am glad to be able to say that for staples at least in overcoats and suits we shall require very, very little until the spring of 1920, and I expect by that time a readjustment of prices very much below what is being asked for the coming season. In fact, in our stock to-day there are hundreds and hundreds of suits and overcoats that are being retailed with a good margin of profit at less than we can buy them from the wholesale. As the advances shown from this season to next have been very marked I personally look for tremendous business in 1919.

"We are already feeling the effects of peace in this way, that many young men who were liable to come up very shortly will now never be called and who were going with their old garments because of this, who now are opening up and spending their money for new togs; and when demobilization of the young

Continued on page 46

# PRICES UP 25 PER CENT., AND KNIT GOODS STOCKS LOWER— WHAT SHOULD BE BUYING POLICY FOR 1919?

A FEW days now and the Canadian knit goods houses will be sending representatives to the retail trade with Fall, 1919, samples. At this time, therefore, it is possible to give a definite idea as to prices, and once again there is need of recording advances—advances all along the line.

As to the future, some uncertainty is evident, but for the most part the opinion is that the prices for Fall, 1919, are to be at the high level which will precede a slow but steady decline to something more nearly like pre-war prices.

## HIGH PRICES FOR WOOL MUST CONTINUE

Speaking broadly, prices are to be from 10 to 40 per cent. higher for Fall, 1919, over the preceding season. There seems no help for this. England still controls the wool situation. England has bought the next two clips from Australia, the great wool source, and has unquestionably guaranteed the price to be paid for these clips. The result is that England is now the possessor, to all intents and purposes, of wool which is not yet grown. This has been bought, upon the understanding of a future payment, at such prices that the wool will have to be resold at high prices in order for the British Government to clear itself.

This situation makes it seem that wool will not drop for some time. But of course transportation charges will drop to some extent as will also war insurance rates. Then the cost of converting wool into yarn and yarn into knit goods may drop slightly as a result of changed labor conditions, making it possible for Canadian spinners and knit goods men to get both wool and better labor more easily. But this is for the future. For the present the spinners have bought their tops and have paid for these on a high basis. They must, therefore, sell their yarn at a high price in order to cover.

## HUGE DEMAND WILL STEADY PRICE

If there is any strength in the law of supply and demand—and in spite of the talk of agitators many there are who believe this is still the great factor in fixing prices—the cost of knit goods generally will remain high. The need of Europe for knit

goods at the present time is exceedingly great. Europe will need not only wool but will need the goods made up from the wool—this because the production of many European countries has been so tremendously upset by reason of war conditions. To do her share in giving the relief to Europe, and to secure the business which seems available there, Canada has representatives on hand soliciting orders for the Canadian knit goods and woollen mills—canvassing the situation thoroughly to see what is wanted and presenting samples to show what Canada can give. However, details of this are printed elsewhere in this issue. The only point necessary to make just now is that this situation will be one which tends to make a huge production of wool desirable; one which tends to make the production which is possible all too small for the huge needs; one, therefore, which makes the indicator point to high prices, though perhaps not quite so high as are obtaining for Fall, 1919.

As a matter of fact it seems that only lower wages can bring prices down. One Canadian mill is talking of closing down in order to bring about an equalization of labor. The contention is that during war times many young fellows who were not skilled hands got a wage for which they gave a rather small return. However, the great majority of the mills intend taking no such step. Indeed their opinion is that the condition is still going to be one where workers are eagerly sought. There will perhaps be more selection of workers now. Superintendents will be able to select helpers with a little greater care, and production, therefore, will be better and greater. However, aside from this greater production from the same number of labor units, there does not seem to be any immediate likelihood of a great saving in the cost of producing knit goods as a result of good labor.

## STOCKS ABOUT BACK TO NORMAL

*Approaching this season, when the knit goods for Fall, 1919, will be largely bought, it is well to consider the condition of stocks. An inquiry as to these, both in the wholesalers' hands and on the shelves of the retailer, leads to the belief*

## KNIT GOODS ADVANCES TYPICAL—AND NECESSARY

NO wonder knit good prices for Fall, 1919, are causing the wholesale and retail trade to consider carefully the situation. It was hardly expected there would be much advance for this season—although when the facts are considered it is very easy to understand what causes the advance—and the steep upward movement is a little surprising.

Fleeces are going to the wholesalers at fully \$1.50 higher than the price asked a year ago—this for the very cheapest quality.

Ribs are \$3.50 in the cheapest line above the prices asked a year ago.

Cashmere hose are now \$4.00 up over the prices of a year ago.

These advances mentioned are only for certain lines but are quite typical. Moreover, they are quite necessary as is indicated elsewhere in this issue.

that Canadian stocks of underwear and other knit goods are, at the present time, much lower than they have been for the past two years. One good judge of the situation, who, moreover, has had a splendid opportunity to go about in the trade lately, is of the opinion that the stocks at the present time are not as large as are held at this season in normal years—that is in pre-war years.

It is hard to estimate whether this is quite a correct summary of the situation. Certainly there is this to be said, that the Government has recently bought largely and in a hurry, of the heavier style of underwear. These goods were purchased right out of stock of wholesale houses—in a few instances from the stocks of large retailers. That did a great deal to decrease stocks. Moreover, during the Fall season, sorting has been light. November, usually a splendid sorting month, was very light this year. December was in some instances a better month, but taking it all in all the policy of the retail trade during the two closing months of 1918 seems to have been one of stock reduction as far as knit goods went.

#### BUY FOR NEEDS

Now there comes the need of deciding the 1919 buying policy, and the opinion on the part of wholesalers and retailers—moreover, the opinion which many manufacturers seem to feel is that of the wise merchant—is this: That the business for Fall and Winter, 1919, should be estimated. The stock on hand should be ascertained, then the difference between the stock on hand and the retail business which it is expected to do, should be figured.

This gives the retailer knowledge of what he will require and he should cover a large percentage of that as a placing order.

Unquestionably there are some false conceptions as to the situation. One merchant, getting late delivery of some underwear which he had purchased for 1918, sent word to the manufacturer that he would take this if he were protected against next year's price; that is, he would accept delivery for 1918, if he were assured that he would get a rebate for any difference between those prices which would be put upon the Fall, 1919, goods. This man was assured that all he could expect for 1919 was higher prices and upon that ground gladly took in the goods.

Already there are indications that hosiery buying is going to be very heavy. These stocks seem low.

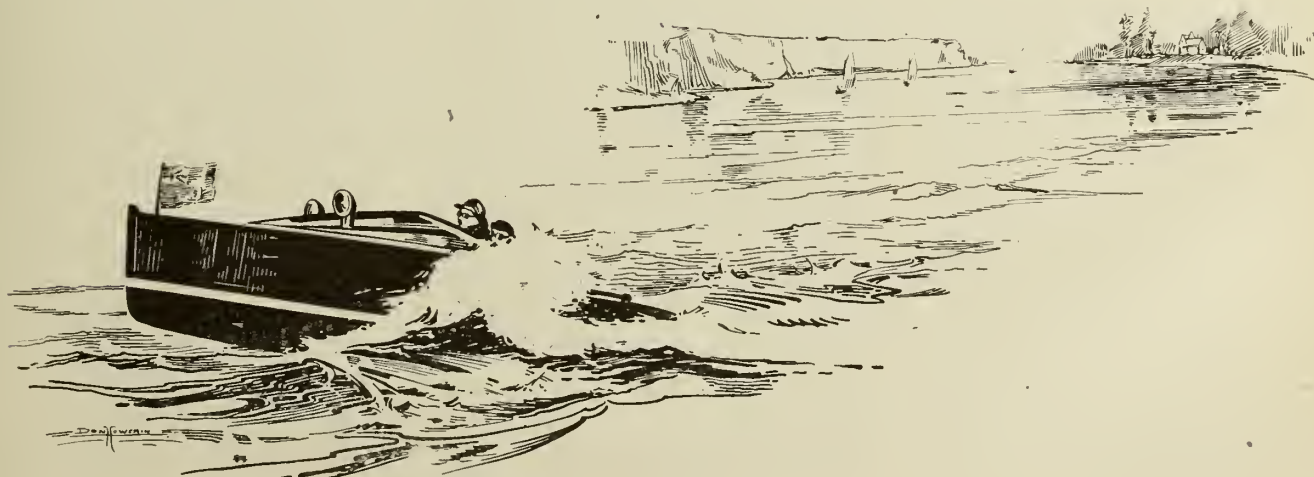
#### WHY WOOL CAME DOWN IN U.S.

There is one other situation causing some upset in the minds of buyers in Canada—this is the tendency of wool to decline in the United States. The position of the United States has not been so favorable as the position of Canada as regards wool. To begin with, the United States was not in the war for well nigh three years and as a result has not as many British boats landing and did not receive from England the supply of wool that Canada did. So the United States depended quite largely for her wool upon the domestic clip, upon what could be secured from Canada and from the South American countries. There was a time when Canadian knit goods men were paying laid down 85c a pound for splendid Australian wool, when the United States buyers were paying \$1.00 for Canadian wool which was not anything like as good quality. The result is that wool prices in the United States *must* come down in order to reach some equality with the prices here.

The rationing system—that system whereby the British Government allots a certain quantity of wool to the various mills one quarter year at a time—is still being employed. There is a belief, however, that this system will be discontinued before long. Already there is talk of wool sales being started again in London, rumor having it that the first of these will be held about the first of July.

#### A MOVEMENT BACK TO NORMAL

The importance of this, of course, is that this is a move back to normal conditions and indicates that something more nearly like normal in price may be looked for. It has to be looked for through binoculars, however. For Fall, 1919, higher prices than ever will prevail. After that, well, after that it is a question but it looks as though high prices would continue for one more season and the pendulum would then begin to swing back, but to swing back slowly. In view of this probability the buying policy seems to many careful retailers one of buying for immediate need, of getting stocks reduced, but of remembering always that it is necessary to have goods on hand in order to be able to sell those at a profit.



# AFTER EXPORT ORDERS IN WOOLLENS

Woollen Manufacturers' Association Now Have Representative in England Looking for Orders in Underwear, Knit Goods Generally, and in Cloths—Such Export Business Will Tend to Make Goods More Reasonable in Price in Canada

**T**HE Woollen Manufacturers' Association — the larger organization which has grown out of the Knit Goods Manufacturers' Association, and which includes not only knit goods manufacturers, but the Canadian cloth mills, which have grown greatly since the commencement of the war—has recently sent to England a representative who will seek export orders for all the members of the Association. D. A. Carley is the man who has been sent. Mr. Carley, who is now in England, has taken with him samples of the goods produced by the members of the Association. He expects to do most of his business in London, working in conjunction with Lloyd Harris, who had gone over at the request of the Canadian Government to seek business for Canadian manufacturing concerns generally. If necessary, however, Mr. Carley will proceed to France.

## Huge Development Revealed

This movement to get export business in knit goods and in cloths, shows a remarkable development in Canadian conditions generally. If, before the war, the suggestion had been made that Canadians could sell underwear and cloth in England and in Europe it is quite certain that the statement would have been regarded as a good joke—would have been classified with the wisdom of taking coal to Newcastle; but things have changed since the war commenced. A number of things have changed. In the first place the Canadian production has gone up tremendously both in cloths and in knit goods, and the Canadian production has come to something like a price footing with English production. As far as European output goes this has been so interfered with by the war itself that it may, for the time being, be almost disregarded.

## Will Take Orders in Bulk

The expectation is that any export orders for underwear which are taken will be taken much as were the orders during the war from the Italian Government. They will be bulk orders which will be allotted among the various members of the Woollen Manufacturers' Association according to the size of the various mills. The expectation also is that it will be coarse goods which will be most in demand, but this can hardly be told in advance. Mr. Carley may find that there is a big opportunity to sell the finer quality of underwear made in Canada also. He expects to sell first for relief work; then for regular business.

## Great Need For Cloth

As far as cloth goes, there is so far nothing definite upon which to form a judgment as to what export business Canadian manufacturers may secure. It is known that the needs of France, Bel-

gium and Italy are very great. It is known also that Germany and the other central powers will require cloth to satisfy their needs prior to that time when their own mills may be able to turn out what is wanted. It is also known that Russia will require a great deal of material, and the belief is that Canadian mills will be able to secure business.

## Export Business Helps Retailers

This effort to secure export business is of great importance to the retailer as well as to the manufacturer. It means that the retailer will be able to secure goods for his trade at cheaper prices if the manufacturers can, through the securing of large export orders, keep up the big output of the plants which have been developed during war days. The keeping busy of the plants in this way will generally reduce overhead, and so make possible a quoting of lower prices to the domestic trade.

One underwear mill alone, for instance—and it is a comparatively small mill—has had some \$200,000 worth of orders cancelled by the American Government since the signing of the armis-

tice. If this mill can, through the securing of export business, keep its considerably augmented plant busy, it will, of course, be in a much better position to quote favorably to the Canadian retail trade.

## Will Keep Business Good

There are many mills which have been exporting to the United States Government a considerable output. There are others which have been making goodly quantities of underwear for the Canadian Government; and if, by the development of this foreign business, that part of their output can be continued, the benefit will be the retailer's and the consumer's as well as the manufacturer's.

Then there is, of course, the big benefit which will come to all merchants through the general prosperity which this export business would bring about.

It is certainly to the interest of all that Mr. Carley should have great success in his efforts to secure export business for the woollen manufacturers, and what develops will be watched with keen interest.

# CAN'T COUNT TOO MUCH ON SORTING

Such Lines as Fancy Sweaters Will Not be Made up for Stock by Manufacturers—Inability to Tell What the Retailer Will Want Makes This Almost Certain Money-Loser

**K**NIT goods made from worsted yarns will be up for Fall, 1919, from 20 to 25 per cent. There does not seem any immediate likelihood of a change, and it is very questionable if retailers will get any better prices by waiting. There is a little feeling in the air that some may place only a part of the order they require for the Fall and Winter of 1919, counting upon sorting up at a later date. Of course, the wisdom of this is something for each merchant to figure out for himself. There are unquestionably certain dangers, however—a great danger, for instance, of inability to get the goods required when they are necessary for securing the sales which give the retailer his profit.

Stocks at the present time are low, and there is no tendency on the part of knit goods manufacturers, or at least of manufacturers of this class of knit goods, to make up large stocks. Such goods as toques of the plain variety, hosiery and mitts or gloves could be made up for stocks, and undoubtedly will be made up for stocks in the quiet season.

There will be a limit, however, to the amount of even such stocks as these, for

the great effort on the part of manufacturers is to get their plants in order and they seem ready to go a little quietly during 1919, if necessary, to achieve this end.

As regards fancy coats, toques, etc., the manufacturers are set against making up any stocks. One manufacturer has already made definite plans to make up nothing in this line for sorting. He states it is simply impossible to foretell what particular patterns the merchant will want, or what range of colors; therefore, to make up these coats for sorting means a great risk that a number will be carried over. Experience in the past has proved that such stock is almost always a money-loser.

In view of this intention not to build up stocks of this fancy class of goods the retailer would be well advised to consider at once what he will want in these coats and sets and to place his orders as soon as the travellers call upon him. In this way he will make sure of deliveries.

Even for the more staple lines it would seem to be the part of wisdom to place a large part of the order, which it is seen will be required, at once.

# NEW YORK BRINGS OUT NOVELTIES

Bisque Colored Hats, Colored Wool Hosiery, Fur Coat Collars, Among the Mid-Winter Fashions for Men

**N**EW YORK, December 12, 1918.—Now that the war is over and so many happy ideas have been expressed in new apparel for women, the men's wear trade has taken up the cudgels and produced numerous innovations for the happy youths and fathers of the country for use in the social season at hand.

One of the most striking productions in fashionable headwear is a bisque colored velour fedora. It has a faille band to match. Several of the smart shops are showing these, along with the more familiar black and green velours.

The phenomenal popularity of furs for women has spread to men's overcoats. A couple of years ago a man was allowed to wear a Hudson seal or a beaver collar, but now, with his greenish-grey tweed coat he wears an opossum collar; with a coat in brown mixtures his collar is natural coon, or with darker browns, mink or beaver; Hudson seal is still the fur for black of course. These fur collars roll up high and extend to a point at the waist, but may be folded under close up to the neck as if they were the ammunition of preparedness against as severe a winter as last year's.

## House Robes in Variety

Wanamaker's have just received some superb bath and lounging robes, which remind one of pre-war luxuries. They are all wool, thick soft blanket cloth, in tans, browns and greys chiefly. These have not been in stock there for the past year and a half. They are priced from \$45 to \$75.

Quite the newest model in these robes, however, is one made of taupe colored silk and wool brocade, lined with tan vicuna cloth which extends to form collar and cuffs. This garment has the advantage of being warm and quite light in weight.

Some new robes from Japan are of heavy silk in half and quarter inch stripes of dull greys, tans, browns and blues with black ground. The lining is of light weight padded black silk and the collar and cuffs of black satin.

Then there are others more elaborate in appearance selling for the Christmas trade. They are fashioned of moiré silks, brocades and pressed and striped chiffon velvets.

In silk shirts stripes are still the centre of attraction for the majority of purchasers. Some departments are featuring Japanese shot silks. These are Habutais in reds, blues, greys, greens, and maize toned down to a wearable dignity with grey or white as the second "party" to constitute the shot effect.

A fine weave of Rajah silk in one and a quarter inch stripes is used for a striking new two-piece suit of pyjamas. The colors are white and two tones of deep rose with the deeper tone separating the lighter stripes. Several colors are to

be had in similar suits of fancy silk and cotton mixtures.

## Novelties in Silk Hose and Woollen

There is any amount of variety in the novelty hose selling just now. In silks the two-toned effects are still good; so, too, are the solid deep colors in the better grade merchandise; they include, mainly, purple, brown, navy and green. Those in self-colored quarter-inch stripes are also popular. Some models have the stripes formed by plain dropped stitches.

One pair at Wanamaker's is of pearl grey heavy ribbed silk; another of plain green with fine fancy embroidery at the sides in green and red; navy and champagne are combined in the same design also. Mottled grey silk with red clocks are also a novelty of the season. In the more popular priced lines stripes and plaids are featuring strongly.

Sport hose in silk and wool and cotton and wool mixtures are selling well in the stores. They are of very fine texture and are priced around a dollar a pair. Some of the colors noted are mottled effects in pearl grey, smoke grey, purple, mauve, green, blue and brown. These lines, too, show the dropped stitch stripes but here only a single stitch is dropped so that the open stripe is very fine. Similar patterns and colorings are shown without this mottled effect.

Handkerchiefs show a great deal of subdued coloring in both wide and narrow borders and all-over plaids and crossbars. Greys, greens, blues, rose and maize are a cheery relief from the solid khaki to which many of our boys have been accustomed.

## Fifty Cents for the Touch of Black

The outstanding notes in gloves of fashion are tan and buck shades in washable buck gloves and tan and grey suedes. It is in good form to wear these

gloves with self-colored embroidery on the backs, but if one cares to pay fifty cents more (that is \$4) for just the nobby touch, one will have some heavy black stitching on the backs. The natural buck gloves are quite the proper accompaniment for the bisque-colored velour hats mentioned above.

Occasionally one sees on Fifth Avenue a pair of chocolate patent colored boots with bisque cloth uppers, but as a rule the fashions adhere rather closely to all brown or all black leathers.

## Good Neckwear Season

You want to know something about New York neckties? Well, to say the least—and perhaps to cover the ground—there is variety in material, coloring, and pattern, so much so that a novelty is not recognized as such. Everything is a novelty. There is perhaps some tendency in the 60c to \$1 lines to favor small patterns with many colors, or only two combined. The snow-flake effects are seen here and there in these. At \$2 there is rather more brilliancy of coloring shown, almost a garishness, no tendency to any one type of pattern. From \$3 to \$5 one is aware that the price is due to the exquisite quality of the silk used; the coloring is harmonious and the patterns medium and dignified. Browns, blues, greys, greens, etc., are not seen combined so often in this grade of neckwear as they are with each restricted to its own tones.

Judging by the number of women surrounding every necktie counter in both the department stores and the specialty shops, there is going to be no falling off in the popularity of neckwear as a holiday gift. Surely they are not buying up supplies while the selection in the Christmas stocks is good in order to have a good collection with which to greet the boys when they come home!

# RED CROSS STILL NEEDS YARN

Organization Will Require as Much as in Past, so that Difficulties of Getting Supplies Will Still Confront Sweater Coat and Other Knit Goods Men

**T**HE huge orders for yarns which were placed for the Canadian Red Cross have, in the past, made the work of the knit goods manufacturers very difficult. It was quite largely ten count yarns which were wanted—just the style used in many sweater coats—and the huge requisitions, touching the million pound mark, kept the spinners so busy that they got further and further behind with deliveries to the civilian knitters.

This is one situation which does not seem likely to be improved as a result of

the armistice. It already appears that the Canadian Red Cross is going to need yarn to fully as great an extent as it has in the past. Not only will the delivery of all the yarn on order be accepted, but further orders are certain to be placed very shortly.

Of course, the goods made up by the various Red Cross Societies will not go as largely to Canadian soldiers as they have in the past. The Canadian Army of Occupation—and it seems likely there will be such an army—will be appreciative of these Red Cross parcels. Still this

army will be comparatively small in size. On the other hand, the Red Cross is going to be called upon to make large deliveries of goods to some of the allied countries, such as Belgium and Russia.

From what the government says, and from what is learned from the heads of the Red Cross organization, it is very evident that the intention is to work actively to bring relief—that yarns will be bought more heavily perhaps than

ever to make possible the production of the necessary goods.

An effort will be made to get the yarns going out to the Red Cross Society in regular shipments, so that the mills will not have to be devoted at certain periods entirely to this work. In this way it seems likely that relief will come to the knit goods men who will get their deliveries more promptly.

could be used perhaps for making cloths suitable for boys suitings, the yarns might be adapted for the weaving of tweeds. Certainly as the Canadian mills are working now these yarns cannot be knitted.

Should this material be put into the production of tweeds, it would tend to make a certain class of cloth more plentiful.

## KNIT GOODS IMPROVING IN FINISH AS RESULT OF RETURN OF OLD LABOR

ULTIMATELY the tendency of knit goods is, of course, going to be downwards in price. As indicated in several places in this issue, this tendency need hardly be expected to evidence itself at once—certainly not for Fall, 1919, lines which will be, roughly speaking, 25 per cent. up. Nor does it mean that the tendency toward lower prices will become evident so soon as will the tendency toward better values.

Manufacturers are quite frank to admit that sometimes—in some lines—the quality of workmanship has dropped. This has been necessary because of the rush under which they have worked during the war days, and because of the fact that expert workers often left the mills to join up with the army, or to undertake some war work. Their places had to be filled by less experienced help and poorer work resulted.

### Old Help Returning

Now there will be a tendency—it is already noted—for the old skilled workers to come back to the mills. They are

putting a finish into garments which has been impossible with the war labor.

Not only is the work of these old employees who are coming back to the mills better, but it is faster. Production, therefore, is being gotten up already. Moreover, while it is not pleasant to think that some took advantage of the war-time scarcity of help, there is the fact that the competitive system which is now reappearing on the labor market is resulting in a speeding-up of work. Jobs now go to the good workers.

### No Lower Prices

But while all these factors would seem to point to lower labor charges—not because wages have really been reduced, but because the product of labor is increasing—there need be no lower prices expected for these reasons, simply because the manufacturers intend to put better and better materials into the goods, better and better finish into them. This will offset other tendencies. What is evidently wanted in Canada is good garments.

## YARNS USED IN U.S. GOODS MAY NOW HAVE TO BE SALVAGED

THERE is on the Canadian market at the present time a great quantity of yarn which Canadian knit goods men purchased in order to allow of their working upon American Government orders. These American Government orders have now been cancelled and the question is as to what will be done with this yarn, and what effect it will have on the knit goods trade as a whole.

As a matter of fact this yarn may have some influence not only on the knit goods trade but also on the clothing trade, for it is of a peculiar quality not regularly used by Canadian knit goods manufacturers. It is single yarn which cost the Canadian manufacturers from \$2 to \$2.15 per pound, but as the situation is at the present time—that is, with the United States Government orders cancelled—this yarn is not worth 25c per lb. for Canadian knit goods manufacturing purposes. The Canadian knit goods houses, who have been making these gloves, puttees, etc., for the United States Government, do not regularly use

yarn of this style at all. They use worsted yarn.

### Protected Against Loss

Fortunately for the Canadian manufacturer who has been engaged, in part at least, in production for the United States Government, they are protected by their contracts for the most part against loss through cancellation. Since the cancelling of the orders, indeed, the knit goods men in Canada have received a request to put a salvage value on the yarns which they have in hand, and which were bought for these United States Government orders. United States officials are expected to be in Canada very shortly cleaning up this whole matter, and at that time a salvage value will be decided upon or the United States Government may take the yarn back for later use, though from what can be learned they are not very anxious to do this.

### Suitable For Weaving Tweeds

There is a feeling that instead of tearing up these yarns for shoddy, which

## RETAILER LOOKS FOR BUMPER YEAR IN 1919

Continued from page 41

men in Canada in khaki now takes place the same will hold good, and in the early months of 1919, with the immense amount of men returning to our shores with practically not a civilian rag to their back, I take it there will be a big opportunity for the merchant who has a stock to look after their needs.

I am,

Yours very truly,

E. R. Fisher.

There will be suggestions here for others. It is to be hoped many are as well placed as regard stocks as is Mr. Fisher; but however this may be a fair facing of the situation should enable all to make 1919 a bumper year

The Underprice is the name of a new men's wear store in Orillia. The policy of the store is said to be what the name implies.

## THE BUSINESS WEATHER COCK

Little incidents are the straws which show the way the business wind is blowing.

One Toronto merchant has sold 10 soldiers in four December days \$750 worth of goods. He figures that if he is getting this business now, when the soldiers are only commencing to come back, he can look for huge business when, as outlined by Minister of Militia Mewburn, the soldiers commence to reach Canada at the rate of 30,000 per month.

When it is remembered—as is outlined in a special article from MEN'S WEAR REVIEW Ottawa correspondent—that it is being made possible for the soldier to go home in his uniform, and to buy his civilian outfit in his own home town if he wishes, it becomes evident that the benefit accruing from the trade of these returned soldiers should be fairly generally spread over the country.



## GIFTS FOR ALL

**I**F there ever is a good reason for crowding, fairly jamming, a window full of goods, surely that time is the Christmas season. The men's wear store offers so many suitable presents for men, boys—yes, and women, too—that the merchant is tempted to put everything—a little of everything—in his trim.

Perhaps this is a dangerous practice, but the window above—one of W. G. Hay's Christmas windows in his Queen Street West, Toronto, store—illustrates how wide a range may be shown without confusion. Here are ties—ties of quiet and of very striking patterns. Here are pyjamas—here knit goods, mufflers, gloves, toques. Here are shirts and suspenders and hosiery—a real assortment of Christmas furnishings, indeed. This and the other store trims drew big business. No wonder!

# LET "POSTIE" MAKE YOUR DELIVERIES

Toronto Hatters, Having Other Means Cut Off, Are Sending Out Hats Through the Mail  
—Means Money Saving and Has Worked Very Well—Can This System be Extended?

**M**ERCHANTS in all parts of the country are having a great deal of difficulty these days in carrying on their delivery system. Fortunately the men's wear merchants are less called upon to deliver than perhaps any other class of dealer, yet there is hardly a day when the delivery problem does not come up. It always was difficult, but now, with boys in such demand and consequently both scarce and high in price, now when the scarcity of labor has driven the delivery systems which formerly existed practically out of existence in many places; now the problem of getting a man's purchase to his home is more than ever serious.

This problem has been quite largely solved by some of the Toronto hatters through making use of the post.

## Hitting Back at the M. O. H.

This is turning the trick on the mail order houses with a vengeance. They go after business by mail and make deliveries by mail. They, so it is sometimes insinuated, had a great deal to do with securing the parcel postal law. For years they have benefited greatly through the postal service; yet now there seems some reason to believe that the retail men's wear merchants—and merchants in other lines—are going to get something out of the Post Office in the way of extra service themselves.

## What is Being Done

Perhaps what may be done can best be indicated to the men's wear trade by indicating what is being done now. Take the case of L. Duckworth, 165 Yonge St., Toronto, for an example.

Some months ago this firm was forced into providing some delivery facilities. The express and delivery companies advised that they would no more deliver small parcels, as they had been doing at a cost of from 10 to 20 cents. What was to be done? After thinking it over carefully, Mr. Duckworth struck the idea of sending his parcels through the mail.

Of course, this is a house dealing in hats. What had to be delivered was either a new hat or an old hat which yet had some value to the owner and which he wanted back. A hat is not the easiest thing in the world to send through the mail, but this firm used the old hat boxes they had on hand, saved all the new hat boxes that came in, and with these, or in these, packed the hats which had to be sent out to the customers. The hat box often was cut down, both to save in weight and to save in bulk, and in these the hat could be returned reasonably conveniently.

## Some Money Saved

As far as the money side of the question goes a saving is made by this form of delivery. The express and delivery companies used to charge Mr. Duck-

### *How About Another Loan?*

*Will there be another Victory Loan, or perhaps a Peace Loan? What Secretary of the U. S. Treasury McAdoo has to say re another Liberty Loan is worth reading, as throwing light on what may happen in Canada.*

*In the official U.S. Bulletin for Nov. 4, printed after we had all celebrated the false rumors of an armistice, Mr. McAdoo said:*

*"We are going to have to finance peace for a while just as we have had to finance war.*

*There are over 2,000,000 United States soldiers abroad. If we transport these men back to the United States at the rate of 300,000 a month, it will be over half a year before they are all returned. Our Army, therefore, must be maintained, victualled, and clothed for many months after peace is an actuality.*

*The American people, therefore, having supported the Liberty Loan with a patriotism that future historians will love to extol, will have an opportunity to show the same patriotism in financing the just and conclusive victorious peace whenever it comes*

*One more Liberty loan, at least, is certain. The fourth loan was popularly called the 'fighting loan'; the next loan may be a fighting loan, too, or it may be a peace loan. Whatever the conditions, the loan must be prepared for and its success rendered certain and absolute. Begin now to prepare to support it."*

worth from 10 to 20 cents per parcel. The average cost of sending a parcel through the mail is from 5 to 6 cents. There is perhaps a little more work in parceling for the mails, but this can be done in quiet moments, so that time is really not lost.

Of course there is some delay in the delivery of parcel. It cannot be said that the post is as fast as were the delivery companies, yet there have been no serious complaints of delay in delivery. Mr. Duckworth tries to see that it is the old hat which has to be delivered—that the customer takes the new one with him. This both reduces any chances of loss through accident and reduces irritation should there be a delay in delivery.

## Deliveries Fairly Rapid

J. L. Applegath, also of Yonge St., Toronto, is using the same service—for the same reason that all other means of delivery were cut off. There was a time when the returned soldiers were running a delivery system in Toronto, but this broke up—presumably because there was not a great deal of money in it, or because the workers got occupations which were more congenial. Now, where an immediate delivery has to be made this store sends its porter. He cannot make a great many deliveries in the day, however, and the big majority of the hats are returned by post. Here, as in the Duckworth store, the customer is urged to take the new hat with him and the old one is sent back to him. The parcels for delivery are mailed about 10 o'clock at night and get to the customer almost without exception the morning of the second day—that is, hats which are put into the Post Office on Monday night will reach the customer on Wednesday morning. Sometimes there is a little quicker delivery than this—occasionally it is a little slower but this delivery on the second day can be roughly counted upon.

Mr. Applegath, like Mr. Duckworth, has found a considerable money saving in this system of delivery. That was by no means the reason it was adopted, but it is an interesting point.

This system of delivery cannot be said to be absolutely free of irritations. However, has any merchant devised a scheme of delivering goods which is free from irritation? The only such system that MEN'S WEAR REVIEW can remember is the system of getting the customer to carry away his own goods. Men's wear merchants are, moreover, doing everything possible to establish this satisfactory condition more and more as the custom. Headway is being made, too, but there are goods now, and always will be, which have to be delivered. Where such is the case, and delivery systems are very poor or non-existent; where also the boy who has been the delivery standby in the past is busy working on other jobs; then postie can, it seems, be relied upon.

## What May Be Done

There is, indeed, room for study of the extent to which this postal delivery system may be put. Hats are being delivered through it now—merchants in some of the centres which have big business from the country are delivering a lot of their parcels through the post—that is, making deliveries to out-of-town customers. If out-of-town customers why not in-town customers, should a saving be accomplished in this way?

## Let MEN'S WEAR REVIEW Hear

Food for thought here, indeed. It is a case where one merchant should give his experience to another and perhaps those who have had difficulty with their delivery problem and who have found the answer in some degree at least, will send their experiences to MEN'S WEAR REVIEW that these might at a later date be passed on to other merchants.



# MEN'S WEAR REVIEW



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## YOUR FORM PUBLIC OPINION

WHILE admitting the tremendous strength of public opinion it is of value to look behind and see what forms public opinion.

What, for instance, is going to form the public opinion as to prices? It is an important point from the standpoint of the retailer, for if the people generally get the impression that goods are going to come down in price—even though goods are *not* going to come down in price—it will have a tendency to deter many from making purchases.

Public opinion is what Tom Jones and Bill Smith and you and I and everyone else think. But what starts Tom Jones and you and I and everyone else thinking in a certain groove? On the matter of prices it is probably not so much what is said in the newspaper, as what is said in the store, which starts those trains of thought on the part of the purchaser which, taken together, constitute public opinion.

When your customer comes in and asks about the price tendencies it is worth while taking a minute or two and explaining just why prices must remain high for some little time. It is worth while to indicate that for 1919 no general downward tendency may be looked for. The facts are available to the men's wear merchants. The facts should be presented to every customer who shows any interest in the matter. That customer will leave your store a missionary for the truth as to your merchandise. He will do a great deal towards keeping a steady flow of business to your store from those who want goods but who could get along without them for a little while, and who will get along without them for a little while if they think prices are going to move downward.

The situation should be represented to store customers exactly as it is. Prices are going to move downward but they will in many cases go higher before they go lower. In other cases they will remain at about the present level for sometime, and when the downward curve does commence it will be a slow, gradual curve which will never reach, probably, to the low point of pre-war days.

Quote instances to your customers. Give definite details—as these details are outlined in this and other issues of MEN'S WEAR REVIEW. These are

what will interest your customer. These are what will cause him to talk, and talk the truth about price tendencies. These are what will establish the kind of public opinion which will keep people buying for their needs during the coming months.

## WHERE EXPORT BUSINESS HELPS

ONE of the exceedingly gratifying features of the recently held inaugural meeting of the Canadian Association of Garment Manufacturers was the spirit of the delegates—their evident determination that no stone shall be left unturned to keep the help profitably employed. It is perhaps to this end, more than with the idea of making any direct profit, that the committee on export business was appointed which has since sent a representative to France to secure some part of the business in making garments for the destitute of Europe.

This same spirit is being displayed by other classes of manufacturers. It is being displayed by retailers who are giving employment to their old clerks where possible. It is this kind of thing which is going to keep all help profitably employed in Canada, and which is going to result in a big export business which will mean much for the country—and this will tend to lower overheads, and so reduce the cost of goods to the consumer.

## EXIT THE HARD TIMES BOGEY

AS the days go by, the feeling that was at the back of the mind of many people that hard times were coming, is beginning to fade. There is a growing feeling that these hard times are not for us. We have seen already industries change from war work to peace work, with no disorganization. New occupations are open to men, new opportunities are presenting themselves from day to day. The idea that after the failure of the munition orders, was to come the deluge, is already being proved to be a fallacy.

Business, the good sound business, on which Canada's prosperity rests, is going forward without a hitch. Local readjustments may be necessary, but these are only minor factors and of a temporary nature.

For the men's wear trade, the man who puts off buying, waiting for the tobogganing of prices, and who sits on counter and croaks calamity, will surely find it. There will be no stocks coming his way, and no business either for nobody loves a croaker.

Given reasonable caution, the men's wear dealer is in as sound a position as he ever was. Prices are not going to decline for some time to come. It is time for the trade to realize this, to get to business with a high heart, to buy as their needs require without fear, but without foolish optimism, and to generally go along their accustomed way doing business all the time.

# BOYS ONLY CUSTOMERS WANTED

J. D. Nichols of Vancouver is Carrying on Daring Venture—Believes There is a Field for Exclusive Boys' Store—Advertises Largely to Attract Parents' Attention

PROMINENTLY located in the heart of the shipping district of Vancouver stands a store which is rapidly gaining favor with the parents of that city and the juveniles of the male persuasion. It is known by the simple appellation of "The Boys' Store," for such is the scope of its service, no more and no less. Mr. J. D. Nichols, the proprietor, believes there is a niche in Vancouver's fame for just such a store and service. Whether he is right or wrong time will tell. Meantime he has every reason to feel encouraged by his initial success.

Mr. Nichols' enterprise is essentially a "war baby." It was born of the needs of the time, of the need of closer attention to the wants of the boy in the absence of so many fathers at the front, the need of studying the comfort and well-being of the boy who constitutes a national asset never so valuable as now. Such, briefly, were the ideas Mr. Nichols evolved after studying the boy situation, and he immediately set about translating them into practice.

## Boy More Than Ever Important

Mr. Nichols started with the undeniable fact that the man power of Canada to-day is greatly depleted, therefore the boy must be looked after to-day as never before; not coddled, but clothed well, fed well, and trained carefully to take his place in due course in the ranks of Canada's manhood and do a man's work with a hundred per cent. efficiency. He determined to do his best to see that the boys of this city were properly clothed, clothed with the right kind of clothes, made in the right way, and sold at the right price. Mr. Nichols has steadfastly set his face against profiteering. While he does not pretend to be conducting his store as a philanthropic enterprise he does claim to sell to the mothers and boys at a fair margin of profit only. With this idea in his mind he adopted as the motto for "The Boys' Store," "Where quality is higher than price," and to this standard he intends to live up or confess his enterprise a failure.

## The Boy Only

These are the days when the boy is rapidly coming into his own. Time was when the boy's needs were thought of little consequence. The boys' department was a feature of many stores, but a quite subordinate one, maintained less by desire than that of necessity, with more of an eye to the parents' trade than their offspring's. Mr. Nichols' idea is the boy, the whole boy, and nothing but the boy. His stock comprises everything the boy requires to wear except shoes. He has nothing to sell to the parents except the good will of the store. His idea, therefore, is radically different from the old-time idea, "Get the father in to buy a pair of stockings for his boy and sell

him a hat or a suit of clothes." Mr. Nichols' trade is focussed on the boy himself, the parent is only the medium through whom the business is transacted.

## Not What He Needs, But What He Wants

It follows, therefore, that Mr. Nichols is a student of boys. He is not too old to remember that he was once a boy himself or to recall his own likes and dislikes in the matter of clothing, stockings, hats, caps, underwear, etc., for the boy is just as much a faddist in these matters as the man. In fact he is perhaps a greater faddist. He is much influenced by what his companions wear.

He want to get a sweater "like Dave has," or a coat "like Jimmy wears." He is very susceptible to criticism. If his boon companion doesn't like the cut of his pants he is very apt to take an intense dislike to that particular style of nether garments and to be very hard to please the next time his fond parent takes him to the store. All these things Mr. Nichols knows and the variety of his stock bears witness to it. His idea is to sell the boy not merely what he needs but what he wants, and that for every season of the year. It is a business that requires a great deal of discrimination and judgment and a good working knowledge of the boy-mind.

Announcing

Saturday The Opening of Saturday

# "The Boys' Store"

*We Want Every Boy to Bring  
Mother and Dad to the  
Opening of Our Store  
on Saturday.*



We've caught the Style Spirit  
of the day in these  
Clothes for Boys

**A Message to Mother, Dad  
and the Boy**

*In opening this—"THE BOYS' STORE"—I believe I am taking a step that is of interest to you. I have made a study of the requirements of YOUR BOY. I have scoured the eastern markets personally to fill these requirements. I believe "we've caught the style-spirit of the day in these clothes for boys". The quality is honest; the prices are as low as the quality will permit. Tomorrow, Saturday, the opening day, come in and see our bright, new store. We'll be glad to welcome you.*

**Cashmere Jerseys at a  
Very Reasonable Price**

Knitted from fine cashmere yarns in proper weight to combine comfort and service with appearance. Has double collar and snug-fitting cuffs; buttoned shoulder and all seams double sewn. A value you will be more than pleased with: Navy blue. Sizes 24 to 34.

**\$1.35**

**A Wonderful Line of Caps**

There's snap and go in these caps. Subdued rich colors, clever stripes and smart checks in bright, clean colors that give your boy that wide-awake look. Finished with canvasly sweatband. Materials are tweeds, serges and worsteds. A \$1.25 value in most shops here for

**85c**

**BOYS' SUITS FOR SCHOOLWEAR**

The smart, well-tailored style—the fine tailoring and the excellent material—price considered—of this boys' suit will appeal to many. It is tailored from a serviceable brownish mixture in an English tweed. Patch-back style with belt. Bloomer pants with three pockets and belt loops. A very serviceable suit for school wear: all sizes.

**\$6.75**

**Pants for Fall Wear**

Boys' slung blue and hair-line striped cotton worsted bloomers, have the usual pockets, but full with crease and buckle at knee.

**98c**

All sizes.

Each pair of English flared bloomers, with Governor fasteners at knee lined throughout, pocket and belt loops. All sizes.

**\$2.75**

**Real Values in Boys' Hose**

English Cotton Ribbed Hosiery, with applied heel and toe. All sizes. Three pairs for

**\$1.00**

We were fortunate in securing a large quantity of heavy ribbed Allwool Hosiery with the reinforced heel and toe, of the old pre-war quality. We are passing them along to you at what is now considered a very low price: the pair

**\$1.00**

*"Your Boy's Clothes Shop"*

## J. D. Nichols

137 Hastings West, Opp. Province.

One of the opening announcements of this exclusive Boys' Store—as will be noted the appeal is to parents as much as to the boy.



*View of interior of this exclusive Boys' Store. The variety of the stock is indicated to some extent in the picture.*

#### Ads to Catch the Parents

The advertising problem connected with a boys' store, catering solely and exclusively to boys, is one that Mr. Nichols has devoted much thought to. The average boy is, perhaps, not greatly addicted to studying advertisements, less probably than the average girl, who acquires that particular bent of mind from her mother. In his newspaper advertisements, therefore, Mr. Nichols primarily seeks to engage the attention and interest of the parents. His copy has human interest without being sentimental, but above all carries a straightforward businesslike appeal to the intelligence of the parents, and the response has proved that his advertising policy is the right one. Once the boy enters his store, Mr. Nichols' genuine liking for boys and his intimate understanding of, and sympathy with boy-nature, enable him quickly to establish friendly relations, and the boy is likely to depart in a pleased and cordial frame of mind which he naturally communicates to the parent, with the result that the store has probably gained a steady customer.

#### Hard But Profitable Business

It is this ability to quickly get on the

best terms with his boy customer that is probably Mr. Nichols' biggest asset in his business. In his view no man should attempt to conduct a boys' store who has not a real liking for boys, an understanding of boy psychology and an unlimited patience in trying to get the boy's viewpoint. It is not an easy business. Boys are hard to please. Again, it is often necessary to please the parent as well as the boy, and frequently to reconcile differences of opinion between the parent and the boy, all of which requires tact and patience. Mr. Nichols, however, finds it an interesting business, an engrossing business, and he has every reason to believe it will be a profitable business.

#### LOSS DURING STRIKE

During the recent riots in Montreal, when that city was without police protection, the clothing store of Medel Malick, at 1703 St. Catherine Street East, was wrecked and its whole stock carried away. Captain Carle, head of the Policemen's Union, in order to show that the policemen had no sympathy with the raiders, called together a number of his men and made a descent upon Mr. Malick's store. Although at that

time the place was overrun with about a hundred people, the crowd was dispersed, and thirteen arrests made. Mr. Malick estimates his loss at \$35,000.

#### NOVEL COUNTER CARD

Something new in the way of counter cards is being sent out by Stanfield's Limited. It is a card about 8 inches in height by 4 inches in width, which bears on its face, in colors, the figures of wrestling men—the design which is almost becoming a trade mark for this company. In the centre there is a cut-out in which the price appears, and by a simple but clever scheme this price may be set at any one of six figures.

This is a little scheme which should be very helpful to many retailers.

#### BOYS' DEPARTMENT DOWNSTAIRS

Hawley Walker, of Toronto, has located his new boys' department downstairs, away from the rest of the store. The department is long and narrow, brightly illuminated, and with its furnishings of fumed oak makes a most pleasant place for the boy and his mother to do their shopping.



## AIM TO STANDARDIZE GARMENTS

Newly Formed Canadian Association of Garment Manufacturers Proposes to Establish Standards Which Will Enable Trade to More Easily Compare and Estimate Values

PLANS discussed at the organization meeting of the Canadian Association of Garment Manufacturers, held at the King Edward Hotel, Toronto, early in December, make it plain that the work of this association is going to be of importance to the retailer of men's wear lines as well as to the manufacturer. One of the big questions the association is going to tackle, for instance, is that of standardizing sizes both in shirts and overalls. Although the meeting was called for organization only, this matter of standardization was put right in hand, a committee being formed to make the necessary inquiries and to bring in a recommendation as to what a standard shirt and standard overalls should be, and as to the exact number of inches such standard garments should measure.

The hope is that the association may bring all manufacturers to use the standard mark. Some, of course, will want to make a shirt which is above standard. That can be clearly marked so that the merchant will clearly know what he is buying. If it is under standard it will have to be so marked.

Even if all manufacturers do not adopt this system, the hope is that the members of the association will, by using these standards, give every retailer a measuring stick, as it were, by which he can compare and judge the production of other manufacturers who are not marking their goods.

This is only one aim of this new association, which is really a branch of the larger association operating in the United States. The big aim is to effect the elimination of waste, to conserve raw materials as much as possible to the end of making it possible to give the retailer the best possible garment at lower prices.

To achieve these ends there will probably be a cutting out of odd sizes and odd lengths in many garments, and to achieve the desired end of making it possible to purchase more trimmings in Canada the association hopes to standardize these so that even with the comparatively limited demand of Canada those firms adapted to this kind of work can turn out what is wanted, and, knowing exactly what is wanted, can do this economically.

Officers for the new association were elected as follows:

Honorary president, I. Cohen, Detroit. President, Horace B. Peabody, Peabody Sales Corp., Walkerville.

Vice-president, H. M. Levine, Montreal Shirt and Overall Co., Montreal.

Vice-president, W. B. Deacon, Deacon Shirt Co., Belleville, Ont.

Secretary, J. A. Haugh.

Present plans are that the association shall meet twice in the year and that the next meeting will be held in May

or June. The place of meeting is not definitely decided but Winnipeg is being favorably considered.

Among those represented at the opening meeting were: Western King Overall Co., Winnipeg; Deacon Shirt Co., Belleville; Hamilton Carhart Cotton Mills, Ltd., Toronto; Montreal Shirt and Overall Co., Montreal; J. A. Haugh Mfg. Co., Toronto; A. R. Clarke Co., Ltd., Toronto; Walker Pant and Shirt Co.,

Walkerville; Kitchen Overall & Shirt Co., Brantford; R. G. Long & Co., Toronto; Peabody Sales Corp., Walkerville; Warwick Overall Co., Warwick, Que.; Tooke Bros., Ltd., Montreal; H. E. Goodhue, Rock Island, P.Q.; Hudson Parker Co., Toronto; Williams, Greene & Rome Co., Kitchener; Caulfield, Burns & Gibson Co., Toronto; Great West Garment Co., Edmonton.

One of the unfortunate circumstances of the convention was that Mr. Graham, of the Great West Garment Co., was taken ill almost immediately upon reaching Toronto and could not attend any of the sessions. Mr. Graham probably made the longest trip of any member to attend.

## ARGUMENTS FOR TRADE OPTIMISM

Frank Mutton Predicts a Demand for Products Which Will Keep Labor Busy—Sees Prosperity for the Men's Wear Trade

Optimism regarding the general business situation and the outlook is expressed in a statement issued by Frank Mutton, vice-president and general manager of the International Business Machines Co., in which he points out that throughout the country there is a shortage of necessities and a great shortage of comforts and luxuries. This he believes will mean a demand for the products of the nation's factories which will absorb available labor. Following are some points which Mr. Mutton emphasizes as indicating why good times should continue:

Our Government have to the credit of our army overseas some sixteen million dollars of deferred pay; further, the Government will pay over three hundred thousand men three months' extra pay when they are discharged, amounting to over forty-five million dollars.

Soldiers' dependents are to get three months' special allowance, which will amount to over thirty-three million dollars, and aside from this, each soldier will be given \$35.00 for a suit of clothes, which amounts to another ten million, five hundred thousand dollars.

These items mentioned alone total nearly one hundred and five million dollars, all of which will be spent in Canada. Had it ever occurred to you there is not enough suit cloth in the country at present to make sufficient civilian clothes to supply our soldiers if they were home, to say nothing of underwear and all the other accessories?

The railroads, the street railways, in fact every public utility are run down to the heel in their equipment, which will also mean a tremendous demand to fill their requirements. The municipalities throughout the country have had all their local improvement work held up for over three years, which will mean a further demand.

It will not be long before Canada, for the size of its population, will be among the leading nations of the world in export trade, and from other countries will come to us as many orders as we are physically able to take care of, which will be an important factor in the greater development of our manufacturing and needs for labor.

### TALL HAT IN VOGUE

For some 50 years the tall hat has been an object of ridicule with humorists. The war, it was thought, would cause its disappearance, but it has resisted all attacks. A recent photograph showing a group of allied statesmen in conversation—Lloyd George, M. Clemenceau, and Baron Sonnino—depicted them all wearing this "emblem of western civilization."

There is considerable difference of opinion on the origin of the tall hat. The Encyclopaedia Britannica unhesitatingly declares that the tall hat is "coextensive with civilization," and asserts that it was invented in Florence about 1760. On the other hand, the London "Times" of Jan. 16, 1797, reports that John Hetherington, haberdasher, of the Strand, was charged with causing a riot through wearing a hat "shaped like a stove-pipe." When brought before the magistrates he declared that all British citizens had the right of choosing the type of hat which they believed most suitable. Earlier than this, however, in 1790, Benjamin Franklin visited Paris in a tall hat, and immediately the Parisian hatmakers flooded the shops with similar hats, which, history tells us, "were adopted by the revolutionaries because they came from the land of liberty."

Noel & Rock, who have been conducting a men's furnishing store in Smithers, B.C., and in Hazelton, B.C., have closed their establishments in these two places and have opened in Nanaimo.

# MARKET REPORTS

## THE MARKETS AT A GLANCE

**T**ORONTO, Dec. 30.—The transition period through which the trade is passing in relation to wool reveals a situation which is anything but depressing. The cancellation of Government orders has been welcomed by the mills engaged in turning out men's cloths, as they can now adjust their plants to handle civilian business, which has been so long delayed.

A market curtailment of output of military clothing faces the mills in the Old Country, but new Government business for standard suits to demobilized soldiers is now to occupy their attention. Already orders from Allied countries have been received, and business for a big yardage from Belgium has, it is intimated, already been accepted.

In the last few days, for the first time in over four weeks, 30c middling cotton has been reached and passed. An agitation to hold for 35c cotton has gained headway in some of the cotton producing States, and this does not seem impossible of attainment. Overseas demand is heavy, and shipments have already shown an improvement over those permitted during actual warfare.

There is no intimation of an easing away in prices of shirtings for Fall, 1919. As a matter of fact advances ranging from 10 to 25 per cent. are mentioned and seem to be quite within the realm of possibility.

December sorting business on neckwear has been very heavy, orders coming by mail, telegram and telephone. The result has been a cleaning-up of practically all 75c lines, and any left are hardly considered a market factor in Spring, 1919 business. That means that the cheapest line for the early months of the new year will carry a retail value of \$1.

Already business for Fall, 1919, is being solicited on underwear, and quotations show an advance of 10 per cent. Retailers are buying freely for their requirements, and there seems to be no prospect of a decline for the entire year coming.

Caps rule with a very strong undertone, and with higher priced cloth coming, prices for Fall, 1919, are tending upward. Hats are firm for Spring, and jobbers are preparing for a heavier sorting business than usual, which they feel retailers haven't been able to provide for in the placing of orders.

The men's wear trade faces a period of marked prosperity—the returned soldiers from overseas, the men demobilized from Canadian camps, and those who have been expecting to be called to the colors, but are now free from this shadow, represent, when combined, a heavy increase in customers that will carry the men's wear retailer back to his pinnacle of prominence.

## CLOTHING

Manufacturers Working on Spring Orders—Cloth Remains Firm—Demand Promises to be Heavy For All Lines.

CLOTHING.—Manufacturers of ready-

made clothing are busily engaged on spring orders. The volume of business already placed by the retailer represents a very substantial amount and the outlook is very promising for big business.

Retailers are already commencing to feel the results of the return to civilian

life of many thousands of soldiers who have been stationed in Canada, and there are many thousands returning from overseas on practically every boat. These are all prospective customers who will be buying clothing in greater or less degree, and to those dealers who make an aggressive bid for this business will come the returns.

There has been no indication as yet that cloth will be any easier as regards either supply or price. Cables sent through asking for quotations and delivery dates on certain classes of goods have been ignored or filed for attention at a later date. The cessation of hostilities has not provided the mills with a supply of wool for civilian use, and whereas conditions must right themselves in time—it is well to remember that it is going to take time.

Supplies of cloth for the Spring trade do not at present show any sign of being more plentiful and orders placed, delivery of which may reasonably be expected for Fall business, have been bought at a level as high or higher than that now in effect. There seems little indication that 1919 will show much if any change in prices which will have to be paid for woollen goods. When the change comes, and come it will, there seems every reason to believe that it will be a gradual process in no way resembling a slump.

Merchants who carry a stock are in a position to do business. Careful buying, but buying to keep stocks well assorted and complete, should be an attitude which will bring results that are satisfactory. Desirable goods are scarce and high in price—indications are that they will continue so for many months.

## SHIRTS

December Sorting Business Good—Indications That Prices on Shirts For Fall Will Be Higher—10 to 25 Per Cent. Advance Possible

SHIRTS.—Manufacturers and jobbers report a very good sorting business throughout December and plans to take care of increased Spring trade are now well under way. Booking business has been very satisfactory and indications are that shirt prices for Fall will show a further advance over quotations on Spring orders. Samples will probably be going out towards the end of February and there seems a possibility that deliveries may be slow. However, although it may be slow, the feeling prevails that production will be attained. Everything at present seems to point to

an advance in Fall prices on shirts of anywhere from 10 to 25 per cent.

Retailers report business excellent. From the returned men already back, from those liable under the M.S.A. but now out from under the shadow of military service, from those demobilized from camps in Canada, the retailers' customers are daily increasing and this must be reflected to a greater extent as the weeks go by. Some indication as to what this may be has already been reported and the dealer who campaigns aggressively for this trade has a big 1919 business ahead of him.

## COLLARS

Soft Collar Business Developing Remarkably—Cleanable Collars Very Firm Though Unchanged—Outlook in All Lines Good

COLLARS.—A steady and marked increase in the sale of the soft collar is reported. The larger centres seem to be making a big drive on this line with decided success, values up to as high as 75c each moving to the consumer rapidly. Its comfort and the fact that it can be laundered at home are factors contributing to the increased sales in this department of the men's wear business.

Actual price changes in quotations on cleanable collars have not yet been reported, but the market rules with a very firm undertone. Some sources look for a new range of prices about the first of the year and that these will be upward is generally conceded.

Laundered collars show no change in price and no immediate revision is looked for. Spring booking business has been very good and the outlook in all lines for 1919 decidedly bright.

## NECKWEAR

Heavy Sorting Business Cleaned Up Cheaper Lines—Range For Spring to be Higher—Gradually Improved Supplies But Slow In Coming

NECKWEAR. — December sorting business on neckwear has been very heavy and manufacturers report that any \$6 ties which they had are practically all cleaned up and this priced line is now an impossibility for Spring—at least any supplies available will be so small as not to be a marketable feature.

Neckwear silk is unquestionably scarce and no improvement seems possible during the early months of 1919. Swiss and Italian silks will be slow in coming and it seems unlikely that any accumulation of stocks has been probable in Switzerland. From Italy it is quite certain there is no immediate prospect of heavy offerings and the same is true of France. Improvement will come, but this seems unlikely before midsummer, if then. There is considerable doubt expressed as to whether Fall, 1919, will see any bigger range of overseas silks offered to the retail trade.

This means the difficulties of the trade are not yet over. Supplies are going to improve in time, but the demand is also increasing and will represent a heavy volume of business. Early 1919 can hardly be expected to minimize the troubles of the retailer materially. The improvement in supplies will come slowly and recession in values is also a matter for gradual readjustment. Dollar neckwear look like the cheapest line for the first few months of the New Year.

## HATS AND CAPS

Business Booked For Spring Good—Sorting Orders Expected to be Heavy—Prices Remain High—No Immediate Change Imminent.

HATS AND CAPS.—The volume of orders to hand for Spring represent a very satisfactory total according to jobbers. Retailers have exercised care in buying but in view of the expected demand, which gives every indication of being heavy, sorting business will, it is felt, represent a much larger place in the hat trade during the early months of 1919 than is usually the case. Prices on these orders will, it is thought, probably run slightly higher than those at which placing orders were taken. Beyond Spring business little is said. Some expect a higher basis and some a range of prices in line with Spring business. Lower levels are not generally conceded a material place in 1919 business.

On caps the consensus of opinion seems to be that prices will remain high and that Fall, 1919, orders may carry a higher range of quotations. Cloth is high, and manufacturers have high priced materials bought on which they will be working. Nothing approaching a slump is considered possible — lower levels would come as a great surprise for 1919 business.

## UNDERWEAR

Prices For Fall, 1919, Show Advance of 10 Per Cent.—Retailers Placing Orders Freely—Outlook For Heavy Business

UNDERWEAR.—Manufacturers have had their representatives out selling underwear for about three weeks for delivery in the Fall of 1919 at prices which show a 10 per cent. advance. Retailers are placing orders freely—not heavily, but what they consider sufficient to meet the requirements of their trade. Stocks as a whole are free from any accumulations and with the strain of war orders removed, manufacturers expect to be in a better position to meet the demands of the trade promptly as the seasons arrive.

Indications are that retail business will be heavy and with an increasing clientele to draw from the retailer should experience a wonderfully big and profitable year in 1919.

## WOOL POSITION SOUND

No Depressing Note Sounded — Mills Making Men's Cloths Welcome Cancellation Government Contracts —Military Orders Superseded by Orders For the Civilian-Soldier in Great Britain.

WOOL. — The transition period through which the woollen trade is now passing from a war to a peace footing reveals a situation which is anything but depressing. It is true Government orders have been cancelled and manufacturers are adjusting their plants to peace requirements. And what does the situation reveal?

The woollen and knit goods mills in Canada are facing conditions that combine favorable and unfavorable results. MEN'S WEAR REVIEW is informed that the Government at Ottawa has cancelled all orders for khaki cloth, blankets, underwear, sweater coats, socks, etc., on all goods not actually in process of manufacture. In a few mills, especially knit goods manufacturers, this will not be welcomed, as there is a tendency on the part of portions of the trade to await a decline in prices before ordering their regular quantities. For the woollen mills, makers of men's cloths, this cancellation of Government orders will be welcomed as permitting them to give much needed attention to their domestic trade which has had to suffer from taking on of Government orders. The scarcity is likely to keep up the demand for men's cloths, although it is not so brisk in women's.

Reports from the United States show that the Government there has been working in conjunction with manufacturers to determine a plan of distribution of wools now on hand which will disturb the industry as little as possible consistently with being effective. The result arrived at is that wool stocks now held by the War Department will be disposed of at public auction. It is stated that the amount to be offered at each sale will be such "as in the opinion of the wool experts the market can easily absorb." A minimum reserve price will be fixed below which no bids will be entertained. Decision to dispose of the department's big stock accumulated for the war at auction was reached after consultation with experts of the War Industries Board. General Wood's statement said the question of whether the embargo on importation of wool to this country will be continued is now having the earliest consideration of the War Trade Board.

Curtailments on civilian production in practically all lines are being lifted or modified. The definite announcement of the War Industries Board that it was their intention to continue all maximum prices thus far established on commodities through the dates originally set in the price-fixing orders has done much to steady the markets. It was further

stated that as these dates are approached the board will consider on its merits the price control over the respective commodities affected or removing that control. To attempt any change before the dates fixed in the original orders, it is pointed out, would be to inflict hardships on those who have placed orders on the assumption that the prices would obtain for the period specified. The War Industries Board still has centralized control over fuel and transportation, and so it is still in position to enforce these maximum prices.

A similar situation exists in Great Britain. The fixed issue prices of wool and tops for the next rationing period were determined upon some time ago and current prices will stand until the end of March. Wool stocks have been steadily declining in Great Britain and whereas marked improvement was looked for this present month, a further falling off during the first four months of the new year seemed likely. Just what effect the signing of the armistice may have is not yet clear, but with shipping at a premium there seems to be no hope of an improvement in stocks for some time to come.

Late advices received from England indicate that a drastic cutting down of the production of military clothing is looked upon as a certainty. However, it is believed that production will still largely be on Government orders for standard suits to demobilized soldiers. It is understood that a very embracing scheme, which involves not only the soldiers but his dependents, is being mooted by the Department of Wool Textile Production. Ordinary civilian trade will still take second place to the civilian-soldier and his dependents.

It would seem that despite efforts of Canadian manufacturers no increase in allotments of tops from Great Britain can be hoped for from Great Britain till after the first quarter of 1919 at least. That means that the position of the worsted mills will be unchanged so far as an increased output is concerned.

Stocks of cloth have arrived in Canada in very fair quantities, but there seems to be some doubt as to whether 1919 arrivals will be as liberal. Some authorities are positive in their statements that fewer woollens will reach Canada during the coming year than have come the past twelve months. They further assert that with the increased demands to be made for civilian cloths competition amongst buyers to secure materials to meet their needs will still further increase prices.

Merchants as a whole are strongly of the opinion that sharp reductions from the present values of cloths will not materialize. Normal levels will be reached very gradually, especially in men's clothing. Large numbers of soldiers are being discharged in Canada weekly and arrivals from overseas will soon provide the men's wear retailers with thousands of additional customers so that the demand should increase rather than decrease. Good business and a fairly well maintained market is

looked for during 1919 for the men's wear trade.

Canadian mills are taking steps to secure export business too. This is shown in the appointment of a representative from the Woollen Manufacturers' Association who will go to England to keep in touch with the Canadian Trade Mission, and to assist in the securing of business for Canadian mills from Europe.

## COTTON FIRM

Prices on Raw Cotton Well Maintained—  
Demand Promises to be Heavy—  
Manufactured Goods Advance  
in England—List Sent Out  
Since Signing of Armistice.

COTTON. — The cotton textile mills have been encouraged by evidences that their theory that the end of the war would shortly stiffen prices of raw cotton and at least hold up prices of manufactured goods, was justified. Last week for the first time in over four weeks the 30c mark was reached and passed on spot middling uplands and the market at this figure is strong.

It has developed that the Governors of eight cotton-growing States have signed a proclamation urging farmers, merchants, banks and business men to form organizations and to hold the 1918 cotton crop for a price of not less than 35c a pound, middling basis. This is about 5c per pound above to-day's basis and may have bearing on the future of the raw material. The proclamation, which is an endorsement of the recommendations made by the cotton States, says that the official Advisory Marketing Board terms such a price equal to the cost of production, plus a fair profit. The recent heavy break in cotton prices, the proclamation continues, is wholly unjustified by existing conditions, and the great disturbance incident to the break in the market has temporarily paralyzed the agricultural business interests in the South and entailed a heavy loss to the cotton producer by reason of the price being below the cost of production.

Negotiations instituted some time ago by a committee representing operators and spinners, to secure an increase in wages of from 40 to 50 per cent., have not yet effected a settlement. The present agreement came to an end December 7, and there is no doubt that substantial concessions will have to be made to satisfy the operators. A strike has been called and at present the strike embraces, it is estimated, 100,000 cotton spinners in Southeast Lancashire. It is said that very few firms have met the demands of the men and that fully fifty million spindles are idle.

Late advices indicate that the British Shipping Board has ordered all ships that are available to take raw cotton on board, and all that can be secured will be used for transportation of cotton for some time. The latest estimate is that there are only 244,000 bales of cotton

of all varieties on hand in England as compared with 1,000,000 in normal times, and shipments of 200,000 bales weekly. The same situation is declared to be true of all other cotton centres in Europe. It will be some time before the British and French textile mills can operate to capacity, especially as the great majority of the French mills are located on land that was seized by the Germans, and the machinery was either destroyed or dismantled. Switzerland is looked to for a large quantity of textile machinery, but the orders there cannot be overtaken for months, if not years.

Since the first of August the shipments to Europe of raw cotton have amounted to only 1,081,863 bales, as compared with 1,509,792 for the similar period last year. This European demand is almost certain to firm prices and restrain cancellations of manufactured cottons in Canada.

A report received by one importer from his principals in England since the signing of the armistice, brings forth the following comment on the situation there:

It is true that the price of cotton can be termed fictitious. It is impossible to buy cotton yarns for the manufacture of the better class of goods under 55d per pound, which compares with a pre-war price of around 12. Present prices would not show the cost of the goods and have just issued further advanced list. All countries are depleted of stocks and the demands for raw material are great. There is no indication that the peak as far as prices are concerned has yet been reached.

As far as manufactured cottons in Canada are concerned there has been no easing away whatever. Representatives of the various mills state they are sold up to capacity — eliminating Government contracts entirely — until June, 1919, and orders are now being solicited for June-August delivery at August, 1918 prices. This means that retailers will be working on high priced goods until end of 1919 at least.

There is an element to be considered here, too. Many retailers have been working on stocks bought twelve months ago — maybe longer — at much lower levels than that in effect to-day. It is probable many have not taken full advantage of market advances. Their present stocks are likely to be cleared up pretty well by the end of the year or next spring at the latest, at which time replacements will be provided for on to-day's market and this will mean a retail price even higher than that found in some districts now.

The feeling amongst the trade in general is that prices may be maintained for some months to come and the outlook seems to be for very good business. Retailers should buy carefully and not overload. There seems to be every reason to believe that prices will recede gradually and merchants, by watching their buying carefully, can carry on successfully.



# STORE FOUNDER INSISTED ON PLAIN CARDS

Could Not Read the Small Lettering and Decided to Have Bold Type—Uniform Style of Letter and Numeral Gradually Adopted—Illustrations Show This Style

One of a series by R. T. D. EDWARDS

**T**HE system used in one of Canada's big stores for putting show cards on their goods is a very interesting one indeed and is sure to be beneficial to the smaller merchant.

We will first state how this store came to adopt its present system of plainly-printed uniform style show cards.

The founder of it was one day viewing their show windows. On one neatly-trimmed merchandise display was a show card neatly lettered with small type. The man's eyesight being slightly defective he could not make out what was printed on the card. The result was that an order was passed that all cards, whether in the show windows or for interior use, must be lettered with a bold type so that all customers might be able to read them easily.

## Uniform Style Adopted

A system was gradually worked out and the result was that a uniform type of letter and numeral was adopted—a style that was applicable to hand or machine printing.

The style adopted was a square-faced Gothic, a style which the cardwriter could form by using the brush stroke method (we might say here that the brush stroke method of forming letters is the only way to turn out show cards quickly, and it is being taught and used by all the foremost schools and cardwriters). The next thing to standardize in this store was the sizes of the cards.

## Suggestions for Men's Wear Card Writers

**You didn't get 'em for Christmas? Well, buy them now.**

**Cold feet—never. Buy these socks.**

**That extra suit of underwear you need to carry you through the winter—we have it.**

**You like soft collars—see our new styles.**

**Cuffs frayed? Time for some new shirts. We have what you want.**

**Wintry winds don't madden if you wearing a snug-fitting cap.**

**Cravats to suit your taste—look them over.**

**It's a long time till Spring. Better buy another suit of warm pyjamas.**

**Overcoats better in quality and cheaper in price than you'll get next year.**

**Order that Spring suit now, and have it when you want it.**

Each card had to have a ruled border. Then a range of prices was selected, suitable to the prices of the merchandise in the various departments, from one cent upwards and many of each price and size were printed.

A large sliding door cabinet was built with shelving suitable to the various card sizes. The cards were placed in it in numeral order on their edges, this making it easy to obtain the desired price card. Sale cards, Friday bargain cards, "As Advertised" cards, etc., were all arranged in this manner.

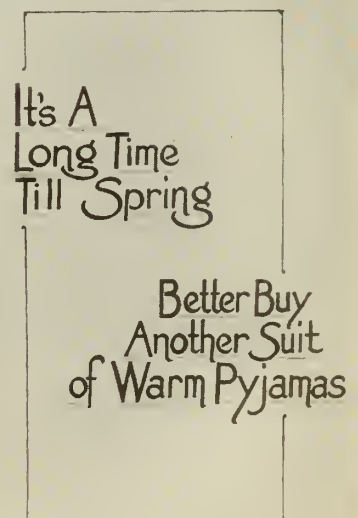
One great feature in this company's system of show carding the store is a hard and fast rule that all cards belonging to a sale or season of the year must be taken down on a given night and replaced by the uniform white card with black printing. For instance, the day following Christmas all card with Christmas designs are to be discarded or at the end of the semi-annual sale all sale cards must be dispensed with on a given date. This system can be worked out in the small store just the same. Don't allow Christmas cards to remain up after Christmas. It looks just as bad on the part of the store management as if "Friday Bargain" cards were left up on Saturday.

This "big store" example is not given as one to be followed minutely by the small store cardwriter, but many things can be gleaned from it that will be very helpful. For instance, many cards can be worked up ahead of time; borders can be ruled, standard prices can be made up by hand and filed away for busy seasons. The style of letter can be made uniform whether a heavy "Gothic" or a neat "Roman" be used. The color and sizes of the card should be standardized. This rule of course would vary for special sale purposes or at "opening" times.

## Samples of This Store's Cards

The two styles of show cards demonstrated give a fair idea of the class of work used in the windows of the big store above mentioned. They are good readable cards. The type is plain, the layout neat and not elaborate, yet when you see either of these styles used in a couple of dozen windows all at one time the effect is good. This same form of lettering has been used for years and in all probability will be used for years to come. It is a part of the policy of the store.

These cards are white with black letters. The underlining is red. The shading on the one card can be done in any shade to suit the window trim.





# SUITS & OVERCOATS



## CANADIAN MILLS FREE TO SUPPLY CANADIAN USERS

Khaki Orders Not Entirely Cancelled but Looms can be Diverted to Civilian Needs—Huge Growth of Canadian Cloth Making Industry

**T**HE turn of events makes it seem probable that both overcoatings and suitings will come to the Canadian clothing manufacturer more easily than could be expected a few months ago. At that time the Canadian mills, upon which clothing manufacturers had come to depend for something like 75 per cent. of their requirements, were almost occupied upon Government business. Since then has come the armistice, and following it a cancellation of Government orders. It is now stated—as will be found elsewhere in this issue—that the Canadian Government has decided to reconsider those cancellations and to take at least 50 per cent. of the khaki cloth which was produced, or in process of production. This will, of course, save a great loss to the Canadian cloth mills—a point of importance since this industry has been getting a strong hold only since the commencement of the war in some cases. This taking over by the Government of cloth which is already made, or which is in process of completion, would seem also to mean no loss to the Government, for its plans are evidently made to utilize this in various ways.

### Military Needs At Last Secondary

However, no matter what is done with the military orders, it is certain that the mills will be able to take their time on production of these cloths, and they will be able to devote more looms to civilian purposes. They will be able to divert these practically at once and it does seem that the overcoating situation, and the suiting situation, too, will be relieved.

There need be no thought, however, that supplies will come through as well as could be wished. The truth of the matter is that practically 80 per cent. of the cloth used by the Canadian clothing makers will still have to be secured in Canada and the local production is not yet enough to cause any over-supply—to enable any building of reserves.

Why English cloths need not be expected in Canada in any great quantity is explained from the fact that the orders coming to the English mills from Belgium, France and Italy, are such as to practically ensure the occupation of those mills at full time for upwards of two years. Some of the high grade

cloths will be brought to Canada, but nothing like the amount of English woollens will come here that have in the past.

### Huge European Orders

The demand for cloth from Europe is so great that the Canadian cloth makers expect to sell a good quantity over there. Some grades they will be able to sell there—which would not be suitable for the Canadian market, so that this will not in any way be interfering with home interests.

It is worth while at this time to realize what has been accomplished in Canada in the way of cloth production since the war started. The biggest mill now making cloth in Canada wasn't in that business at all before the war. Other mills have increased their output tremendously and now, both for cheap and moderate priced cloths, and for fine cloths too, the work of these mills leaves little to be desired. It seems probable, therefore, that from now on the Can-

### MUCH KHAKI SHODDY ON HAND—A MENACE

**T**HE seriousness of the situation brought about by the cancelling of Government orders, following the signing of the armistice, is indicated in the instance of one cloth firm which has ten tons of khaki shoddy on hand ready for weaving into khaki overcoating.

This was bought at the high price of 70c per yard. The other day it had sunk to a value of 12c a yard. This khaki shoddy would make beautiful cloth—much better than some all wool cloth. It would be suitable, however, only for dyeing into dark shades, black, brown, etc., and, therefore, has reduced value.

Fortunately the announcement of the Government—made elsewhere in this issue—that cloth under process of production will be taken, at least in part, and will be utilized in supplying uniforms for civil service, makes it seem possible that there will not be so serious a loss to the manufacturer who has this large quantity of shoddy on hand; nor will there be a loss of good wool; nor again will there be a loss to the trade as a whole by reason of this shoddy being made up into cloths, which, by reason of their color, would probably have to be sold at very moderate prices in order to find buyers, and which consequently would tend to break the market to the disadvantage of all.

adian clothing manufacturers will secure a very much larger percentage of their materials here than ever before.

### A TRY-ON BEFORE STEALING

During the night of December 11 thieves entered the store of Ed. Mack, 167 Yonge Street, Toronto, and took away goods to the value of about \$100. Many garments were tried on before making the final choice, the burglars leaving in exchange for the articles taken a light overcoat and a few trinkets.

### KNOW VALUE OF CLOTH

Early in the morning of December 13, thieves, backing an auto up to the rear of the tailoring establishment of T. R. Sands, Toronto, entered the premises and made a getaway with over \$3,000 worth of cloth.

# RETURNING MEN HAVE INFLUENCE ON STYLES

**T**HE influence of the returning soldiers upon styles will become evident when the clothing manufacturers send out their samples for Fall, 1919—samples which will perhaps go to the trade a little earlier this year, say about the end of February or the first of March. Manufacturers are only estimating what the soldier is going to want, but they already have a good deal to go on with and believe they are working along the right lines, though for subsequent seasons they will have more data at hand. Probably every designer at work in Canada is observing carefully the peculiar features of the clothing which the soldiers have been wearing; he is getting an opportunity to find out what these returned men say about suits when they are trying them on or being fitted for them, and he is using the knowledge he gets in this way to change, or modify some of his Fall, 1919, models.

Speaking generally, the returned man seems to want a snug-fitting coat like the uniform he is discarding. This applies both to officers and men. The problem of the designers therefore is to get a coat which will feel snug, as the soldier wants, and yet be large enough to give the well-dressed appearance which is desirable.

Soldiers also seem to want trousers closer and higher in the waist, though in this last regard they may get used to something like the measurements which the clothing manufacturers generally have been giving. The designers do not want to increase the height of the trousers as they do not think this improves the appearance of the garment—quite the reverse—and also it defeats one of the big objects of the day, which is to conserve all possible cloth.

Another observation of the designers as to the needs of the returning men will have an influence on all ready-mades—it is the observation that the active life the soldiers have been living has so developed them physically that they will



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## BUY CLOTH BACK AT 25% ADVANCE

As indicating the strong position of cloth, the instance of a Buffalo tailor who fell a victim to the "Flu" during the past month is worthy of record.

This tailor left as his executor a Canadian men's wear merchant. The men's wear merchant, going to Buffalo to clean up the estate, found a stock of cloth which had been laid in only during the last six months. It had been bought well, however, and the very people who had sold it to his tailor bought it back from his estate at 25 per cent. advance.

require roomier trousers. It is the hip which has been particularly developed and the trousers will have to be cut more generously here, though probably there will be no more cloth used in the leg.

It would seem that the trick in designing for Fall is going to be to get military touch into the clothing, without making the fact that this is present stand out noticeably. The idea will be to make a model which will cause the soldier to feel at home—to feel well dressed—when he gets into it.

Styles for Fall, it would seem, are going to be rather fancy. Overcoats, and coats generally, will be perhaps closer fitting in the waist and will have a flare skirt. The skirt will have a flare at the side—that will be one of the problems of the designer, to get this flare coming just in the right place.

It is early yet to decide the models for Fall, but designers are working on some lines and the trade will be interested in reading about this.

One double-breasted overcoat seen had quite a close-fitting waist with the belt effect given by a pleat. There is quite a roll to the long lapels and there are two rows of two buttons each, forming, taken together, something in the nature of a V.

Another model has a somewhat easier waist and shows the flare skirt beautifully. In this model, too, the lapels have an easy roll. The convertible collar is present and the seams are stitched so that they stand out distinctly.

The aim in all designing for Fall is going to be to conserve cloth—this largely to the end of keeping prices down and the quality up. Of one thing the manufacturers are certain, that is, that the men's wear merchants and their customers want quality clothing—quality

both in the cloth and in the workmanship; on the other hand they realize that merchants want as low priced a garment as is possible and therefore all the effects are to reduce the quantity of material used.

This is being accomplished in a most remarkable way, however; the cloth is being saved and yet the overcoats and suits have an appearance of amplexity which would lead one to think it anything rather than an attempt to cut down material.

The trench coat for Fall, 1919, will be shown, but there will also be a tight coat worn with belt and wide convertible collar. It is expected that this will be a bigger seller, in some sizes at least, than the trench coat.

A number of retailers have been finding that customers like the Ulster style but without the Ulster length. Many have been altering coats themselves at the request of their customers, cutting off from the length of these. This, of course, upsets the balance—the harmony—of the coat entirely, and while it will not be noticed by many, the added good points of the same length but built for that length, and therefore harmonizing, would be quickly seen by them. Realizing these facts, coats in the Ulster style will be made for Fall in a number of lengths. In the West these are wanted at from 48 to 52 inches. It is in the central and eastern parts of Canada that the shorter length is appreciated, and for this district, models, the longest of which will be 46 inches, are being turned out.

There will be more to say about clothing styles after the meeting of designers, which takes place in New York early in January.





# COLLARS & SHIRTS



## BUY SHIRTS FOR NEEDS, NOT FOR SPECULATION

Belief is that Fall 1919 Prices Will Touch New High Level—This May Be the Top.

**W**HAT should be the buying policy of the retailer as regards shirts?

The general impression among those who are in a position to know is that prices for Fall, 1919, shirts—while they will not be announced until March probably—will be high. They will be fully as high as the prices of Spring shirtings and there is quite a probability that they will be considerably higher.

In this connection another question arises. Supposing prices for Fall, 1919, shirts are just as high as for Spring, 1919, or higher as is quite possible, will this not be the top notch? Will shirts not tend downwards in price after that?

This would seem what may be expected, but the conditions are so unusual that it is hard even to predict this. Indeed, in estimating the buying policy for 1919, a merchant would seem to be confronted with a few certainties and a number of uncertainties. He has reason to feel certain that the demand will be great. He has reason to feel certain that the price will be high, but there is no certainty as to price in the future.

"What would you do if you were a retailer and know what you now know about the shirting situation?" asked **MEN'S WEAR REVIEW** of one closely connected with the trade.

"I'll tell you exactly what I would do," said this man. "There is no reason why any of us should want to tell anything but the exact facts at the present time. I would buy for my needs. The medium priced shirt would cover my requirements until November, anyway. I would buy a few cheap shirts and more expensive shirts, but not as many expensive shirts as perhaps I have bought for the past couple of years. I would count on the big shirt sales being on those which would retail at from \$2.50 to \$4.

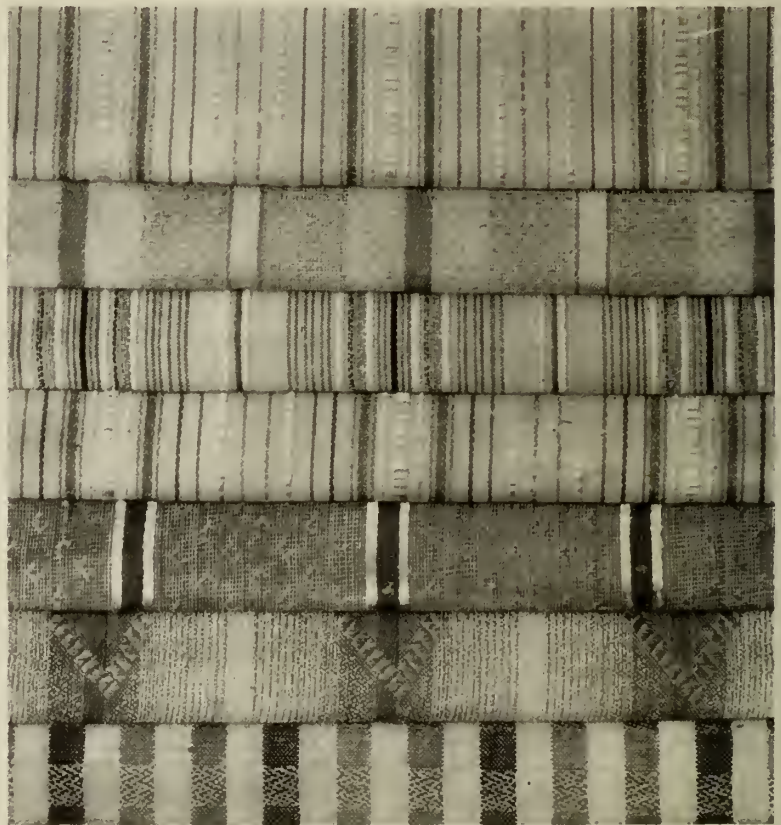
"As I say, I would estimate my needs and cover these until November. I would count upon being able to sort up then, or perhaps being able to buy from the Spring, 1920, range which would be shown at that time. There is a possibility that I would then be able to secure something better in the nature of prices. Anyway I would probably not have to pay more for shirts than I would at present."

These are some interesting points here and they are the points that appeal to

many close students of the situation.

Generally speaking shirt manufacturers have bought cloth for Fall, 1919.

What they see now quoted is at still higher prices, so that there seems no possibility of a decline in the Fall range.



*Some New Shirtings from the early range of the John Forsyth Company.*

### AND WE COMPLAIN OF PRICES

A young Belleville officer in a letter to his parents this week helps to convey an idea of what dizzy heights prices have risen to in Belgium. When the officer arrived in Brussels with the Canadian expeditionary force he found it was necessary for him to procure that great essential of masculine attire, a pair of suspenders. He accordingly went to a store where such things were sold, and the cheapest he could buy were held at 33 shillings a pair, or about \$6.50 Canadian money. One used to be able to purchase a whole suit of clothes

around that figure and the obliging dealer would occasionally throw in a good pair of suspenders to keep the customer good natured. Pity poor Belgium!

### NEW STYLES A-PLenty

The majority of British men's tailors seem to think the proper attitude to take regarding styles, since the lifting of the Government regulations is to let customers have as free a choice in the matter as they did before the war. The new plates which the tailors are said to be prepared to send out are stated to hint in no way at style restrictions.

# WHY PRICES CANNOT GO DOWN AT ONCE

Facts to Recount to Customers—These Will Prevent the Postponement of Buying

“PRICES should be down,” say the store customers. The war is over.”

Here are just a few reasons why shirt prices are certain to be higher before they are lower in spite of the fact that the war is over. These points would be worth bringing out to the customer who thinks things should be much lower. In this way customers, once getting the true idea, will tell others why goods still remain high, and thus all tendency for people to stop buying shirts pending an anticipated decline, will be checked.

Just read this comparison of some cloths bought for the Spring range of shirts and the same cloths bought for the Fall 1919 range.

For Spring, 23¼c per yard, for Fall, 28½c; for Spring 26c per yard, for Fall, 32½c.

A flannelette which was quoted a year ago at 19½c is now quoted at 32c.

Watching the raw cotton market is perhaps one of the most misleading proceedings that can be taken by one who does not understand what the raw cotton market means—how important it is to the question of cotton cloths and just where its importance stops.

To begin with the cotton crop quoted in the Canadian papers is the U. S. crop—the big crop of course, but one in which there is a considerable percentage of low-grade cotton. A certain price will be quoted. A buyer goes on the market and says, “I want one inch staples” (that means, roughly speaking, cotton which will draw out without coming apart to at least one inch. “One inch staple? well that’s 150 up”—meaning a cent. and a half a pound more.

So it goes; raw cotton quotations are not always what they seem on the surface.

Then the truth of the matter is that in spite of the cancellation of war orders the demand for cotton at the present time is in excess of the supply. Under normal conditions England takes about seven and a half to eight million bales of cotton, and for the past three or four years the United States crop has only gone about eleven and a half to twelve million bales. This just makes it evident how huge the call upon that cotton will be.

As has been said, the actual price of raw cotton is only one factor in the price of the finished cloth, the great factor being labor, and for years now weavers and spinners have been getting wage increases, until to-day they are getting from 50 to 60 per cent. more than prior to the war. Nor, in spite of the opinions sometimes given by newspaper editors, can these wages be reduced overnight. If they are, good night. As a matter of fact, since the armistice has been signed the cotton workers in Manchester, England, has insisted upon a 30 per cent. increase in wage scale, and they got their request.

## SHIRT DEMAND TO BE LARGE

Already evidences are not lacking that the demand for shirts is going to be exceedingly large.

One big Canadian house ordered some \$5,000 worth of shirts and delivery was arranged for December 1st. They were, of course, wanted for Spring selling. By the time December 1st came along the purchaser had received, at his own request, every one of these shirts. They had been sent him in response to hurry-up calls and had practically all been disposed of—disposed of for Fall and Christmas business.

This is an exceptional case, but soldiers’ purchasing is already becoming a big factor and stocks are eaten into more than the merchant expected.

It begins to seem as though there may be big sorting business for Spring. The earlier orders are placed for this the better will be the chances of getting delivery.

The cost of the labor put into cotton will certainly be high for many months so that this factor cannot contribute to any lower price.

Then the law of supply and demand again has to be considered. Just how scarce cottons are is indicated by the fact that “seconds,” which used to be quoted at 10 per cent. reduction, are now generally quoted at 5 per cent. reduction.

It would seem that the question of supply, with its relation to demand, would be greatly influenced by the release of so much labor which has been employed on war work. It would seem, too, that the coming back to the mills of skilled workmen who left for the war, or to enter even more lucrative positions, would increase the output. It is true that much material has been destroyed through the war period through bad workmanship. That has been one of the factors which has run up prices of goods. Manufacturers continually had to allow for much larger percentage of spoiled goods than ever before, yet, unfortunately, it does not seem that there will be as big a change here as one might expect. The skilled workers will come back to the cotton mills and will

be welcomed back, but they will be needed, and the workers who have been on munition work but who know comparatively little of cotton in the finer grade, will be wanted, too.

The man who has been making rough cloths wanted for war purposes cannot be used on the finer variety until he has been educated to it. He will be educated just as rapidly as the manufacturers can achieve this, for a huge output is required to replenish the general reduction in stocks. There was a time when practically one year’s reserve supply was on hand. Now the shelves in warehouses and retail stores are barer than perhaps they have ever been, and there are no large supplies in the converting plants. All this has to be built up, and it has to be built up at the same time that there is a huge demand from countries which have suffered during the war.

No, cotton seems likely to remain high in price. One expert gives MEN’S WEAR REVIEW his opinion that it will go to 40c before it commences to recede and to stay down.

The cost of the cloth is certain to remain high and there seems no reason to expect that the converting of the cloth into shirts can be accomplished at less expense. The Canadian shirt plants are hard put to it to get help at the present time. In Kitchener alone some 200 girls could be used. There is no reduction of wages in sight. All that can be hoped for is that the return of some skilled workmen, and perhaps a greater feeling of responsibility on the part of workers generally, will result in a greater output with the same number of workmen.

Generally speaking, it looks like high prices for shirts for a considerable time though they may commence to move downward for Spring, 1920.

## CIVILIAN DEMAND TAKES ENGLISH CLOTH

One of the great problems of demobilization in Britain will be the provision of civilian clothes for the millions of young men who for the last four years have appeared exclusively in khaki.

Production of military clothing is to be curtailed without delay, and mills which had been turning out khaki by the mile for four years will be able to devote more attention to the production of “mufti.”

Whether there will be enough to go round really depends on the length of time demobilization will take. A heavy rush back to civilian life would mean short supplies, to say the least.

Already there has been a large increase in the demand for civilian clothes. The head of a West End business house stated yesterday that for the last four years his trade has been 85 per cent. military and 15 per cent. civilian. Since the armistice the percentage is 90 civilian and 10 military.

# SOFT COLLAR FINDING FAVOR WITH ALL

Young and Middle Aged Seem to Approve of This Style—Proportion of Sales in Favor of Soft Collar Now

EVERYBODY'S doing it—it would seem. Not the late lamented turkey trot, but wearing soft collars. One merchant advised MEN'S WEAR REVIEW this month that his sales now averaged 90 per cent. soft collars and 10 per cent. laundered collars. It is not MEN'S WEAR REVIEW'S belief that this is a general state of affairs, but the indications are that soft collars are coming into greater and greater favor. Everything, moreover, points to the continuation of this state of affairs.

Consultation with manufacturers of the line leads to the belief that at least 50 per cent. of the collars being sold at the present time are of the unlaundered type, and the general impression here, as well as in the minds of the retailers, is that not only for the summer of 1919, but for the winter months as well, the soft collar sales will be bigger than ever.

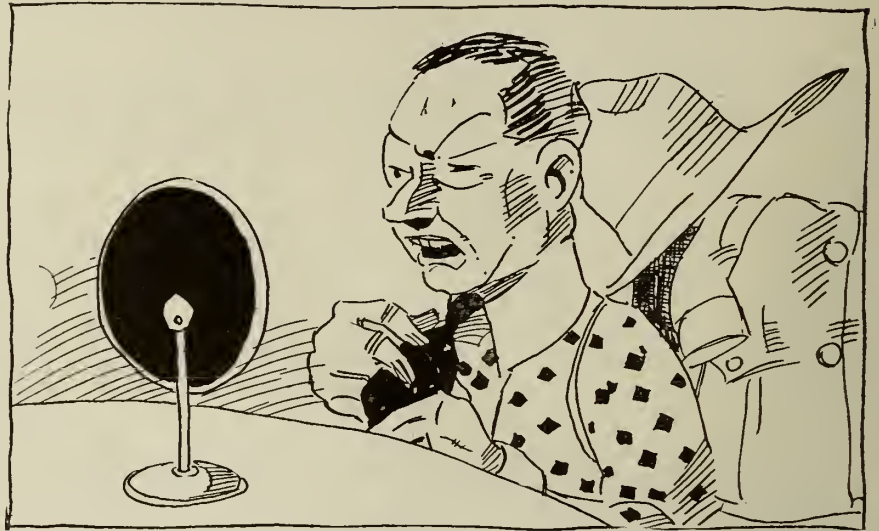
## Finds Wide Favor

Men seem to be finding the soft collar very easy to wear. Moreover there is a negligee appearance to the collar which is very appealing to many. It is a collar which is finding great favor with the young men who want something dressy, and it is also finding great favor with the middle-aged men, who want to be neat, and at the same time be comfortable.

And there is another big point which seems to be winning friends for the soft collar—a point which MEN'S WEAR REVIEW has mentioned before—it can be laundered at home. This not only means a saving in expense, which is somewhat of an item with everyone; it means also a saving in trouble, for often it makes unnecessary any parceling of goods for the laundrymen at all. Since the French cuff became the great thing with shirts, many households are not sending shirts to the laundry; and now, fixing up the soft collar at home, mighty little has to be sent out. This may be hard on the laundryman, but it is a situation which evidently finds favor with collar wearers, and that is the point for the Men's Wear Trade to consider.

Of course, one of the great factors about the home laundering is that the collars will last longer—a point which is a big factor with soft collars in spite of the fact that the initial price does not seem to be an important consideration. It would seem that a man is quite willing to pay anything in reason for a soft collar—but, having got one which he likes—he likes it to last some time.

Many things are being said nowadays as to the influence the returned soldier is going to have upon life in Canada.



—From Men's Wear, New York

*A Returning Soldier Putting on the First Starched Collar He Has Worn in Nearly Two Years. Collar Men are Predicting a Wonderful Increase in the Demand for Soft Collars.*

Among other things it seems certain that the return of the men will have a moulding effect on men's dress, and one result will be to cause the soft collar to be more and more the thing. Officers overseas have been wearing soft collars every day. They naturally will be inclined to continue this practice though they change the collar from khaki to white. The returned officers are the class of young men who more or less set the fashion, so that their influence will pyramid.

A little talk is arising as to the quarter sizes in soft collars. The one great difficulty with these collars is to satisfy the customer as to size when he first buys the collar, and to have him satisfied as to size after the collar has been washed. These collars are considerably more difficult to make than the laundered style. As they are not laundered the outside material is not pre-shrunk, and the great problem of course is to get a collar which will fit the wearer the first time he puts it on and also after it has been shrunk.

Manufacturers are making such rapid improvements on the soft collar however that it is likely this difficulty will be more and more overcome. Indeed many retailers state that they are not having much trouble in this way. They say that the soft collar is worn tight—and that if a person gets a size which will fit him comfortably before it is laundered this will fit him more tightly afterwards, it is true, but will give the neat appearance which is desired.

By the way, it is interesting to note that some wearers of soft collars—wearers who are having them laundered at

home moreover—are having a little starch used. This, they say, does not give the stiff appearance, which would be contrary to the idea of the soft collar, but does nevertheless prevent any wrinkling. MEN'S WEAR REVIEW is not recommending this process. It would be interesting for merchants to try it out on their own collars and see what is the effect. Then they would be able to give a personal opinion on the matter to their customers.

1919 seems certain to be a huge soft collar year. At this season when plans are being formed, it would be well to bear that in mind.

## THE LATE JOHN A. WALKER

John A. Walker, a member of the firm of Walker Bros., manufacturers' agents, St. Peter St., Montreal, whom the *Star* says was "popularly and affectionately known to his wide circle of friends as 'Jack' Walker," died suddenly at his apartments at the age of sixty-four. Mr. Walker belonged to a prominent old Montreal family of Scottish origin, and spent most of his life in business, where he not only succeeded but won the friendship of his associates to an unusual degree. He was a member of the Mount Royal and St. James clubs, and will be missed in these circles as well as in the business life of the city. Mr. Walker is survived by one brother, C. J. Walker, a member of the firm, and another, George A., in London, England. His only sister was the late Lady Glen-Coats, wife of Sir Thomas Glen-Coats, of Paisley, Scotland, a grandson of the founder of the thread firm of J. & E. Coats, Ltd.

# SHIPPERS DEMAND "CASH" FROM RAILWAYS

Only Fair, They Say, if They Must Settle Promptly For All Shipments That Railways Should Pay Up When Claims Are Made For Damages, Over Charges—  
Railway Order Postponed Until March 1

THE proposal which the Canadian railways announced some weeks ago of putting all shippers on a cash basis on January 1 will not go into effect until March 1. At a meeting held in Toronto and attended by a number of manufacturers and retailers, representatives from the accounting departments of the various railways and the secretary of the Canadian Railway Board, it was decided, after going carefully into the question, to postpone putting the measure into effect for two months.

It was stated to **HARDWARE AND METAL** that the first announcement sent out by the railways to the shippers was misleading and resulted in a great deal of misunderstanding. The announcement led many to believe that no goods would be accepted for shipment unless the charges were either paid for or a bond was given that would assure the payment inside of 96 hours.

## Against the Proposal

Many shippers, especially some of the larger ones, regarded this action as decidedly drastic and protested vigorously, pointing out that it would cause them a great deal of inconvenience. It would mean that they would have to prepay all charges and then collect from the retailer.

At the conference it was explained that it was not intended to have the measure work out in this way. The railway authorities stated that they had intended to allow shipments to be made as at present, with the option of collection being made at either end. This would leave all shipping arrangements as they are now, subject to whatever understanding is arrived at between the shipper and the consignee.

## Want Their Money

The representatives of the railways, it is stated, took a firm stand in regard to the cash basis and pointed out that they proposed to get their money and not have collections spread over weeks and months. They claimed that this "credit" system had resulted in too many losses and that they proposed to put all shippers on the same basis. At the present time some pay cash and others do not, but after March 1 they plan for all to pay cash.

The manufacturers and retailers, as pointed out in a former issue of **HARDWARE AND METAL**, have a grievance against the railways in that money due them from the railways for overcharges and other causes is often not paid for six months or a year. Claims for damages, it is stated, are not settled promptly in a great many cases. These matters were brought up at the conference and the manufacturers and retailers declared that if the railways are going to collect cash from everyone in future they ought to arrange to settle all damage claims, overcharges, etc., on a cash basis and inside of a few days after the claims are made.

They made the point very strongly and also pointed

out that the proposal of the railways to only allow a limit of 96 hours for payment for shipments was unreasonable and in many cases a physical impossibility because merchants, especially those getting in large quantities of goods from overseas, did not get the necessary papers in that time and could not check up the shipments to see that they were OK or enter any claims for damages that might be necessary.

It was suggested that one week at the very least should be allowed for settlement, preferably a little longer.

The justice of these claims of the manufacturers and retailers was admitted and it was finally decided to postpone the date at which the railway's order would become effective in order that the questions at issue may be taken up more thoroughly with business interests all over the country.

## Will Meet Later

This is being done immediately and circular letters are being sent out this week by the Canadian Manufacturers' Association. It is expected that some other suggestions may be made and which will be in the interests of all and when the information is in a committee will meet and decide upon what recommendations are to be made. They will then take the question up with the representatives of the railways and Secretary of the Canadian Railway War Board.

When the new order becomes effective it will mean that the accounting systems of many large shippers will have to be changed. There has been some objection to this on the grounds of inconvenience. The railways, however, have made it plain that the cash basis plan is to be put into effect and as many of the manufacturers and others are working either on a cash basis or as close to it as possible, they state that in the long run the plan would work out in the best interests of all.

## For Forty Years

The Canadian railways have been granting credit to shippers and time in which to pay for more than forty years, one official stated to **HARDWARE AND METAL**. Some months ago it was decided to go on a cash basis as a result of the policy that was inaugurated in the United States by Director-General of Railways McAdoo. The plan, it is stated, worked so well across the line that the Canadian railways after investigating thoroughly took the necessary steps to make it effective in this country.

"Between increases in wages and higher operating expenses the railways need all the money they can get now to carry on business," said one official to **HARDWARE AND METAL**. "Under the old system of granting credit there were many losses and often delays and inconvenience and all sorts of disputes and quibbling, sending out and chasing up accounts and so on. It is hoped by the new system to eliminate all troubles of this kind and to reduce all losses from collections to a minimum.





# NECKWEAR



## SWISS SILKS AGAIN ON MARKET

These Are At High Prices and It Seems Certain Big Supplies of Silk Will Come From New York for Some Time—Why Prices Will Remain High

**S**WISS silks are already coming on the Canadian market, though in limited quantities. At first it may be thought that this indicates the quick return to something more nearly like normal neckwear prices. A consideration of what has been offered Canadian neckwear manufacturers, however, does not lead to this opinion. It is very evident that the Swiss makers are having to pay such excessive prices for their raw materials that they are neither able to use as good qualities as in the pre-war days, nor are they able to turn out goods at anything approaching the old prices. Indeed, the Swiss silks now being shown are at prices which cost the Canadian manufacturer more than he has to pay for similar, or as some claim superior, goods from the New York makers.

### No Drop Till 1920

There is, indeed, no real reason to look for a lowering of neckwear prices. They will be higher than ever during the first few months of 1919 at least, and it is quite possible that they will remain higher for the balance of that year. Towards the end, a movement towards lower prices may be commenced, though there are many students of the situation who feel this will not set in until 1920.

Labor is a very great factor in the cost of neckwear silks. The great advantage which the Swiss silk makers used to have was not only their nearness to the splendid Italian market for raw silk, but their ability to get skilled labor at very cheap prices. Now the labor cost of Europe is on an entirely new basis. The operators in the silk mills are getting prices which were formerly unheard of, so that this advantage will not give the Swiss manufacturers the big opportunity they formerly had to get goods to Canada at favorable prices.

### How Wages Hold Up Prices

In the United States, of course, wages are also very high. Girls who have been employed in munitions are returning to the silk mills to assist these in getting their production back to something like normal. But these girls are not coming back for the wages which they worked for before the war. They are not getting as much undoubtedly as they got on munitions, but they are getting some-

thing perhaps midway between this sum and the sum for which they used to work in the silk mills.

Just how this makes necessary a continuation of high prices may be seen by considering just one operation. A loom man is able to look after two looms. The



*One of the Print Failles being shown for Spring by Wm. Milne.*

production of each loom will be about 15 yards per day. This man, perhaps, will be producing something like 30 yards of neckwear silk and his wage will be \$3.50, perhaps \$4. At the first price it will mean that this one operation alone, forgetting all others and forgetting overhead charges, makes a wage charge against the silk of 12c a yard.

When it is considered that the silk passes through many hands—and that each worker who has something to do with its production, is getting higher wages than before the war, it is very evident that prices cannot go back for the finished product no matter what should happen to the raw silk market.

As a matter of fact the raw silk mar-

ket is exceedingly strong, and naturally so since the output of silk has been interfered with to a great extent and the demand has been increased. The demand seems likely to stay very large, too, even though certain war needs no longer exist. Countries where silk was put on the non-essential list—the luxury list—will now go eagerly back to it and thus the requirements will be swelled.

### Comparison of Prices

It is interesting to compare prices of some of the Swiss samples now being shown with prices quoted for similar or better goods prior to the war. One class of goods is quoted at roughly \$1.80 which was a practically 60c prior to the war. Now this material—a Barathea—would have to be used in \$1.50 neckwear. Another range is quoted at \$1.87, whereas it could be bought in the old days at 70c. An Old Jasper which used to be bought at from 56c to 60c is now quoted at \$1.69. Other showings at \$2.12 per yard could be bought in the old days for a good deal less than \$1.

There is no thought by manufacturers that the Swiss makers are trying to profiteer. The truth is simply that they have to pay a great deal more than in the old days for the labor that goes into their silk, and that they have to pay tremendously more for the raw materials and are having great difficulties in securing these. Of course, what they are showing are more or less staple patterns, but these are only early lots and doubtless there will be improvements in the patterns. The feeling seems to be, however, that the Swiss manufacturers cannot now, and probably will not be able for some time to compete with New York or U.S. silk houses. Japanese silk has been going in big quantities to the United States. The Japs are anxious to build up that market; moreover, it is an easy and direct haul with lots of boats going. To get Japanese or Chinese silk to Switzerland is a very different matter.

### Tendency Upwards

No, it looks like American silks for the Canadian trade for sometime yet—at least it looks as though a large percentage of Canadian neckwear silk will come from Uncle Sam's land. And there is nothing in the air at the moment



# NIAGARA NECKWEAR

## *Spring Novelties*



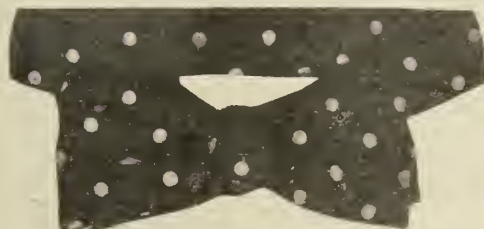
Polkas are to be very popular during the coming season. Our range is remarkable, and we feel sure it will delight you.

Examine our other Spring ranges—print failles—washables—all the styles you will want.



Niagara Neckwear  
Co., Limited

Niagara Falls  
Canada



which indicates a coming of lower prices. Rather the tendency is upwards, though manufacturers may be counted upon to do everything possible to keep prices as nearly steady during the early days of 1919 as can be.

There are going to be a few ranges shown after the turn of the year at

about \$6, but they will be in small shapes and rather inferior goods. The manufacturers' real ranges will start at \$7.50—this tie to sell at \$1 retail. The belief is that this is going to be the big seller, but a \$10.50 tie to retail at \$1.50 is also expected to be very popular. Prints are again going to be in great favor.

## SCARCITY OF KNITTED TIES TO CONTINUE

Yarns Will Come From England More Freely Than Last Year, Yet the Demand Seems Sure to be Greater Than Supply—Price Up Somewhat

WHILE retailers are experiencing a splendid demand for knitted ties they are unfortunately also experiencing a great deal of difficulty in getting the desired deliveries, nor does there seem any reason to hope for a betterment after the turn of the year. It is possible deliveries will be a little easier, but other difficulties will face the merchant. Orders placed in many cases will of necessity be open orders as to colors in the pattern, and the prices which must be asked will be considerably higher than those paid during the past season.

During the early part of 1919 necessary supplies of raw silk came through from England quite satisfactorily. Then, however, the English users of this raw silk complained that they were not getting as much as they required and urged that the exportation of the raw silk should stop until their home needs were met. Acting upon this suggestion the exportation was discontinued, which meant that Canadian makers of knitted ties went hungry for silks.

For some time presentations have been made to the authorities in England that this embargo against the sending of artificial silks to Canada should be lifted—that it was really a discrimination against a country that was just as much in the war as England herself. The embargo has not yet been lifted, but definite information has been received here that shipments of the raw artificial silk will be made to Canada; that the Canadian users of this can count upon getting a fair share of what is available during 1919.

So it is expected a better output can be secured in the coming year and that the demand of the trade will be more adequately met.

Especially in the pure silk ties, which are selling now at about \$27 per dozen and which must go still higher, it seems that the taking of open orders will be the thing. Black silks are plentiful, but the colored bars have to be filled in with what becomes available, and samples can only be shown with these colors left open. Orders of this nature have been taken for some time, however, and it is not thought that any serious difficulties will arise as a result of this necessity.

There seems no reason to expect anything but high prices. Manufacturers are now getting in silks, or are hoping

to get in silks for which they have paid more than for any made into ties last year. They cannot see the possibility of getting supplies of cheaper silks for some time. Even when the silk itself comes to hand in sufficient quantities—and as was indicated in an article last month the actual output of the raw silk has been greatly interfered with by reason of the war—there will yet be a long delay before the silk yarns get to the hand of the manufacturer. It has to be filled, dyed, and has to go through many other processes all of which take time. Predicting is not a very safe business under existing conditions, but it does seem that not until practically the end of 1919 can there be any notable downward tendency.

### ENLARGE PLANT

H. Vineberg & Co., Montreal, have considerably extended their Special Order Department, the addition of plant and equipment doubling its former capacity.

### HOW NEW COLLAR GETS ITS NAME

CLUETT, PEABODY & CO. have introduced in the Arrow brand the "Okeh." A collar very graceful with close connecting cutaway front, the points of which may be rolled or left flat as desired. There is ample room for cravat band to slide and plenty of room to tie the knot. A double row of stitching adds very much to the appearance of the collar. The height in back is 2 1/4 inches, the points measure 3 inches.

The name of the new collar was suggested by Pres. Wilson's "O.K." He always spells it "Okeh." The story told in the "Saturday Evening Post" is as follows:

"Mr. Wilson's methods are novel, and, therefore, bound to excite inquiry. His disregard of precedents and traditions whenever they seem to conflict with naturalness or directness of action, is food for biographers, historians, scribes and critics of these and future days. Secretaries and attaches at the executive offices, to whom the coming and going of Presidents are almost like the passing of the seasons, testify to Mr. Wilson's originality, for they found him unlike the predecessors from the very day he sent back to them the first memorandum which they had submitted to him for his approval or disapproval, and on which he wrote in pencil the curious phrase "Okeh W. W." They hazarded guess after guess as to where the President got the word. They had heard of his wholesome respect for the English language. Finally, after more memoranda similarly marked came to them, one of the assistant secretaries asked the President why he didn't use the abbreviation "O.K."

"Because it's wrong," replied the President as he went on signing his mail. "O-k-e-h"—he spelled it out—"Is the correct word."

There was a sudden search for dictionaries that day, but though some of the lexicons attributed the use of "O.K." to Andrew Jackson for "Oll Korrekt," none made mention of "okeh."

"Look it up in the latest dictionary," suggested the President to his puzzled inquirers. And here is part of what was found:

"OK—a humorous or ignorant spelling of what should be "okeh," from the Choctaw language, meaning 'It is so'; an article pronoun having a distinctive final use; all right; correct; used as an endorsement of a bill.

So it has come about that "Okeh W. W." is a kind of symbol of executive power in and about the White House. Most of Woodrow Wilson's decisions are made on paper, and that ancient Indian word conveys the approval of the Chief Executive to many vital acts of government policy. For his is primarily an administration by letter or memorandum, a reliance on the written rather than the oral word. It is Mr. Wilson's conception of how he can best manage his big job—a theory thoroughly and completely his own.



A Printed Faille from the new Spring and Easter Range of Tooke Bros.



# Kabbe Crepe Cravats

## "Spring 1919"

Beautifully colored Japanese crepe in three-tone shades with neat designs—producing patterns of exceptional taste.

*Not Somber—Not Loud—  
Just Pleasing*

Made into a high-grade shape with the best sort of workmanship.

\$10.50 the dozen



A. T. REID COMPANY, Limited  
TORONTO

*Makers of the Better Class Cravats*

## HUGE HAT DEMAND AT HAND

Question is Whether Necessary Supplies Will Be Available—Fur Prices Make Continuation of High Quotations Seem Certain

**T**HE sale of half a billion pounds of felt for making fur pelts in St. Louis the other day seems to indicate very clearly that hat prices will remain high for a good while to come. These pelts, were big for eagerly and were bought at a price averaging \$2.10 a pound. As it takes from 3 to 4 pounds of felt to make one pound of felt-making fur, and as this fur, once removed from the skin would have to be sorted and the best back fur separated from the fur from the paws, etc., it will be seen that the price actually paid for the fur was very high. It has been estimated as something like \$10 per pound.

Such a price means use in the production of high-priced hats only, and indicates there will be a very strong tendency to high prices.

### Supply the Thing

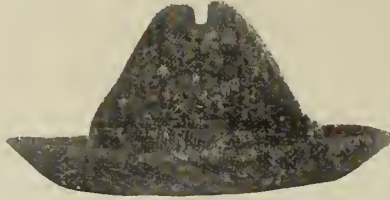
But price is not the only problem confronting retailers and manufacturers like. The biggest problem is one of supply. It is generally felt that the 1919 hat demand will be huge and sorting orders must be heavy. Will the necessary supplies be available?

English shipments seem certain to be easier than in the past. There are many boats coming this way, but conditions are somewhat reversed since the armistice, and now the boats coming this way are loaded must fully, and there may be a difficulty in getting cargo room; still, it is felt that English hats will come more largely than during the past few years.

### What of U. S. Hats

United States hats which have come over quite largely in the past, but not so largely during the war period, are a problem for the immediate future. All U. S. Government hat needs have not been provided yet. Moreover, the civilian needs have been rather side-tracked and the demand from the United States itself will be such as to put a strain on the U. S. hat factories, yet an

effort on the part of the manufacturers to the south to re-establish a hold on the Canadian trade may be expected.



*New Cloth Tweed Hat with half coil brim, in latest English shape, shown by the Boston Cap Co.*

Canadian hat factories are working to capacity and hope to be able to expand through the easing of the labor market, yet with all the improvement

a supply it is doubtful if this will be sufficient to provide for the increased demand.

As a means of making sure of supplies a good many merchants are accepting shipments early. This looks to be the part of wisdom.

### WANT HIGH QUALITY CAPS

The old days of low prices have passed away. The new days of high quality are at hand.

Men's wear merchants are finding with caps, as with so many other lines, that the people want something good, not something cheap—at least they are discovering that the people are coming to realize that something good is almost always the cheapest thing in the long run.

Hence is noted now a turning toward the cap retailing at from \$2 to \$3—upon these prices it is expected the big run will be experienced for 1919.

Fall 1919 prices, being quoted now, are well up over the Spring levels. There seems no help for this.

## STRAWS FOR SORTING-UP IN PRICE

Makers of Braid Demanding More Money and Hats Advance Accordingly—Will Never Be At Pre-War Figure Again, It Is Thought

**T**HOSE who failed to place orders for 1919 straw hats are going to be confronted with the necessity of sorting at higher prices. Straws are up. Shipments now coming to hand make that very evident. Moreover, it seems—and this is the sad touch—that straws will never again go to the old low figures.

"For ways that are vain  
And tricks that are dark,  
The Heather Chinee is peculiar."

So said Bert Harte, or words to that effect; and now the Heather Chinee, and the Heather Jap, too, has developed the peculiarity of wanting more money.

Time was when these makers of the braid used in straw hats would be content with a return of something like 3c per day. Not so now. No, the

worker wants as much as 15c. It seems reasonable too, yet this is putting up the price of braid, for upon the five-fold increased price resulting from this labor increase, the duty, insurance charges, etc. must be paid.

One English line of Sennets has come in for Spring delivery at \$12 more per dozen than the wholesalers expected—more than the price upon which they figured prices when their samples went to the trade in the Fall of 1918. This is an extreme case, but straws generally are up from \$3 to \$6 per dozen.

The merchants who have their orders in are lucky. There are many, moreover, who are covered, yet with the big business to be expected sorting orders will have to be placed, and the prices to be paid will have to be higher than for the placing orders.

## WALL CASES WORTH WHILE



This section case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want.

Others will have different needs—but whatever they are, in fixtures, we can fill them.

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



## Reconstruction Activities

### Will Bring TAPATCO Gloves Into Bigger Popularity

Good, wearable working gloves like TAPATCOS are certain to be in good demand when the thousands of men still in khaki will be re-entering the industries of civil life.

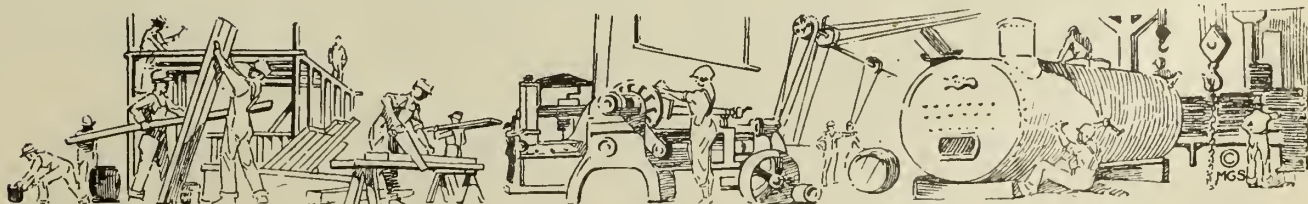
Everything points to the beginning of a big era of industrial activity in Canada. A generous stock of TAPATCO GLOVES will help the aggressive Men's Wear Dealer to secure a good big share of the resulting call for well made and comfortable working togs.

And the TAPATCO line is varied enough to cover a multitude of requirements—Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights. Leather Tips, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

How many dozen pairs in that first order?

*For Sale by All Jobbers.*

**The American Pad and Textile Company**  
CHATHAM, ONTARIO



# KANTKRACK

Trade Mark

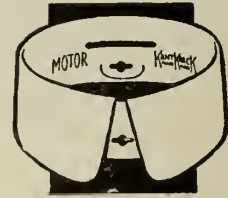
Registered



12 to 19

The economic advantages of the **KANTKRACK** Composition Collar over any other Collar whatever is convincingly evident through the saving in laundry bills.

Add to this the fact that **KANTKRACK** Collars have a full linen finish and offer styles and sizes to suit every man and you will see the advantage of stocking this line.



12 to 18½

How many dozen will you require?

**The Parsons and Parsons Canadian Co.**  
**Hamilton, Canada** Est. in Canada 1907

## THE SAFEST

and

most profitable way  
 to reconstruct your  
 Clothing Department  
 is to connect with our  
 Made-to-Measure Sys-  
 tem. Sure profits and  
 no risks.

Write at once to

**H. Vineberg & Co.**

LIMITED

1202 St. Lawrence Boulevard

MONTREAL

Makers of "Progress Brand" Clothes  
 Made-to-Measure Department

## Sales Conducted for High-Class Retail Stores Only

All Dates Now Filled Till January 1st, 1919  
 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

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# Fall 1919 Lines Now Ready

**D**URING the next few weeks the wide range of underwear produced at our mills will be shown you, and we feel will meet with your hearty approval.

**W**E counsel covering requirements without delay. Our showing is at advanced prices, but these have been held at the lowest possible point and it seems certain that no drop is to be anticipated—rather the tendency will be upward.

**R**ETAILERS undoubtedly stand at the threshold of a great opportunity. Stock carefully bought now will yield splendid profits next fall and winter.

Thos. Waterhouse & Co., Limited  
INGERSOLL, ONT.

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## Everything to Gain and Nothing to Lose

If you are a hustler you have a great deal to gain by securing for your locality "Progress Brand" Clothes Made-to-Measure System.

Write at once to

**H. VINEBERG & CO.**  
LIMITED  
1202 ST. LAWRENCE BOULEVARD  
MONTREAL

Makers of  
"Progress Brand" Clothes  
Made-to-Measure Department.



There's an old saying, "Ye can't take Breeks off a Highlander," but there will be many of them coming home now who will be glad to put them on.

Be ready for the demand with a good stock of EASTERN PANTS.

Travellers will be out early in the new year with an interesting range of patterns and materials all made in the well known EASTERN QUALITY.

**EASTERN PANTS MANUFACTURING CO.**  
324 NOTRE DAME ST. WEST MONTREAL, QUE.  
Makers of  
**MEN'S, YOUTHS' AND BOYS' PANTS  
AND BOYS' SUITS.**



31 RICHMOND E. TORONTO

**PAPIER-  
MACHE  
MODELS**

## WINDOW DISPLAY

**WASTE  
PAPER**  
WRITE FOR PRICES  
**E. PULLAN**  
TORONTO HAMILTON

KINDLY MENTION THIS PAPER  
WHEN WRITING TO ADVERTISERS

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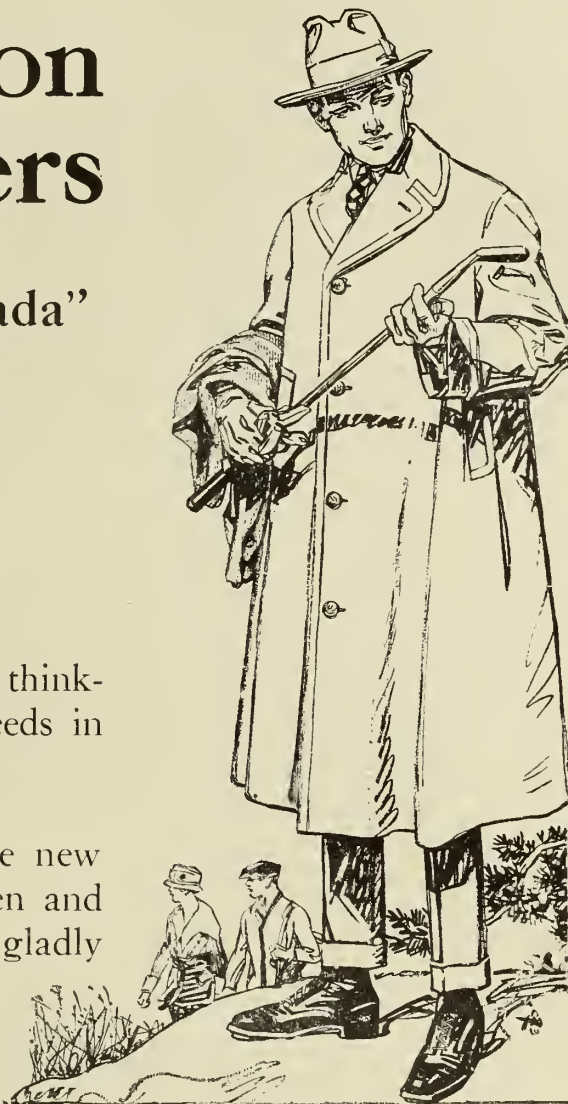
# Dominion Raynsters

“Made-in-Canada”  
Raincoats  
For Spring



It's none too early to be thinking of your Spring needs in Raincoats.

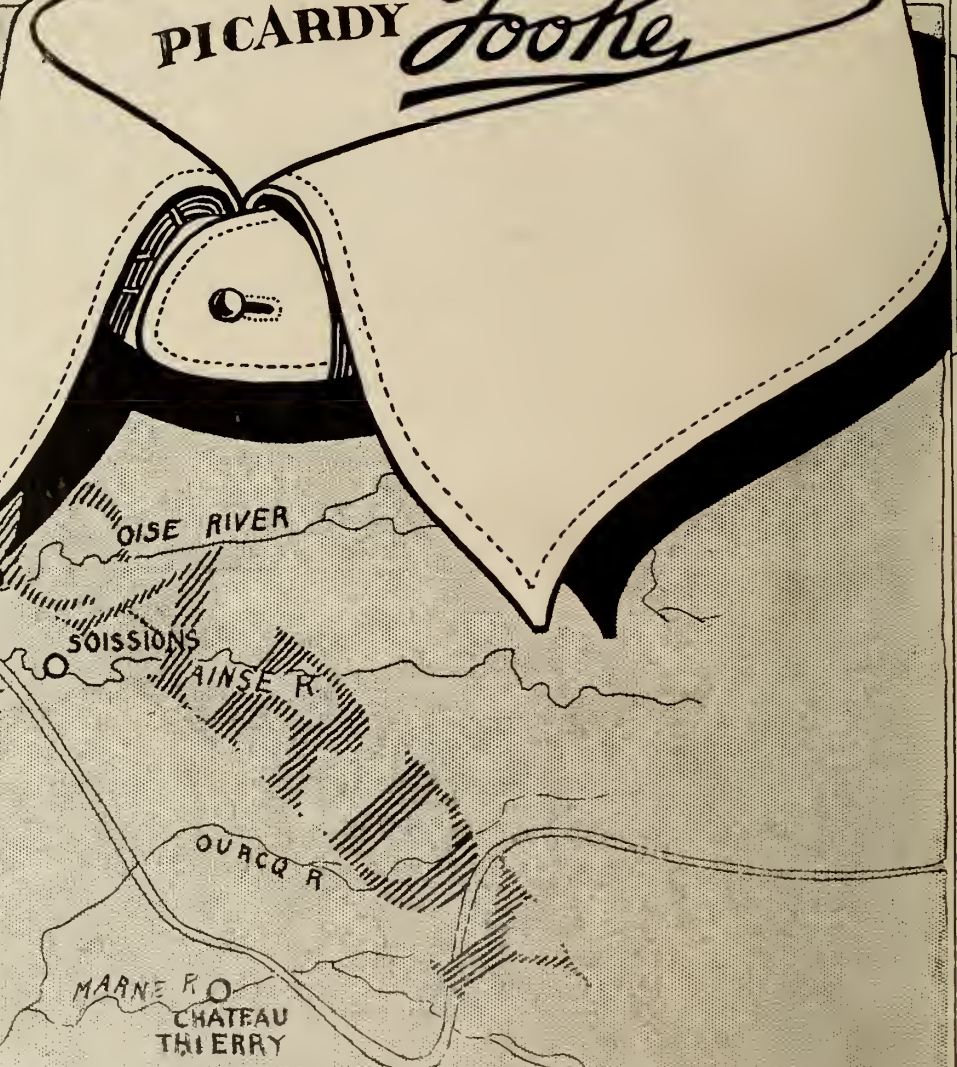
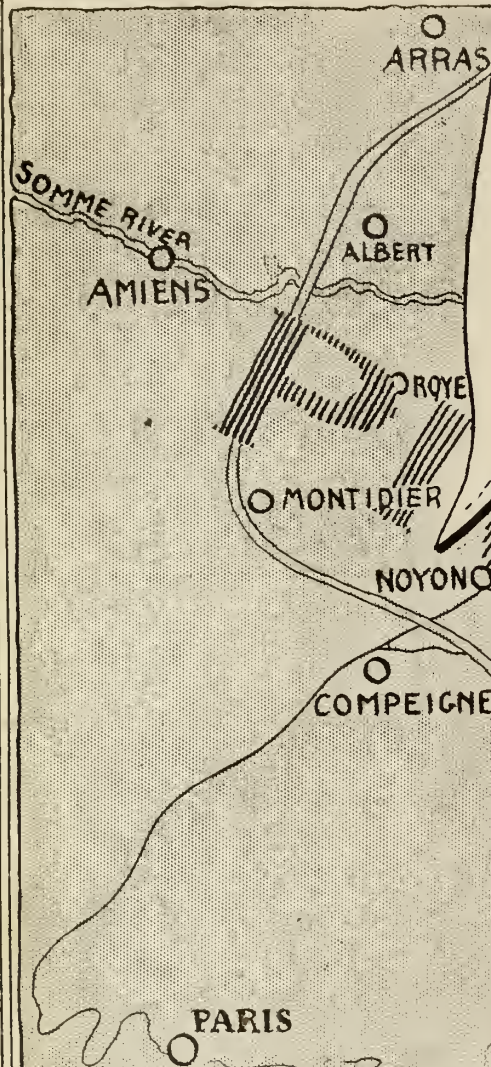
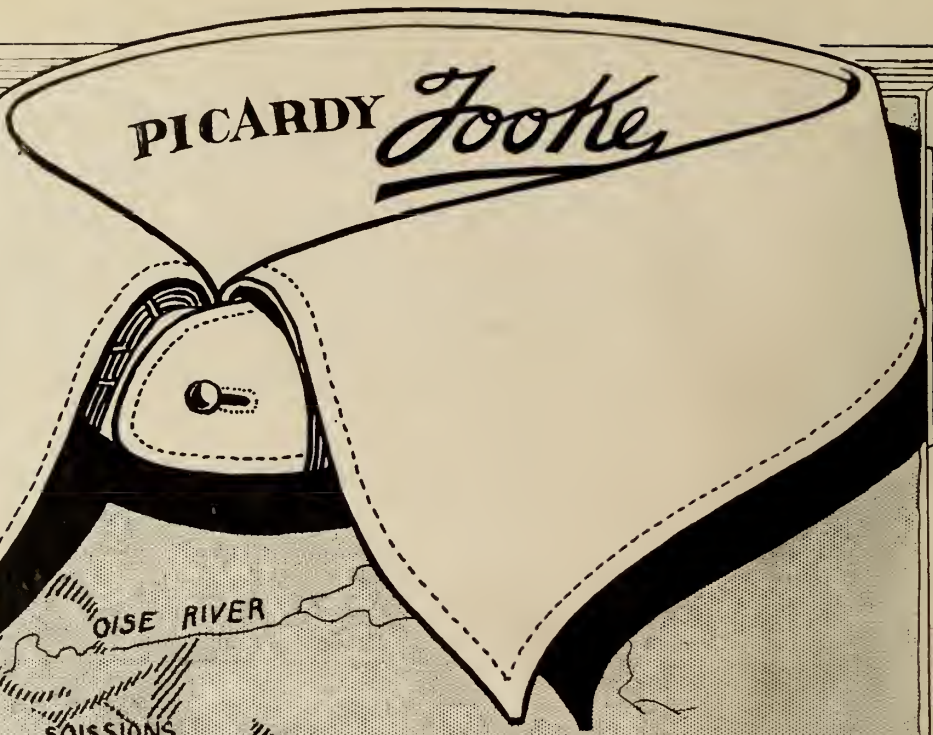
Our branches have the new models for men, women and children — and will gladly show you samples.



Write to the Nearest Branch  
Dominion Rubber System



Branches at: Halifax, St. John, Quebec,  
Ottawa, Toronto, Hamilton, Kitchener,  
London, North Bay, Fort William, Winnipeg,  
Brandon, Regina, Saskatoon, Calgary,  
Lethbridge, Edmonton, Vancouver and  
Victoria.



All Eyes Centered on  
**PICARDY**

THE NEW  
MODEL IN-

**TOOKE**

STARCHED  
COLLARS



ART CRAFT 2" BAND



HAMPTON 2" BAND



TRANSCONA 1 3/4" BAND



ALL CRAFT 2" BAND

Allies of Picardy

**TOOKE BROS. LIMITED**

MONTREAL TORONTO

MAKERS

WINNIPEG VANCOUVER

# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX.

PUBLICATION OFFICE: TORONTO, FEBRUARY, 1919

No. 2.

DU PONT CANADIAN INDUSTRIES

## Demobilization Means



From Khaki

350,000  
New Buyers  
of



To Mufti

## *Challenge Cleanable Collars*

Men are arriving by thousands every month. Every last one of them is mighty glad to get back home and anxious to get into a civie suit as soon as possible.

They will be quick to see the economy and advantages of Challenge Cleanable Collars.

See that your stock is up-to-date. Write for our catalogue containing all new and up-to-date styles.

We would also like to mail you one of our Counter Collar Stands. These stands are finished in mahogany and will be a distinct acquisition to your store fixtures.

Window display cards and envelopes also yours for the asking.

**The Arlington Company  
of Canada, Limited**

**76 Bay Street, Toronto**

**Read Building,  
Montreal**

**Travellers Building,  
Bannatyne St., Winnipeg**

DU PONT



# I am talking to You, Mr. Men's Wear Dealer!

The basis of a successful business is honest values properly priced.

That is a fact that no amount of specious argument can overcome.

Give your customers good customer-pleasing values (at a sound profit to yourself) and your business is certain to prosper.

RACINE'S is the proper place to get these values from.

## “The Beaten Path Leads to Racine's”

And wise dealers follow it.

At RACINE'S you can secure

“Racine” Working Shirts

“Hero” Fine Shirts

“Strand” (Chemise de Luxe) Shirts

“Lifesaver” Overalls

“Samson” Pants

“Record” Sox

All proven good sellers. All standardized lines made in our own factories. Let us send you (prepaid) a set of twelve samples.

## 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, 111 Sparks St.; Quebec, 68 Church St.; Three Rivers, Sherbrooke, Sydney, N.S.; Toronto, 123 Bay St.

# Back From France

Every day sees the home-coming of more Canadian troops from overseas.

These men deserve the best.

## THE "PRESIDENT" SUSPENDER

represents the very best in its field.

We have held firmly to the fixed President quality standard as steadfastly as our valiant fighting men stood true to their unbeatable service record.

You can stock President Suspenders confident that they will attract the soldier's trade, and consolidate it because of the satisfaction they are sure to give.

*"Suspenders in which quality has FIRST consideration."*

**Dominion Suspender  
Co., Limited**  
NIAGARA FALLS, CANADA



# Service that Counts



This facsimile of a letter sent, is but one of the many letters we receive from Agents who carry the "Hobberlin line."

The House of Hobberlin, Ltd.  
Toronto

My dear  
Man.  
Dec 30<sup>th</sup> 18.

Gentlemen

Please accept my thanks for  
your remembrance at this Christmas  
time. Looking over the year business,  
this has been the most successful year  
I have had since taking over your Agency.  
I hope and trust that as the year goes  
by that each year will succeed the  
other. I assure you that it is a great  
pleasure to do business with such a  
firm as the "Hobberlin" let me here thank  
you for the many kindnesses shown to  
me during the year and I hope the  
spirit may ever exist between us.  
Wishing the Firm and all the staff a  
Bright Happy & Prosperous New Year.

Sincerely Yours  
Geo. E. Taylor

Let us send you full particulars of the Hobberlin  
Agency proposition if this line is not yet represented  
in your locality. Write—

## The House of Hobberlin Limited

Toronto

Canada's Oldest and Largest  
Tailoring House. Estb. 1885

Canada

"SPERO" MAKE on Selvedge  
is your protection and our guarantee of quality

# "SPERO" TAILORS' LININGS

TOP VALUE AT  
EVERY PRICE

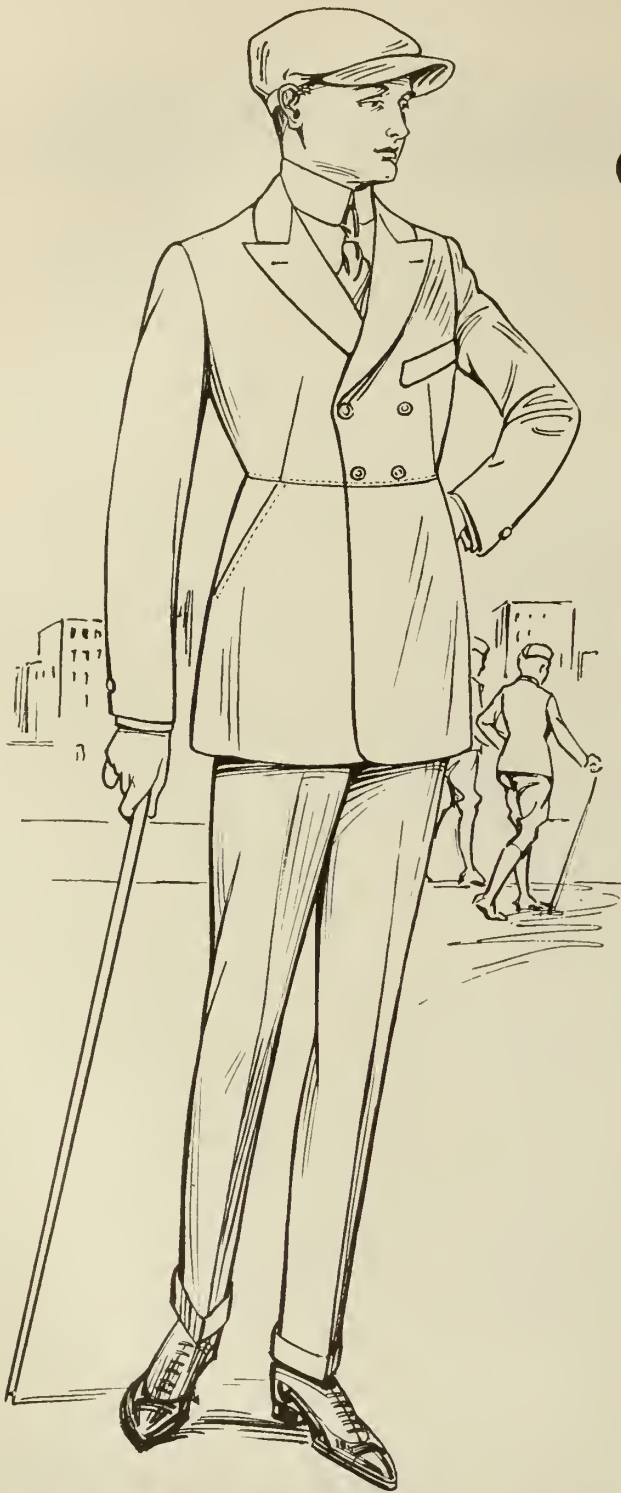


SUPER-STANDARDISED QUALITY  
IN COTTON GOODS.  
"The Best in the World"

A TRIAL ORDER MEANS  
A RE-ORDER

## SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED .  
MANCHESTER, ENGLAND



"*Style Clothes*"

for the 1919 season will include unquestionably the biggest, smartest values in

**YOUNG MEN'S  
CLOTHING**

that the Fall season will show.

We are frankly expectant of winning popularity rather than profit with this line, but we want your trade and feel sure you will find an inspection worth while.

Remember that in addition to our already popular range of *YOUNG MEN'S CLOTHES* we have a department showing wonderfully snappy stuff for *HIGH SCHOOL BOYS*.

Be sure and see this interesting double range shortly in the hands of our salesmen.

**YAPHANK**

Illustrating model Yaphank double-breasted split coat, converging button effect, breast flap and semi-puffed sleeves.

THE

**Wearbest Clothing Manufacturing Co.**

Makers of Stylish Clothes for Men and Younger Men

149 NOTRE DAME STREET W.

∴

∴

∴

MONTREAL



This Ad in full page size appears in The Saturday Evening Post of December 28th

# HEADLIGHT OVERALLS

UNION MADE

## OUTWEAR TWO PAIRS OF ORDINARY OVERALLS



Headlight Two-Piece Overall

Headlight One-Piece Overall

## For the Business Battle of 1919

Our famous guarantee still holds good. "Wear a pair 30 days. If, at the end of that time you do not say that the HEADLIGHT is the best overall you ever wore, your money will be refunded cheerfully."

### Retailers

If you act quickly you can secure the HEADLIGHT line for your town.

We have finished all government contracts. Our entire output is now available for civilian use. Increased production permits us to take on a limited number of high grade accounts.

The HEADLIGHT agency will reinforce your hold on the trade of your town. This, every HEADLIGHT dealer knows. He also knows that:

- 1 HEADLIGHT OVERALLS have been delivered regularly, without interruption and without substitution in spite of the denim famine when high quality materials were out of the market for months at a time.
2. Headlight orders have been filled *complete* regardless of war conditions.
- 3 Headlight orders have been shipped at contract price; without exception, regardless of tremendous price advances.

### The War Has Applied the Acid Test

Have your lines survived this test? strengthens the prestige of his store.

A wise merchant will cash in on such fair treatment. He will select the line which



Actnow. Getthe agency for HEADLIGHTS before your competitor beats you to it.

### Mail This Coupon Today

#### Request for Samples

We prefer to see sample garments before ordering. Therefore, send us a few pairs representing your best selling numbers. You to prepay express charges—we to have the privilege of returning samples after examination. In sending samples, explain fully your exclusive agency proposition.

Name \_\_\_\_\_  
 Town \_\_\_\_\_  
 State \_\_\_\_\_

**Larned, Carter & Co., Sarnia**  
 World's Greatest Overall Makers

Factories: Detroit, St. Louis, San Francisco, and Port Huron, Mich.  
 Canadian Factory: Sarnia, Ont.



## Underwear has the real wool feel

If the underwear you are selling bears the "*Atlantic*" banner you can rest assured there will be no kick coming from your customers because of poor quality or unsatisfactory service. "*Atlantic*" Underwear has the real wool feel, a sure indication of high grade quality. Every "*Atlantic*" garment is made from pure maritime wool—wool that has been naturally softened by the Atlantic breezes.

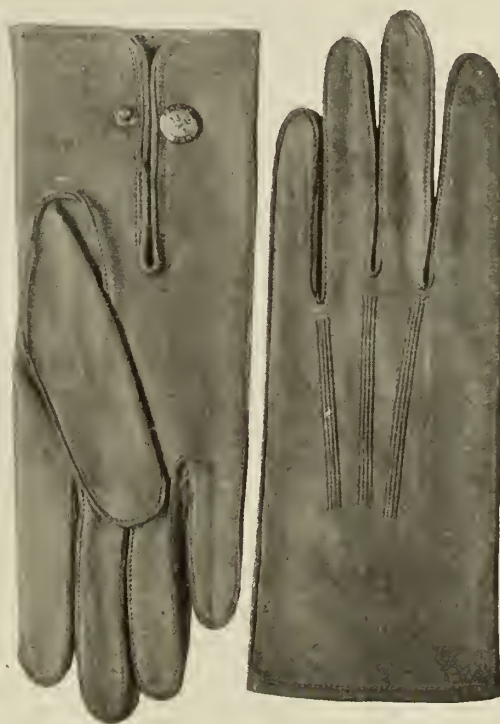
Atlantic quality will create bigger Underwear sales for you during 1919. May we look for your order?

**Atlantic Underwear, Limited**  
MONCTON, N. B.

# New Cape Gloves for Spring and Easter Selling



Perrins' Conde Cape  
\$22.00 Per Dozen  
Tan, Gray, Khaki



Perrins' No. 656  
\$24.00 Per Dozen  
Tan, Gray, Khaki

## The Readjustment from Military to Civilian Life

is going to contribute a stimulus to glove selling hardly anticipated, and in a measure this comes at a time when the average glove stock may prove inadequate to meet the demand.

We are prepared to make delivery, in limited quantity within twenty-

four hours after the order is received of MEN'S CAPE gloves, as illustrated.

Complete your size schedule now, and do not lose sight of the fact that during January, February and March there will be a constantly increasing demand for all kinds of men's handwear.

Write us at once regarding your requirements

**PERRIN FRERES & CIE., Sommer Bldg.,  
MONTREAL**

# TOOKE SOFT COLLARS SEASON 1919



**PAISLEY**  
TOP 3½ BAND 1½  
HEAVY BEDFORD CORD  
TOOKE HOOK



**CLIFTON**  
TOP 2½ BAND 2  
FRENCH PIQUE  
TOOKE HOOK



**SNIPER**  
TOP 3 BAND 2  
FANCY PIQUE  
TOOKE HOOK



**CHATHAM**  
TOP 3½ BAND 1½  
FRENCH PIQUE  
TOOKE HOOK



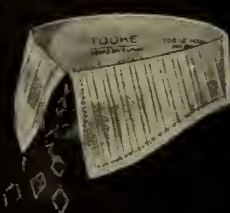
**NEWMARKET**  
TOP 2¾ BAND 2½  
WASH SATIN  
TOOKE HOOK



**OSBORNE**  
TOP 2½ BAND 2  
DOTTED SILK MULL  
TOOKE HOOK



**GRAFTON**  
TOP 2¾ BAND 2  
SILK MULL  
TOOKE HOOK



**RUGBY**  
TOP 2½ BAND 2  
BRILLIANT SILK CORD  
TOOKE HOOK



**MANVILLE**  
TOP 2¼ BAND 2  
SILK SATIN STRIPE  
TOOKE HOOK



**KENTVILLE**  
TOP 2½ BAND 2½  
FINE PIQUE  
TOOKE HOOK



**CORNWALL**  
TOP 2¾ BAND 2  
FRENCH PIQUE  
TOOKE HOOK



**WHITNEY**  
TOP 2¾ BAND 2½  
DOTTED SILK MULL  
TOOKE HOOK



**STANLEY**  
TOP 2¾ BAND 2½  
FIBRE SILK POPLIN  
TOOKE HOOK



**COURTNEY**  
TOP 2¾ BAND 1½  
GROS GRAIN SILK  
TOOKE HOOK



**DAWSON**  
TOP 2½ BAND 1½  
PLAIN PIQUE  
TOOKE HOOK



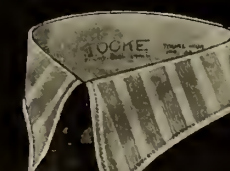
**W.B. 2**  
TOP 2¼ BAND 2½  
PLAIN PIQUE  
TOOKE HOOK



**FISK**  
TOP 3½ BAND 1½  
VERY FINE FRENCH PIQUE  
TOOKE HOOK



**SPENCER**  
TOP 3½ BAND 1½  
PONGEE SILK  
TOOKE HOOK



**STETTLER**  
TOP 3½ BAND 1½  
EXTRA HEAVY SILK  
TOOKE HOOK



**SUSSEX**  
TOP 3½ BAND 1½  
PURE SILK JERSEY CLOTH  
TOOKE HOOK

# TOOKE SOFT COLLARS SEASON 1919



**CAVELL**  
TOP 3 1/4 BAND 1 1/4  
PLAIN PIQUE  
TAPES UNDER TOP



**CLIMAX**  
TOP 2 1/4 BAND 1 1/4  
FINE CORD  
TOOKE HOOK



**LONG BRANCH**  
TOP 2 1/4 BAND 2 1/4  
GROS GRAIN SILK  
TOOKE HOOK



**BEVERLEY**  
TOP 2 1/4 BAND 1 1/4  
PLAIN SILK  
TAPE LINKS



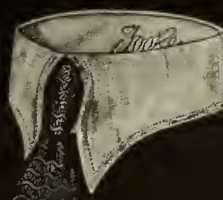
**CELTIC**  
TOP 3 BAND 2  
FANCY ART SILK  
TOOKE HOOK



**WESTGATE**  
TOP 2 1/4 BAND 1 1/4  
PLAIN SILK  
BUTTONS ON BAND



**RANGER**  
TOP 2 1/4 BAND 2 1/4  
SILK POPLIN  
TOOKE HOOK



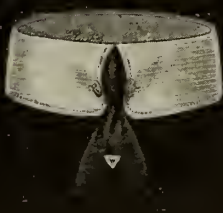
**WIREY**  
TOP 3 1/4 BAND 1 1/4  
ART SILK  
TOOKE HOOK



**BUSHMAN**  
TOP 2 3/4 BAND 1 3/4  
FANCY ART SILK  
TOOKE HOOK



**HAZARD**  
TOP 2 1/4 BAND 1 1/4  
GROS GRAIN SILK  
BUTTONS ON BAND



**450C**  
TOP 2 1/4 BAND 1 1/4  
FINE CORD  
BUTTON TAPES



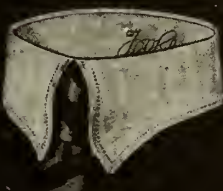
**CARLETON**  
TOP 2 1/4 BAND 2  
SILK AND SATIN STRIPE  
TOOKE HOOK



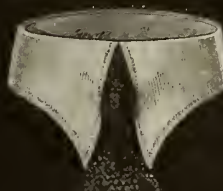
**280C**  
TOP 2 1/4 BAND 1 1/4  
PLAIN PIQUE  
TAPE LINKS



**MCGILL**  
TOP 2 1/4 BAND 1 1/2  
PLAIN POPLIN  
TOOKE HOOK



**WOODROW**  
TOP 3 BAND 2  
ART SILK  
TOOKE HOOK



**MASHIE**  
TOP 3 1/2 BAND 1 1/2  
PLAIN PIQUE  
TOOKE HOOK



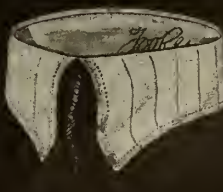
**OMAR**  
TOP 3 1/2 BAND 1 1/2  
GROS GRAIN SILK  
TOOKE HOOK



**SEAFORTH**  
TOP 3 1/2 BAND 1 1/4  
PLAIN PIQUE  
BUTTONS ON BAND



**CINCH**  
TOP 3 BAND 2  
GROS GRAIN SILK  
TOOKE TALK



**BRIGHTON**  
TOP 3 BAND 2  
KNITTED SILK  
TOOKE HOOK

# THE PALM BEACH MILLS

## GOODALL WORSTED CO. SANFORD, ME.

SELLING AGT. A. ROHAUT, 229 FOURTH AVE. N.Y.



REGISTERED U.S. PATENT OFFICE

**THE GENUINE CLOTH**  
MFD. BY GOODALL WORSTED CO.  
SOLD BY A. ROHAUT, 229 FOURTH AVE. N.Y.C.

January 14, 1919.

Miss Pearl M. Jaffe,  
New York, N. Y.

Dear Miss Jaffe:

This trip will prove a vitally important one. The merchant will look to you for enlightenment. He is wondering whether he has bought to good advantage - and whether too much or too little. The following may help you to help him:

The reason PALM BEACH SUITS were sold last Fall at prices that failed to reflect the enormous increases in other lines was because our costs for the cloth were reckoned on what we had paid for the raw materials we were holding - NOT on what we then knew we would be obliged to pay, were the war to continue in 1919. And having a goodly supply of said raw materials, both Retailer and Manufacturer benefitted by our action.

Of course, when the lines opened, there was a decided advance in PALM BEACH Cloth, because, even the raw materials on hand were owned at higher prices than formerly, and labor, as you know, exacted a higher wage - but all things considered, the increase was as nothing in comparison with advances in woollens, for instance. Were we to purchase today - and base our prices on existing quotations for raw materials - PALM BEACH Suits would cost more than they did last September.

You must remember that PALM BEACH allotments of Cloth to the Manufacturer were only 3/4 of the allotments of the year previous, so that there has been a minimum quantity of suits marketed.

Our one fear is that the present strike in the Clothing Industry may result in a serious famine - not only in Summer Wear shipments, but Spring goods as well.

In connection with these facts, it is well to keep in mind our vast plans for ADVERTISING this Summer. They are twice as ambitious as ever before, and bound to create an insistent, far-reaching demand for Suits of the GENUINE CLOTH.

# THE PALM BEACH MILLS

Then, too, it is reckoned that 250,000 men will return from abroad each month, starting with May. What more logical than PALM BEACH SUITS to tide them over the Summer - inexpensively and in comfort?

The Merchant who is far-sighted must see in these things the following assurances:- - PALM BEACH SUITS, which already possess in his eyes, the stability of wheat, will not - cannot - cause him anxiety by serious fluctuations in the retail selling price - - That the demand is apt to challenge his supply, and that, in no event, need he fear one penny price reduction in PALM BEACH CLOTH itself.

We think all Merchants will be glad to learn these facts, and will see in them, the advisability of supplying themselves as well as they are able, and as quickly as possible.

If there is any further information we can furnish you en route - you have only to call upon us.

Yours very truly,

THE PALM BEACH MILLS,  
GOODALL WORSTED CO.,  
A. ROHAUT, Selling Agent.

New York, January 14, 1919.

This letter was in reality a message of advice and information for Miss Jaffe, one of the PALM BEACH Travelers.

It occurred to us that, even if Miss Jaffe could not convey its contents to everyone of the many thousands of PALM BEACH Distributors, its import, none the less, was of genuine interest to all.

So we are showing you a reprint - feeling that the information therein will be of value to you.

# Often Imitated—Never Equalled

Gloves which are as Staunch as the British Navy

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## The "Carhartt"

Not Like Other Gloves  
Sewed with Wax Thread



No Outseams  
To Rip  
Good as the  
Carhartt  
Overall

Patented

Reinforced Where the Wear Comes. The Service of Two  
Pair for the Price of ONE.

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# Carhartt's Gloves

Prepare for nineteen-nine-  
teen business now.

Take your place at the  
wheel of Canadian Com-  
merce and be prepared to  
pull your hardest.

Build your business larger.  
Get stocked with gloves  
which are a combination of  
high-grade material and  
first-rate workmanship.

Travellers are out now with  
lines for Fall deliveries. Be  
sure to see the Carhartt  
Goods.

## Hamilton Carhartt Cotton Mills, Limited

TORONTO UNIT

TORONTO

MONTREAL

WINNIPEG

VANCOUVER

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# British Made Hosiery and Underwear for Canada

IN order to provide closer and speedier service for our Canadian customers—and to increase their number, we are shortly opening a branch in Toronto. Mr. Hugh D. Marshall (at present of Brantford, Ontario) will be our Representative, and directly he can secure suitable premises in Toronto he will carry lines representative of all our departments, specializing in our famous "Belnit" Ribbed Underwear, "Sutoplex" Fabric Gloves, and "Oberon" Branded Goods. We have been in the trade as manufacturers and merchants for well over a century, and to-day Brettle's are known throughout the world for Men's and Women's Outfitting of the better-to-best kind.

## DEPARTMENTS:

HOSIERY AND  
UNDERWEAR

IN SILK,  
COTTON,  
LISLE,

AND WOOL

SPORTS COATS

LADIES' KNICKERS

AND FANCY KNITTED

SCARVES

TOWELS

BLANKETS

AND QUILTS

HOUSEHOLD LINEN  
AND GLOVES

HABERDASHERY

MEN'S SHIRTS

COLLARS

TIES

RUGS

DRESSING GOWNS

BATH ROBES

LADIES' AND MEN'S

PYJAMAS, ETC., ETC.

Manufacturers of "Oberon" Branded Goods, "Belnit" Underwear  
and "Sutoplex" Gloves.

## George Brettle & Company, Limited

*Manufacturers and Merchants*

119, WOOD STREET, - - LONDON, E.C. 2, ENG.

*Factory: Belper, Derbyshire, Eng.*

We want more Canadian trade and will try to deserve it.



# ARROW →

## HANDKERCHIEFS

Thoroughly washed in filtered water with pure soap—  
laundered and then packed in germ proof containers.

### A Very Attractive and Profitable Trade Proposition

We will be glad to send particulars on request.

Quality "A" \$1.50 Dozen - - packed 1 to a package

Quality "B" \$1.20 Dozen - - packed 1 to a package

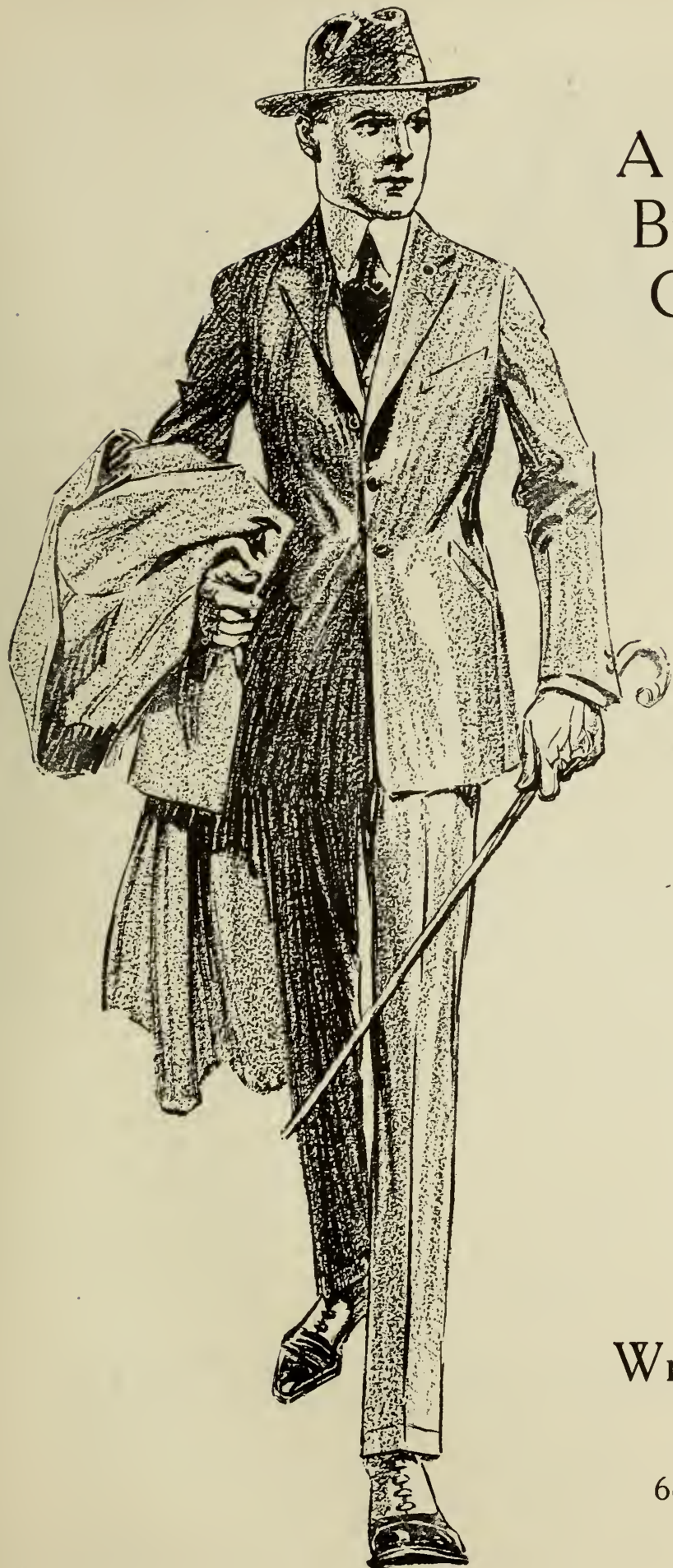
Quality "C" \$1.40 Dozen - - packed 2 to a package

Packed 5 dozens to a Carton.

Stocks carried at Montreal, Toronto, Winnipeg and Vancouver.

CLUETT, PEABODY & CO. OF CANADA, LIMITED

*Makers of Arrow Collars and Shirts*



## A Splendid Clothing Business With No Capital Investment

Get your share of the big Made-to-Measure business to be done this year with our special order outfit.

We have ready for you a nice assortment of samples and a Tailoring Service that will add to your regular trade the man who requires special fitting.

You'll need a good Made-to-Measure Service this year. Hundreds of men in every locality will be changing from khaki to civilian dress and these men are going to be critical regarding the appearance and fit of the clothes you sell them.

Leishman's Made-to-Measure Service will enable you to cater to this trade—to give the returned soldier just the sort of snug-fitting good-looking garments he requires and make him a steady patron of yours in the years to come.

May we go further into the matter with you?

**Wm. H. Leishman & Co.**  
Limited

*Wholesale Custom Tailors*

68 Temperance Street, Toronto



**Y**OUR most sanguine anticipation of *originality* in *styles* and *colorings* will find full realization in the STAR BRAND range of neckwear for *Spring and Easter* now being shown by our salesmen.

*Fashioned from Swiss and American Silks* of rarest patterns and colouring, they offer a selection at once *beautiful and exclusive* and include many popular designs in *Printed Failles*.

*Our values*, at prices ranging from \$6.50 to \$18.00, will stand the *closest comparison*.

*Be sure and see this interesting range.*

**VAN ALLEN CO., LIMITED**

HAMILTON

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CANADA

Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec  
St. John, N. B., Halifax, Montreal, 153 Notre Dame Street, West.

# **The Lang Shirt Co., Limited**

MANUFACTURERS OF

THE  
*Lang*  
SHIRT

## **High Grade Shirts**

KITCHENER, ONT., Jan. 23rd, 1919  
CANADA

Mr. Furnisher:-

Just a little suggestion for your shirt department. Have you ever considered the amount of business you may be missing on account of overlooking certain grades of merchandise.

For instance, there is the particular neatly dressed man who likes and wears shirts made from Fine English Madras. He is the man who knows quality and thinks it necessary to have his shirts custom made, because he rarely sees these qualities in the average shirt department. Why not get after these men, there are some right in your own town.

We have an unusual variety in English Shirtings in which quality is the first consideration.

Send for a sample order which will convince you of the necessity of always carrying an assortment of high grade English Madras Shirts.

Get that particular man in your town. Your own label if you wish, and in sleeve sizes to suit your needs.

Yours truly,

THE LANG SHIRT CO., LTD.



## Guarantee a Trousers with that Trade Mark

For absolute dependability of workmanship and fabric you cannot secure a more superior line of Trousers than *Everyman's*.

And besides—*Everyman's* offers you an assortment comprehensive enough to meet the requirements of "the millionaire or the million."

We know that *Everyman's* will stand comparison. Why not see them before you place that new order?

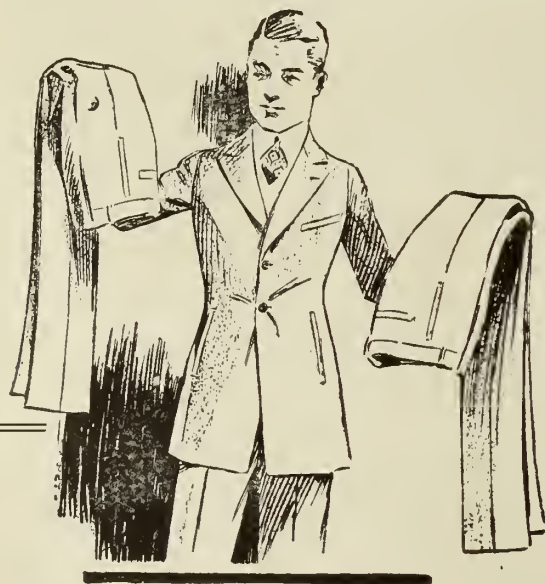
### DAVIS BROTHERS

*Manufacturers*

HAMILTON

ONTARIO

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



## These lines are just what you need

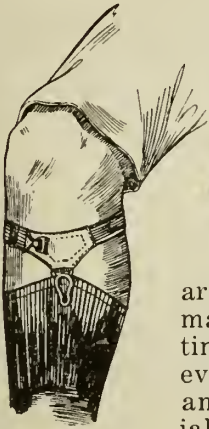
If you could visualize the real merits of our new showing of Trousers, Overalls and Shirts you would require no urging to place your order immediately.

Not alone in workmanship do these Arm and Hammer brand lines excel—the prices are practically the same as existed during the closing months of 1919.

Let your order cover your present and near future requirements.  
SEE our travelers—now out.

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

## Is Money Any Object ?



Do you still want a garter or Armbands you can retail at 25c and 35c with a living profit.



are the cheapest garters made to-day and at the same time reliable in quality, every pair bearing our guarantee. **We bought materials before the rise** and are willing to share this profit with you.

**Fine line of Leather Belts, Elastic Belts, etc.**

Our salesmen are now on the road. See their range or ask us for samples and prices.

**Arrow Garter Mfg. Co.**

489 St. Paul St. W.

MONTREAL

## To Carry on Business IS A DUTY

TO CARRY ON  
A Made-to-Measure  
Clothing Business  
IS A PLEASURE  
AND A PROFIT

Write to-day for particulars to

# H. Vineberg & Co.

LIMITED

1202 St. Lawrence Boulevard  
MONTREAL

Makers of

"Progress Brand" Clothes  
Made-to-Measure Department

## For Your 1919 Juvenile Department

Plan now to make this a year of record sales in the matter of Boys' Bloomers. The Boys' Trade is worth getting and

### Lion Brand Bloomers

will get you your rightful share.

We can arrange to show you a complete assortment—good, wearable lines at prices that keep them going.

Write or wire request to



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

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

# "Craftana"

Registered No. 202,000

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 HOME OF PERFECTION IN FOOTWEAR.**

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



# Dependability and Snap

CHARACTERIZE

**New Era Quality Clothes**  
*For Men, Young Men and Boys*  
 for

**Spring**  
**1919**



One of the first problems in reconstruction for the retail merchant will be to provide snappy and dependable clothing for our soldier boys as they return.

We are amply prepared with stocks of attractive merchandise to meet the wants of customers with

**New Era Quality  
 Clothing**

OF THIS CHARACTER

Write to us for samples and quotations if we do not call upon you.



'Tis the QUALITY behind the name that COUNTS

**The Freedman Company**

41 Mayor Street, Montreal





It's a  
Dandy  
For the  
Outdoor  
Man

All Wool **6349** Jumbo

Extra heavy stitch. Comes in Silver Grey, Navy, Slate, Maroon, Khaki, Seal Brown, and Blue Shades.

You have to see and feel these Sweaters to appreciate them properly!

Salesmen now showing samples

OTHER ACME PRODUCTS

Fine Dress Gloves	Working Gloves and Mitts	Shirts
Mackinaw Clothing	Sheep Lined Clothing	Overalls
Moccasins	Larrigans	Knit Goods

**ACME GLOVE WORKS LIMITED**

Branches:  
CRAIG STREET  
CLOTHING  
MARIEVILLE  
KNITTING MILL

Head Office & Main Factory  
**MONTREAL**

Branches:  
JOLIETTE  
TANNERY & WOOLEN MILL  
ST. TITE  
TANNERY - LARRIGANS  
GLOVES



## *Back to Civil Clothes Again*

This year promises to be a record one in young men's clothing.

With thousands of our boys coming back and getting into civil clothing the opportunities for a live retail business are tremendous.

*"Fut Kraft"  
Clothes*

are specially designed for the young men's trade.

They meet the approval of the correct dresser because of their magnetic style, neat fabrics and dependable tailoring.

Be sure your stock is well assorted, ready for the demand.

*Made only by*

**Walter Blue & Co., Ltd.**

SHERBROOKE, QUEBEC and WINNIPEG, MANITOBA

*Owning and Operating Coaticook Woollen Mill Company*



Licensed Under Prestwich Patent

## It's the "PRESTWICH"

The Only Real Novelty in Men's  
Ulsters in the Last Fifty Years

To Meet the Requirements of the Present Outdoor Life

THE NEW ULSTER—"THE PRESTWICH"—It answers the call of Service, Comfort and Warmth. Defies the strongest wind and zero cold—no flapping tails. Buttons round the leg, fits snug and warm, just the thing for Riding, Motoring and the Outdoor Man.

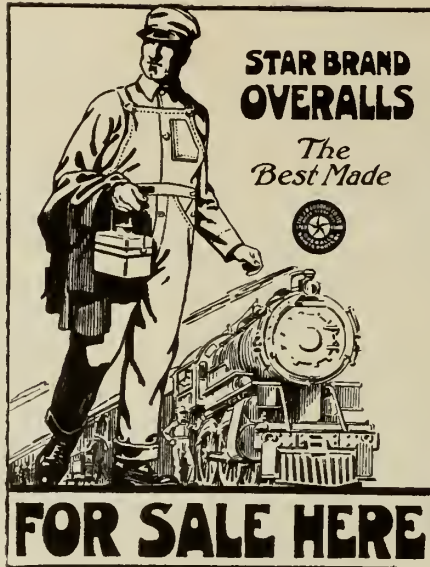
Smashing ahead, we **Originate** and **Create** the last word in Men's and Young Men's Suits and Overcoats.

See our New Models in a large variety of fabrics to meet all requirements. Our representatives will be pleased to exhibit our lines which will be ready early in March.

*"THE HOUSE THAT LEADS"*

**Kaplan, Samuelsohn & Co.**  
1620 CLARKE STREET MONTREAL

*"Prove all things and—"*



*hold fast to that which is good"*

**Hang This Card in Your Store**

**It will boost your Overall sales**

Back of every STAR BRAND garment is an organization extending over a period of twenty-five years, in the successful manufacture of high-grade working garments. Drop us a card and we will have our traveller call on you, or we will send samples prepaid anywhere for your inspection.

If you're afraid to venture out of sight of the island on which you live, you'll never discover a new continent.

Make up your Spring shipments now and order TO-DAY, thus assuring a liberal stock on hand.

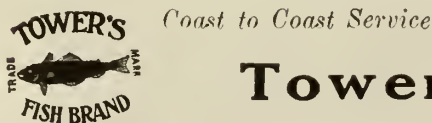
**The J. B. Goodhue Company, Limited, Rock Island, Que.**

Montreal: 211 Drummond Bldg.

Ottawa: 76 O'Connor St.

There's a waterproof for every man in the Tower Canadian line

Tower Canadian Waterproofs give complete protection under the most severe weather conditions. If you want to sell your customers Waterproofs that are certain to please them, stock and recommend the Tower Canadian line.



**Tower Canadian, Limited**

VANCOUVER

TORONTO

HALIFAX

"Takes the wet out of rain"



Fine Dress Gloves  
for Men, Women,  
and Children.



Heavy Work  
Gloves and  
Mitts.

# For Immediate Delivery



365.—Men's guaranteed yellow horsehide gauntlet glove, good split cuff, per doz. ....

**12<sup>00</sup>**

865/1 Men's unlined gauntlet glove, thumb welted, per dozen .....

**13<sup>00</sup>**

3050—Men's unlined grey suede, 1 dome, Prixseam finish. Decoration: 3-needle, plain, per doz. ....

**16<sup>00</sup>**

**WIRE orders our expense. All goods shipped within 24 hours while the stock lasts.**

2051—Men's Texas steer, reindeer tanned, unlined glove. Plain finish, per doz..

**8<sup>00</sup>**

350—Men's unlined, guaranteed yellow horsehide glove, welted throughout. Wrist fit fastener. Per doz..

**10<sup>50</sup>**

850—Men's hogskin unlined glove, wrist fit fastener, per doz..

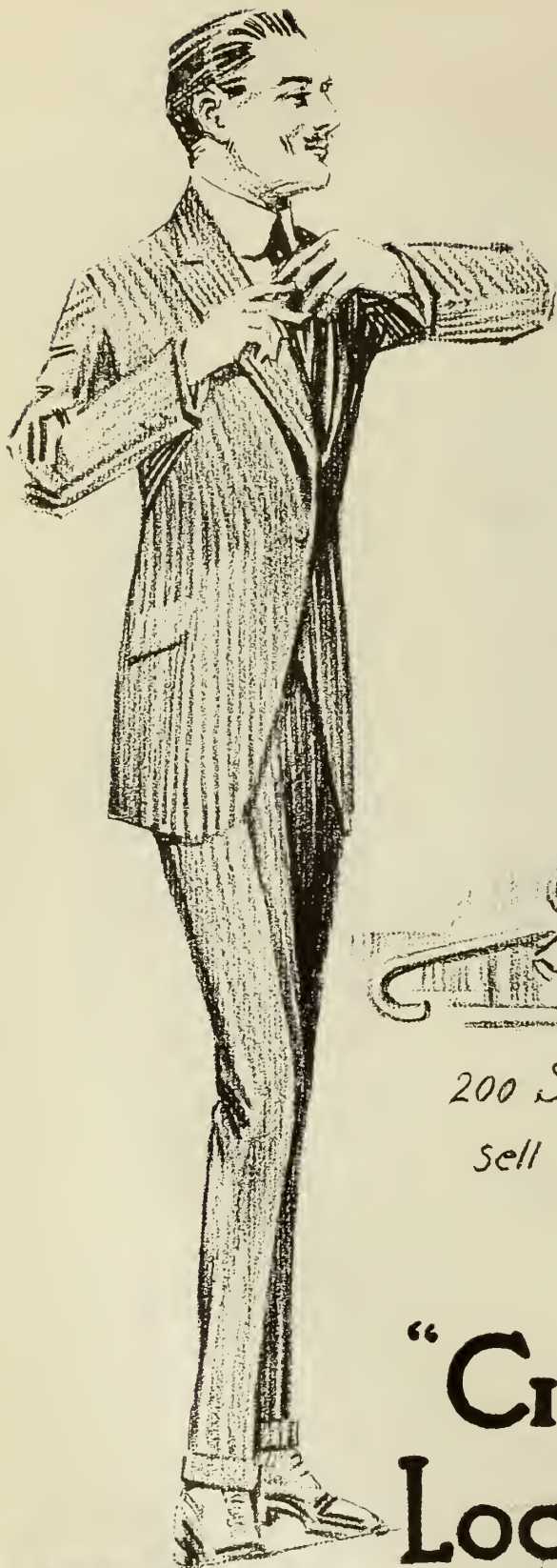
**13<sup>50</sup>**

2150—Men's genuine horsehide, unlined glove, welted throughout. Wrist fit fastener. Per doz.....

**17<sup>50</sup>**

Travellers now out. Be sure and see our large, well assorted range of big values.

**The HUDSON BAY KNITTING CO., Limited**  
MONTREAL, QUE.



**One of Many  
Advertisements**

Used to promote the  
sale of

**"Fashion-Craft"**

**Quality Clothes**

Appealing to men in  
uniform now about to  
don Civies.

Do you wish to handle  
this well-known brand?  
If so, write for agency  
and our traveller will  
call on you.

**Fashion Craft Mfg.  
Limited  
Montreal**



*200 Shops in Canada  
sell Fashion Craft*

**"Civies" Again!  
Look Fine — don't they**

**FASHION-CRAFT of course**

*Jaeger*

**DR. JAEGER** Sanitary Woollen **CO. LIMITED**  
System

"BRITISH, Founded 1883"

243 Bleury Street Montreal

**NOTICE**

Owing to the fact that a Jaeger Co. incorporated in the U.S.A. was financed by German capital, it has recently been offered for sale by the Aliens' Property Custodian there.

We desire to publish the fact that our Company, whose headquarters are in London, England, is, and always has been, British in Capital and Control, and that the American Company in question was an entirely separate organization in which we had no interest or control.

To remove any doubt which might arise in the Public mind, owing to the name of "Jaeger," our Company published the following statement in the "Times," London, England, on August 31st, 1914:—

**THE JAEGER CO.'S  
NOTICE TO THE PUBLIC**

"To dispel all doubts which may have arisen in consequence of the name of a German Scientist forming part of the title of this Company, we point out the following fact:—

"The Jaeger Co. was founded here with British Capital in 1883 to acquire sole rights throughout the British Empire in connection with the System of Pure Wool Clothing originated by Dr. Jaeger.

"The Company has always been British, entirely under British control, and the greater part of the Company's goods is made in the United Kingdom. We have also availed ourselves of the special skill and taste applied in various Continental countries to the production of certain articles; but every effort is being made to produce in this country, and we shall be able to continue the supply of Jaeger Specialties in all departments."

**DR. JAEGER** Sanitary Woollen **CO. LIMITED**  
System  
LEWIS R. S. TOMALIN, Chairman.

Our travellers have now left with a well-assorted range; you will be well advised to see our samples before placing orders elsewhere.



**THE  
"HERCULES"**



*Blue  
Railroad  
Shirt*



**SELLS  
ITSELF**

Extra heavy, extra strong. Special Blue Indigo dyed Percale. Double stitched, double seamed—can't rip. Big and long—two collars.

Write to-day for prices and samples of "Hercules" work and Negligee Shirts.

*Mention this ad.*



**Prices May Go Up  
Cannot Go Down**

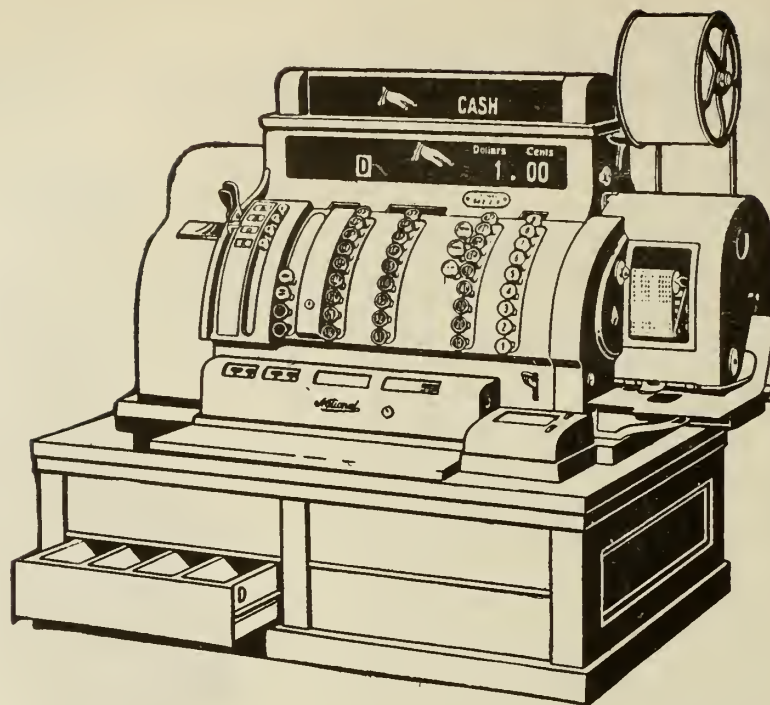
To introduce our new line of

**"Hercules"  
Boys' Wash  
Suits**

we have packed a sample dozen, all different styles, which we will send prepaid on request. You may retain the sample dozen or return "Collect." It costs you nothing to see them.

**THE HERCULES GARMENT CO.  
LIMITED**

HEAD OFFICE--MONTREAL  
Factories--Montreal and Louiseville, P.Q.



## The best store improvement you can make

The best store improvement you can make to-day is to install a modern National Cash Register — because it will build up and systematize your business.

A modern National Cash Register will raise the tone of your store, make your clerks more efficient, and put you in the class of up-to-date merchants.

It will enable you to save expense in running your store, and thus release money for other purposes.

It will make possible quick, accurate service to customers — the greatest

inducement that any merchant can offer to get and hold trade.

It will give you unequaled protection, that will check every cent of your profits into the bank.

It will give you information that will enable you to control your business.

A modern National Cash Register is a store improvement that will quickly pay for itself out of what it saves.

In the face of increased competition you cannot afford to postpone making this improvement.

The National Cash Register Company, of Canada, Limited, Toronto, Ont.  
Offices in all the principal cities of the world





Each week, each month, each year, this trade-mark becomes more widely known and respected by the buying public of Canada because:—

All garments bearing it, and none leave our factory without it, are the best of their kind consistent with their price. Years of experience in their manufacture and readiness to adopt any new ideas that are good, are responsible.

This fundamental "goodness" means dependable merchandise of unvarying quality. Together with the national advertising campaign, the combination means bigger sales to the merchant carrying all Zimmerman products.

The **Zimmerman Manufacturing  
Company Limited**

HAMILTON

--

CANADA

# KANTKRACK

Trade Mark

Registered

is another way of spelling  
"Collar Economy"

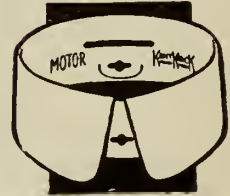
Is there a man in your town that wouldn't be interested in a proposition which would provide him with a spotless linen collar every day of the week, minus the usual laundry bills?

**KANTKRACK** Collars do this. In appearance, style, comfort, etc., they are equal to the laundered linen article. And they are instantly cleanable.

Styles and sizes to suit everybody. Have you got a stock on hand?



12 to 19



12 to 18½

**The Parsons and Parsons Canadian Co., Hamilton, Canada**

Established in U.S.A. 1879

Established in Canada 1907

Makers of the famous **KANTKRACK** Composition Collar

Canadian Manufacturers for THE ONLI-WA TIE Holders sold at \$4.00 per dozen

## MAKE EVERY INQUIRY A SALE

"Progress Brand"  
Clothes, Made-to-  
Measure System, en-  
ables you to fill every  
inquiry to individual  
taste and quick ser-  
vice.

Write us for  
particulars.

**H. Vineberg & Co.**

LIMITED

1202 St. Lawrence Boulevard  
MONTREAL

Makers of "Progress Brand" Clothes  
Made-to-Measure Department.

## The Deacon Shirt Co. Belleville, Ont.

### Manufacturers of:

Working and Outing Shirts  
Flannels, all Shades  
Tweeds. Sateens  
Drills. Oxfords  
Flannelettes  
Night Shirts  
Pyjamas  
Boys' Waists

Our prices are low and based on pur-  
chases made before present high levels.

Travellers now on road with Fall  
Samples.

**The Deacon Shirt Co.**  
Belleville, Ontario



## The Importance of Correct Measurements

***Campbell's Clothing Made-to-Measure  
has always been, and still is, in a class by itself.***

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

The merchant is saved the expense and worry of keeping too large a stock.

You can sell any customer a CAMPBELL, Made-to-Measure Suit, with our positive guarantee behind you. Our system of measurements, etc., makes the detail easy and secure.

Our New Spring Samples are about to be sent out together with complete equipment for a successful, made-to-measure business.

*We still have several openings for agencies. If interested, write to-day.*

**The Campbell Manufacturing Co.**  
Montreal LIMITED



SHIRTS WITH

DOUBLE WEAR CUFFS

Trade

Mark

Patented

1918

There is a big trade coming from the hundreds of thousands of returning soldiers.

Our Newspaper Advertising is popularizing W. G. & R. Shirts with the new Double Wear Cuffs.

The soldiers will see the advertisements and will want shirts with these new cuffs.

Can you supply them?

We have in stock W. G. & R. shirts with "Double Wear Cuffs" from \$16.50 up.



Immediate attention will be given to rush orders on "Double Wear Cuffs" if you will mark on your order—

DEPT. A

Williams, Greene & Rome Co., Limited

Factory and Head Office: Kitchener, Ontario

Branches at Montreal, Toronto, Winnipeg, Vancouver

# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 9

TORONTO, FEBRUARY, 1919

No. 2

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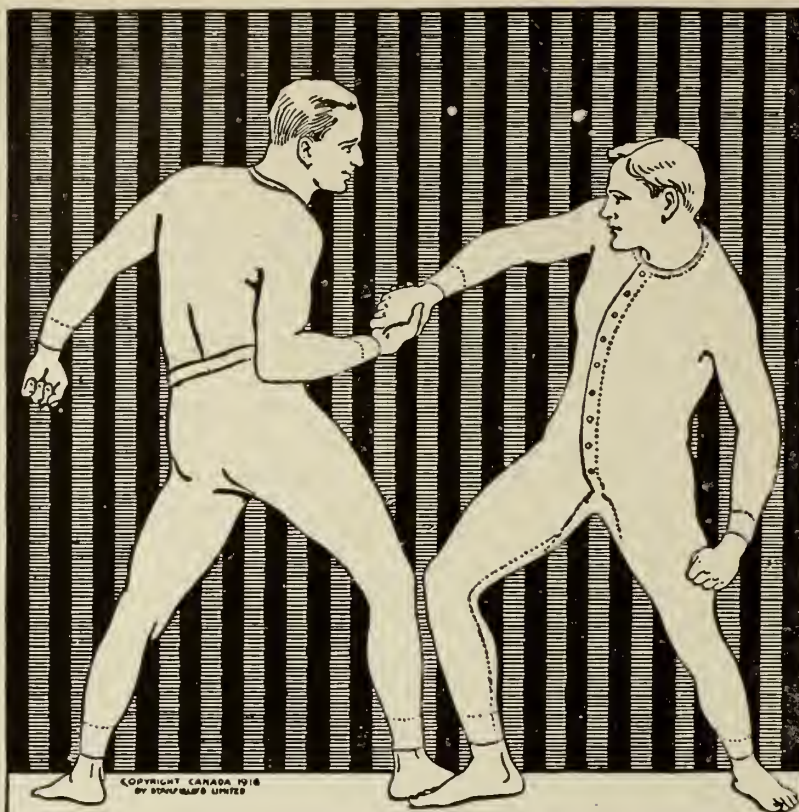
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**STANFIELD'S**  
*Unshrinkable*  
**UNDERWEAR**

**"Stands  
 Strenuous  
 Wear"**

Our Mills are in a position to fill orders promptly on practically all our old standard lines.

Our samples for Fall, 1919, are now being shown and our travellers will explain to you our interesting price proposition.

For years many dealers have made Stanfield's their standard underwear. It will pay dealers to wait for Stanfield's travellers and to buy only from mills who can back up their customers during the period of readjustment which is ahead of us.

Truro **STANFIELD'S** Nova Scotia  
*Unshrinkable*  
**UNDERWEAR**

*Stanfield's Patented Adjustable Combinations and Sleepers for Growing Children*



# Men's Wear Review

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

VOL. IX.

TORONTO, FEBRUARY, 1919

No. 2

## THE FUTURE OF PRICES

Facts Gathered Tend to Show That On All Lines There Will Be An Advance of From 20 to 25 Per Cent.

IT is with a great deal of trouble and expense that MEN'S WEAR REVIEW representatives, both here and in the United States, have gathered information on the question that is uppermost in the minds of the manufacturer, the wholesale house and the retail merchant—that of future prices on staple articles. The base of selling prices is the cost of raw materials. To-day raw materials are higher than ever; especially is this true of cloth, whether it be wool, cotton or fabric. The advance is anywhere from twenty to twenty-five per cent. The next item to consider is the cost of labor. Has this come down any? Is it likely to? To the first question, no; and to the second, all signs point to increases. Take, for instance, the garment makers in New York City are holding out for a thirty per cent. increase and a shorter working day. This, together with the propaganda the different labor organizations are sending out, only too plainly points out that labor will make a decided fight before lower wages are accepted.

As pointed out in other articles in this issue, goods from England are still being commandeered by the Government—then shipped to Russia, Serbia, Siberia, France, Bohemia, all of these countries being in desperate need of woollen and cotton goods.

A prominent Canadian cap manufacturer told MEN'S WEAR REVIEW that the prices on goods entering into the manufacture of caps had increased from \$1.20 per yard to \$1.70, and in some instances to \$1.90. Can this manufacturer afford to sell his caps cheaper this year than last, with selling expenses, labor and overhead costing as much, if not more, than last year?

A great many wholesale houses report orders very small from retail merchants, and they do not understand why it is that the merchant expects to be able to buy cheaper within the next month or so. The merchants in a great many instances believe that prices have to come down before people will buy to any extent. This is quite reasonable, but will it force the wholesaler and manufacturer to sell his goods at a sacrifice? Not likely. Facts must be faced, costs are up, labor is up, prices must follow.

### WHAT OF THE FUTURE?

The future holds little encouragement, if any, for those who are looking forward to a drop in less than six months' time.

### CONDITIONS IN ENGLAND

Several of the heads of different wholesale houses have just come back from England and they express themselves very much along the same lines to the effect that conditions there do not warrant any feeling of optimism on their part.

They claim that goods exported to Canada do not bring as large returns as those sent to other countries where the demand is frenzied and competition does not enter into the question of prices.

### THE EFFECT ON THE CONSUMER

In the larger centres the average person is constantly in touch with his daily papers, and lately there has been quite a lot of matter on the probable future of prices, none of which gives him any reason to believe he could buy more for less.

The merchant in the smaller localities is the most reliable source of information, and he has a great deal of the pioneer work to do in educating his customers as to prices. Now, this is where your trade newspaper comes in, with unbiased statements and facts gleaned from the representatives and buyers of both large and small firms. The information summed up is passed along to you with the earnest hope that it will help you in your business decisions.

# HOW TO RETAIN A VALUABLE CLERK

Difficulties and Dangers of Partnerships—A Minor Interest in a Corporation Obviates These Difficulties—A Satisfactory Method of Bonusing

By HENRY JOHNSON, JR.

**A** MERCHANT has an exceptionally valuable, effective clerk. The man is industrious, earnest, a good salesman, skilful at display work. The time comes when such a man gets beyond the wage line. He cannot be paid more wages than he is getting because, no matter how it might be kept "confidential," the fact would become known and dissatisfaction would result with the others. Yet ways must be devised whereby that clerk can progress to higher earnings or he will be lost to the store.

The end can be reached either through giving the man some kind of interest in the business or paying him a percentage. Let us work it out both ways.

Time was when the custom of taking the senior clerk into partnership was common. In fact, the man began as a boy with that plan in mind, and everything shaped itself to that end. But many disasters warned merchants to go slow on that experiment. For partnership is like marriage: easy to get into but hard to get out of—and plain purgatory if not congenial, while the opportunity for legalized robbery is wide open.

## Dangers of Partnership

The fundamental danger of partnership is that partners are not only equal owners, but, in the eyes of the law, each is the sole owner of the business so far as the outside world is concerned. Thus, the merchant who takes into partnership a favorite clerk to reward him and retain his services, may agree with the clerk that he gives him only a quarter interest in the business; but the minute the papers are signed, the clerk may exercise all the functions of sole owner. He may order goods to the limit of the responsibility of the business; he may tap the till, the safe and the bank account with utter immunity from danger of legal process, because the law says it is all his. The idea seems to be that, inasmuch as outsiders cannot tell anything about the inside agreements between partners, each partner is vested with full authority. Thus all who make contracts with the firm may have full protection and can evoke the law against all the assets of the firm to protect their contracts.

Aside from plain dishonesty and fraud, there is the great element of human nature. Plenty of men make agreements in entire good faith who later on come to misunderstand each other, grow apart, are estranged, become suspicious of each other, get to fighting and dissipate all their substance in quarreling and the costs thereof. We hear every day of cases wherein one partner puts it up to the other to "buy out or sell out—an' I don't give a continental damn which you

do!" Often when the decision finally is made, there is nothing left either to buy or sell.

## Contrast the Corporation

The corporation is another matter. There the assets are taken by the courts and formed into "an artificial person." Fred Hanson may be a grocer in his own individual right. He has absolute control over his possessions and can do with them practically what he likes. But when he incorporates into Fred Hanson, a corporation, he can do with his own as he wills only through sundry well defined courses of action, all subject to legal restriction. Moreover, Fred Hanson, a corporation, may consist of any number of natural persons over two.

If, then, the merchant desires to take into limited control his favorite clerk and give him an eighth of the business, he can accomplish this not only definitely but with comparative safety through incorporating and allotting an eighth of the capital stock to his clerk. Furthermore, since he himself still is sole owner of seven-eighths of the business, he controls every particle of it as fully and exclusively after he has incorporated as while he owned it all; for his is the majority interest.

The beauty of the corporation is that it provides for a square deal to all. Each party in interest gets what is his—no more, no less—and it is safeguarded to him. Thus the clerk who is given an interest will have the interest secure from any "reniging" or change of mind of the old boss; but he can get no more than is provided for him through the action of the boss. There are other points, but these are all we need for our present purpose.

## If the Boss Wants No Divided Interest

But let us consider the case of the man who has this kind of clerk whom he desires to retain and whom he wishes to treat equitably, but whom he does not want to take into the business in any capacity. Let us suppose that the clerk manages a department and also sells on the floor about as much as any one man can be expected to sell. Let us agree that he is being paid so liberally that any further advance in mere wages would lead to embarrassment with the rest of the help. How shall he be paid more without having an interest in the business?

Of course, there is always the commission plan. One always can pay a man a definite percentage for work done. The difficulty about one who has grown to importance on a salary basis is that it is hard to arrive at a basis of percentage which will satisfy him without entailing overbalancing difficulties.

Let us suppose the man is selling \$600 a week, running the perishable goods department and drawing \$25 wages. That may be \$10 more than you are paying the next highest man, yet it is far within the average allowable wages expense simply figured on his sales alone. But again, he has attained to such sales ratio and been satisfied up to now, while doing all the rest of the work indicated. The man is so cheap that you cannot afford to let him go.

If you took 8% as the basis of wages expense on sales, you would have to pay this man \$48 per week—and that, obviously would never do.

You might take \$600 weekly sales as your basic figure and pay him as much as 10% on all sales in excess thereof. But if you did that you would have him so eager to makes sales in excess of \$600 that undoubtedly he would neglect his other work and you would merely spoil a good clerk.

Really, there seems to be only one way to meet the difficulty: to give him a definite share in the net earnings of the business, either in addition to or in lieu of a salary. Of course, such a matter must be handled with great care and foresight. It will have the great advantage that if there are no net earnings, no bonus will be due the clerk, while every incentive will impel him to watch and work to the end that the business be made more profitable.

## The Equitable Share

Suppose your records over a series of years show that your average net profits—I mean absolutely net, with all shrinkages; losses and reasonable depreciation of all kinds out—is \$2,400 a year. It might be good to arrange to give the man  $\frac{1}{8}$  or 3-16 of the net profit in addition to his salary as now fixed. This is safe, for the net profits accrue over and above your expenses, and those expenses now include his salary. Yet this would give him \$300 to \$450 additional a year.

That figure would be well inside of the \$48 per week to which 8% on sales would entitle him, while the chances are that, with such incentive to work, he would so exert himself, and be so greatly additionally helpful to you that he would more than earn his extra pay. Suppose, for example, that together you could make \$3,000 net and your agreement was to pay him 3-16 of the net. His extra would be \$462.50, and that deducted from \$3,000 would leave you \$2,537.50, or \$137.50 more than your former total.

My excuse for discussing this matter is that I was asked a time since to write it in confidence to one who was faced with the problem. I hope, therefore, that it may be of some use to others.



# LETTERS THAT GET BUSINESS

## Suggestions for Getting the Soldier Business

**H**ERE are a couple of good suggestions that should help the merchant get good will and what is more to the point, good business. For the following suggestions we are indebted to *Peck's Post*.

The men are coming back from overseas at the rate of 10,000 per month, some of them are on the way now and will be discharged here as fast as they can pass through the military office. Uniforms will be taken off and civilian dress will put on.

In your town there may be 10 or 15 or 100 or more men who will be discharged and the instant their papers are issued they become possible customers of your store. It is up to you whether you get the orders for their suits, shirts, underwear and other wearing apparel or whether this business goes to your competitor.

If you know your town you will know when the boys are coming home. You will know when they arrive home. Here are two letters which will help you get these men into your store for their new outfits. Send them out 10 days apart, the first one to reach the soldier the day after he arrives.

### LETTER 1

Dear ———:

*Welcome home! We want to be among the first to greet you and to thank you for the part you took in the big fight. Canada is mighty proud of the men*

*who went over and the men who were waiting to go over. We are proud of you and glad to see you back again with us.*

*When you get time after your first big rush of visiting, come around to the store if you happen to be passing—we would like to shake hands and say "howdy" to you and maybe will be able to swap yarns for a little while.*

*And if there is anything we can do for you we want you to be free to tell us and let us help. So again—welcome home!*

If you know the man personally, address him as "Dear Jim" or whatever his name may be. If you don't know him, address him as "Dear Private Jones," changed, of course, if an officer.

### LETTER 2

Dear ———:

*That suit of khaki will soon be laid away with other mementos of the war and you will be helping Canada again by taking your place in building up some business. When you put away your present uniform you will need civilian clothes, and we want to help you find what you want.*

*We have put in an extra stock this year, having extra shipments made when we heard that the men were coming back, and in this stock we feel sure that you will be able to choose everything you need.*

*Come in some day soon and let us show you what we have got. We will be glad to see you.*

*Sincerely yours,*

## A CLOTHING REVOLUTION?

Extract From an Article Written in the London *Daily Mirror* by a Returned Soldier

**I** USED to look forward to the time when the war would be over and I could get back to civilian clothes, but now the more I consider the matter the more difficult it seems.

There is the matter of the coat; can I get anything more sensible than the tunic with its large, sensible, bulgy pockets? My legs are well clothed in puttees and comfortable breeches. Now I suppose I must put them in tight cylinders, or baggy balloons.

My becoming cap will have to be discarded for the conventional soft variety and I will lay awake at nights wondering what color I should wear to show up my good looks to greater advantage. My overcoat must be of the latest shade and, of course, the hat must match, which is a matter of irritating decision.

Why should we not have as sensible clothes for civilians as those supplied by the army for their soldiers? Do we need a clothing officer to regulate styles? Heaven deliver me from the disparaging remarks of the A.C.M. when I turn out in anything but a regulation uniform! No, we do not want an officer to regulate our clothes; we would be in hot water all the time. But if I went to the tailor and asked him to make me a suit consisting of breeches, leggings and tunic style coat, he would be astounded, and if after that I had the audacity

to walk, say to Charing Cross along Piccadilly, I would be a subject for ridicule all the way, but I wish two or three hundred men could be found to do this and it wouldn't be long before every man



would fall in line and form the first army of comfortable, well-dressed men.

It is true this all sounds like a dream or a nightmare, almost a revolution, but what of that? Aren't revolutions part of our business these days? Why not a clothing revolution?

# FORMS OF ADVERTISING THAT PAY BEST

WHEN people begin to say: "That is a good store, I always like to trade there; they are nice and obliging," your store will have laid the foundation for a big share of the business of your town.

The store front, the window displays, the store interior, the counter displays, the showcase displays and the sales force, are the factors in building up this goodwill. These are the forms of advertising which cost little in money and can do much to make successful business. On them depends the effectiveness of all other advertising.

Two forms of advertising that can be made strong selling forces are the windows and interior displays. The merchant pays for this advertising, for it is part of the rental expense, and whether he gets all possible returns depends on the care and thought with which he builds up his displays.

The window display is one of the most valuable advertising mediums of any store. Your show windows should be of the enclosed kind, so well ventilated that they never become frosty and so well planned that the displays can be easily and quickly changed. The windows should be so lighted that the light is thrown on the displays and not into the street. Systematize and plan window displays to get maximum results. Start a window-plan book in which to enter all good ideas and illustrations of displays that you can adapt to your own use. Change displays every week or oftener, depending on the effectiveness of the window. It is as bad to continue a display that is not pulling as it is to have windows empty. Build every window display with the object of selling the goods shown. Try to get the punch of a well-established advertisement into a window trim. Displays that are interesting and different every week will pay well. Always use attractive show cards. Freakish or trick displays may attract attention and keep a crowd in front of the store, but if the sales do not increase on the article on display, the window is a failure. Carefully planned and well-arranged displays will make "buyers out of passer-byers." As you would judge a man by his clothes, so you can judge a store by its windows.

## WINDOW TRIMMING RULES

1. Keep the windows clean.
2. Follow a window display schedule, which should be planned a month or more ahead. When a display has been put in start working on the next one. Enter all good ideas and plans in a window-plan book.
3. Don't overcrowd, aim at simplicity and balance. Show one thing or articles of a similar nature at one time.
4. Display any seasonable merchandise.
5. Make background subordinate to the display.
6. Follow a color scheme that is in harmony with the goods shown.
7. Add force to your newspaper advertising by drawing attention to what you are featuring in your window display.
8. Change displays weekly or oftener, depending on how many times people pass your store and how effective the trim is as a sales builder.
9. Make your windows work for you by helping them.

## WHAT TO DISPLAY

Feature in your windows merchandise on which you make a fair profit and on which you can build a paying business. Secure the benefit of the strong national advertising on goods which you may carry by making a window trim of the article or articles at the time the advertising is appearing. Clip and paste the advertisement in your window. Co-operate with national advertisers on whose goods you make a fair profit in every way that you can. Don't put merchandise that is injured by the sunlight in your windows.

## THE INTERIOR OF THE STORE

The cleanliness of the store, show cases and everything in the store can do much to make a men's wear store successful. The average merchant is a hard-working man and he is not always as particular about the appearance of his show cases, merchandise and the store itself as he ought to be. Keep a watchful eye upon the appearance of the store. It will pay well. See that your show cases, counter displays, and stock are kept free from dust. New fixtures will increase a business from fifteen to fifty per cent. the first year. No merchant can install new fixtures every year, but he can make the old fixtures work like new ones by giving them all the help he can. Strive to make the store inviting and a place that the people will like to go to.

## SHOW CASES AND COUNTER DISPLAYS

Change the show case and counter displays often enough to keep the store interesting and inviting. Make use of all your display space. Show the merchandise which sells readily when well displayed and brought to the attention of the prospective buyer. Place articles of a similar use together.

## SHOW CARDS

Neat and attractive cards which bear a terse and catchy selling phrase about the goods, will help to sell them. The words used should be few and interesting. The price should always be given.

Clip and file in a show-card book all pictures, phrases, cuts, and ideas. A stenciling outfit is a good aid in making effective show cards.

## PAPER CLOTHING IN BOHEMIA

*Working Classes Cannot Afford to Buy Cloth at Prevailing Prices*

A traveller who has just returned from the factory and mining districts of Bohemia, reports that he has seen entire families clothed in paper, being entirely destitute of cotton and linen materials.

Even the new-born babe is literally wrapped in paper, and the children are clothed in paper.

This will give you some idea as to just how short woollen and cotton materials really are.

On January 7th a fire broke out in the men's furnishing store of Winters Bros., situated in the Roy Building, one of the largest business structures in the city. The fire spread rapidly but the fighters were successful in extinguishing the flames. The Roy block, however, was destroyed. Loss estimated is about \$500.

# Association of Garment Manufacturers

**M**EN'S WEAR REVIEW learns that the newly-formed Association of Garment Manufacturers is formed, for the closer acquaintance of men in that line of business; to encourage the utmost of mutual confidence and help; to create a medium for the general exchange of ideas; to establish as far as possible the uniformity of business methods; to gather, obtain and disseminate information and intelligence in all matter to aid in placing their business on a more scientific basis; to foster and protect the business of its respective members from the injuries of misrepresentation; to establish and promote a foundation for honest and upright business methods and principles between its members and tradesmen and establish by education and illustration the efficient and economical methods of garment manufacture.

With the above objects in view you will notice there is no object whatever to take advantage of the retailer in any way whatever. The object of the Association is not to stifle competition or development along each individual manufacturer's particular line as every manufacturer has problems confronting him continually, and we feel by an exchange of views some of the mistakes and costly errors creeping into every business may be eliminated.

It may help to standardize articles of manufacture and, therefore, reduce the cost of garments to the ultimate consumer. To give you one illus-



W. B. DEACON, Belleville, Ont.

tration of what an organization of this kind can do we might state in 1914 a temporary association was formed for the purpose of handling export business. By extending co-operation shirt manu-

facturers alone were able to handle a million-dollar order for shipment to Great Britain.

The garment manufacturers are in hopes of landing some big orders from Europe because their industries there have been dislocated and supplies of materials of all kinds are difficult to procure. However, we feel that there is an opportunity for



H. B. PEABODY, Walkerville, Ont.

big business to be brought to Canada and distributed a representative of the allied manufacturers.

The MEN'S WEAR REVIEW wish the newly-formed Association of Garment Manufacturers every good wish and prosperity and trust that their co-operation will help reduce the initial cost to the among manufacturers. This could not be done as individuals. It can be done if taken in hand by retailer and mean more profit to the manufacturer.

The Canadian Association of Garment Manufacturers was born at the King Edward Hotel, Toronto, when representatives of 75 per cent. of the trade were present. This association is an integral part of, and affiliated with, the International Association of Garment Manufacturers, and the two together comprise practically eighty per cent. of the garment manufacturers of the North American continent.

The authorities at Ottawa made a direct request to manufacturers to co-operate for the mutual benefit of the country.

The officers of the Canadian association elected are as follows—Honorary president, I. Cohen, Detroit, Mich.; president, H. B. Peabody, Walkerville, Ont.; vice-president, H. M. Levine, Montreal, Que.; treasurer, W. B. Deacon, Belleville, Ont.; secretary, J. H. Haugh, Toronto; assistant secretary, C. F. Fell, Toronto.

# THE ART OF BUYING

IT is a well-known fact that some of the largest salaries paid out in the departmental stores find their way to the department buyer. The buyer generally comes up in the ranks as he serves his time as a clerk and gets a first-hand knowledge of what particular style of goods are ready sellers, what lines are slow and stickers. A general knowledge acquired in this way is invaluable to you if you intend to make a success of your buying. Buying goods for a modern men's wear store, with all its specialties and side lines, is a big job. There is a tendency to over-buy and this tendency is hard to curb. The majority of retailers buy too many kinds of goods in too large quantities.

They try to do a big business on a small capital. One large wholesaler told *MEN'S WEAR REVIEW* that if the facts were known it would be found out that over fifty per cent. of the failures were caused by trying to do too much business on too small a capital.

There are two or three causes for over-buying, chief among them being poor judgment, incomplete knowledge of value, or through the persistency of the salesman, and the inability or hesitancy of the buyer to say no. There are other causes for over-buying which are sometimes overlooked and these are (1) the buying of goods on long dating; (2) an extra five or ten per cent. discount on quantity; (3) sole retail agency plans, for which privilege a large first order is required.

The purchaser often falls for this last as the proposition looks good. The strength of the arguments of the optimistic salesman lead the merchant to taking on the deal. A merchant rarely over-buys in the regular staple line he orders from the jobber from time to time. It is in the new goods, the special lines, that he falls down, tying up his capital and injuring his credit.

## LONG DATING TERMS

It does not always pay to buy goods on long dating. The salesman generally gives you the idea that the goods will be sold long before the bill becomes due, and in this way his firm will be supplying you with capital to run your business. Long dating and long prices are usually closely allied. And invariably you set the price of goods to get rid of them before the bill comes due and your credit is impaired when you buy more goods than you can pay for.

## LOWER PRICES FOR QUANTITY

It is not always good business to buy a quantity of a certain kind of an article. The first dozen may sell well, the second slowly and the third dozen left on the shelf at the end of the year. You will have increased the value of your stock, but you have not increased your profits, for the five or ten per cent. saved in the first place if invested in favorable goods would have been turned over more than once.

## SALESMANSHIP REQUIRED IN THE BUYING

The chief thing to bear in mind before attempting on any one of these propositions is the attitude of your customer. Is it suitable for your trade? How many sales over the average would you have to make to get rid of the goods before the bill becomes due?

It is a common knowledge that what sells in one locality does not always sell in another. In some districts you could sell a cheaper article, that in another you couldn't give away. The same applies to the more expensive lines, that would sell readily in one store, but would only be a form of decoration for another.

## SIDE LINES

Side lines should be bought in small quantities at first until you are thoroughly satisfied that they are proving a profitable addition to your business. Then if the sales are good, go to it and order in larger quantities.

## MANUFACTURERS CHANGE THEIR MINDS

Manufacturers to-day, that is the wide-awake manufacturers, realize that it is not safe to overload customers with big orders. They realize that the best policy is to get and keep the good-will of their customers. And they would rather sell him less goods and more often, thereby keeping his stock fresh and in good saleable condition. The merchant's credit is better for all concerned.

## WHAT?—WHEN?—WHERE?

These are words that have a significant meaning when it comes to buying. You must know first—what to buy, when to buy and where to buy. You must know the kind of goods most saleable in your locality; you must know when to buy seasonable goods, and where to buy to the greatest advantage. All of which goes to show that buying is a big job. And that the success of your business depends very largely on your ability as a buyer.

## MISTAKES

When a plumber makes a mistake he charges time for it.

When a lawyer makes a mistake, it's just what he wanted.

When a carpenter makes a mistake, it's just what he expected.

When an electrician makes a mistake, he blames it on induction because nobody knows what that is.

When a doctor makes a mistake, he buries it.

When a judge makes a mistake, it becomes the law of the land.

When a preacher makes a mistake, nobody knows the difference.

But a salesman—he is different. He has to be careful; he cannot turn his mistakes into profit or blame them on a profession.

You've got to go some to be a salesman.



# WOOLLENS, FABRICS, TEXTILES

Imports Are Held Up to a Great Extent and Canadian Mills Working to Capacity

LINES of fabrics and woollen textiles imported from Great Britain will be higher in price than ever, according to some of the largest importers in Canada. These prices are governed by the acute shortage of operating mills in France and Italy. The French Government recently placed an order with the British mills for 800,000 yards for immediate delivery. The price, we understand, was in the neighborhood of 14s. per yard. The prices, generally speaking, have advanced from 4s. to 7s. per yard over those governing last year's market. It will be some time yet before deliveries can be made on orders placed a year ago. A great many firms expected to receive shipments this month and were so advised by their agents a few weeks ago but have now received cables to the effect that their goods have been acquired by the British Government, and it is uncertain whether they can duplicate their orders in time for this season's trade. Under these conditions, together with the fact that

the Canadian mills are working to capacity, it is almost certain that prices will increase rather than decline for this year at least.

The price of raw material usually governs the price of the finished article unless there is a substantial decrease in operating expense. Decrease in operating expenses means a lower wage scale and cheaper power. Neither of these conditions exist at present and judging from the demand of the operators in some of the largest firms manufacturing clothing in the United States who are, at the time of writing, holding out for an increase in wages of 30 per cent. on a 44-hour-per-week basis it doesn't look like cheap labor at present.

The cost of power remains the same and unless the demand for men's clothing falls off to a very great extent the prices will be higher than last year and are not likely to take any drops in the next few months.

## LITTLE CHANGE IN HAT PRICES

Cost of Materials to Remain High for a Long Time

COST of materials to remain high for a long time.

The National Association of Fur and Wool Hat Manufacturers have issued the following bulletin of information to the hat trade:

At a time like the present when there seems to be so much uncertainty in the minds of the company regarding the probable trend of prices, it is felt that statements made by the members of the association on the subject based on conclusions which they have reached after a careful investigation of the conditions surrounding the industry might be of value.

The most important item is undoubtedly raw material, practically none of which is produced in this country and much of this has to be imported, making the shipping situation a factor of vital importance.

At the moment embargoes are in force on the largest source of supplies and there seems no prospects of their early removal. Even when they are withdrawn many months must elapse before actual shipment is made and before the fur can be brought to this country and prepared for the use of hat manufacturers. Consequently it is our opinion that so far as materials are concerned there is no possibility of a reduction in price for many months to come, it being the fact that the present price of hats is not commensurate with the cost of raw materials.

There is a general opinion abroad that there

are a large quantity of skins suitable for hat manufacturers' use in Canada at this time. While we have been unable to obtain any absolutely definite information as to the number of bales now in Canada, even should the quantity equal the highest estimate, it would not be sufficient for the hat manufacturers' use to be a factor of any importance.

The reduced supply and high cost of labor has an important bearing on the situation. This condition has been caused by the enlistment and draft of a large number of employees of the industry into the Government's service. Many others have gone in the more essential employments and no rapid improvement can be anticipated. Undoubtedly an indefinite time will elapse before the labor supply in the hat industry again becomes normal. On account of this shortage of man power the hat manufacturers are unable to execute orders on short notice, and it is now, more than ever before, important that orders for Fall requirements should be placed as far in advance as possible. This will be quite as much to the advantage of the retailer and jobber as the manufacturer, both from the standpoint of delivery and quantities.

### INTERESTING SALES CONVENTION

A very interesting sales convention was held on January 8, 9, 10 at the head offices of Walter Blue & Co., clothing manufacturers, Sherbrooke, Que.

Fourteen travellers were present, representing the various districts in Canada.

# EFFICIENCY DEPARTMENT OVERCOMES MANY DIFFICULTIES

L. Bamberger & Co., Newark, N.J., Tell Men's Wear Review of How Co-workers Respond to Educational Training—Complaints from Customers Grow Less Each Year

*Written by a Men's Wear Review Representative Who Visited Bamberger's Store During December.*

**I**N Newark, N.J., there is a store which has developed an excellent efficiency system. L. Bamberger & Co. have had their educational department operating for the past five years and are now in a position to state from actual experience an opinion which should be of value to the trade.

In an interview with Miss Cihlar, of the efficiency department, Miss Brown, in charge of the junior work, and Miss Strong, of the employment office (who by the way is a Canadian, from Hamilton, Ont.), a representative of MEN'S WEAR REVIEW was told of the work which is going on in that store and some of the results which it has accomplished.

In the first place the efficiency department has made good. It has demonstrated to the management of the store that greater efficiency of salesmanship has been secured and many difficulties surmounted by it in a way which could not have been done without a department whose business it is to make a study of the employees, individually and collectively, and their relation to the store.

## Record Cards Give Complete Information

The efficiency department, while it is separate from the employment office, nevertheless works in close conjunction with it. In the employment office card-records are kept giving in brief form the history of each employee covering a period of three years. One side of these record cards is reproduced herewith, and it will be noted that a great deal of information is provided for on it. It gives a monthly record of suggestions from employees (an indication of vigilance and interest in work), days absent and miscellaneous points; a record of the placing of the employee in the store and transfers to other departments, with reason, salary, etc; a report of the executive every six months on punctuality, industry, neatness, etc. On the other side of the card the name appears again (to save turning the card over when filed in the catalogue) and a three-year monthly error record of details such as morning lateness, noon lateness, neglect of time card, of department sheet; placing wrong name and address on sales check, tally errors, wrong measurement of merchandise, no sales number on ticket, register of shortage or overage, and miscellaneous. This list is printed and numbered at the top of the card and for the record below only the numbers are inserted.

This card is of very great value to the efficiency department. All complaints or enquiries regarding employees come to the efficiency department who look up these record cards, and in a moment a detailed account of the employees' re-

Name _____		Age _____		Date _____	Engaged	Off	Transf.	Reason	Salary	Salary Number
Address _____										
P.E. _____		Married <input type="checkbox"/> Yes <input type="checkbox"/> No		App. No. _____		Position _____		Children _____		
Year	19			19			19			
	Suggestions	Absent	Misc.	Suggestions	Absent	Misc.	Suggestions	Absent	Misc.	
Jan.										
Feb.										
Mar.										
Apr.										
May										
June										
July										
Aug.										
Sept.										
Oct.										
Nov.										
Dec.										
Special Activities								Executives Report		Date
								Punctuality		Date
								Industry		Date
								Personal Neatness		Date
								General Estimate		Date
								Salary Inspection		Date
								Physical Exam		Date
								Salesmanship Course, Graduated		Date
F 704 5-18 10M								L. BAMBERGER & CO., Newark, N.J.		Advanced

THREE-YEAR RECORD CARD USED IN EMPLOYMENT OFFICE OF L. BAMBERGER & CO., NEWARK, N.J.

lationship with the store is there for a basis of action. The efficiency department supplies a good deal of the information which the employment office records on the cards, by the close relationship of the department with the employees.

By an investigation of these cards it has been found that since the efficiency department has been doing its work there have been many cases where disagreements have been settled to the satisfaction of all concerned so that a change of labor was avoided, which means an expense saved. Again, through the efficiency department employees are more readily placed in the most suitable department; their likes and dislikes are discussed, advice of a personal nature given them, and after thinking the matter out carefully they are more certain themselves of what department they wish to become linked up with. Of course it is not advisable that each individual be placed at once in the department sought, but each is encouraged to keep some definite aim in view and to gather all the information available relating to the goal.

## A Broad System

Department managers at Bamberger's are responsible for providing the salespeople with technical information regarding the goods handled. They hold discussion groups and classes for this purpose.

In the junior group of girls a corps has been organized which has accomplished big things. The girls have a uniform, not for the sake of parading but for its influence in uniting them as

a body in the work which they undertake. The uniform is not worn "on duty" of course, but upon all occasions when they meet as an organization. As such the girls accomplished a marvellous amount of Red Cross work during the war, and besides are keenly interested in local movements and welfare work, and hold musical and other educative evenings as well.

In addition to classes for beginners in store technique, the history and geography relating to merchandise, social development, junior work, etc. there is a regular course of instruction in arithmetic, English, spelling, writing, etc. Then for more advanced employees there are demonstration sales where the big and oft-recurring problems of selling and service to the customer are taken up. "These demonstration sales more than anything else show us what our people are made of," said Miss Cihlar to MEN'S WEAR REVIEW. "We find them perhaps the most important of all our departments, for there difficulties old and new come up, and if a salesperson is a little timid at first, confidence is gained by discussion and questioning, so that freedom, thoughtfulness and resourcefulness are developed if the salesperson is of the right sort at all, which is of extreme value in meeting customers. Meeting the customer properly is the greatest difficulty which we have to overcome among employees."

## Attendance Compulsory

Attendance at all these groups is compulsory. Each employee is given a cer-

(Continued on page 47)



192 SPARKS ST., OTTAWA, ONT.

## A NEW, UP-TO-DATE STORE

*The above business was started by Mr. G. L. Myles last September.*

*Mr. Myles had been for some time connected with the Ottawa branch of Messrs. Ely, Limited.*

*The slogan of the new business is: "Quality and Service."*

*The interior is well laid out, with plenty of display room in up-to-the-minute fixtures.*

# GREY COLORED CARDS LAST LONGER

Do Not Get Dirty So Quickly as White Ones — A Practical Suggestion For the Card Writer—How One Store Speeded Up Number of Show Cards Being Made

By R. T. D. EDWARDS

**T**HIS is third of a series of articles on departmental store card-writing, which will not only aid the large store cardwriter in his work, but will be of benefit to the cardwriter who does things in a smaller way.

The store referred to in this article is one of the largest in the Dominion and has a great area of selling space. Consequently the number of show cards used, both inside the store and in the windows, is enormous. Many hundred cards have to be made daily, both for replacing soiled cards and for new displays.

## Dirty Cards Repulse Trade

To keep the cards clean is the most difficult proposition in a large store. Cards are continually getting dirty or broken and should be replaced with new ones at once. That is an important point in showcarding any store. Cards must be kept clean at all times because they are the mouthpiece of the interior of the store, just the same as the show windows are the mouthpiece outside.

To keep cards more presentable, and to avoid the greater consumption of cards, this store changed their regular store cards from white to a mist grey color.

The grey cards have proven to be a great success, because they do not show dust or finger marks as quickly as the white.

Grey cards are used for everything but "advertised" and "sale" cards. For



## SUGGESTIONS FOR YOUR SHOW CARDS

Soft collars that stand up. The shape you wear is here.

Our selections are larger and our prices the same.

Order that spring suit now—not later.

Underwear that will outwear that bargain kind.

Overcoats that overcome the cold weather. They look well, too.

Cravats to please the most particular. This means you.

Overcoats that say good-bye to cold weather.

Caps should be warm and comfortable. Ours are.

Shirts that combine good taste with wearing qualities.

Shirts that please the eye and do not squeeze the neck.

these, white cards are used with black or red color for the printing.

All cards are of uniform size, both in the windows and on the counters—5½ x 7; 7 x 11 and 11 x 14 being the various sizes most frequently used.

A uniform style of lettering is used on these cards, which can be quickly formed and which is quite readable.

The system for operating a cardwriting office in a departmental store depends largely upon the amount and quality of cards that it has to turn out. Many offices are run in a haphazard way. That is, every writer lays out and rules his own work and sorts it when completed. This is a very expensive method. If an employee is a cardwriter, and there is enough work to keep him going, he should not be doing work which can be done by cheaper help.

## Speeding Up the Work

First of all, the larger stores need one person who can do everything about the office except write cards. That is, he must be able to take care of stock, see that it is kept in good condition and see that it doesn't get low.

In the store referred to this man lays out orders as they come in. The cards are ruled in pencil very lightly so that no erasing is needed, with correct lay-

out-stencil, an assortment of which is always kept, and piled in a cabinet which has various sections denoting the time the order had come in.

The work is then ready for the cardwriter. After cards are written, they are sorted again by the helper back to the department card cabinet where they await being called for.

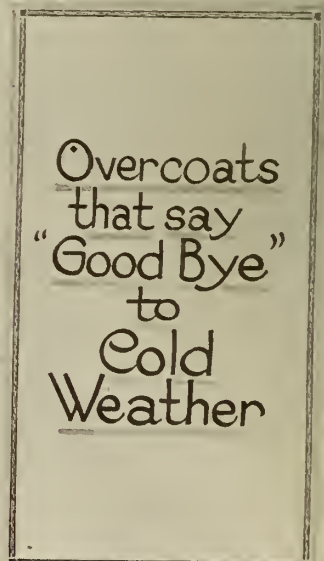
If the card is grey with black letters, white underlining is used. This can be done by the helper after some practice.

If this system is carried out, the cardwriters very seldom have to get off their chairs. This means at least two to three times as many cards can be handled as by the old method of every man for himself.

## A Big Day's Work

More than sixteen hundred cards were written in a day by one man in this store on account of using this system and not having to get off the chair.

So you will find that in smaller store work, this system can be worked out to a great degree without making the work any harder. Have a helper prepare all the work for you while you do other things of greater importance.





# KEEPING FROST FROM WINDOWS

Solutions of Retailer's Perplexing Problem in Winter-time—Adequate Ventilation Best Preventative of Heavy Frosting.

ONE of the difficulties which Winter time annually presents to the retailer appears to be the elimination of frost from display windows, and, though there has been much written on the subject, *MEN'S WEAR REVIEW* has been in receipt of many inquiries recently regarding the matter. These letters are from retailers who are taking time by the forelock and are preparing well in advance.

There are various remedies suggested for the frosting of windows, and these are roughly divided into two parts. In cases of slight frosting, the trouble can usually be eliminated by the rubbing on the window of preparations such as alcohol, glycerine and water, ammonia and salt water, or alcohol and water. Where windows do not frost over very heavily, it is also possible to keep the glass clear by throwing a strong current of air over the inside with an electric fan. The current of air should strike the glass from one side and sweep over the entire surface, thus creating a circulation of air over as much as possible of the surface. In large windows two fans should be used.

## CAUSE OF TROUBLE

It might at this point be well to define the cause of the frosting of windows, which in cases of considerable difficulty necessitate much more drastic measures than those previously enumerated. The windows frost over because of the difference in temperature in front and back of the glass. If the air in the window is warmer than that outside, there will be condensation of moisture when it strikes the glass. Thus the point is to make the temperature on both sides of the glass as nearly the same as possible.

The windows should be enclosed, the back, sides and floor being practically air-tight so that none of the warm, moisture-laden air of the store or basement will find its way in. Sometimes this will be all that is necessary, but in exceptional cases of heavy frosting it will be necessary to go further and have some form of an opening just below the glass to admit cold air into the window, and openings in the top to let out the warm air. This circulation of air from outside will keep the temperature of the inside of the glass much the same as that outside.

## OLD WINDOWS

There are several ways of ventilating windows already installed. When the floor and background have been made thoroughly air-tight, the window should be ventilated by boring holes through the sash, about 1 inch in diameter, with corresponding holes in the upper sash of the window placed from six to twelve inches apart. If the glass is so set that there is no wooden sash to bore through, it will be necessary to instal air ducts from the base of the window up through the floor.

Some windows are built in bay window style protruding over the sidewalk, and in such cases all that is necessary is to bore holes through the floor which overhangs the sidewalk, with corresponding

holes in the ceiling of the window. This often provides the necessary ventilation but it will be necessary to put a top cover over the roof holes to prevent rain entering.

## OPEN BACK WINDOWS

In cases where windows are used which are not enclosed, it is impossible to use the ventilating system as a preventive of frost. In such cases the best remedy suggested is to get as much heat next to the glass as will render the glass too warm for frost to accumulate. To do this, some stores use electric heaters, oil heaters and gas, the latter in numerous small jets from a pipe run along the lower sash.

## A NOVEL IDEA

Another suggestion, which is both simple and very often effective, is to place pots of unslacked lime in the window as near the plate glass as possible. These can be made to appear as part of the display by using jardinières or other containers, and the design of the window need not be affected. In large windows there should be three or four such jardinières, but in small windows one or two will suffice.

## FULL DRESS TOGS

*Demand is Above Normal Since December, 1918*

Socially, conditions have completely right-about-faced since the signing of the armistice, or rather since Christmas, 1918. Card parties and formal dinners are now in full swing again and full evening dress is very much in evidence.

Even returned officers, with whom it is considered good form to appear in uniform, with the exception of Imperial officers, who, we understand, are not supposed to dance in public places in the King's uniform, are discarding their former outfits and wearing the conventional "evening togs." It has been noticed that the soft dress shirt is more in evidence than the boiled shirt front, and in the writer's opinion it's none too soon. The soft shirt is worn with soft cuffs and these are usually held in place by pearl links. It might be good policy to suggest these to your customers when buying evening clothes. White vests are worn a great deal more than the sober black; the white vests usually require pearl pipe-stem buttons, the only other adornment being a fine chain Waldemar worn from vest pocket to vest pocket. White bow ties, ready tied, are the most popular, although, of course, if black vest is worn, a black tie would be in keeping. Black pumps do not seem to be as much a part of the evening dress as formerly, the ordinary English last black shoe being quite as much worn as anything else. Silk socks, grey or black, are quite in order and should be recommended.

# GETTING RESULTS FROM ADVERTISING

How the Hudson's Bay Company of Calgary Prepares Its Advertising Copy—Short-cuts to Display—Results—Avoiding Duplications, Etc.

By J. Burt Malette, Advertising Manager.

**E**LBERT HUBBARD was wont to say: "Noah was six hundred years old before he knew how to build the ark. Moral: Don't lose your grip."

That saying is applicable to many an advertiser all over the country. How often one sees a promising establishment open with a great blare of trumpets and then settle back in a half leaning attitude of "watchful waiting" for business. You know what happens. A living is made from the business after years of hard drudging. Who wishes to make a bare living? These establishments depend upon "personality"—upon the acquaintance of this clerk or that or possibly upon the proprietor himself.

But the "Doubting Thomases" have gone their way. To-day it is not a question of shall I advertise or not, rather "How WELL can I advertise?"

## Importance to Small Retailer

To the merchant in the small town, advertising presents a real problem. He knows his merchandise, he is well educated. He can write a hummer of a letter to his debtors or creditors; can sell goods over the counter with the skill of a wizard. Why, then, cannot he construct sound, logical advertising copy? Simply because **HE IS TOO CLOSE TO HIS OWN BUSINESS OF SELLING.** In other words, he is endeavoring to MAKE his customers buy what he has in stock rather than give them the impression that he HAS WHAT THEY WANT.

That is just the reason why more and more small retailers are consulting advertising agencies and other individuals and establishments in order that they may have their copy prepared for them in an intelligent, thorough, sales producing manner.

## Preparing Copy

My own order of procedure is along these lines: I first assemble the merchandise that is to be advertised for a given day (for example we will assume that it is men's suits, shirts, women's suits, a silk sale at \$2.25 a yard and small-ware).

As my staff is considerable they review this merchandise, writing down all points in its favor likely to appeal to men or women as the case may be.

The next question is, shall we use cuts for all the matter, a portion of it or shall it be a plain type ad? The decision is based upon the amount of space to be used, the importance of the item advertised and the appropriateness of the illustration.

Finally it is decided to use a quarter page ad, to feature the silks (one illustration) and the men's overcoats at \$28.50 (one illustration).

A \$100 VICTORY BOND FREE TO SUBSCRIBERS' ESTIMATE NEAREST AMOUNT TO BE TAKEN HERE IN VICTORY BONDS Details, 21st. Bay. Box 104

### Announcing a Series of Four Purchasing Attractions at the Bay Devoted To Our Foreign Buying Staffs

# "London Office Day"

Featuring British Merchandise Bought in London

The Hudson's Bay Company has for years maintained branches in London, Paris, New York and Montreal. It is the policy of each office to send the most reliable merchandise produced in these great cities and to buy and ship to our chain of Canadian retail stores.

So that to the advantage of a series of four, relative to the goods purchased by these "day" arrangements in the world's best city. Each day a group of the finest merchandise produced in these great cities is sent to our chain of Canadian retail stores. Each day a group of the finest merchandise produced in these great cities is sent to our chain of Canadian retail stores.

Monday, therefore, is London Office Day. Special unusual value suggestions are as follows:

### From Britain's Great Weaving Centres

PILLOW CASES 45¢ EACH  
180 ordinary size white pillow cases, made from heavy quality cotton. Best wearing underwear.

WHITE CROCHET BEDSPREADS \$3.75 EACH  
140 fully good sized bedspreads, attractive design for the home or bedding house. 102 inch wide.

Black Silk Veil, 40 in. wide, Reg. \$2.00, Special \$0.75  
Changeable 100 black velvet for use of coats, 102 inch wide.

Navy Blue Wool Serge \$2.25 Yard  
60 parts of attractive navy blue wool serge, 100 yds. each, with rich silk lining and contrasting buttons. 102 inch wide.

English Vestings Reg. 75¢. Special 45¢  
100 yards of this soft, fine, heavy, excellent, made, blue, 102 inch wide.

The Twentieth, 30¢ Yard  
60 parts fast color 30¢ yard, 100 yds. each, made in the home of the Hudson's Bay Company. 102 inch wide.

Unfinished Shetland Very Special, 55¢ Yard  
100 yards of heavy cream, unbleached shetland, fine quality for hospital or hospital, 102 inch wide.

Good Value in Navy Blue Serge Reg. 75¢. Special 35¢  
60 parts of this soft, fine, heavy, excellent, made, blue, 102 inch wide.

### British Made Handwear

Gloves From the Tight Lintles and Another commodity in which English manufacturers excel. The glove business has for a century and more, been conducted in London. We buy an enormous quantity of gloves from the Old Country.

Cassian Gloves, \$2.50  
Just give us an order for these gloves, made in the home of the Hudson's Bay Company. 102 inch wide.

English Doublet, \$2.00  
Just give us an order for these doublets, made in the home of the Hudson's Bay Company. 102 inch wide.

Jersey Wrist Watch Goggles, \$1.00  
In black, blue, green and grey, the hatted watch. All sizes.

### Mens Own Store

Direct entrance 115 1/2 West

## My Word! That Toga Trench Coat Has A Pecadilly Swagger!

Put the peccadilly in the only coat here on the Toga. It's both a town and country coat—a wagger garment with long and the Howard-Bayley flow, hand and fitted. It's a real treat in the world! A product of the House of Atterbury, London. **\$35.00 to \$75.00**

### The Real English Black Derby

An English hat that will give you more of good wear. All cream hairdressed and made in our hat shop. **\$2.50 to \$4.00. Special, special, special, \$2.50**

### Jaeger-London ALL WOOL Caps

Hand made, special price. Old Country (Germany) and grey and black. 100 yds. each, made in the home of the Hudson's Bay Company. **\$2.50**

### Made in Canada Furniture

A Set of Dining Room Chairs \$35.00!

As extra good number, you must admit!

Build oak frames, full round English genuine leather padded seats, springs made in our own chair and dye shop. The set is easily worth \$65.00. Special **\$35.00**

Butter, solid quarter cut oak, Mahogany top, 102 inch wide, with round drawers and cupboard underneath. The set is made of heavy beautiful glass mirror, 600. **\$60.00**

Extension Table, \$43.50  
Mahogany top, 102 inch wide, with round drawers and cupboard underneath. The set is made of heavy beautiful glass mirror, 600. **\$60.00**

### Choose From Our Model Millinery Collection for \$20

NOT MADE OR DESIGNED IN LONDON

Individually becoming original Millinery creations from the shops of Joseph, Dominic, Jane, York and Armand—102 inch wide. Special \$20.00. Regular \$25.00. **\$20.00**

### The Old Country Has a Reputation For Shirt Making

Just take a peek at our men's Old Country, Canadian or American. The shirting is made in the home of the Hudson's Bay Company. The care is admirable of quality. These shirts are an absolute treasure.

Men's English Wrist Ties  
In very nice styles of grey, blue, red, green, black, etc. Regular \$1.00. Special **75¢**

Men's English Flannel Shirts  
In very nice styles of grey, blue, red, green, black, etc. Regular \$1.50. Special **\$1.00**

### Furnishings, Neckwear, Fur Trimmings, English Designed Ribbon

The fur trimmings listed in the following paragraphs were made in England—the ribbons made in the home of the Hudson's Bay Company. The care is admirable of quality. These items are an absolute treasure.

Grey Fur, 120 1/2 inches in width, black white or brown. Regular price **\$1.35** per yard. Special **\$1.05** per yard.

Other Fur Trimmings, in black, white or brown. Regular price **\$1.55** per yard. Special **\$1.25** per yard.

40 Round Jersey Neck Collars, \$1.95 each  
40 Round Jersey Neck Collars, \$1.95 each  
40 Round Jersey Neck Collars, \$1.95 each

### 200 New Hats Whirlaway at \$5.95

Just give us an order for more of these good quality made in the home of the Hudson's Bay Company. The care is admirable of quality. These hats are an absolute treasure.

Special \$5.95. Regular \$7.00. **\$5.95**

### Wolsey Underwear

THE COMBINATOR STYLES  
British made, one piece and perfect fit and with all the warmth and softness **\$11.00** and **\$15.00**

### Plaid Hair Ribbons, 59¢ Yard

In dark ornamental shades. Very smart and still make ribbon, which will be like looking home.

59¢ Yard

### Far in Advance? Not Under Current Conditions! Three Day Sale of Xmas Baking Requisites Begins Monday

Use the Best Raisins!  
Peculiarly selected and packed to suit the requirements of the Christmas and New Years Dinner. The raisins are in such good shape as regards size, taste and nutrition that selection is simplified. Moreover, prices are extremely moderate.

200 New Hats Whirlaway at \$5.95

### NOT Bought or designed in London

Now Wear Closer Fitting 3 1/2 Reg. \$2.75

For a light fit from a firm or from a soft place make it much more than in any other style.

### What is a Suit Without a Set of Furs? We Have Some London Designed Sets Right Here

Pure imported in Canada, Why of course. Traced by our own men, in the United States and Canada. Why of course. Traced by our own men, in the United States and Canada. Why of course. Traced by our own men, in the United States and Canada.

Get of Black Siberian Wolf \$23.90  
Smart cape with hood and muff.

Get of Black Siberian Wolf \$27.70  
Animal-shaped hood and tail, hood, tail, hood and tail.

Get of Japanese Crown Fur \$35.00  
Shaped animal hood, hood and tail, hood, tail, hood and tail.

Get of Trapper Wolf \$35.00  
Smart cape with hood and muff, hood and tail, hood and tail.

Get of White Inland Fox \$35.00  
Large round hood, hood and tail, hood and tail, hood and tail.

Get of Civil Cat \$45  
Fur-trimmed hood and tail, hood and tail, hood and tail.

Get of Western Rabbit \$45.00  
Pelt shaped animal hood and tail, hood and tail, hood and tail.

Get of American Otter \$45  
Smart cape with hood and muff, hood and tail, hood and tail.

### 12 Sets Real Old English Porcelain Dinnerware \$14.98

Yes, you should have heard the motto of the China travelers who learned that it is a rare article to find in these times. This dinnerware is made of the best porcelain in the world. It is the only dinnerware in the world that is made of the best porcelain in the world.

These sets marked \$20.00 regular are priced at **\$14.98** in all good retail and carry a non-refundable deposit. Fall 7:30pm department.

### Pure Spices

That give the products that perfume. Purely Spices, H. B. Co.'s English Spice, 20¢ per lb. Ground cinnamon, 20¢ per lb. Ground nutmeg, 20¢ per lb. Ground cloves, 20¢ per lb. Ground allspice, 20¢ per lb. Ground cardamom, 20¢ per lb. Ground mace, 20¢ per lb. Ground ginger, 20¢ per lb. Ground saffron, 20¢ per lb. Ground turmeric, 20¢ per lb. Ground annatto, 20¢ per lb. Ground cloves, 20¢ per lb. Ground allspice, 20¢ per lb. Ground cardamom, 20¢ per lb. Ground mace, 20¢ per lb. Ground ginger, 20¢ per lb. Ground saffron, 20¢ per lb. Ground turmeric, 20¢ per lb. Ground annatto, 20¢ per lb.

## The Hudson's Bay Company

INCORPORATED 1858

### One of a Series

The Hudson's Bay Co., Calgary, Alberta, had a series of announcements, each one devoted to special offerings provided from one of their various buying offices. There was a "Montreal Office Day," a "New York Office Day," a "London Office Day," and a "Paris Office Day," and the idea of goods made in the countries represented brought splendid results, the firm reports. The above reproduction of the "London Office Day" ad, of six columns also illustrates the point mentioned in the accompanying article regarding the effectiveness of "boxed" spaces.

**Next Comes the Layout**

The space is measured out and ruled off. The cuts are set apart so that they balance, that is, they are arranged parallel with one another, or at the top and bottom corners.

Remember the idea is not to address your appeal as though you were insisting upon the customer buying what you have to sell but rather to leave the impression with him that the goods are very desirable and just what he or she is looking for.

Above all things avoid the hackneyed expressions of the past decade of "Fine Overcoats for \$28.50." "The best silks you may buy for \$2.25 a yard." Originality of ad treatment PAYS big dividends in the long run. It commands attention by virtue of its uniqueness.

Another point I should like to emphasize is that every retailer should have an individual name plate or store signature. A hand-drawn head is the best method or if this is not preferable see that the SAME style of type face is used in your advertising, letterheads, stationery, leaflets and envelope stuffers. Repetition here is a big factor in establishing your name and connection at a glance.

**Eliminate Waste Words**

After your layout is completed with spaces measured off, which is very important, then begin your writing. Writing advertisements is much like talking over a counter. Be yourself but do not say too much. Brevity is a virtue that should be constantly at one's elbow in constructing advertising copy.

Your chart will tell you how much to say. See that the best use of the space is made. Don't use "the," "and," "but," "on" and other conjunctions and prepositions if they can safely be eliminated and the sense of the matter not impaired. For instance, in a heading one might be inclined to say: "This store will be closed all day to-morrow" instead of cutting it short with "Store closed all day to-morrow."

It is essential to surround every item with plenty of "daylight" (white space). Don't crowd one item against another. Keep your various sections segregated.

Use plenty of boxes, that is, matter with a rule around it in the form of a box, and see that the rule or line used is not too thick.

Your printer will possess sufficient type so that no other ad in the paper need be set in the same face. Insist that he use this same type each time your advertisement appears.

The proper layout paper is quad ruled in much the same manner as your ledger. It is a check arrangement ruled vertically and horizontally, each check 12 points square. This will assist you in lettering.

**Try It on Your Friends**

Try this method yourself. Don't publish the first ad you write. Write several of them and show them to your friends. Ask them to place themselves before the paper as though they were

*The January Sales Begin!*

Beginning The Day With  
An Outrush of Men's Coats

Meltons, Tweeds, Heavy Scotch Cheviots, Chinchillas  
Priced Regularly \*25 to \*50

**\$ 18.50**

2000 yards of **SILKS**  
Roll out at **\$ 2.25 Yd**

The Express Brought us  
8 Dozen **Arrow Shirts**  
To sell at **\$ 1.48!**

New Years Thoughts

what the Eye Sees along The Main Aisle

**FOOD** Particularly **FLOUR**

A Frolic in Notion Prices

These New Handbags

From the East

Store Name Plate

Snapshots Developed 10¢ Any Size Roll

Layout as suggested in accompanying article.

about to consider buying from you. Ask them if that ad. appeals to them; if it arouses any desire to be convinced of the value-offers made.

Get right out from behind the counter and talk WITH the customer on paper just as you might if you met an old friend who came to you to buy for the first time in ten years.

Again. Don't repeat advertised items simply because they proved to be good "pullers." Keep your news talk just as fresh as your stock of merchandise. Skip about if you have lines enough. Don't list the same line more than once a month unless it is strictly in season.

A clean, well-kept window display, changed thrice weekly, is a great asset to the merchant. He should take every advantage too, of nationally advertised goods by featuring them as they appear in papers of national repute. Always, the window and the newspaper ad should pull together. The connection will net real dollars.

During the past month we have been running three column 23-inch copy in the morning paper devoting it to men only, advertising men's clothing, furnishings, boots, and the like and in a few cases using prices and the results are splendid.

This merely goes to show that SPECIALIZATION in advertising and keeping constantly at it will net returns in the long run as surely as the sun shines.

**EFFICIENCY DEPARTMENT OVERCOMES MANY DIFFICULTIES**

(Continued from page 42)

tain time-table of attendance, and it is just as necessary to be there as it is for them to be in their departments. A regular course of study is pursued, examinations held, and certificates granted. This sounds very like school, which many young employees sought to escape when they went "to work." However, it may be surmised from the nature of the courses as outlined above that school for school's sake is not the idea and, therefore, that examinations are not the bugbear here that they are in the average academic training. Examinations are usually verbal, and results based upon the intelligence of the salesperson in coping with certain circumstances. History, geography and arithmetic take on a different meaning when they are linked up with definite ends and the value of a knowledge of them realized by the students as they go along.

**A Democracy Encouraged**

There is one word omitted from all this account so far which will be noted at once by Bamberger's, no doubt. It is a word which customers observe on every floor of the store and frequently. Here it is now, with emphasis—CO-WORKER. "This elevator for co-workers only." "Co-workers' entrance," etc., these are the words which the store uses throughout in referring to its employees. The idea of the terms is quite evident. A co-operation of labor and capital is thereby expressed and encouraged. The interest of the employee in his chosen work is expected and all are placed upon a plane which is worthy of respect, both among themselves and from the public, to whom they owe in their turn the courtesy of attention, of interest, and of service.

"One of the most tangible results which we have experienced from our efficiency department was one which has given us considerable satisfaction during the past couple of years. Our five years of training of employees, many of whom, of course, will always be of the floating sort, has brought us a steadier supply of labor than we could have expected otherwise, with munition factories taking help from all lines of industry. Many of our people realized that war work was temporary and with the interest which they had in the store and the goals which they had in view, they decided to remain with us. Naturally they were the best type of helpers and for that reason the labor difficulties there have not been so great, we believe, as they have been during the war period in many stores where educational work has not been going on so long," said Miss Cihlar. "We have also had fewer complaints from customers regarding their treatment by co-workers this year than ever before."

# MEN'S WEAR REVIEW



VOL. 9 FEBRUARY, 1919 No. 2

## EDITORIAL BRIEFS

MANY turnovers mean less left-overs.

\* \* \*

STIMULATE trade by exciting desire.

\* \* \*

FEBRUARY, the month of sales. Sell your house and home but keep your business; conditions look good for the men's wear trade.

\* \* \*

NATURE sometimes knocks the bottom out of the supply and demand theory. Item—cold weather, no coal. Warm weather, a sign over the coal dealer's door advising, "We are booking orders for all sizes for immediate delivery." Stocks of heavy underwear short, two months of warm weather, and there's plenty to go 'round.

\* \* \*

ON account of the milder weather, your underwear sales should be timed later in February.

\* \* \*

DON'T forget this paper is yours; questions are in order. Suggestions approved of and knocks attended to. Don't keep us in suspense.

## THE FUTURE OF QUANTITIES AND PRICES

THERE are a number of articles in this issue dealing with the future in regard to, and possible quantities of, staple commodities used in the men's wear trade. It is a live topic and one which should be of interest to every merchant who in any way is keeping abreast of the times. It is only natural that the retail merchant should hesitate before placing orders at top prices and again it is natural that the wholesaler should think that the retail merchant is holding off his orders too long in view of the facts as he knows them. However, the retail trade is justified in playing a waiting game until they find out for themselves just what to expect under peace conditions.

MEN'S WEAR REVIEW has certainly tried to ferret out the facts from all quarters and the information given in it may be helpful to the trade in sizing up the outlook. We may say right here that so far everything points to stationary or higher prices, and we believe that prices will change very little within the next six months.

## MR. BENJAMIN TOOKE DEAD IN MONTREAL

One of the most widely known business men of Montreal passed to his rest on January 5th, in the person of Mr. Benjamin Tooke, president of Tooke Brothers, Limited. Long connected with the extensive business of which he was head, for years a Free Mason, Mr. Tooke had a wide acquaintance throughout Canada and a large circle of friends and acquaintances will miss him greatly.

Not only was Mr. Tooke a member of the firm of Tooke Brothers, but it was he who founded the business and he, therefore, had the pleasure of seeing the wonderful growth attend his venture, this firm being one of the largest making shirts and neckwear in all Canada.

Further particulars regarding the life and various activities of Mr. Tooke will appear in a subsequent issue of MEN'S WEAR REVIEW.

## CLOTHIERS' SECTION R.M.A. CONVENTION

There will be a general convention of the clothiers section of the Retail Merchants' Association the 19th and 20th of February at the offices of the Association, 2 College Street, Toronto.

There will be a number of good speakers from the United States who will give their experiences on live issues of interest to the trade. The question of discount to returned soldiers will be discussed. Methods of getting this desirable business that will be justified for both the soldiers and the merchants will be dealt with.

At the time of writing we have not details of the program but from casual remarks let fall the merchant is in for an interesting and profitable time.

It is the desire of the Association that all retail clothiers, whether members or not, should attend. By writing to Mr. R. J. Fitzpatrick, Yonge St., Toronto, you can secure a programme and other information to your advantage.

## BIG DEMAND FOR HANDKERCHIEFS

*Retailers Advised to Place Orders Early For Fall Delivery*

"This has been the best year ever for handkerchiefs," said a leading merchant to MEN'S WEAR REVIEW the other day. "Christmas trade was exceptionally good and handkerchiefs seemed to find favor with everybody as a suitable gift. We went to a little extra trouble this year in putting the handkerchiefs in half-dozen and dozen lots, marking the prices plainly for each lot and also pointed out that they would be attractively boxed. This idea, together with suggestions from the clerks that the men should buy their friends handkerchiefs, helped very much to make this our best year for handkerchiefs."

The wholesale houses all report increased sales this year, one firm disposing of 2,200 dozen to a merchant over the phone, simply assuring the buyer that these were of good quality and value, which confirms the report that good, saleable lines were hard to obtain this year.

It looks like a bumper year for this line of goods and the retailer will be well advised to place orders early for Fall delivery.

# A NOVEL ADVERTISING IDEA

A novel advertising stunt came to my mind the other night at which there were quite a number of men present as well as ladies, and I thought the idea was a good one, so pass it along for the benefit of readers of MEN'S WEAR REVIEW who could use the same thing and thereby cash in on a little extra business and, of course, change the words to suit themselves.

I got a number of telegram blanks and put the first letter of each word on the telegrams, leaving enough space to complete each word, as the contest was to complete the words in a certain length of time and make the best telegram. The letters I put on the telegram were M-A-S-T-E-R B-U-I-L-T, and it took quite a lot of imagination to think out words beginning with these letters to make a sensible message. The contestants were allowed to put any person's name they liked to send it to and had to sign their own name at the end of each message. It created a lot of fun when the time limit was up and the messages read.

Curiosity prompted several of the men, and we might add, women, to ask why I had picked out these particular letters and I explained that "Master Built" was a line of clothes for men that were not

made to order but built, and of which I was agent and if they would call at my store I would be pleased to show them the value of this line of built-to-measure clothes.

I noticed a few days later that quite a number of men from that party had found their way to my store and I was able to ring quite a nice little story out of the cash register.

Here are a few specimens of the telegrams that the editor got through with:—

Make All Strangers Thoroughly Envious. Return Back Unless I'm Lit To-night.

Make Arrangements Sure To Enter Rear Building Under Intense Light To-day, etc.

The reader by underlining the letters at the first of each one of these words will readily see the sense of the message.

I am always on the lookout for new ideas and think this might help your readers some.

Thanking you very kindly for the privilege of being able to read MEN'S WEAR REVIEW, which, by the way, no live merchant should be without.

Yours very truly,

D. A. HUNTER.

## A TAILORS' "WHO'S WHO"

THE following article appeared in one of the United States dailies this month: "Thousands of leading Americans from President Wilson down the line through the ranks of railroad executives and other captains of industry to common council men, have been measured and card indexed with infinitely greater care than is bestowed upon foes of society by Bertillon police experts under a new efficiency system adopted during the past year by members of the National Association of Merchant Tailors of America, which is to open its annual convention here on January 28.

"Through the use of dictaphone records, card indexes and other devices, without which no gentleman's tailoring salon to-day is considered complete, it is easy for anyone listed in merchant tailoring "Who's Who" to order his raiment by wire at any distance, and have it delivered at the appointed time without even the formality of a trying-on appointment. This has been made possible through the perfecting of efficiency bureaus. The dictaphone records constitute an embalmed history of each client.

## IMAGINATION IN BUSINESS

THERE is a market for everything under the sun. For instance, who would think that there was a market for pigs' toe nails? The packers know there is. They send them to Italy for fertilizing olive trees.

They cut tufts of hair out of cows' ears to make "camel's hair" brushes—it takes about 500 pairs of ears to yield a pound, and they sell for \$28.00 per pound.

Hogs' shin bones are polished and sold to manufacturers of tooth brush handles.

Is there a place for imagination in business?

These facts answer: "There is a big place and big money for men who have imagination enough to create new products for old markets, or new markets for old products.

## CLOTHING MARKET HERE NOT AFFECTED Reported Surplus Stocks of Cloth in United States Will Have Little Bearing on Prices Here

The report from New York that the manufacturers have 25 per cent. more stock than normal, will not affect the clothing market here, as with the present tariff in force there is practically no importation of cloth from United States into Canada.

## DOUBLE-BREADED COATS FASHION THIS SPRING

The National Association of Clothiers which opened its 23rd Annual Convention on January the 22nd considered after-the-war problems of the American clothing industry, and appointed a committee to go to Washington to consult about the proposed luxury tax which would affect the manufacturers there to a great extent.

It was forecasted that men's coats would be double-breasted for this coming Spring.

## OAK HALL OWEN SOUND STORE ROBBED

On the night of Jan. 19th thieves entered the Oak Hall clothing store in Owen Sound and managed to get away with quite a quantity of clothing and furnishings. We are advised that the loss would be in the neighborhood of \$100.





# MARKET REPORTS



## THE MARKETS AT A GLANCE

**T**ORONTO, Jan. 25.—Lower prices have been reached since last issue on raw cotton, but there seems to be comparatively little buying interest, the trade apparently being content to see what represents the real market.

Business from Central European countries is not yet a big factor and cannot be until some recognized Governments are established. In the meantime producers are content to await the time when prices will again reach a point where it will pay them to sell. Best informed authorities advise against selling at present levels and predict that 35c cotton will be reached—some even state that a 40c to 50c basis will be established.

Reports from England show clearly why cheap cotton goods cannot be expected for 1919 and perhaps not in 1920. Briefly, these can be classed as scarcity of the raw cotton, higher labor costs represented in a 30 per cent. wage increase granted to spinners, and a 40 per cent. increase to weavers, the enormous immediate demand from Allied European countries, and later, that which will come from the Central Powers.

Their needs will be met to a large extent by cotton clothing.

No sagging of values on woollens is looked for for many months to come. Government demands on the British mills for civilian cloth are such that the regular channels of trade must expect to remain on more or less of a rationing basis for some few months yet. This will mean that supplies to come through will be priced at high levels, and the 1919 outlook is for a continuance of present or even enhanced values.

Prices of hats have been named on a few lines for Fall, and in each instance these show a higher scale of quotations than previously ruling. New figures show advances of from \$2 to \$9 per dozen, and there is no indication that supplies which will be available will be much improved.

Business during January has been seasonably quiet, stock-taking being in full progress and plans perfected to take care of Spring business. Orders are expected to start moving early next month, and trade views outlook with decided optimism.

## WOOL

*Uncertainty Giving Way to Confidence in 1919 Outlook—United States Markets Show a Much More Optimistic Tone*

**WOOL.**—There is really little new to report in the situation on wool or woollen goods from that given out in last month's report. Apart from the American markets, where there appears to be some uncertainty over holdings that Government now has, the markets seem to be very firm and the trade as a whole in a very healthy condition.

That conditions in the United States seem to be showing marked improvement, however, is indicated by a late report which reads as follows: "The raw wool market is more optimistic at the close of this week than for some time, due to the better tone of the wool auctions in Boston. During the week assurances came from several sources that the American minimum prices were frankly modeled upon the British issue prices on wool for civilian use. It is the understanding that an effort will be made to maintain a proper balance between the markets on each side of the Atlantic. The wool trade seems to have confidence in the stability of the British basis. It is said on good authority that when the

British auctions are revived in April, a minimum price basis will be set not very much below the present issue prices.

The two unrestricted wool markets which draw most interest at present are South Africa and South America. The action of those markets and of the new domestic clip will be important side influences in determining whether the Government auctions may proceed without interruption. Importers are of the belief that South American and South African wools will be available at a landed cost just a shade below the auction level. If they advance interest is likely to fall off, while on the other hand, it seems unlikely that any marked decline will develop.

"Dearth of orders for woollen goods is holding back development of the raw material market. The speculative spirit is at low ebb in all quarters.

"Dealers are averse to buying wools at the Government auctions, and so far manufacturers have been the sole participants. Dealers feel that the prices are the highest which the market will see for some time, and, therefore, a purchase for any other purpose than direct use is unattractive. Some dealers have, however, been buying in South America. It may be that dealers will become the chief importers for the time being."

It is significant that at the recent auction sales of wool and worsteds in New York the prices obtained were very close to the previously fixed prices, and in some cases above them.

It is undoubtedly true that there will be found to be quite a disposition on the part of wholesalers, retailers and merchant tailors to concentrate their efforts upon the disposal of present stocks of worsteds and woollens before placing further orders. It is not that they anticipate any immediate reduction in manufacturers' prices, but there is naturally a degree of uncertainty obtaining, and they feel that caution is the safer course to pursue. Importers, however, are discovering that manufacturers in Great Britain are not at all disposed to accept lower prices for at least some time to come, and those who have placed import orders for next Fall's trade have been notified that "repeats" can only be accepted at higher prices than obtained when the original orders were placed.

There, perhaps, is in brief the situation as it applies to wool and woollen goods. No wholesaler can find fault with a retailer who exercises caution as long as he buys sufficiently well to meet the requirements of his trade. As a whole, stocks in retailers' hands are comparatively light, and the trade may be considered on a sound basis. That is as it should be, for it is on this sound foundation that future business is to be built and there seems to be every reason to believe that when 1919 figures are tabulated, the results will be entirely satisfactory. Sales will be big and the goods bought will be paid for—a good healthy outlook is visible for the factors in all phases of merchandising, manufacturers, wholesalers and retailers.

With regard to prices there seems to be no indication of any recession in values. Yardage woollens to come from Great Britain represent an accumulation of orders extending as far back as twelve to eighteen months, and the most of these orders were placed at open prices subject to confirmation at date of shipment. There is no indication that shipments from Great Britain will be made at any lower levels.

Now there comes the need of deciding the 1919 buying policy, and the opinion on the part of wholesalers and retailers—moreover, the opinion which many manufacturers seem to feel is that of the wise merchant—is this: That the business for Fall and Winter, 1919, should be estimated. The stock on hand should be ascertained, then the difference between the stock on hand and the retail business which it is expected to do, should be figured.

This gives the retailer knowledge of what he will require and he should cover a large percentage of that as a placing order.

## HATS AND CAPS

*Prices in Some Lines For Fall Showing Advances—  
Early Movement to the Trade—No Signs  
of Cheaper Hats For Many Months*

HATS AND CAPS.—Already there are some prices out for hats for Fall and these show advances over figures which have been ruling. One line of silk velours which have been quoted at \$71.50 per dozen are up \$2.00, to \$73.50. A much bigger advance in Winter velours is shown, one line which has been selling at \$55.00 going up to \$64.00 per dozen, and another moving up from \$72.00 to \$81.00 per dozen, an advance in each instance of

\$9.00. The full range of samples is not yet available but if the foregoing are any criterion, and it seems safe to believe they are, hat prices during 1919 will not show any recessions in value.

A report issued about a month ago by the National Association of Fur and Wool Felt Hat Manufacturers of New York City may be of interest to the trade in showing the situation on hatters' fur and what may be expected. A little later report indicates that "to all appearances prices will be higher" and indicates that "fur which has been coming is of little use." The original report in part follows:—

"At a time like the present when there seems to be so much uncertainty in the minds of the merchants of the country regarding the probable course of prices, it is felt that a statement by the members of this association on the subject, based on the conclusions which they have reached after a careful investigation of the conditions surrounding the industry, might be of value.

"The most important item is, undoubtedly, raw material, practically none of which is produced in this country, and must of necessity be imported, making the shipping situation a factor of vital importance.

"At the moment, embargoes are in force on the largest sources of supply of hatters' fur, and there seems no prospect of their early removal. Even when they are withdrawn, many months must elapse after the actual shipment of the skins before the fur can be brought to this country and prepared for the use of the hat manufacturers. Consequently, it is our opinion that so far as materials are concerned, there is no possibility of a reduction in price for many months to come, it being a fact that the present price of hats is not commensurate with the cost of all materials of manufacture.

"The reduced supply and high cost of labor has an important bearing on the situation. This condition has been caused by the enlistment and draft of a large number of the employees of the industry into the Government service. Many others have gone into more essential employment, and no rapid improvement can be anticipated. Undoubtedly, an indefinite time will elapse before the labor supply of the hat industry again becomes normal. On account of this shortage of manpower, the hat manufacturer is unable to execute orders on short notice, and it is now, more than ever before, important that orders for Fall requirements should be placed as far in advance as possible. This will be quite as much to the advantage of the retailer and jobber as the manufacturer, both from the standpoint of deliveries and quality."

Spring orders are in some instances being shipped and in another couple of weeks jobbers will be busy taking care of Spring bookings. It is indicated that orders taken for Italian hats prior to the time when the stop-order on more business was issued will be filled and jobbers hope to have a range of hats for the Fall trade from this source.

## CLOTHING

*Spring Orders Already Moving to Trade—No  
Indications of Any Immediate Lowering of  
Values—Outlook Good*

CLOTHING.—Already the movement of ready-made clothing to the trade has started and manu-  
(Continued on page 56)



# COLLARS & SHIRTS



## COLLARS

*Greatest Showing in Soft Collars During Past Month  
—Prices Firmly Held on All Lines—  
Trade Prospects Bright*

COLLARS.—The month of January is usually a comparatively quiet month as regards sales and many interests have devoted their time to promoting an even greater interest in soft collars than has been shown before. The stimulus given to the trade in soft collars during the past few months has been almost wonderful and it is felt that the demands from returned soldiers will run along the soft collar channel to a great extent. Prices have been firmly maintained and a very good range of styles will, it is indicated, be available for the trade. Bookings for Spring have been good and manufacturers are looking for repeat business in splendid volume as things open up.

There have been no new developments recorded in respect to cleanable collars. Along with other lines, January business has not been heavy, but the outlook is considered very bright. Indications point to a maintenance at least of present prices, and some factors are looking for even a higher scale of quotations. Spring orders will be moving forward very shortly.

The starched collar is pursuing its natural course. Sales have been good and the outlook is one which holds out a promising Spring trade. Quotations are unchanged and very firmly held.

## SHIRTS

*Activity Just at Moment Not Brisk—Big Business  
Looked For—Another Couple of Weeks Will  
See Orders Moving Forward*

SHIRTS.—As far as the actual movement of shirts is concerned, the last month has not been exceptionally brisk but this is a seasonable condition. Manufacturers have been working at top speed completing Spring orders and getting things lined up for Fall business. Reports are most encouraging as regards the volume of orders which have been received for Spring, and another two or three weeks will see these going forward to the trade.

No new prices nor samples are yet available for Fall, but reports seem to point to maintained or even enhanced values. In fact, it is freely estimated that Fall prices on shirts will show an advance of anywhere from 10 to 25 per cent. It is further pointed out that supplies of shirtings will not be any too plentiful. Military requirements will be less but civilian requirements will show an enor-

mous increase and when conditions become a little more stabilized in Europe, the demands for cotton will unquestionably be very heavy.

## COTTONS

*Factors Which It Appears Will Contribute to Maintenance of High Prices Outlined—Sales of Cotton at Recent Declines Not Advocated*

COTTON.—Under date of December 17, a large cotton manufacturer of Manchester, England, sent out a letter to Canadian clients containing 7 points, which they feel will be contributing factors in all least a maintenance of present prices for a year or two. They are enumerated here, and as these interests are rated as ones very closely in touch with market conditions, their opinions are not without weight. They state that it is necessary to remember that:—

1. The supplies of raw cotton in this country are totally inadequate to the demand.
2. They cannot be increased until large numbers of ships are released to carry the material.
3. The yardage of cotton goods exported from this country has steadily declined during the war and is infinitely below the pre-war standard.
4. As a consequence of No. 3 there are many countries whose supplies of cotton goods have gone to a vanishing point. As soon as shipping is released and cotton control is withdrawn, they must have goods from somewhere.
5. The cotton mills or dye works of France or Belgium are either in ruins or without machinery, and cannot probably be put in operation for a year or two. Their population must have cotton goods—they could supply some of their own wants in pre-war times—they will have to turn to us for them now.

6. The Central Empires have probably no cotton at all and have obtained none for 4½ years. They have been using paper, wood-pulp and other substitutes.

Now that peace is practically settled, they will want large quantities of raw material. The Central Empires, with Bulgaria and Turkey, represent nearly 180,000,000 of people, who will have to be clothed largely in cotton goods.

7. Finally, the spinning operatives in Lancashire are now out on strike. Before they go in they will obtain an advance of at least 50 per cent., and the weavers have already had 40 per cent. granted to them which will come into operation this month.

In regard to the seventh point, the spinners have come to an agreement on the subject of salary, the



increase granted amounting to 30 per cent., which it can be well understood is no small item in cost of the manufactured goods.

In the last ten days or two weeks the markets in the United States on raw cotton have shown steady declines, in fact, since December 26 prices are down from 4½¢ to 5¢ with apparently very little buying interest noticeable. Speaking of conditions, a New York interest is reported as saying: "The uncertainty accompanying the readjustment of industry to a peace basis operates against any broadening of the demand for cotton but on the other hand, it is doubtful if the planter can more than pay expenses if he accepts prevailing prices for his product. Great uncertainty attends the future course of prices, but the market is in a strong position from a technical standpoint, and we cannot advise the sale of cotton at prevailing prices."

How Southern interests view the situation is conveyed in a report emanating from interests in Georgia. They say: "Spot situation remains very strong in this section. Buyers from Carolinas canvassing this territory to buy goods, but nothing offering under 30¢ for good middling at interior points and but little at this price. No indication yet of spot holders giving way."

Southern interests see 35¢ cotton at least, and it is not so long ago a congressman from Alabama presented figures which show a possible shortage of 6,000,000 bales, with prices reaching from 40¢ to 50¢ by the first of May, 1919.

Indications are that there are lots of lines still very scarce, and that it will be some months before the mills are caught up with orders. Shipment of Spring orders will commence very shortly and volume of business to be handled represents a very satisfactory total. Business has been quiet until the last couple of weeks, but inquiries being made would indicate that trading will soon be brisk.

## A DEPOSIT IS BINDING

**H**AVE your customer understand this before he leaves the store. It will save your store from making enemies through a misunderstanding on the part of your customer; sometimes your customer fails to understand that a deposit amounts to a contract on his part to take the goods.

"Can you hold this for me?" asks the customer.

"Yes, if you will make a deposit of \$——," says the salesman, naming an amount.

That is all there is to the conversation in too many instances. The salesman presumes that his customer, when the deposit is made, knows that he is entering into a contract, but that is often not the case. In a great many instances the customers return and announce that they have changed their minds and would like the money back.

It's right here the argument starts, and if the merchant holds out for the deposit it's ten chances to one that it's the last time that particular person will enter his store. On the other hand, if he says, "Certainly: only too glad to," it establishes a bad custom and the customer, although saved for future sales, would get the idea that holding goods on a deposit was just one way they could save themselves loss and trouble and that after all they don't owe

the merchant an apology, things would go from bad to worse till finally the system would have to be discarded as useless.

It is much better to have a clear understanding at the first by making sure your customer knows he is entering into an agreement to buy the article he paid the deposit on, thereby keeping your customer and making a definite sale.

## SUSPENDER WEBBING

### *Changes in Method of Marketing*

MEN'S WEAR REVIEW learns from reliable sources that the selling of webbing has undergone some radical changes. The manufacturers, instead of carrying large stocks of webbing already made up, are now making to order.

The prospective purchaser is shown samples of the regular lines and his order made up for immediate delivery, which relieves the manufacturer of loss through depreciation of goods kept in stock for any length of time.

The policy that the manufacturers have now adopted will tend to keep prices firm, as the business will be from the hand-to-mouth variety and, therefore, no jobs at lower prices will find their way to the market to bring the prices down.

The manufacturers express the opinion that the present prices on the finished product will remain firm as there is little chance of webbing coming down. Labor, notwithstanding the number of girls released from munition work, will be if anything higher, and the girls refuse to work for less than \$8 a week, the average wage usually paid for this class of work, and having accumulated a certain reserve, can remain idle for considerable time, thereby forcing the manufacturer to meet their demands. This is the situation as it appears to-day to MEN'S WEAR REVIEW, and from the information supplied there seems little likelihood of the price of suspenders declining during the year 1919.



*Samples of new designs for Spring and Easter deliveries being shown by Tooke Bros.*



# NECKWEAR



## NECKWEAR NEWS

Both Merchants and Wholesale Houses Predict Splendid Year for Neckwear

A NUMBER of retailers stated to MEN'S WEAR REVIEW that they had not bought so heavily for Christmas business this year as last, as they wished to reduce their stock of older styles and patterns while the prices were high. This method was successful in reducing the stocks and the retailer will now be open for new goods, which is good business for both sides. We are advised that silks for neckwear have advanced from 3 to 5 shillings higher than prices prevailing last Fall and from all accounts they will not come down before another season.

The mills in Italy are as yet turning out very small stocks, and it will be some time before they are re-organized sufficiently to take care of export business to any extent.

One large manufacturer, thinking that there would be a tumble in prices, had their order cancelled but upon further enquiry was forced to confirm his original order at a 3-shilling advance.

The Christmas trade was generally very good; in some instances, however, the merchant sold fewer customers but made a greater profit on account of the prevailing high prices.

## NECKWEAR

*Question of Securing Supplies Still Presents Knotty Problem to Manufacturer—High Prices to Rule For 1919 Business*

NECKWEAR.—There is no question of doubt about the amount of business that has been placed and is being placed on neckwear. There is, however, some question as to how the demands of the trade are to be met. It may be said that the manufacturers generally in the last year or two have managed to take care of most of the business offering and whereas their worries in securing the materials will not be much, if any, less, it is hoped that the coming season will find them on top with the goods as needed.

There is no indication that supplies are easier to get and there is no tendency towards lower prices. Some manufacturers indicate that the day of the cheap tie is not yet, if it ever comes back—and that prices for Spring are at a scale appreciably higher than those named for last Fall.

The amount of business already in hand is good and that neckwear sales will be heavy during 1919 is the consensus of opinion throughout the trade, manufacturer, jobber and retailer.



*A sample of all over satin neckwear being shown by Wm. Milne for Spring and Fall deliveries.*

## COATICOOK WOOLLEN MILLS CHANGES OWNERSHIP

Walter Blue & Co., clothing manufacturers, Sherbrooke, Quebec, have purchased the Coaticook Woollen Mills, of Coaticook, Que., and will develop the business of manufacturing woollens, etc., for their clothing trade. This will give them control of an important source of raw material.

## Helpful Suggestions For Your Retail Advertising

CHARLERS (The Blue Store)

**Father—**

# "I NEED A NEW CIVILIAN OUTFIT"

—My old clothes are too small, where do you buy your clothing now?  
 —At the old reliable, "The Blue Store," as usual  
 —And the splendid big chap came to this store for his "Civvies"—we're happy to see him back again.

He got his

# 20% DISCOUNT

too. It was his due, we felt.

It is your due, too, at *Chevrier's, Inc. Blue Store*, 20% off the price of whatever "Civilian" Outfit you buy, on discharge.



**Drop in and say you are a Discharged Soldier...You get 20% Discount**

SUITS--\$12.50, \$15, \$20, \$25 to \$45	HATS--\$2.50, \$3.50 to \$6.00	SHIRTS--75c, \$1.25, \$2 to \$3.50
OVERCOATS--\$15, \$20, \$25 to \$40	CLOTH CAPS--75c, \$1.00, \$1.50 to \$3.00	GLOVES--76c, \$1.25, \$2 to \$6
TROUSERS--\$2.50, \$3.50 to \$7.50	UNDERWEAR--\$1.50, \$2.50 to \$6 and \$8	SOCKS--35c, 50c, 75c to \$1.50

**—AND OH! JUST EVERYTHING THE BOYS NEED SO VERY MUCH—**

**We Only Ask**

That you pass on this good news to your friends about to be discharged from the army

"The Store Where Grandfather Traded in 1872"

# Chevrier's

**"THE BLUE STORE"**

452 Main Street NEAR CORNER MAIN AND WILKINSON Sign: Blue Star

**It's Because**

We're glad to see you back again, and we know you'll tell others and this increase the Blue Store family.

How Some of the Merchants Get After the Returned Soldier For Their Share of This Business

## Farewell, Old Uniform!



YOUR work is done. The purpose for which you were created has been accomplished. We have seen it through together and I am glad that it's over, and you will doubtless feel the same about the Old Uniform, and I am not ungrateful when I say good-bye. You gave me self-respect in the presence of other men which I shall carry back to the business world in the new outfit of "Civies" which I will now wear. You won't despise me for saying that it feels good to dress up in Civilian clothes again. You understand. Farewell, Old Uniform, Farewell!

### To Our Returned Men

WE WELCOME YOU back to civilian life, and as an appreciation we offer you special discounts on your Civilian Outfit. *Hobberlin Tailored Clothes* are the finest garments you can buy. Our Suits and Overcoats are tailored in Canada's Finest and Largest Tailor Shops. The standards of workmanship are the highest. Every garment is individually cut and tailored by hand by specialists. You've heard a lot about our clothes. Let us show you how well they fit, and how good they look. This is a store where every man fits and can be fitted. You can spend your money here in the confidence that there is no inflation in our prices, and in the sincerity of our salesmanship.

### SUITS AND OVERCOATS

Made-to-Measure *Stow & Stow* Made-to-Measure  
 or Ready-for-Service Ready-for-Service  
 \$25 to \$75 THE HOUSE OF HOBBERLIN LIMITED \$25 to \$75  
 350 PORTAGE AVE. Tailors to the Canadian Gentleman

## "CIVIES" AGAIN



The EATON Store primed up to best meet every clothing requirement of the fighting men back home.

This advertisement was suggested by the especially large number of men of the khaki uniform who have come into the familar Hargrave and Portage Avenue corner of the big Store to be "fitted out in CIVIES"

Can you imagine, men and women, what must be the indescribable feeling of these fine fellows in throwing off the great bottle-stained uniform of weary years of fighting, and slipping out into the elegantly groomed, artistically tailored clothing of civil life and common-place affairs?

Of course, they must have the very latest fashions! And do you wonder that after being accustomed to military cut clothing, the new EATON small-waisted, full cheated models are the styles they favor?

Another Eaton Fitting Advantage is the range of "types" offered.

- "Stout" Fitting Types
- "Tall" Fitting Types
- "Short" Fitting Types
- And then the Half Sizes

A fitting feature to be found only in EATON MADE clothing.

This Store is prepared to give all men a wonderful clothing service this Winter—the best they have ever known.



**T. EATON CO.**

**THE MARKET REPORTS**  
(Continued from page 51)

facturers are keen on getting orders completed on time. The next couple of months will see the bulk of Spring orders completed and already plans for Fall business are reported to be well under way.

Cable advices from Bradford state that the demand for wool for civilian trade is increasing. There is no lowering of prices. All prices would go higher if left to seek their natural levels. There, briefly, is the situation in Great Britain and in view of these conditions it does not appear that 1919 holds out much promise of lower values. Buyers returned from the Old Country report that it is as yet no easier to secure deliveries. The mills are working on Government contracts for civilian cloth and will not be in a position to undertake a keen selling policy for their export trade.

Orders now in the hands of the mills in Great Britain are heavy, representing as they do an accumulation of business extending back twelve to eighteen months. There is no indication that these will be completed for some months and until a new buying basis is possible at lower levels, there can be no recession from the present scale of prices on cloth and clothing.

There is every indication that business will be good. The increase in the number of customers who will be coming back during the next few months presents opportunities to the merchants for sales which many are already keenly developing. Buyers who have been holding off in anticipation of sharp breaks in prices are coming to a realization that these are not coming and as this idea gains in strength and confidence in values is restored in the mind of the consumer, the word activity will be heard from all branches of trade.

**WHO BENEFITS?**

Who gets the advantage of the opening of the new Bloor St. Viaduct, Toronto? This is a question that time will decide. The retail merchants, both on south Yonge and Danforth and Broadview, watch the surging crowds of traffic for the answer. No doubt the fast cross-cut links up Danforth with Yonge St.—and it also puts Rosedale in the Danforth territory. However, better roads and better car service will ultimately work out for the improvement of all the districts touched.

**GLOVE COMPANY HAS AN "AT HOME"**

Employees of the Brampton Glove Co. held an "At Home" in the town hall on December 23, 1918. After Mr. Chantler had expressed his thanks to the Red Cross ladies and to the employees for the good work in completing a rush order for the Government and when presentations had been made to several members of the staff, refreshments were served and the party continued on early into the morning. Over 90 persons attended and one and all expressed themselves as having had an enjoyable time.

The Goodwin & Ross clothing business of Welland, Ont., has been sold to the W. E. Stanford Mfg. Co., of Hamilton, and will in future be known as Oak Hall, the tenth store of its kind in Ontario. The Oak Hall chain stores were established 35 years ago and have made a reputation in every city where they are located that is a credit to them.

**MAKES MOST OF OPPORTUNITIES ANYWAY**

The writer heard of a case the other day where a dealer was practically forced (as dealers frequently are) to use advertising space in the programme of a local institution, even though he was strongly of the opinion that it had very little value as an advertising medium. Accordingly, he gave very little attention to the preparation of the ad. in it, and as a result it was a crude affair, not even containing his address, although he is one of many dealers in his line in a large city.

This dealer certainly was not trying to make the most of his opportunities. Even though such programmes are, as a rule, worth very little from an advertising standpoint, and the money expended in them mostly considered as a donation by dealers, there is absolutely no excuse for such a lack of effort to really make it return something. There is always a certain advertising value, even though it may be small, and a poor ad. certainly cannot be expected to draw results.

Many dealers and salesmen are inclined this way—unless they can do something big they will not bother with the small things. It is a wrong spirit. Aim for the big things, but if they are unattainable do not pass up the smaller ones that may be had in the passing. The man who goes fishing has visions of catching a monster specimen of the finny tribe, but he does not spurn the smaller ones that he gets on his line. Neither should the dealer or salesman look with scorn on the smaller things. Let him make the most of even these lesser opportunities.

**GAINING CONFIDENCE OF THE EMPLOYEES**

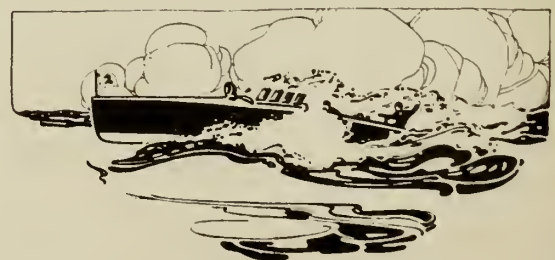
One of the greatest essentials for a clerk in order that he may attain best results, is confidence in the man he works for. Unless he feels confidence in his employer, and believes that he will treat him fairly, an employee will not give the best that is in him. Somehow, an employee who doesn't believe in his employer is almost certain to be more or less indifferent toward a customer.

"The best way to gain confidence of employees," says a large employer, "is to place confidence in them. I believe in allowing those who are under me to work out their problems in their own way."

This man gives an instance. The head of a department came to him and asked what he would do about an urgent matter involving considerable expense. He simply smiled at him and inquired:

"What am I paying you for?"

The employee understood, and settled the affair himself. Naturally, he was stronger in power of initiative for having done so. It makes an employee a better man to place responsibility upon him. The big employers of help realize this and cash in on it. The smaller dealer should do the same.



# Milne's Neckwear News for February

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## *Crepe Failles* *will be* *Trade Winners*

Now is the time to buy. The selection is at its best, and the prices lower than may have to be asked later.

Inspect also our offerings in other materials. We have what you want for your big Spring drive.

Brighten up for the Returned Men.

Our salesmen are now out with some wonderful ranges in this popular material.

## WILLIAM MILNE

50 York Street

Toronto

*New lines continually arriving.*  
*Always inspect the MILNE offerings.*

---



Manufactured  
by

**A. HARRY WOLFE**  
TORONTO      MONTREAL      NEW YORK  
QUEBEC      VANCOUVER

Expressly for  
Gentlemen





## All Patriotic CLOTHING DEALERS Should Sell THRIFT Stamps

**S**ELL Thrift Stamps, not because there is any immediate profit for you in such sales, but because the Dominion of Canada needs your patriotic co-operation in its plans to ensure Prosperity.

If the smaller savings of the people can be made available to finance Government expenditure, then the larger public investments will be free for industrial securities, thus promoting general Prosperity, in which every storekeeper is vitally interested.

Get your customers to take a Thrift Stamp in place of 25c change whenever you possibly can. Display your sign. Explain that Thrift Stamps are a means to acquire War-Savings Stamps, and people should strive to fill their Thrift Cards as quickly as possible.



## The Dale Wax Figure Co., Limited



Dale's Half Bust Form Shirt Displayer for Plaited, Stiff Bosom, Soft Bosom, and Rattanae Shirts. Mounted on highly polished metal base, any finish, extension shoulders.

Canada's leading manufacturers of wax figures, display forms and window display fixtures of all kinds.

Our men's and boys' coat forms are built on the latest approved lines—the most perfect form on the market.

**Dale Wax Figure Co., Limited**  
TORONTO

*Write for particulars before ordering elsewhere.*

## Mr. Merchant—

How is your stock? Safety demands that it be reduced to a minimum before prices begin to recede.

### THE SUCCESSFUL RETAILER

Will only carry until prices adjust themselves, a small stock of up-to-date merchandise and turn this over three or four times a year.

### YOUR STOCK

Can be reduced and cleaned up and your store systemized so that you obtain for the future profits in cash instead of accumulated odds and ends of lines of stock in the store.

Consult

## F. McNABB

The Practical Sales Specialist

2357 ESPLANADE AVENUE, MONTREAL  
P.O. BOX 634, - TORONTO, ONTARIO

*All Sales Conducted Personally*

## We Specialize in Railroad and Iron Workers Gloves

(Union Made)

Our Horsehide, one-finger Railroad Gauntlet at \$12.00 and our Back Seam Horsehide Palm Gauntlet at \$13.00 cannot be equalled anywhere.



*Write for Samples and Prices*

**Montreal Glove & Mitten Works**  
12 Bernard Street - Montreal

## SERVICE

The ideal of every up-to-date merchant.

“Progress Brand”  
Clothes Made - to -  
Measure System. Specializes in “Service.”  
“Up to the minute”  
styles, Superior Tailoring, Quick Delivery,  
Minimum Prices.

*Write us for particulars.*

## H. Vineberg & Co., Limited

1202 St. Lawrence Boulevard, Montreal

Makers of

“PROGRESS BRAND” CLOTHES  
MADE-TO-MEASURE DEPARTMENT



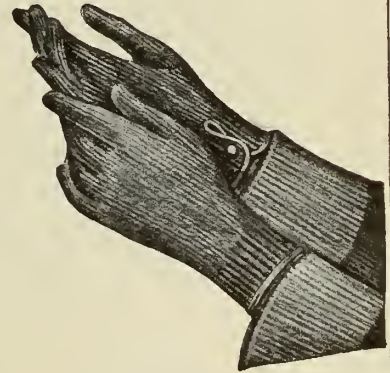
Send for a  
sample dozen of  
"Avon Knit" Brand  
**Scotch  
Knit  
Gloves**



Get acquainted with the big values in this guaranteed line. Get your customers acquainted with them and your glove department will show bigger returns.



Our ability to maintain the high standard of quality established by these Scotch Knit Gloves is well demonstrated in our new assortments now ready for your inspection.



Remember—We stand behind the "Avon Knit" Brand. It's a guarantee of pleased customers and sizeable glove profits.

**The Avon Hosiery Limited**  
Stratford, Ontario



## FALL, 1919

Dufferin Shirts, Pyjamas, Nightgowns, Dressing Gowns, House Coats, Bath Robes, etc., are now being shown by our travellers, also complete range of Outing Shirts, Pyjamas, Nightgowns for Spring and Summer of

## 1919

Early ordering will secure timely deliveries

### The Dufferin Shirt Co., Limited

914-916 Dufferin Street  
TORONTO



# PLAY SAFE

Give your customers the best garments at lowest prices.

A "Progress Brand" Made-to-Measure System will enable you to give your customers latest styles, skilled workmanship, prompt delivery, at prices meeting all competition.

WRITE TO-DAY TO

**H. VINEBERG & CO.**

LIMITED

1202 St. Lawrence Boulevard MONTREAL

Makers of "Progress Brand" Clothes.  
Made-to-Measure Department.

## Show Cards



31 RICHMOND E. TORONTO

## THE PIONEER HOUSE OF CANADA

Established in 1852

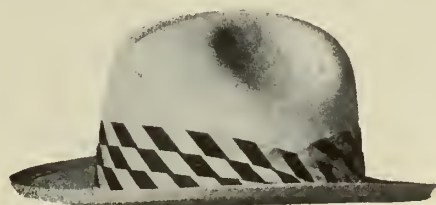


HIS MAJESTY GEORGE V.

As popular as His Majesty  
are

## MONARCH HATS

—a Famous Name of a Famous Line.



No. 81761

## PANAMA HATS AND STRAW HATS

We carry a quality line  
with a selling value.  
Make sure you see them.

L. Gnaedinger Son & Co.  
St. Peter Street, Montreal

## Turnbull's UNDERWEAR

Turnbull's  
PERFECT FITTING

RIBBED

PEOPLE  
LIKE  
IT

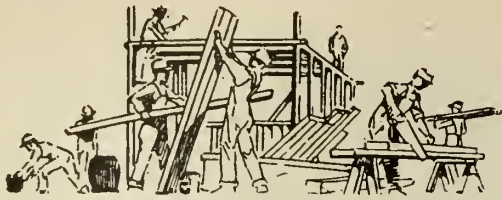


TURNBULL'S  
UNSHRINKABLE  
NATURAL WOOL

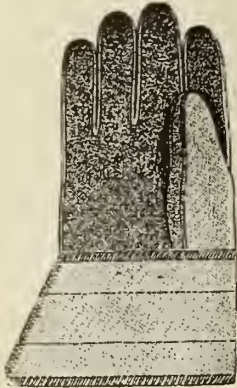
PLAIN

YOU SHOULD  
HANDLE  
IT

Manufactured only by  
The C. TURNBULL COMPANY of GALT Limited



The pessimists are being discredited. Canada is going to experience a big era of industrial activity—everything points that way.

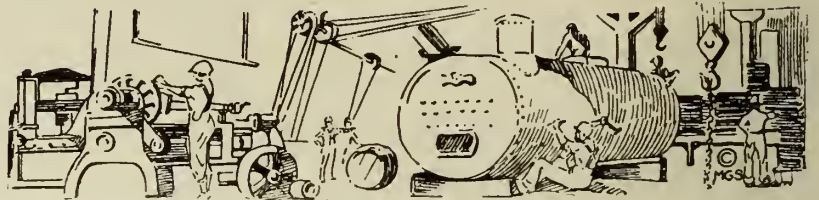


With it will naturally come an increased call for well-made, comfortable working gloves like TAPATCOS.

Aggressive dealers will prepare for this by laying in a good stock of TAPATCO GLOVES. Note the wide variety—Gauntlet, Knit Wrist and Band Top Styles in heavy, medium and light weights. Leather Tips, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford—something for every man.

Insist that your jobber furnish only TAPATCO Brand.

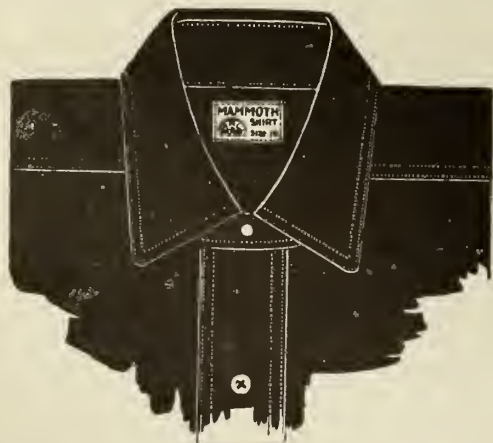
**The American Pad & Textile Co.**  
CHATHAM, ONTARIO



## Let us quote You on Working Shirts and Working Gloves

We believe you will find in the "A.R.C." assortment everything you require in the way of quality goods at the right price.

The fact that we tan our own leather in our own well-equipped factory makes it possible



for us to offer you unusually advantageous buying prices.

Which, in conjunction with the well established reputation (extending over a period of 67 years) of "A.R.C." Brand Working Shirts and Gloves, will make for quicker sales and better profits as well.

Ask us to quote you on your next order.



ESTABLISHED 1852

Our Trade Mark

**A. R. Clarke & Co., Limited - Toronto**

*Manufacturers—Gloves, Mitts, Moccasins, Shirts, Sheep Lined and Mackinaw Clothing*

***We Never Lost Our Courage  
During the War --- Shall It  
Now Be Said of Us That  
We Are Afraid of Peace?***

You men's wear merchants who so successfully overcame the hardships caused through your best customers leaving the country, have a glorious future ahead of you.

**Face It With Courage  
and Reap the Benefit**

Your customers are now coming back. Their return means an increased clientele for men's wear dealers. Readjustment to peace conditions must bring an unparalleled prosperity to the men's wear stores.

Miller-Made Clothing specialties claim a place in Canada's future and their claim is based on three great essentials — *Style, Value, Quality*. These lines can be bought with confidence.

**Miller Made**

White Duck Pants, Khaki Pants, Duck Clothing, Flannel Pants, Tweed Pants, Lustre Coats, Boy Scout Uniform and Equipment, Palm Beach Clothing, Khaki Worsted Clothes.

---

*Miller Values Are Exceptionally Attractive To-day*

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**The Miller Mfg. Co., Limited**

Makers of the Famous Miller Breeches

44 York Street

Toronto



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

## Made-to-Measure Service

Are you interested in conducting a profitable Made-to-Measure Tailoring Department?

We offer you a real live proposition in Art-Clothes Made-to-Measure Service—just the right idea to connect you with the trade of the men who are donning civilian garb again.

These men will be particular about the fit of their clothes and you can satisfy them with Art-Clothes Made-to-Measure Service.

Quick action is necessary if you wish to secure this exclusive agency. *Write to-day.*

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



*The Best Wearing Hose for the price on the market. Comes in Lisle and Mercerized lines.*

**CAULFEILD, BURNS & GIBSON, LIMITED, Canadian Selling Agents**

HAVE OUR TRAVELLER SHOW YOU OUR FALL ASSORTMENT  
OF C. B. & G. BRAND HOUSE COATS AND DRESSING GOWNS.

**CAULFEILD, BURNS & GIBSON, Limited 60-62 Front St. W. Toronto**

# Finding What You Want

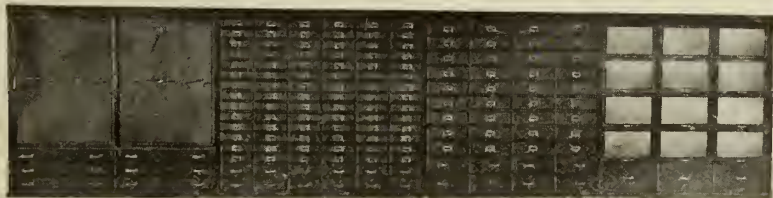
If you don't find what you want  
in the advertising pages, write

INQUIRIES DEPARTMENT

**MEN'S WEAR REVIEW**

143-153 University Ave.,  
Toronto

## WALL CASES WORTH WHILE



This section case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want.

Others will have different needs—but whatever they are, in fixtures, we can fill them.

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

# NOW IN STOCK



The high prices for suits have increased the sale of separate

## PANTS

Eastern pants are well have increased the sale popular-priced materials; they're the best in

the trade and priced to meet the popular demand.

Our Boys' and Young Men's Suits in snappy styles are sure to prove excellent sellers.

*Send for samples—Write to-day*

**EASTERN PANTS MANUFACTURING CO.**  
 324 NOTRE DAME ST. WEST MONTREAL, QUE.  
 Makers of  
**MEN'S, YOUTHS' AND BOYS' PANTS AND BOYS' SUITS.**

**WASTE PAPER**  
 WRITE FOR PRICES  
**E-PULLAN**  
 TORONTO HAMILTON

### MANUFACTURERS

I am opening an office in Toronto, August 1st, to handle lines on commission for the city. Can handle men's underwear, hosiery, gloves, sweater coats, raincoats, clothing. Splendid knowledge of above and best of references. Only first-class lines wanted. Apply Box 551, Men's Wear Review, 143-153 University Avenue, Toronto.

### CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

**FOR SALE—DRY GOODS, MEN'S FURNISHINGS AND FOOTWEAR** business in North-western Ontario town, about 900 population. A live, all cash business. Clean, staple stock, about \$6,000. Brick store, six nice living rooms above. All furnace heated and electric lighted. The best business location in town. Will sell or rent property. If interested, apply Box 29, Men's Wear Review, 143-153 University Ave., Toronto.

**WANTED—EXCLUSIVE AGENCY ON COMMISSION BASIS FOR** the Province of British Columbia. Reply, Box 234, Men's Wear Review, 143-153 University Ave., Toronto.

**ENGLAND—WANTED BUYING AGENCIES IN THE FURNISHING,** drapery trade. Best markets known. A keen buyer. R. F. Ashworth, Bromley Road, W.B., Nottingham.

**ENGLAND—WANTED TO INTRODUCE AMERICAN COTTON** goods into British markets or any other manufactures. Good connection. R. F. Ashworth, Bromley Road, W.B., Nottingham.

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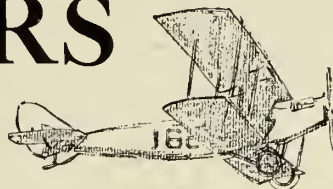
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# DOMINION RAYNSTERS

“Made-in-Canada”  
Raincoats



CARRY THE GUARANTEE OF QUALITY

We do more than give you the best made and most complete line of Waterproof Raincoats in Canada. We give you a line that we, and you, can guarantee to be absolutely waterproof.

No apologies or excuses need ever be made for “Dominion Raynsters.”

Our Guarantee Label goes in every genuine “Raynster” to assure complete and lasting satisfaction.

“Dominion Raynsters” are made in all the popular styles for men, women and children.

Carry this guaranteed line for Spring. We will gladly show you samples, or send you our Style Book and Price List.

**WRITE TO THE NEAREST  
DOMINION RUBBER SYSTEM  
SERVICE BRANCH**

at Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver or Victoria.





Off with the Uniform!  
 On with the  
 Good Old "PEABODYS"!

*Peace with all its joys holds none more keen than that of getting back to home-life, the old job---safe and sound and strong and clean in honest OVERALLS*

**W**ONDERFUL Old Uniform! It has saved the World! But how good it will seem when the Boys are back and put it way—we hope forever? While it is a joy to us to remember that, when the Cause called us, the great Peabody factories worked night and day on War-clothing for Canada, England, and the States, making more than a million uniforms in all—yet—

How good it is to see and hear and feel our machinery busy NOW on plain, honest work-clothes again!

So, Men of Canada, back to the old job! Back to the overalls, on the farm, in the engine-cab, in the machine shop! As the uniform means War, so the overall means Peace.

*Doff the Khaki and don the Peabodys.  
 Beat the Sword into the Plough Share!*

**PEACE!**

**PEABODYS**  
 SALES CORPORATION  
 LIMITED  
**OVERALLS**

*Are  
 Almost  
 Everybodys.  
 Are They  
 Yours?*

# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX.

PUBLICATION OFFICE: TORONTO, MARCH, 1919

No. 3.



The Guaranteed *Forsyth* SHIRT



## *Back On The Job—In Good Old Peabodys*

**F**ROM the Big Guns in Flanders to the Big Job in Canada, in Peabodys Overalls and Peabodys Gloves, plain, honest, work-clothes known and worn from Labrador to Vancouver. Our War Work, a million uniforms, is done. And now to outfit the Boys who did the Job— in the regimentals of Peace!

*All Together Now—Get on your Peabodys and Get Busy!*

**PEABODY'S**  
SALES CORPORATION  
LIMITED  
**OVERALLS**

*Are  
Almost  
Everybody's.  
Are They  
Yours?*

None Genuine Unless Stamped "KUM-A-PART"

"KUM-A-PART" Buttons for Soft Cuffs

Per pair \$1.00

**A Snap to Button**

TRADE MARK REGISTERED PATENT APPLIED FOR

**KUM-A-PART**

**KUFF BUTTON**

DESIGN COPYRIGHTED 1918 BY BAEHR AND WILDE COMPANY

No. 281

\$6.00 Dozen Pair

ALL PEARL ASSORTMENT

# Good-bye old style link AND Shank cuff button

Your day has passed with the passing of stiff cuffs and starched fronts.

The busy efficient men of to-day have joined the ranks of soft cuffs wearers—the logical fastener for which is the KUM-A-PART KUFF BUTTON.

The Kum-A-Part is the soft cuff's own button; stays in place whether the cuff is open or closed; snaps together and apart instantly.

Illustrated at top is one of our attractive selling assortments, note the quotations—Kum-A-Part is a profitable cuff button to handle.

We have twenty assortments packed as above selling from \$4.00 to \$24.00 per dozen pairs.

Send to-day for our illustrated price list.

DISTRIBUTORS FOR CANADA

**C. H. Westwood Mfg. Co.**  
TORONTO



# Boys' Clothes that express the Style Spirit of the day

Is your Boys' Department a growing business? The new season's showing of Wearbetter Values can help you make it so.

They are foremost because the Wearbetter Standard is always the surest guide to quality in Boys' Clothes.

*Wearbetter*

## Clothes for Boys

represent the old Standard of Worth and Wear coupled with the New Standards of Style and Workmanship.

Try them and see what they can do to speed up selling in your Boys' Department.

Walter Blue & Co., Limited

Makers

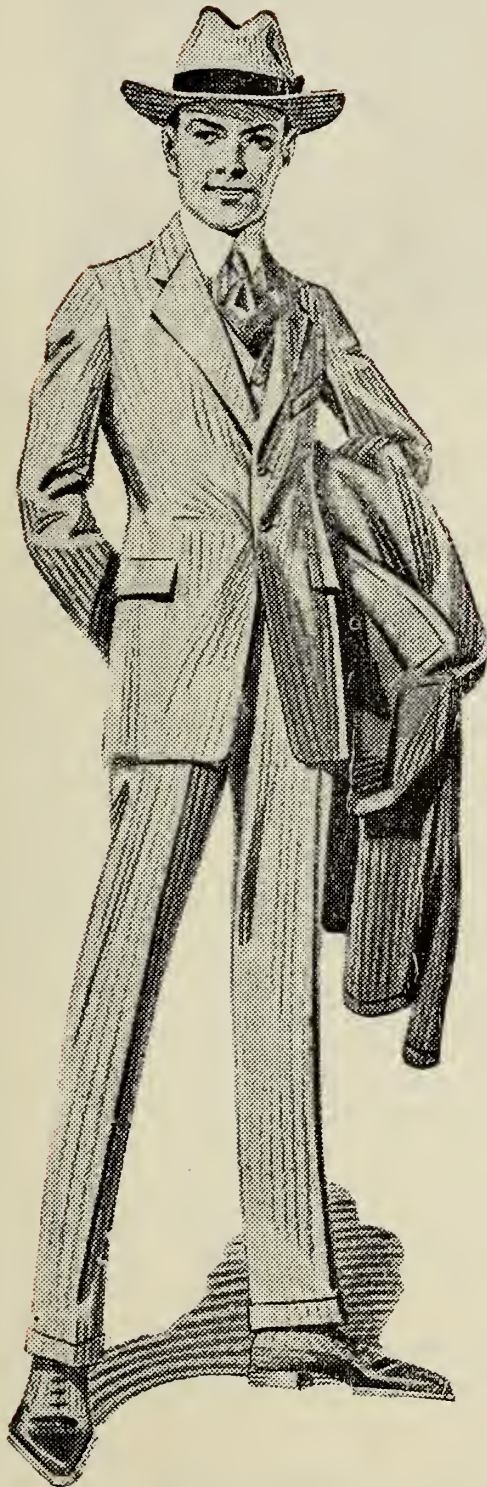
SHERBROOKE, QUE.

WINNIPEG, MAN.

*Owning and Operating Coaticook Woollen Mills Company*



## There's Dash and Style in these Moderate Priced Clothes.



The Bachelor line needs little introduction to the trade.

The assortment we are now showing is unusually comprehensive and *Value for Money* is as usual the dominant feature.

You owe it to your business and to your customers to see the Bachelor offerings before you pay more for a stock that is no better.

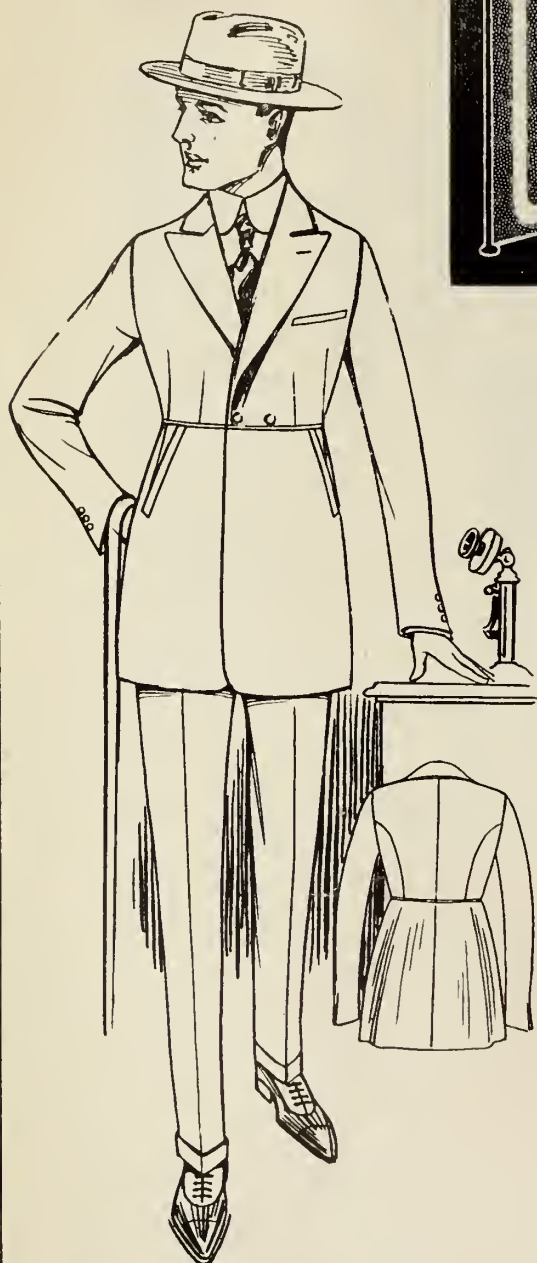
Write and say when our man could call on you.



# The Bachelor Clothing Co., Limited

Sherbrooke, Que.

Winnipeg, Man.



"THE REGENT" ONE BUTTON  
D. B. MODEL.

## "College Brand Clothes for Style"

is a phrase founded on fact.

No better evidence of this is required than results show. The very clever models in the new waist line effects:—

**HAND TAILORING  
BEAUTIFUL FABRICS  
POPULAR PRICES**

are the predominating features of **College Brand Clothes**.

These features and a service unexcelled should be of interest—yes, of **great importance**—to any first-class clothier to get more acquainted with the line.

Get in touch NOW. Appointments made for showing our complete range for Fall, the early part of March.

A postcard rings the bell for samples or a salesman.

Stock on hand in all the newest models of **Suits and Spring Overcoats**, to supply any emergency that may arise. Samples gladly submitted. **Express prepaid.**

# The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal

(READ BUILDING)





This Dome is a Symbol of  
The Maximum in Quality

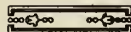
# 1919 LOOKING FORWARD

**A** VITAL business requisite is timely information. Upon this must be built future plans and calculations. The buyer that is able to sift the chaff from the grain and correctly foretell coming events possesses a commercial value of great price.

The glove buyer's problem for 1919 is not so difficult to solve as it would at first appear. **There will be no recession in prices, as the demand will be greater than the supply.**

Raw material is scarce, skilled labor more so, and the demand world-wide.

Careful study along these lines will bring the correct viewpoint and the proper solution. See us and we will talk it over.



## PERRIN FRERES & CIE

Sommer Building  
MONTREAL



Popular Priced  
Satisfactory Giving  
Snappy Clothes for Young Men---  
Our Specialty

That, in a nutshell, is what you can offer your customers in **New Era "Quality" Clothing** if you handle our line.

And when you sell **New Era "Quality" Clothing** you reckon profits not only in the money of the moment—but likewise in the friendship of the future.

Write us now and we'll arrange to have our representative call with a full selection of Fall Models.

Our range comprises the latest Styles for Men, Young Men and Boys, the Creations of our Board of Designers.

The Freedman Co.  
SOMMER BUILDING

41 Mayor Street : Montreal

*One of the Many New Era  
Fall 1919 Models*



## STYLISH CLOTHES FOR BOYS

If you wish to see values par excellence in stylish clothes for Boys, we recommend an early inspection of the **NEW ERA "QUALITY"** assortment now assembled.

*"'Tis the Quality behind  
the Name that Counts"*

### The Freedman Co.

SOMMER BUILDING

41 Mayor Street

Montreal

*Leishman*  
*Clothes*  
for  
*Fall and Winter*  
*1919-1920*

Our range of models and samples is now ready for inspection.

Comprising as they do the best the markets are producing under existing circumstances.

We are confident that both models and fabrics will interest the trade, and we invite the most critical inspection before placing your orders.



**Wm. H. Leishman & Co.**

*Wholesale Custom Tailors*

68 Temperance St.

Toronto

*Makers of the Best Tailored Garments for Men*

*Palm Beach*  
 REGISTERED U.S. PATENT OFFICE  
**THE GENUINE CLOTH**  
 MFD. BY GOODALL WORSTED CO.  
 SOLD BY A. ROHAUT, 229 FOURTH AVE., N.Y.C.

## INFORMATION

**B**EFORE PALM BEACH Cloth was offered for sale, for the season of 1919—we, its makers, consulted with the authorities in Washington. It was conceded that PALM BEACH, as a conservator of wool, was needed at home, in the interests of the civilian and the interests of the Government.

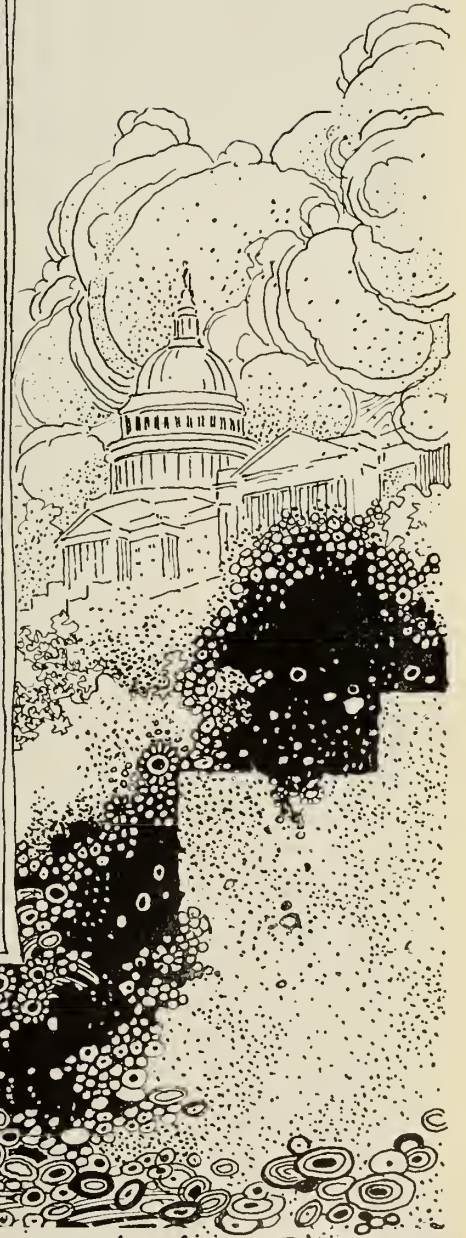
Now, naturally, the normal increase in raw materials and labor meant a higher quotation for the 1919 output, but because we could count on producing an even, healthy volume for home consumption—and because wool, to all intents and purposes, plays no real part in the construction of PALM BEACH—the price increase was surprisingly slight, compared with that of other fabrics, such as wool and worsted.

It is for these same reasons that any re-adjustment in PALM BEACH prices for another year must be equally gradual, and even should there, by chance, be radical price changes in other standard fabrics, PALM BEACH, by the very nature of its construction, cannot be affected by them.

We give this glimpse into the future to merchants, who even now may be questioning the outlook for 1920.

*We have already said that there  
 can be—and will be—absolutely  
 no price reductions for 1919*

THE PALM BEACH MILLS  
 GOODALL WORSTED CO., SANFORD, ME.  
 A. ROHAUT, Agent, 229 FOURTH AVE., N. Y.



**PALM BEACH**  
 The National Summer Suit

# STAR BRAND

## SHIRTS *and* NECKWEAR



Sample Rooms : Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N.B., Halifax.  
MONTREAL, 153 Notre Dame St. West

*"Fashion-Craft"*

Quality Clothes

Sold at 200 points  
in Canada.

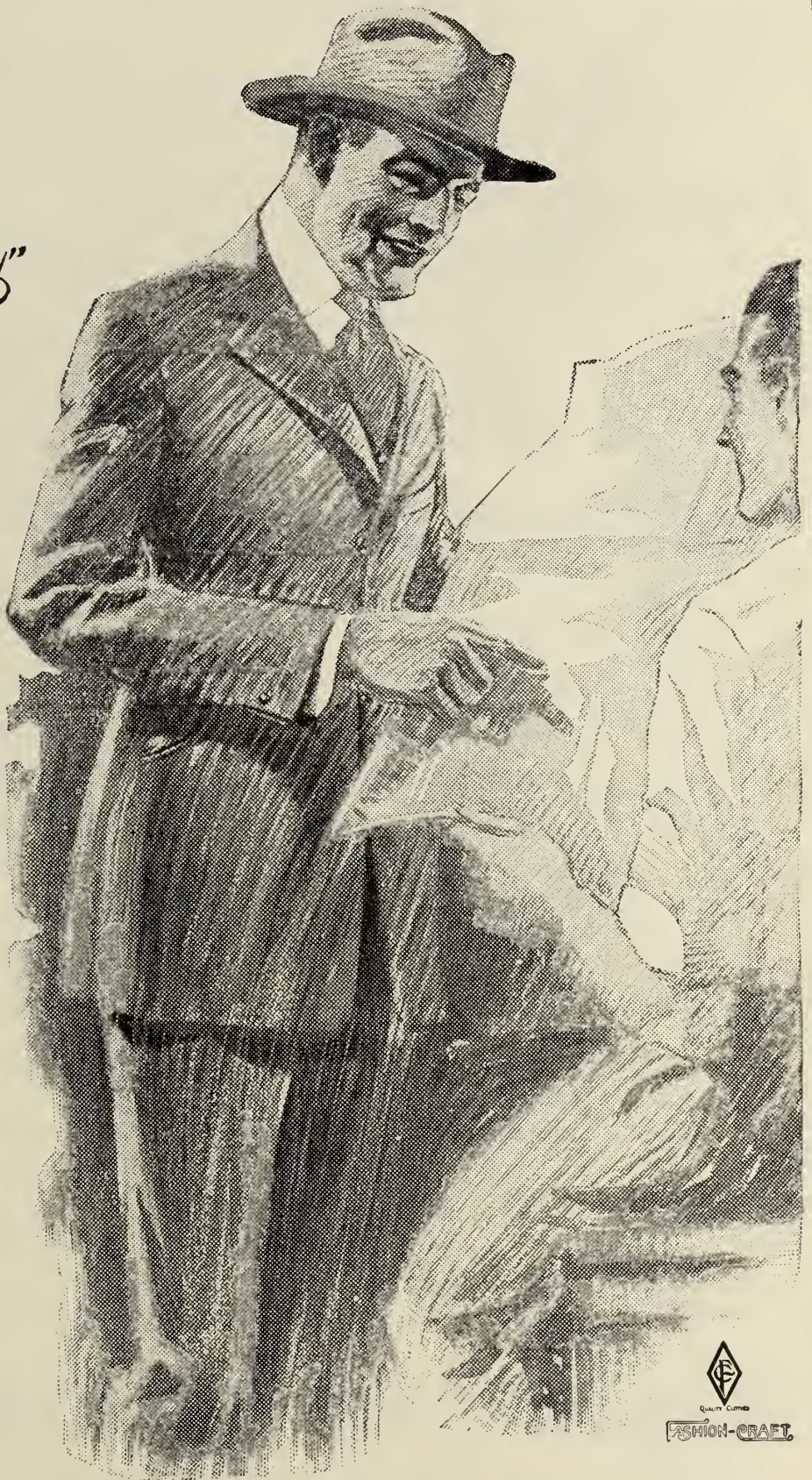
If there is no

*"Fashion-Craft"*  
Agency

in your town — you  
must have it to lead.



*Write to-day  
to Promotion  
Department.*



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



**RACINE  
VALUES**

**For Greater Business**

# Racine's

## Everything in Dry Goods

More business is the slogan of the smallest retailer and the largest wholesaler.

Everyone in the trade realizes the importance of "Speeding Up." We are gathering more speed every day. Retailers who seek more business are advised to deal with a firm which has a worthy reputation.

### EXCLUSIVE MEN'S DEPARTMENT

- F. Men's Staple Furnishings
- I. Men's Fancy Furnishings
- L. Men's Fine Shirts (Factory No. 1)
- M. Working Men's Wearables, Overalls, Smox  
and Working Shirts (Factories No. 2 & 3)

Lines manufactured by ourselves, of which we control the entire output:—

Shirts: "Racine," working; "Hero," fine; "Strand" (Chemise de Luxe).

"Lifesaver" overalls, "Samson" pants, "Record" sox.

Figures and facts from past years show that we know the market and have the **Right Goods at Popular Prices.**

### LETTER ORDER DEPARTMENT

Wire, write or telephone your emergent needs to this Department.

Racine's—the House with the Stock.

# Alphonse Racine Ltd.

**"THE STAPLE DRY GOODS HOUSE OF CANADA"**

60-80 St. Paul St., West

MONTREAL, CANADA

SAMPLE ROOMS—OTTAWA QUEBEC THREE RIVERS SHERBROOKE SYDNEY, N.S. TORONTO  
 FACTORIES—BEAUBIEN ST., MONTREAL; ST. DENIS, ST. CROIX, ST. HYACINTHE



# BRITISH MADE HOSIERY *and* UNDERWEAR *for* CANADA

IN order to provide closer and speedier service for our Canadian customers, and to increase their number, we are shortly opening a branch in Toronto. Mr. Hugh D. Marshall (at present at Brantford, Ontario) will be our Representative and directly he can secure suitable premises in Toronto he will carry lines representative of all our departments, specializing in our famous "*Belnit*" Hosiery and Underwear, "*Sutoplex*" fabric gloves, and "*Oberon*" branded goods. We have been in the trade as manufacturers and merchants for well over a century and to-day BRETTLÉ'S are known throughout the world for Men's Outfitting of the better-to-best kind.

## DEPARTMENTS

Hosiery and Underwear	Shirts	Collars	Ties	Rugs
In Silk, Cotton, Lisle and Wool	Dressing Gowns	Bath Robes	Pyjamas	

*Manufacturers of "Oberon" Branded Goods,  
"Belnit" Underwear and "Sutoplex" Gloves.*



"BELNIT"  
RIBBED  
UNDERWEAR  
MADE IN ENGLAND  
Regd. Trade Mark



"SUTOPLEX"  
REGD. TRADE MARK  
FABRIC GLOVES.

## GEO. BRETTLÉ & CO., LIMITED

MANUFACTURERS AND MERCHANTS

119 WOOD ST., LONDON, E. C. 2.

Factory: Belper, Derbyshire

*We want more Canadian trade—and will try to deserve it.*

---



---

# NIAGARA NECK

## Spring Neckwear



Order your Spring Neckwear now and show the returning boys something bright.

They will be looking for Cravats aplenty—smart and attractive.

We have the range for you.

All popular shapes in Four-in-hands, Batwings, woven and silk.

# NIAGARA NECKWEAR

## NIAGARA FALLS

---



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# WEAR NOVELTIES

## Navy and White CRAVATS

AND

## The British Navy

*The Season's Favorites*

We can show you Navy and White Dots in Foulards, Crepe Faille, in all the leading shapes.



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# COMPANY, LIMITED

CANADA

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# A Range of Clothes from the C. N. & R. Fall and Winter lines

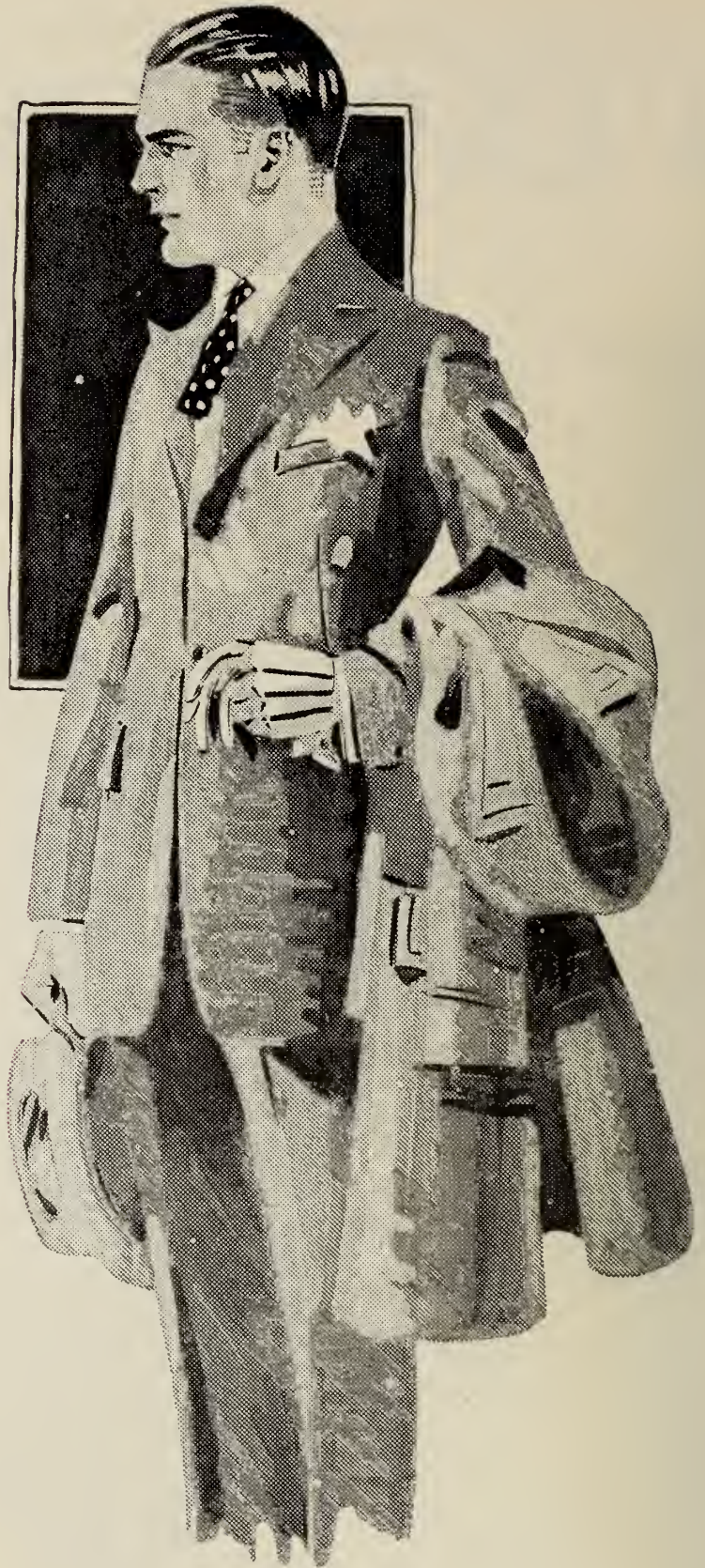
will be a decided advantage to you in the matter of attracting and retaining a first class trade.

## PROPER CLOTHES

are a notch higher than the next — higher in the graceful distinctive Cambridge Style.

You can more than cover the requirements of the particular dresser — the man who insists upon the very latest fashion kinks—and please equally well the more subdued taste of the conservative man.

See “Cambridge” values before you decide on your Fall and Winter Stocks.



**Coppley, Hoyer & Randall, Limited**  
Hamilton, Ontario

Fall and Winter, 1919-20



## Pleasing Your Juvenile Customers

is sometimes a problem, no doubt. The little fellows are usually extra particular about the style and appearance of their clothes. They like the fine, easy-fitting looks of

## PROPER CLOTHES

and their parents will be thoroughly appreciative of the extra good value that Proper Clothes represent.

For attractive patterns, for serviceable materials, for excellent fit and correct tailoring you will find that Proper Clothes for boys have a long lead in the juvenile clothing trade.

Why not write now and have salesman present samples of these values?

**Coppley, Hoyer & Randall, Limited**  
Hamilton, Ontario

"SPERO" MAKE on Selvedge  
is your protection and our guarantee of quality

# "SPERO" TAILORS' LININGS

TOP VALUE AT  
EVERY PRICE



SUPER-STANDARDISED QUALITY  
IN COTTON GOODS.  
"The Best in the World"

A TRIAL ORDER MEANS  
A RE-ORDER

## SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED  
MANCHESTER, ENGLAND

# The House that Leads



"THE DEVON"

with new models and styles, that have maintained its reputation to create, offers you the best and most complete line in Men's and Young Men's clothes it has ever shown.

Our designers have given us that unique advantage—to lead. Our buying facilities have given us the privilege to stock up for your selection an array of fabrics that few can equal. This combination is at your service.

See the Prestwich Ulster, it's the hit of the season. Our travellers are showing our Fall Styles now. Make sure you see them.

## Kaplan, Samuelsohn & Co.

1620 CLARK ST.

MONTREAL



## Every Garment Must Pass Through The Examining Room

**B**EFORE a HOBBERLIN TAILORED SUIT or OVERCOAT reaches a customer it must go to the Examining Room. Here each garment is carefully scrutinized to the smallest detail. This carefulness is characteristic of our service throughout. By these methods we are able to maintain a standard of quality and workmanship that enables us to guarantee our clothes to the public. Should any defect escape our notice and reach the customer, we are always ready and willing to have the matter remedied to the customer's entire satisfaction. To serve and to satisfy is the chief business of this modern Tailoring Organization.

*Write for full particulars of our Agency Proposition*

Canada's Largest and  
Established



Oldest Tailoring Institution  
in 1885.

THE HOUSE OF  
**HOBBERLIN**  
LIMITED

Toronto : Canada



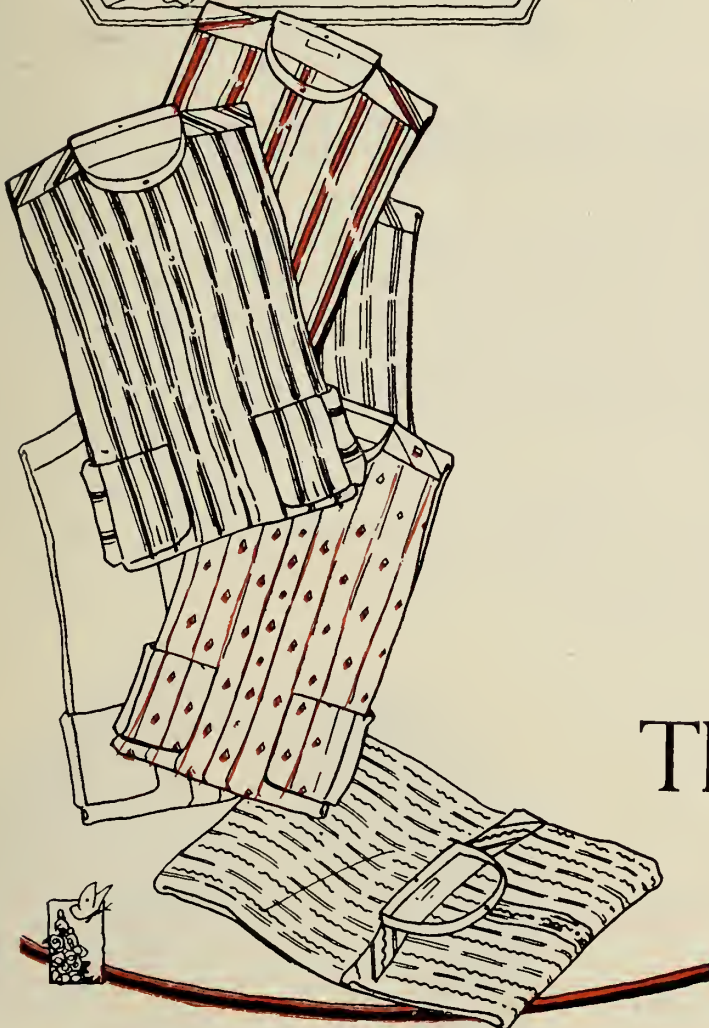


## Shirts that will appeal to your business judgment

Not alone in excellence of Fabric and attractiveness of Design do *Lang* Shirts excel. Prices—considering existing market conditions—are remarkably reasonable. And the Workmanship is the *Lang* standard.

That gives you a combination that will appeal to the careful buyers—to the man who buys a shirt with the same exactness and care as he would exercise in the matter of buying a suit or an overcoat.

Send along your order as early as possible. We will put **your** label on our shirts if you wish, and the Shirts will do credit to your name.



# The Lang Shirt Co.

Limited

KITCHENER, ONT.

*“The Line of Unusual Values”*



**Peck's**

## The Reason Is Obvious

In every community *PECK'S JUVENILE CLOTHING* enjoys a high prestige, attained by applying to the Manufacture of our Boys' Line the high standards of tailoring and workmanship that have made *PECK'S CLOTHES for Men* the leaders in Style and Value.

Our salesmen will shortly offer for your inspection a particularly interesting assortment both in Boys' and Men's Clothing for Fall.

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

*Manufacturers of  
Men's and Boys' Clothing, Shirts, Caps, etc.*

**MONTREAL    WINNIPEG    VANCOUVER**



Cover your requirements  
now with a supply of

**Peck's**

*Shirts that have the right  
style and comfort appeal—*

Men of discrimination will be quick to recognize the beauty and distinction, comfort and durability of Peck's Silk and Cotton Shirts.

There are Fabrics and Colorings here to please widely divergent tastes and our Prices are always a standard of value-giving.



*PECK'S CAPS  
are made in a wide  
variety of fabrics  
and patterns---*

Each model embodying  
the very timeliest ideas.

But not in looks alone do  
Peck's' Caps excel. The  
workmanship is also the  
very best.



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

*Manufacturers of  
Men's and Boys' Clothing, Shirts, Caps, etc.*

**MONTREAL**

**WINNIPEG**

**VANCOUVER**

# Imperial Clothes

Out-of  
the-ordinary  
values for you  
in Suits and  
Overcoats



Value, as usual, is the predominating keynote in this new Imperial assortment which we are eager for you to inspect.

And, besides this value appeal, there's a distinctiveness about Imperial Styles that by itself would be a strong recommendation.

This Suit and Overcoat offering will stand the test of comparison. For the sake of bigger business you should see what we've got before you place your order.

Our representative can call, or would you rather receive samples?



Imperial Clothing Mfg.  
Co., Limited

217-219 Richmond Street West

TORONTO

**THE BOYS' CLOTHING SPECIALISTS OF CANADA**



TRADE MARK

BOYS' SUITS  
JUVENILE SUITS  
BOYS' BLOOMERS  
MEN'S TROUSERS

Every number a winner in style and value.

Our large stock guarantees a wide selection and prompt service.

Actual order will convince you of our values.

MACKINAW FOR FALL



**Hoffman Ducoffe & Co.**

314 Notre Dame Street West, Montreal

**WHY "GOVERNOR" FASTENERS**

*Sell Boys' Knickers QUICKER*

**NO** Straps to tear  
Buckles to wear  
Buttons to sew



Easily adjusted  
Yields freely but holds securely.

**The Governor Fastener Co.**

of Canada, Limited

46 St. Alexander Street, Montreal

*We Specialize in*  
**Railroad and Iron Workers Gloves**

(Union Made)

Our Horsehide, one-finger Railroad Gauntlet at \$12.00 and our Back Seam Horsehide Palm Gauntlet at \$13.00 cannot be equalled anywhere.



*Write for Samples and Prices*

**Montreal Glove & Mitten Works**  
12 Bernard Street - Montreal

Sample Rooms—  
Manufacturers' Agency Reg'd., 52 Victoria Square.



**New Season's Range Now Ready**

POPULAR BRAND TROUSERS  
Made by the  
**Vineberg Pants Co.**  
Montreal, P.Q.

160 McGill St.  
Montreal

"Up-to-date and a date ahead."

New patterns and latest materials.

Travellers will call shortly, if not, drop us a P.C.

"Our pants are made-to-fit and fit-to-wear."



*Premier Brand*  
**Men's and Boys' Suits and Pants**

**AFTER-WAR PRICES**

Travellers now out with the new season's range.

Let us quote you on anything required.

It will pay you:

**M. SHANE & COMPANY**

49 NOTRE DAME ST. W.

MONTREAL

# King SENATOR SUSPENDERS



## ABSOLUTE COMFORT

MADE IN CANADA BY THE *King* SUSPENDER AND NECKWEAR CO.

The Guaranteed  
**SENATOR**  
Dollar Value

To Retail for  
**Seventy-five Cents !**

SOLID BRASS METALS.  
SPECIALLY GLAZED  
AND TOUGHENED  
SLIDING CORDS.

FINEST TWILL AND  
LISLE WEBS. NARROW  
OR WIDE.

SNAPPY HALF DOZEN  
BOXES. HANDSOME  
SHOWCARDS FREE !

**\$6.00 the doz.**

The King Suspender &  
Neckwear Co.

Toronto, - Can.

Manfrs. of the Famous  
Patd. "Stay-in-Shape"  
Cravats.

All Prices. All Patterns.

"These Stitches  
clinch the lining!"



*King*  
"STAY-IN-SHAPE"  
PAT'D  
CRAVATS

PATENTED  
MARCH 1915

MADE  
IN CANADA

# *For Immediate Call*

*by return express*

We carry in stock for immediate delivery a large assortment of Men's Suits, Boys' Suits and Juvenile Suits at attractive prices.

## *Watch Our New Models*

Style and service is the slogan of our designing department, now under the charge of Mr. Lippman. For seven years Mr. Lippman was the Boys' designer for H. Kellert & Son, and is a thoroughly practical and experienced designer.



## *Boys' Suits*

These young men of to-morrow appreciate stylish, up-to-date clothes. We carry a complete stock, built for service and sure to please to satisfaction. To see them is to sell them. We can make immediate shipment.

***J. Elkin & Co., Limited***

MAKERS OF ELK BRAND CLOTHES

*Vitre Street* : : *Montreal*





A



B



C

# A Profitable Proposition

OUR extensive advertising is creating an increased demand for "Railroad Signal" Overalls and Shirts throughout the country. Their growing popularity among railroad men, mechanics and farmers is proof of the fact that QUALITY is the best selling argument. These garments are built to stand hard service and their neat fit and excellent workmanship mean entire satisfaction to the wearer.

Are you getting your share of this line of business? We are right on the spot to help you with a real live proposition. We will supply free electros of any of the illustrations shown on this page, with strong, convincing wording to use with each.

## KITCHEN'S

*"Railroad Signal"*

## OVERALLS & SHIRTS

advertised in your local paper will mean more business for you. People want these goods and when they know you have them you will get their order. Many new and regular customers can be made in this way. These illustrations will not only brighten up your own advertising but, more important than all, will bring you big profits.

Send for the cut you want and we will do the rest.

### The Kitchen Overall & Shirt Company, Ltd.

Brantford,

Ontario

*Ask a Retailer who  
carries the*

**TRUE-FIT**  
BRAND  
**WATERPROOF  
COATS**

He will tell you it pays to handle the True-Fit line—the Double Texture Waterproof Coats that are Waterproof.

You can slip a True-Fit Double Texture Waterproof on a man and back it with your strongest guarantee.



Because these coats are waterproof. They are made waterproof. They are without doubt the best all-round, weather-resisting coats on the market to-day.

Plan now on seeing the True-Fit offerings for Fall. Our men are showing a full range—and we can promise timely deliveries.

*We are sole agents for Canada for the  
AQUATITE BRAND Gentlemen's  
Yarnproof Coats*



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

FIT WELL WATERPROOFS

# A Good Raincoat

MUST BE

## Absolutely Waterproof

and of

## Good Appearance



is designed to meet these requirements.

Made only of High-class, Dependable, Waterproof Fabrics.

Cut on generous yet neat-fitting lines.

They please the most critical customer, both for present and future sales.

New models for Ladies and Men will be in the hands of our salesmen during March, also a full line of samples for immediate shipment.

## S. RUBIN & COMPANY

*Manufacturers of the FIT-WELL Waterproof*

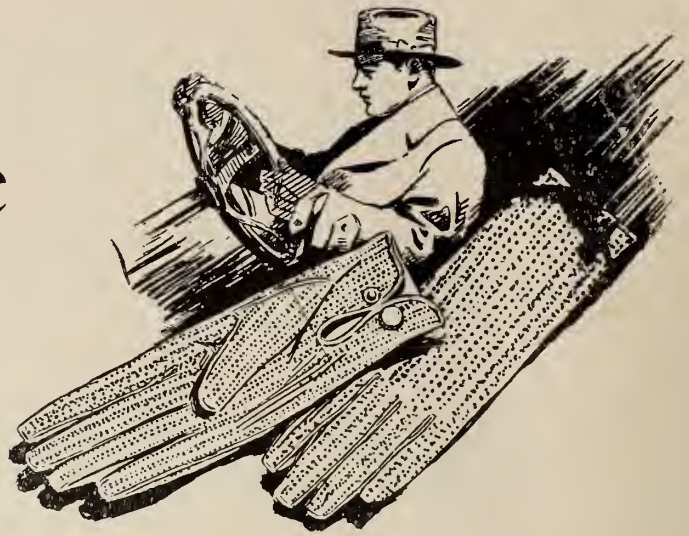
437 St. Paul Street West - Montreal

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

Values far  
in advance  
of what  
you're  
likely to  
encounter elsewhere



—Gloves values that are more than ordinarily attractive in design and price—this is what we offer you in the new season's

## “AVON KNIT” BRAND SCOTCH KNIT GLOVES

You'll be proud to identify your store with gloves like “Avon Knit.” Your customers will be proud to wear them and the satisfaction that they will give will net you big returns in increased merchandising prestige.



The Avon-Knit men are now on the road and can call just whenever you say. Write us to-day about it.



# AVON HOSIERY, LIMITED

STRATFORD, ONT.



Another of Our Up-to-date Stores

CONDUCTED BY

Wm. McLaughlin, Registered, 21 McGill College Ave., Montreal



The Trade Mark of Quality and Service has been the slogan of Mr. McLaughlin's success during many years.

## CAMPBELL'S CLOTHING

is a good organization to unite with.

*Our Made-to-Measure Service* is in a class by itself.

NEW MODELS for the approaching season will be shown during March.

We will consider appointments in towns where not now represented.

**The Campbell Manufacturing Co.**  
 Montreal LIMITED

# IMPORTANT ANNOUNCEMENT

We beg to advise our numerous customers and friends in the trade that **Our New Fall Range** will be ready the latter part of this month—a little later than usual **but in plenty of time for deliveries.**

## A Little Later Showing

We have purposely delayed this showing in order to secure for you **the very latest merchandise.**

We know you are tired of looking at the same old patterns over and over again—it wasn't our fault—there was nothing new to be had.

To-day, though, it is different.

## New Merchandise At Last Offering

Gradually the mills are changing from khaki to new civilian patterns and our buyers have picked up some attractive new goods and are scouring the market for more.

It is only by waiting till the last minute that we can give you the last minute stuff.

## Prices Also At Latest Schedules

Moreover, prices will be revised to **last minute schedules**, giving you the advantage of any decline that may take place. To doubly safeguard you we will give you a guarantee against any advances, and should there be any decline, we will invoice goods at market value when shipped.

It will certainly be to your interest to hold orders until you see our range.

# Crown Pants Company

322 Notre Dame St. W.

:::

MONTREAL

*The Latest  
In Specialty  
Rainproof Coats*

Have you seen the latest in Rainproof Top Coats?

*THE LEATHERTEX* just the thing for motoring, driving and all outdoor work or play.

*THE SUEDE-TEX.* A coat of suede-like fabric appealing to those who appreciate something refined yet combining all the qualities of a high-class rainproof garment.

These are coats of military quality, the kind the boys who were in the trenches are sure to appreciate.

*We will be showing about March 10th* samples of the above also a large and complete range of rainproofs in all the staple qualities.

These garments will, we feel sure, appeal to the majority of retailers who appreciate up-to-date merchandise.

*Liberal stocks on hand enable us to guarantee deliveries both for immediate and Fall orders.*

*If our traveller does not reach you promptly, a postcard will bring samples and prices.*

**DUKTEX COAT COMPANY**

322 Notre Dame Street West  
MONTREAL

# The Boys are Coming Home!

BEST BRITISH MAKE



No need for a prophet to foresee the greatest demand for hats ever experienced. More and more every week will be re-donning civilian clothes. They'll all need hats and they'll all want

FINEST HIGH GRADE HATS  
IN THE WORLD



## Borsalino and King Hats

—the hats known to them for smartness and fine quality

### Be Ready for the Boys in Khaki

Now the war is won we expect Borsalino will be able to supply us with a greater quantity than they had calculated — therefore we shall likely be able to fill our spring orders complete.

### Best Known Hats in Canada

QUALITA SUPERIORE



This trademark  
in crown of  
every hat.

### Borsalino Hats

"Will outwear two hats  
of any other make."

### King Hats

Latest styles always in stock.

SEND US YOUR  
SORTING ORDERS



ESTABLISHED 1857

This trademark  
on every  
leather.

## Anderson - Macbeth, Limited

Sole Canadian Agents BORSALINO and KING Hats

284-286 West King Street

TORONTO





**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.



7451—Men's Tan Cape Auto Gauntlet, unlined. Soft cuff, leather-lined, with strap on back of wrist. Folds readily to go in pocket. Also comes in black.

**\$39.50**  
DOZEN

## MOTOR GAUNTLETS

EVERY MOTORIST  
WILL WANT A PAIR

You can double your sales easily if you feature this smart, comfortable, well-made Acme Motor Gauntlet.

Order immediately  
for prompt delivery.

## ACME GLOVE WORKS LIMITED

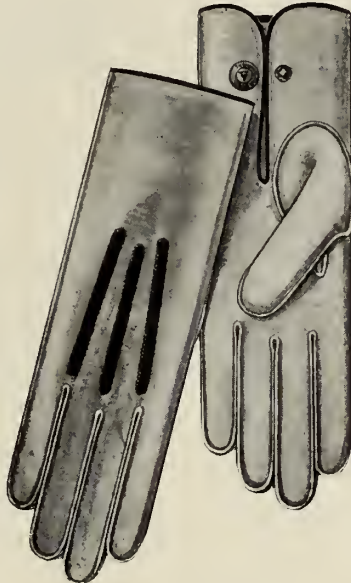
Branches:  
CRAIG STREET  
CLOTHING  
MARIEVILLE  
KNITTING MILL

Head Office & Main Factory  
**MONTREAL**

Branches:  
JOLIETTE  
TANNERY & WOOLEN MILL  
ST. TITE  
TANNERY - LARRIGANS  
GLOVES

**ACME**  
TRADE MARK

**SOMETHING  
NEW**



**\$24  
DOZEN**

**A CHAMOIS GLOVE THAT  
REALLY WASHES PERFECTLY**

**Description**

8745 — Genuine Buck-dressed Chamois of special tannage that ensures long wear. Soft, pliable and washable.

This glove will be exceptionally popular as it has all the wearing qualities of Buckskin with the added advantage of washing perfectly. Order immediately if you would have your supply in ample time for Easter sales.

**ACME GLOVE WORKS LIMITED**

Branches:

CRAIG STREET  
CLOTHING  
MARIEVILLE  
KNITTING MILL

Head Office & Main Factory

**MONTREAL**

Branches:

JOLIETTE  
TANNERY & WOOLEN MILL  
ST. TITE  
TANNERY - LARRIGANS  
GLOVES

## Artistic Styling Without Extravagance

*Highest quality without ex-  
orbitant prices*

Describes the character of  
**PROGRESS BRAND  
GARMENTS.**

Nothing will more effectually  
help **RECONSTRUCTION**  
than the reliability of mer-  
chandise Made in Canada,  
sold by Canadians to Can-  
adian citizens.

**PROGRESS BRAND  
CLOTHES** have quality  
*built-into them.*

**PROGRESS BRAND  
GARMENTS** have become  
the standard of honest values.

*See our new Range*



Townsac Model



*The Label that made Canada famous for its  
Reliable Clothing*

# H. Vineberg & Company, Limited

Corner St. Lawrence Boulevard and Duluth Ave.

MONTREAL



Reap some benefit from our wisdom

**← ARROW PAD GARTER**

Full Quality

You can share in the results of shrewd buying on our part before prices soared upwards.

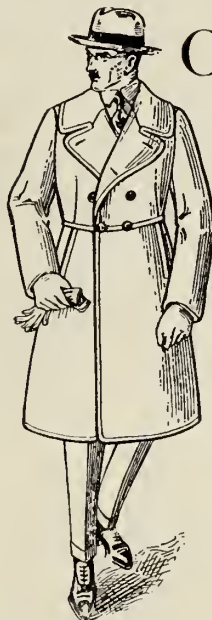
We are selling garters and armbands at a price which allows you to retail at 25c, 35c and 50c, and yet allows for good profits.

**Fine Line of Leather Belts, Elastic Belts, etc.**

Our salesmen are now on the road. See their range or ask us for samples and prices.

**Arrow Garter Mfg. Co.**  
489 St. Paul St. W. MONTREAL

**TAILOR CRAFT**  
**MEN'S SUITS**  
and  
**OVERCOATS**



Neat, Stylish Models—Latest Shades in a variety of fabrics.

**BOYS' SUITS**  
Durability and service is a feature of our Schoolboy Suits.

Order now for Fall delivery.

**Dominion Clothing Co.**  
157 St. Paul St. West MONTREAL

**"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.

*Spring 1919*

**AN OPPORTUNITY WORTH WHILE**

will be an inspection of

**THE DAVIS**

**"Storm Resista" WATERPROOFS**

For 1919

**H. E. DAVIS & CO.**  
117-119-121 St. Henry St. Montreal

# Overalls will be needed this year

1919 bids fair to be a record year in industrial activities. "Reconstruction" is the talk of the hour in Canada and there is sure to be a big steady demand for sound serviceable working togs like

## GOODHUE'S STAR BRAND OVERALLS

In the hundred and one occupations where good overalls are needed Goodhue's are winning unstinted approval. For the Construction Worker, the Mechanic, the Railroad Man, the Motorist, the Farmer—for each and every one Goodhue's Overalls offer a high standard of value that's hard to equal.

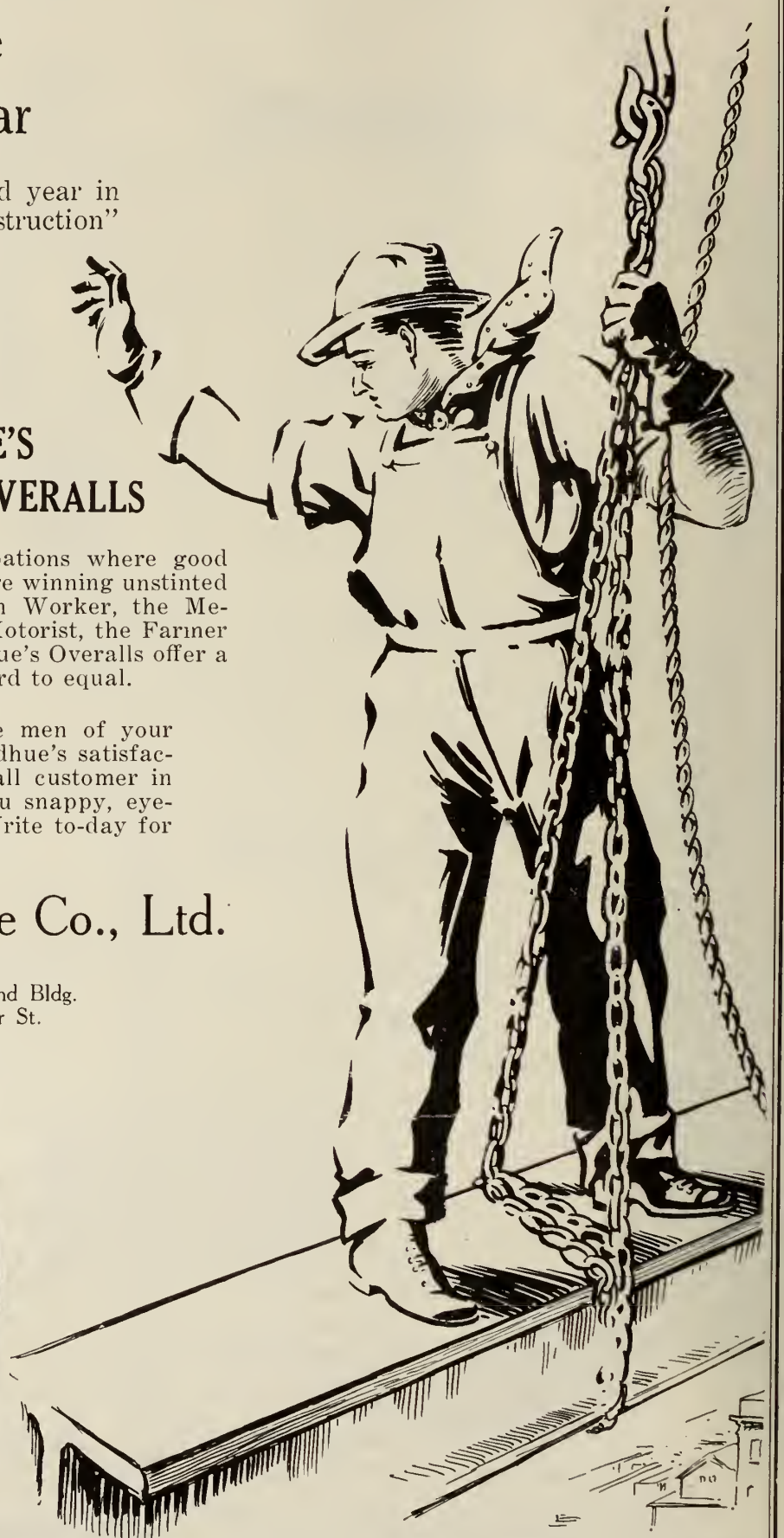
You can offer them to the men of your town feeling sure that Goodhue's satisfaction will clinch their Overall customer in your favor. We'll send you snappy, eye-catching window cards. Write to-day for sample order.

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

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



*The Stamp of a Better Overall*





THIS TRADE MARK  
MEANS  
SATISFIED CUSTOMERS

GUARANTEED MATERIALS  
EXPERT WORKMANSHIP  
LARGE ASSORTMENT  
UP-TO-DATE STYLES  
UNION MADE

## EVERYMAN'S TROUSERS

WRITE  
FOR  
SAMPLES

Manufactured by  
**Davis Bros.**  
HAMILTON, CANADA

WRITE  
FOR  
PRICES

See our Men's Tweed Hats  
from \$18 to \$22 a dozen



These are smart, stylish models in Green, Gray and Brown English Tweeds, and are guaranteed to hold their shape.



Mortar Board Caps in Black Broad cloth at \$24 a dozen

We can arrange for our representative to call and show you these at any time you say. Or, if you like, we'll send you samples.

## PALTER BROS.

*Manufacturers of Children's Hats and Caps and Uniform: Caps*

122 to 128 Wellington Street, West

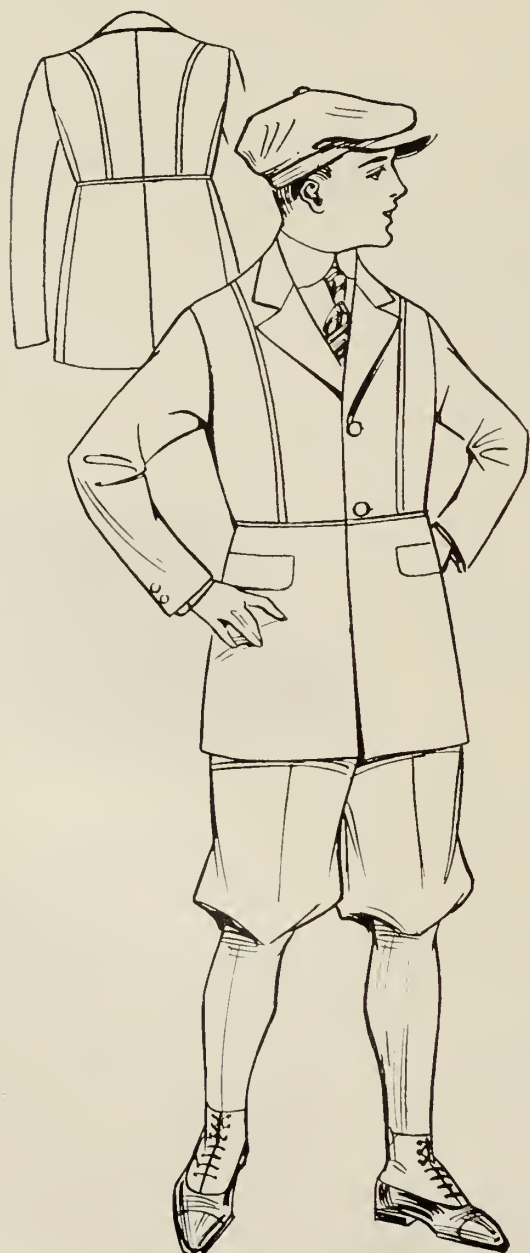
TORONTO

# Alert Clothing

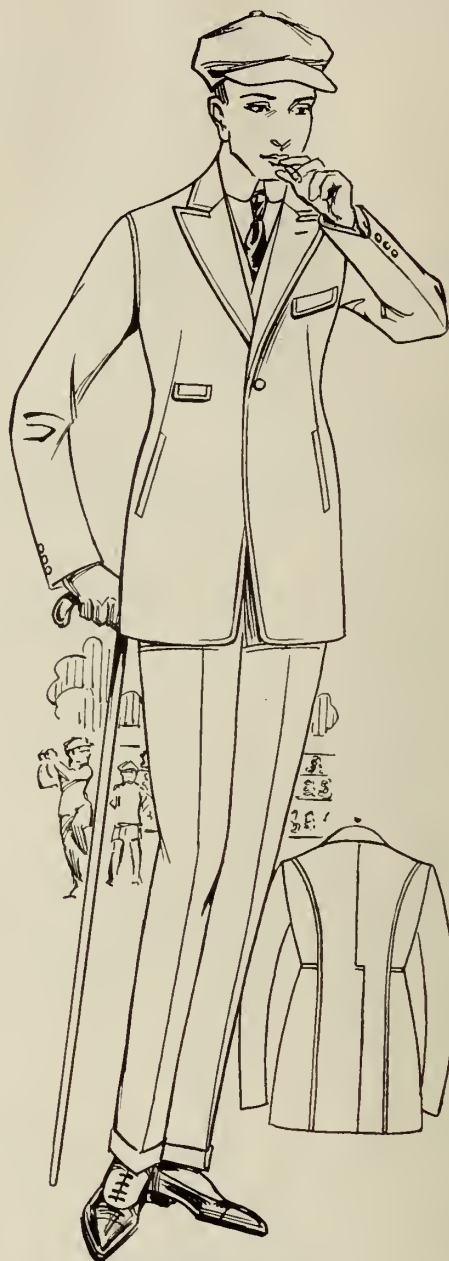
is all that its name implies—  
**alert** to the opportunities of the day—  
 stylishly designed—  
 well made—  
 yet popular priced.

Alert Clothing for Men and Boys at popular prices have become a necessity in every wide-awake clothing establishment.

Buyers visiting Montreal market will do well to call and see our line.



"The Belmont"  
 Boy's Two-piece Suit



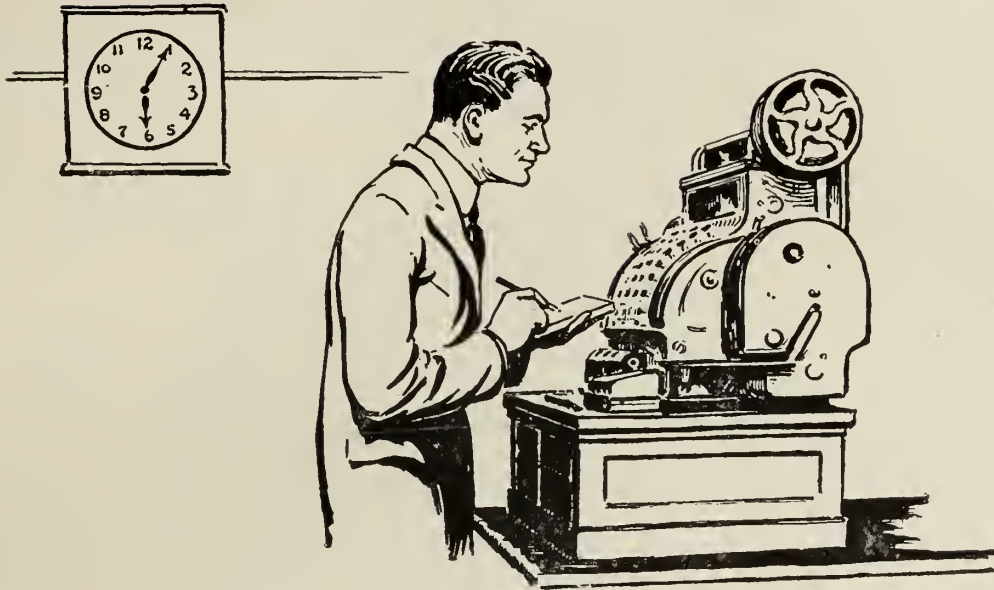
"The Beverley"  
 Young Men's Suits

The Alert Clothing  
 Company

1202 St. Lawrence Boulevard

MONTREAL





## Complete information about the day's business just as soon as you want it

That's what a modern National Cash Register will give you. At closing time a glance at your register will show many things.

1. Total amount of merchandise sold.
2. Total cash received for goods.
3. Amount of your charge sales.
4. Detailed record of cash received on account.
5. Detailed record of cash paid out.
6. Amount of each clerk's sales.
7. Number of customers each clerk waited on.
8. Total number of transactions made during the day.

All these figures are there before you—absolutely accurate and reliable because they have been recorded *by modern machinery*.

**You cannot afford to be without the valuable information that an up-to-date National Cash Register will give you.**

The National Cash Register Company of Canada Ltd.,  
Toronto, Ontario  
Offices in all the principal cities of the world

IMPORTANT  
**ANNOUNCEMENT**  
 TO THE HAT TRADE



PRICES GUARANTEED

With 350,000 soldiers returning to this country before Fall, the possibilities of the hat trade were never brighter. There is just one fly in the ointment. Merchants may be timid about placing their orders for fear of a drop in prices. With our intimate inside knowl-

edge of manufacturing and raw material markets, and buying so far ahead, we can honestly advise all our customers and friends that such a fear is unjustified by actual conditions. **THERE WILL BE NO IMMEDIATE DROP NOR ANY RADICAL CHANGE FOR SOME TIME TO COME.**

To hold off buying now is to run risks of not being able to secure your deliveries later, as it is impossible to fill orders "instanter."

However, to relieve you of all anxiety we hereby

**GUARANTEE OUR PRICES. ALL HATS  
 SOLD WILL BE INVOICED AT PRICES  
 PREVAILING AT TIME OF SHIPMENT.**

Until normal conditions are restored this policy of guaranteeing our prices will be continued.

This is a broad-gauged policy that enables you to place your orders with confidence.

We anticipate a big fall trade and are preparing a big consumer advertising campaign to help make it a prosperous year for the merchants who buy our hats. Our travellers will shortly show you our new range. Hold your order till they call.

**The Wolthausen Hat Corporation, Limited**

TORONTO  
 Sales Rooms  
 Cosgrave Building

Head Office & Factory  
 BROCKVILLE, ONTARIO

MONTREAL  
 Sales Rooms  
 Mappin & Webb Bldg.



*The Best Wearing Hose for the Price on the market. Comes in Lisle and Mercerized Lines.*

**CAULFEILD, BURNS & GIBSON, LIMITED, Canadian Selling Agents**

HAVE OUR TRAVELLER SHOW YOU OUR FALL ASSORTMENT OF C. B. & G. BRAND HOUSE COATS AND DRESSING GOWNS.

**CAULFEILD, BURNS & GIBSON Limited 60-62 Front St. W. Toronto**

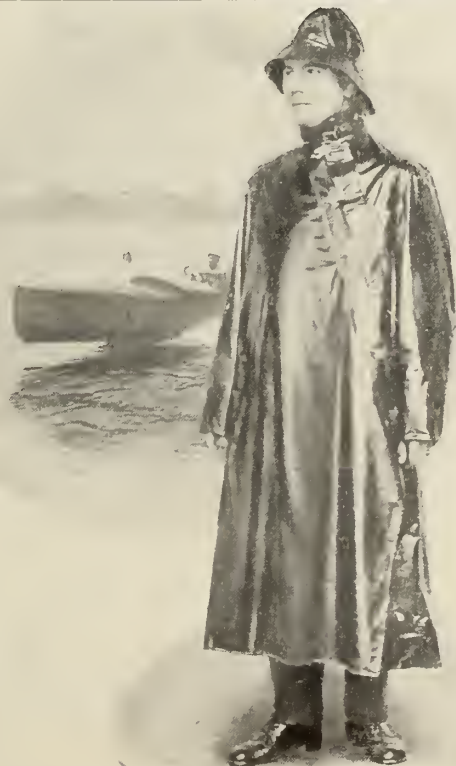
# Added Value in Waterproofs

## TOWER WATERPROOF CLOTHING

is the very best line for you to stock, because you know when you sell a man a Tower Waterproof he is going to like it.

And the line is complete—Long Coats, Slickers, Boys' Long Coats, Miner's Clothing, Hunting Frocks, Fishermen's Togs, Police Capes — a waterproof for every man at every job.

Order now in good time for the rainy season.



**TOWER CANADIAN LIMITED**

*Write for Catalog and Price List*

TORONTO

VANCOUVER

HALIFAX

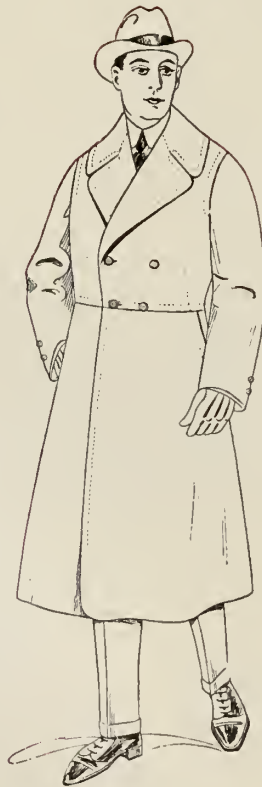
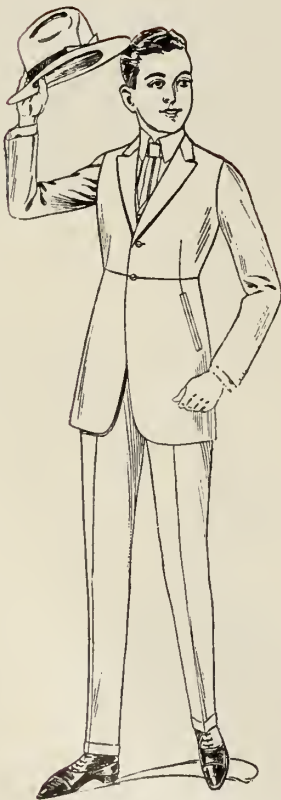
# Broadway

BRAND

CLOTHES  
for exacting men

UNUSUAL VALUES

MARCH, 1919



## Expressly Styled for Men of Discernment

Style is not a matter of age nowadays. Twenty, Forty, Sixty "years young" men want style distinction. They demand better tailored clothes. They look for models that embody good taste. And—

We've got the Clothes that fulfill their every requirement. Broadway Clothes for Men have reached that standard of excellence both in fabric and tailoring which has always been the aim of the designers. To-day Broadway Clothes are the preferred models of men who buy with discernment.

Write, 'phone or wire us for particulars of our big Broadway Clothing proposition.

RANDALL *and* JOHNSTON  
LIMITED  
TORONTO

—These three are  
summer trade winners

*King*

**“Summer Suspenders”  
to sell for 75c**

Metal parts guaranteed rust-proof—  
they're made of Solid Brass.  
Can't stain or soil shirt  
Finest quality lisle elastic webbing.  
TWO-POINT OR FOUR-POINT.  
In handsome one-dozen display container



**The “COATLESS”  
to sell for 50c**

Special quality fine lisle webbing.  
Nicked metal parts.  
Full length. Two-point or four-point.  
In striking one-dozen display box.



**The “INVISIBLE”  
to sell for 35c**

The best selling, popular priced invisible  
suspenders.  
Good quality web. Nicked metals.  
TWO-POINT OR FOUR-POINT.  
One dozen in attractive counter box.

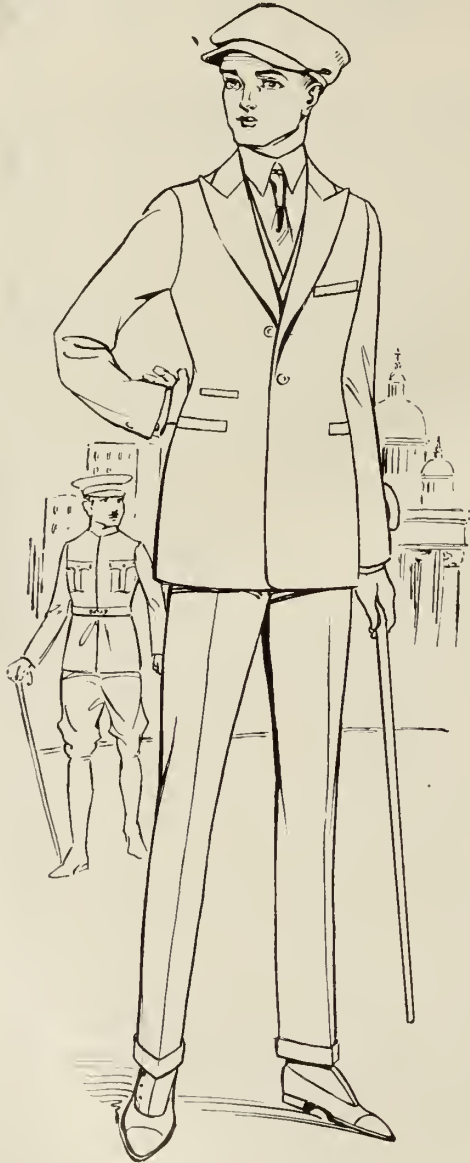


They'll Increase your “SALES”

MADE IN CANADA BY  
**The KING SUSPENDER & NECKWEAR CO.**  
TORONTO



# "Your Styles are 95% Ahead of Anything Else in Canada"



CLINTON

Very extreme young man's sack high waisted with over-the-top lapels. Welled pockets including cash pocket.

That's the comment of one of our customers in referring to

*"Style Clothes"*

They are the talk of the country—always a step or two in advance in style, and beautifully tailored too.

STYLE CLOTHES are making a hit with the boys returning from overseas. They are close-fitting, stylish---yet they have ease and comfort---unusual in Young Men's Clothes.

Our representatives are out now with New Fall Lines, also a large assortment of new all-wool fabrics for immediate delivery and at popular prices.

Write for an appointment or we will gladly send you a sample order on request.

THE  
**Wearbest Clothing Manufacturing Co.**

Makers of Stylish Clothes for Men and Younger Men

149 NOTRE DAME STREET W.    ∴    ∴    ∴    MONTREAL



A seller for  
your Juvenile Counter  
**COVERALLS**



The most practical safeguard of Children's Clothes. A sensible, trouble-saving garment for the kiddies that mothers take to on sight.

And the kiddies like them. Coveralls are made for Boys and Girls from 2 to 7 years of age.

Get a trial stock in and prove how well liked they are.

**The J. A. Haugh Mfg. Co., Ltd.**

TORONTO, CANADA

**Sell**  
**THRIFT STAMPS**



THE dealer who encourages his customers to take their change in thrift Stamps is giving valuable aid to the work of Reconstruction. He is helping to foster prosperity by making small savings assist in financing Governmental expenditures.

Then, while he is doing that much for the country, let him do something for himself---

**Buy**  
**War-Savings Stamps**

# MONARCH-KNIT

## Link Up With Monarch - Knit National Advertising

Our spring advertising campaign is now in full swing. Attractive advertisements illustrated in color and also in black-and-white are running in the leading magazines telling your customers about the superior style, quality and value of Monarch Knit Sweater Coats.

Get the full benefit of this advertising by featuring Monarch Knit in your Window displays and local advertising. Tell the public that you have this well-known line. The actual goods, when seen, will transform the favorable impression created by the advertising into a buying-impulse that will benefit all concerned.

### The Monarch Knitting Company

Limited

Dunnville, Ontario, Canada

Manufacturers of Men's, Women's and Children's Sweater Coats and Hosiery. Also Monarch Floss and Monarch Down.





**Aquaproof**  
RAINCOATS



This is our most popular model. Made in finely woven tweed effects, paramettas, gabardines, coverts, etc. Prices from \$7.50 to \$27.00 each.

## *This is one of the New Aqua-Proof Coats for Men*

Beautiful in design, finish and appearance, these real waterproofs will be well worth featuring during the rainy season.

For not only are "Aqua-Proof" Raincoats extra good looking—they are just as good in the matter of long wear and satisfactory service.

And the line is comprehensive in both materials and prices.

We invite you to compare our values with what other houses offer you. Judge for yourself whether "Aqua-Proof" is not a real good buy.

We also carry a complete line of "Aqua-Proof" coats for boys.

Our representatives are now on the road; be sure to inspect our samples, or we will send samples upon request.

## **A. B. Rosenblott & Co.**

*Exclusive Manufacturers of  
Waterproof and Top Coats*

**74 Bay Street**

**Toronto**



The Largest Patent Leather Factory  
in the British Empire

## This is the Plant Where A.R.C. Brand Working Shirts and Gloves are Made



Fifty years ago we began to manufacture, and our motto then and since has ever been first-rate goods at reasonable prices.

The Trade-Mark, "A.R.C." Brand is to-day a guarantee of well-made working shirts and working gloves—lines that sell quick, always satisfy and give the dealer a good, wide profit.

You can buy to advantage from us because the fact that **we tan our own leather** saves you the middleman's Profits.

Think of that when placing your next order. Send a trial order to the house with the 50 years' quality reputation. We'll gladly quote you.

**A. R. Clarke & Co., Limited - Toronto**

*Manufacturers—Gloves, Mitts, Moccasins, Shirts, Sheep Lined and Mackinaw Clothing*

# Have you ever made a real honest effort to get the motorists' trade?

You'd probably be surprised to know just how many motorists of a mechanical turn there are who are fond of tinkering round their cars, and even when they haven't any great liking for the job they still do it rather than run up a big repair bill.

Here's your chance.

You're familiar with Carhartt Overalls, of course. No doubt you've handled them for years and know how they're made and the fine reputation they deservedly enjoy. Thanks to the satisfaction they give the customer and our policy of persistent and widespread advertising, the public knows these things, too.

Now, to meet the special demands of motorists, we are offering Carhartt Safety-first Allovers, a practical and well-made garment designed to meet the needs of motorists and garage men.

As the illustration shows, the allover garment is made in **one piece**, of a tough, durable denim cloth.

It is neat fitting and well tailored. Besides, it is so constructed that every button is concealed, enabling the wearer in contact with the car without fear of scratching it.

All seams are double stitched. All buttons are rivetted, while the points where the strain is hardest are reinforced to prevent tearing or ripping.

A special feature of Carhartt Allovers is the swing tool pocket, which keeps tools and pencils from falling out when the wearer is bent or stooping over.

If you haven't a supply of Carhartt Allovers in stock, order a sample lot. Put them on display. Use our window and counter cards to tie up with our national advertising. You'll find then that the customers that come for Carhartt's will prove buyers of other things as well. So it will be good business for you all around.

**Orders sent in now will be filled at once.**

## Hamilton-Carhartt Cotton Mills

LIMITED

Toronto Unit

Toronto

Montreal

Winnipeg

Vancouver

Liverpool (Eng.)



# Get Ready For Your Spring Display



Display Your Spring Garments on the most up-to-date Display Forms on the market—

## THE DALE KIND

Manufactured in Canada by Canadian Workmen

Our Display Forms for Men's and Boys' Clothing are

**The Most Durable.**

**The Most Up-to-date.**

**The Most Economical.**

Manufactured by



## DALE WAX FIGURE COMPANY, LIMITED TORONTO,

Canada's Leading Manufacturers of Everything for the Better Display of Merchandise

Montreal: P. R. Munro, 150 Bleury St.

Vancouver: E. R. Bollert & Son, 501 Mercantile Bldg.

## The Deacon Shirt Co.

Belleville, Ont.

### Manufacturers of:

Working and Outing Shirts  
Flannels, all Shades  
Tweeds. Sateens  
Drills. Oxfords  
Flannelettes  
Night Shirts  
Pyjamas  
Boys' Waists

Our prices are low and based on purchases made before present high levels.

Travellers now on road with Fall Samples

## The Deacon Shirt Co.

Belleville, Ontario

## For Your 1919 Juvenile Department

Plan now to make this a year of record sales in the matter of Boys' Bloomers. The Boys' Trade is worth getting and

### Lion Brand Bloomers

will get you your rightful share.

We can arrange to show you a complete assortment — good, wearable lines at prices that keep them going.

Write or wire request to

## The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth





## FINE DRESS GLOVES

FOR IMMEDIATE DELIVERY

3050—Men's unlined grey suede,  
1 dome, Prixseam finish. Deco-  
ration: 3-needle, plain.

**17.50**  
doz.

3050 1B—Unlined grey suede,  
made Prixseam style—1 dome—  
self-bound. Black embroidery  
on back

**19.00**  
doz.

WIRE orders our expense. All goods ship-  
ped within 24 hours, while the stock lasts.

*Travellers now out*

**The Hudson Bay Knitting Co.**

Limited, Montreal

Men  
like this  
need a  
good  
pair of  
working  
gloves



In your Spring Glove displays be sure to include an assortment of

**TAPATCO**  
REGISTERED TRADE MARK  
BRAND

**WORKING GLOVES**

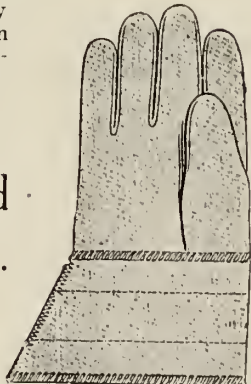
For Spring time is gardening time and there is no better, more comfortable or more reliable glove than TAPATCO for the Backyard Gardener.

Fine, too, for Mechanics, Motormen, Chauffers, etc. A Big variety of styles:

Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights; Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

The  
American Pad  
and Textile Co.

CHATHAM  
Canada



THE PIONEER HOUSE  
OF CANADA

Established in 1852.



HIS MAJESTY GEORGE V.

As popular as His Majesty  
are

**MONARCH  
HATS**

---a Famous Name of a Famous Line.

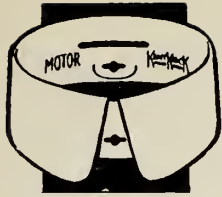
HAVE YOU ORDERED

**Cloth Caps  
Mitts & Gloves**

- FOR NEXT WINTER -

Our Salesmen are now on the road showing a  
Complete Line.

L. Gnaedinger Son & Co.  
St. Peter Street, Montreal



12 to 18 1/2



14 to 19

A selling talk  
on

**KANTKRACK**  
TRADE MARK  
Composition  
**COLLARS**

**T**HE instant cleanable feature of **KANTKRACK** Composition Collars is only one point of appeal. But add to that the smartness of the different styles and the real linen-like finish and you have a collar proposition that will "get across" with practically every man in your town.

And remember this — **KANTKRACK** Collars cost little more than real linen collars, but one **KANTKRACK** will outlive many of the linen or cotton variety.

*One Grade Only  
and that the best*

Put a sample assortment in your showcase to-day and try them out. One price to every customer from Coast to Coast.

The  
**Parsons & Parsons Canadian Co.**  
HAMILTON, ONT.

ESTABLISHED IN U.S.A. 1879  
ESTABLISHED IN CANADA 1907



13 to 18



12 to 19

THE  
**"HERCULES"**



*Blue  
Railroad  
Shirt*



**SELLS  
ITSELF**

Extra heavy, extra strong. Special Blue Indigo dyed Percale. Double stitched, double seamed—can't rip. Big and long—two collars.

Write to-day for prices and samples of "Hercules" work and Negligeé Shirts.

*Mention this ad.*



**Prices May Go Up  
Cannot Go Down**

To introduce our new line of

**"Hercules"  
Boys' Wash  
Suits**

we have packed a sample dozen, all different styles, which we will send prepaid on request. You may retain the sample dozen or return "Collect." It costs you nothing to see them.

**THE HERCULES GARMENT CO.**  
LIMITED

HEAD OFFICE--MONTREAL  
Factories--Montreal and Louiseville, P.Q.

# CAPS WITH CHARACTER



Owing to conditions caused by the war, it was impossible for makers to exhibit a complete range of patterns early in the season, but our ten travelling representatives are now showing the celebrated

## WOLFE'S CAPS

from coast to coast in greater variety than ever.

EACH CAP A DISTINCT CREATION in style, comfort, quality and pattern.

Don't buy till you have seen these wonderful values.

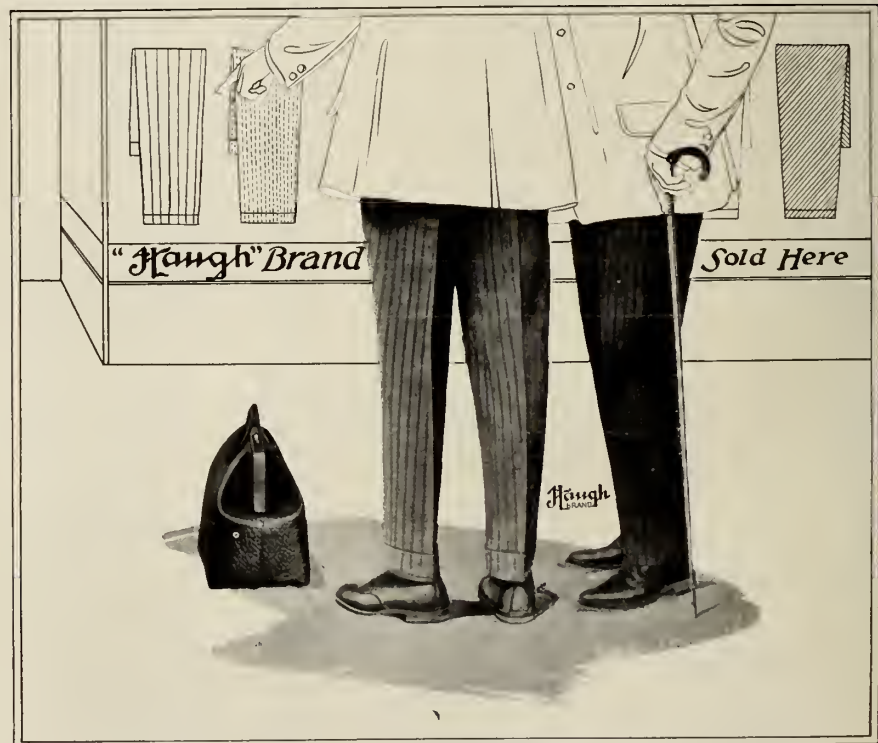
A. HARRY WOLFE  
MONTREAL



*Volume of Sales and a good Margin, too*

When you sell a man a Haugh Brand Trousers you give him the workmanship, finish, style and fit that will please him, and bring you his further custom.

Then, too, you make a nice profit on every Haugh Trousers you sell, and your sales will be many if you display the Haugh line well.



*Immediate and Future Orders Attended To*

The J. A. Haugh Mfg. Co., Limited, Toronto, Canada





## Socially Eligible

in any environment Fit-Reform Clothes set the standard for style and tailoring.

Men who use a balanced judgment in selecting their wearing apparel, pin their faith on suits and overcoats bearing the Fit-Reform label.

The new Fit-Reform models for Fall and Winter soon ready will be a decided asset to you in building up a larger clientele this season.

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

Our special order service increases year after year.  
*Why?*



# Fit-Reform

E. A. SMALL CO.  
LIMITED

112 BEAVER HALL HILL, MONTREAL



## SOFT COLLARS WITH *The "SLIP-IN" Fastener*

The best collar value to-day.

Our standard of Quality remains unchanged.

In addition, the neatest Fastener on the market.

And every collar with the "Slip In" Fastener (patented 1918) has TWO rows of stitching.

This will be "A Soft Collar Year,"



particularly because the returning soldiers have worn soft collars and know the comfort

they give.

Keep well stocked.

We've a large assortment for immediate delivery.

Mail orders filled promptly.

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*

VOL. 9

TORONTO, MARCH, 1919

No. 3

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Entered as second-class matter, July 1, 1912, at the Post Office at Buffalo, under the Act of March 3, 1879.



Stanfield's travellers are swinging your way with samples of Stanfield's Unshrinkable Underwear for next Fall delivery

The only road to early delivery is early ordering.

The demand for Stanfield's Standardized Underwear will be as usual, plus the demand from the returned soldiers.

We protect you against any drop in our prices. We book your order at the maximum prices and invoice same at our prices prevailing on day of shipment.

MAKE

**STANFIELD'S**  
*Unshrinkable*  
**UNDERWEAR**

*Your Leader for next Fall.*



# Men's Wear Review

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

VOL. IX.

TORONTO, MARCH, 1919

No. 3

## FROM WAR TO PEACE

From an Article Written by a Member of the War Lecture Bureau

PEACE has come upon us no less suddenly than war. To restore Canada to a peace footing will place a greater strain on our national resourcefulness than did the process of becoming a belligerent. For one thing, the transition is more abrupt. Our battalions were mobilized and sent abroad over a period of years. Our wartime industry for the manufacture of munitions was developed gradually as the needs increased. But now the war machine must suddenly be scrapped within a few months. On the 11th of November the fighting man's work was done. It has become our duty to disband our battalions as rapidly as possible. On the 11th of November every new shell became an encumbrance and an economic loss, and the vast fabric which we had created to make munitions of war had to be transformed to suit the requirements of peace. In a few hours, the work of 500,000 or 600,000 men engaged in forging instruments of destruction in Canada, or in using them abroad, was finished. These men must now be restored to a permanent sphere of usefulness with the least possible delay and the minimum of dislocation in a country that needs their services.

Our problem is not concerned only with the men. Thousands of women went overseas early in the war to be near their husbands as long as this was possible. These with their children have also to be brought back and reintroduced to communities that may have altered much since their departure. There are many of them to whom Canada is a strange land, yet a land of promise. There are the newly-married wives of soldiers — English, Scotch and French women, who, with their soldier husbands, must be given the opportunity of a fresh start in life. They are coming to Canada in the dead of winter; it is not a time for home-making. If they are returning home or coming for the first time, it is equal-

ly our duty to see that they, along with their men folk, have a genuine welcome.

Our grave obligation to the soldier and his family cannot be questioned. The modern state is happily more conscious of its responsibilities to the fighting man than was ever the case in the past, for this is "the first war since the world began which has seriously disturbed the conscience of mankind, and set it working on the duties of conscious remorse and active gratitude." The duties of restoration which, as a nation, we have been led to assume are not to be evaded.

The process of making a soldier into a civilian is no easier than that of turning civilians into soldiers. Every man, with few exceptions, discharged from the army will be thrown into civil life with the loss of precious quality of initiative, a loss serious in proportion to the length of his service. The private soldier lives a life in which his thinking is done for him. He is forbidden to rely on his own judgment, and he is forced to accept, even in regard to the trifling details of his existence, the orders of a superior. The soldier's discharge cannot alter this carefully developed habit of mind. When he originally became a recruit he remained a civilian for months after he put on the uniform, the reverse is equally true. After his discharge the soldier is still in effect a soldier until a forgotten attitude of mind has had an opportunity to re-assert itself. Through a critical period, just when he should be re-establishing himself in civilian life, the easy-going fatalistic habit of the old soldier is likely to cling. This we must keep in mind lest the ex-soldier be made a victim of his very patriotism. It is an irony of fate that the man who has been under the heaviest strain "in the line" will inevitably find the transition to peace the hardest to accomplish. And the relaxation from a rigid discipline and the dreary monotony of routine are perils which will confront

every soldier wherever his work may have lain. The public will only need to be reminded of this to view his problem with an understanding mind. The returned soldier does not ask for sympathy or for favors; but he is entitled to receive as his right, both from his employer and from his fellows, an intelligent comprehension of his difficulties.

Canadians owe a solemn debt, a debt beyond repayment, to the men of their Expeditionary Force, who, let us never forget, placed themselves between us and the German host. But if our obligation to them can never be discharged in full, our simple duty as their fellow citizens will not be accomplished until the last man to leave the army has been re-established in our national life. He must be given a chance to re-discover himself in a world that will be strangely new.

There is, perhaps, a danger in the demonstration of welcome that meets the returning soldier. The brass band, the cheering and the speeches are right and fitting in their proper place, but these we must follow up with patient, determined effort to help the home-comer find his feet and become a citizen again. In the rehabilitation of the soldier the State has assumed tremendous responsibilities — the payment of pensions, the provision of special training for vocations and opportunities of employment, arrangements for settlement on the land. To accomplish this great end we have set up a system of excellent machinery, skilfully operated. But the system is useless without the co-operation of the public. In a democracy governmental action can move little further than the will of the people themselves—the will of these men and women who make up the State. Governmental machinery, however effective, and however extensive, can only work in an atmosphere of co-operation. Co-operation is the oil which keeps the

machinery running. Let no man criticize who will not help.

Demobilization is a misleading word. It suggests undoing, the scrapping or the putting away of a machine. We are really putting nothing away; on the contrary, the resources, human and material, which we organized to win a war, must again be concentrated on the tremendous effort of Restoration, Readjustment, Reconstruction—three R's as fundamentally important as the three R's of our school days. We are not reverting to a pre-war condition. "Back to mufti" is perhaps a misleading phrase. We are not going back; we are going forward, and with the stimulus of a new purpose. The need for action is now as urgent as it ever was, for we are not demobilizing—we are mobilizing for peace.

During the war the energies of the nation were concentrated on one great single task. Every organization, public or private, was bent on carrying its share of the load. In the army, the organization of finance, the munitions industry, and so down to the smallest Red Cross circle—everyone was engaged in "doing his bit." This is the spirit we call patriotism. We associated it with the war; in many cases the war gave it birth. But patriotism does not end with the war. Our "bit" whenever it began was not "done" when hostilities closed. We cannot afford to lose the spirit of service. We now have a

new task called by a longer name than war, not so easy to visualize, at first blush less interesting—a job which cannot arouse the popular enthusiasm. Reconstruction requires no less devotion, energy and team-work than did the war itself. Now that the peril is gone, our tendency is to slacken off. Yet if we really allow a dissipation of effort to take place, if we wrap up our patriotism and put it away, we are going to fall into the tremendous error of not taking advantage of what the war has given us—the chance to rebuild a nation. Further, we will not slip back into our pre-war attitude, into the easy-going days of peace; the pendulum may swing to the extreme of disorganization. There is a danger that in the reaction which follows our great effort, we might find ourselves far less efficient, less united, than we were before the war.

The war was won by team-work, by the willingness of every individual to play the part that was set for him to play. In the last four years we have been accustomed to subordinate our own personality and interest to the common good. This lesson, taught us above all by our Army, must not be lost; team-work is still supremely important; team-work will see us over the critical year which lies ahead. Co-operation, co-ordination—call it what you will—we must have it at all costs; there is no place for the man or woman or the organization, public or private, who

wants to play a lone hand. The work of restoration must come first, our dignities and ambitions second. In this as in all great tasks there must be a fusion of effort.

The next few months will be a testing time. All transition periods impose a strain on human nature. Canadians owe it to their country to have faith, to have confidence in themselves—in each other—in Canada. Prosperity,—financial, industrial and commercial—all material welfare, must be founded on a basis of mutual confidence. Such an attitude should not be hard for us. In material things we have found ourselves a nation in the last four years. At the end of fifty-one months of conflict to be able to raise a loan of \$670,000,000 in a population of 8,000,000—this in itself is a witness of our physical powers. But our strength is not only physical. To realize the moral fibre of Canadians, one has only to think of the half-million men who were prepared to give all they had for the sake of an ideal. And this is where lies our example for the years to come. Our army had a job to do. They finished it magnificently. We at home have a job still to do. As an Army of Reconstruction we can follow up their work; make good their gains. Only as a united Army of Reconstruction can we carry the country over the difficult road FROM WAR TO PEACE.

## RETAIL CLOTHIERS' CONVENTION

Held at King Edward Hotel, Toronto, on February 18th and 19th, 1919

Reported by R. H. BEDELL

SOMEONE aptly said that what was worth doing at all was worth doing well. The Retail Clothiers of Ontario, at their first annual convention, do not have to take their hats off to any other organization of a similar kind in America. The convention was a huge success both from point of numbers, quality of speakers, and amount of valuable information dispensed to the delegates. The delegates themselves numbered over two hundred, amongst them some of the foremost business men of Canada.

With an organization of this kind the clothiers and men's furnishers in Canada will be able to introduce new legislation for the betterment of their business, for the curbing of illegitimate sales, fraudulent advertising and many other evils that are common to all branches of the retail, wholesale and manufacturing trade. For the benefit of those who were not among those present, we will give a summary of some of the questions discussed. They are of vital interest to your welfare, they forecast the dawn of bigger, better, cleaner business for every line of trade. The

programme was comprehensive and we reprint it in full:

### Tuesday—February 18th, 1919.

- 9.00 a.m.—Registration of Delegates.
- 10.00 a.m.—Official Welcome and Reception—Sir Wm. Hearst, Premier of Ontario; His Worship Mayor T. L. Church, and Members of the Board of Control.
- 10.30 a.m.—Opening Session.  
Chairman's Remarks—Ed. Mack.
- 10.45 a.m.—Roll Call—Introduction of Visiting Delegates
- 11.00 a.m.—Address—W. C. Miller, Secretary, Ontario Provincial Board.
- 11.30 a.m.—Appointment of Committees.  
(1) Committee on Resolutions; (2) Committee on Legislation; (3) Committee re Question Box; (4) Committee on Membership.
- 12.00 noon.—Adjournment.
- 1.30 p.m.—General Session—Business Resumed.
- 1.45 p.m.—Receiving of Resolutions.
- 2.00 p.m.—Address—John C. Kirkwood, Esq., Business Council.  
"Ascertaining and Recovering the Cost of Doing Business"—"Making a Net Profit of Thousands per Year"—"Salary for the Boss"—"Selling Enough or the Matter of Turnover." Queries and Discussions on the above subjects."
- 3.00 p.m.—"Fifteen Minute Talks," by the following speakers: "Value of Window Display," Mr. J. C. Beggs, Hamilton; "Dishonest Advertising," Mr. Thos. M. Humble, Toronto; "Value of Co-operation between the Boss and his Staff," Mr. Bryant, Belleville.  
Queries and Discussions on the above subjects.

4.15 p.m. Address—"The Retail Merchant a Nation Builder," Mr. R. D. Cameron, Lucknow.

4.45 p.m.—Address—"Getting the Most out of Your Territory," Mr. C. J. Halliday, Chesley.  
Address—"Unfair Competition," Mr. Greene (Greene, Swift & Co., London) Queries and Discussions on the above subjects.

5.00 p.m.—Adjournment.  
7.30 p.m.—Theatre Party, Loew's Theatre, Yonge St.

### Wednesday, February 19th, 1919.

- 9.00 a.m.—General Session—Business Resumed.  
Address—Mr. Chas. E. Wry, Secretary National Association of Retail Clothiers of U.S.
- 9.30 a.m.—Consideration of Resolutions.
- 10.00 a.m.—Opening of Question Box and Discussion Thereon.
- 10.45 a.m.—Address—"Modern Methods of Retail Merchandising," Mr. F. W. Stewart, Managing Director, Cluett-Peabody & Co., Ltd.
- 11.15 a.m.—Election of Officers Installation.
- 11.45 a.m.—Address—"Satisfying your Customer."
- 12.15 p.m.—Adjournment.
- 1.30 p.m.—General Session—Business Resumed.  
Address—"Making Your Advertising Human," Mr. Purkis, J. J. Gibbons Advtx. Co.
- 2.00 p.m.—Address—"How Shall We Buy for the Fall of 1919?" Mr. Henry L. Houseman, National Association of Retail Clothiers.
- 2.30 p.m.—"Fifteen Minute Talks," by the following speakers: "Salesmanship," Mr. P. Bellinger; "The Re-clothing of Returned Soldiers," Mr. R. F. Fitzpatrick.  
Queries and Discussions on the above subjects.

- 3.15 p.m. Conference with Clothing Manufacturers. Speakers: Mr. H. Vineberg (H. Vineberg & Co., Montreal); Mr. Greene (Greene, Swift & Co., London)
- 4.00 p.m. Unfinished Business, Reports of Committees.
- 4.30 p.m. "Fifteen Minute Talks," by the following speakers: "The Clothing Situation as I See It," Mr. Ed. Mack; "Reporting Delinquent Debtors," Mr. E. Newton. Queries and Discussions on the above subjects.
- 5.15 p.m. New Business, Arranging date and place of next meeting.
- 5.30 p.m. General Session continued until completion of business.
- 7.30 p.m.—Complimentary Banquet, King Edward Hotel.  
God Save the King.

### Giving the Boss a Salary

This question was ably handled by Mr. John C. Kirkwood. Mr. Kirkwood strongly advised every owner to take a minimum salary of \$1,500, or enough to keep his family in decent comfort. He also pointed out that it was his practice to not let his clerks or salesmen run charge accounts for merchandise bought in his store, but that he sold them their goods at cost. He stated that this is not the time to sacrifice stocks for what they will bring, and as far as he is concerned, that time never will come.

He brought out a good point when he stated that every merchant should keep a monthly estimate of sales, so that at any time, if a fire should take place, that he would know, by deducting his sales from his stock, exactly what his loss had been.

One delegate caused much merriment when the question of discounts was being discussed by saying he kept a separate bank account for all discounts. That is, he made out a check to himself once a month for total cash discount taken and deposited this in his wife's name. He ended with a remark on the side that he thought his wife had a nice fat bank account by this time, for he had been practising this custom for some years.

### Cost of Doing Business

Ten points that can be applied to any and every business to find out actual cost if carrying on that business:

- 1, rent; 2, fixed expense; 3, labor; 4, delivery; 5, advertising; 6, miscellaneous; 7, losses; 8, depreciation; 9, interest on loans, etc.; 10, wage due capital.

### Value of Window Display

Mr. J. C. Begg, of Hamilton, brought out some valuable points in his discussion of this point. We use the word discussion, for he was frequently interrupted by some light-hearted fellow delegate trying to take a rise out of Hamilton's representative merchant. Mr. Begg does not think that floral displays are in good taste in the window of a men's store. He said, and it was generally conceded by the other delegates, that decorations should be more in keeping with the class of customer you were appealing to, that flowers, etc., were more in keeping with ladies' and children's wear. Backgrounds should harmonize along the same lines, that is, something that is distinctly connected with men's tastes.

He pointed out a feature of advertising that is not generally exploited by retail merchants, that of appealing in a sane way to the curiosity of the average individual. As an instance he recalled passing a building that was in the course of erection, and around which was the familiar board fence; in this fence were cracks and knot-holes, and he was struck by the number of people that would stream up and take a peep through the knot-holes, and he went back with an idea that somehow he was going to make use of that curiosity element in his advertising.

Later on an opportunity came up and he had made a large telescope which he had placed in the market square at Hamilton. Over this telescope he had a sign with a picture of the sun at the top reading, "See what the sun is saying." Then inside of the telescope at the large end he had a card placed so that it was easily and quickly read. "The sun always shines on Begg's." "The brightest and squarest store in Hamilton."

This, he said, was a big drawing card and the cash register tinkled the right sort of tune. Another point brought out was the inadvisability of displaying too many prices in the same window, that the window gazer was muddled, and consequently was a hesitant buyer if he came into the store. It was better to dress windows with only one or two suits at the same prices than a jumble of articles at different prices.

Mr. Fitzpatrick, talking on the same question, that of window dressing, remarked that it often disgusted him to see suits, or overcoats in a window that looked as if they had just come out of the box in which they were shipped by the manufacturers. That until merchants generally realized that goods should be pressed and placed carefully in windows, the idea would prevail among the public that made-up clothing was not as good as tailor-made. Mr. Mack, the secretary, endorsed this idea by saying he always had suits and coats pressed before they were put in display windows, and that he would rather see only one pressed suit in a window than a dozen unpressed.

### Value of Co-operation Between the Boss and Staff

Belleville's representative merchant handled this question simply and sincerely. He stated that the employer could not make a success of his business if he did not have the hearty co-operation of his staff. That an employer must have no secrets as far as his salesmen are concerned. Be free with them. Have them glad to see you when you come into the store. The day for cultivating the "better than thou" opinion was passed. Once a year have a heart to heart talk with your staff; tell them what they have helped you accomplish, and decide then and there what your objective as regards sales is to be next year. Don't be backward in making a high estimate. Every year he has made a higher one that almost seemed to be impossible, but every

year they reach and pass the high watermark of sales. If there is hard feeling amongst two members of the staff, send them down cellar, let them decide it there once and for all, then if a satisfactory decision has not been arrived at fire one or both of them. You have to all pull together these days if you want to make a success of your business.

### The Retail Merchant a Nation Builder

One of the most brilliant speakers and a man among men, was R. D. Cameron of Lucknow. To Mr. Cameron the delegates owe a vote of thanks, and by the way he got it more than once. His address was most entertaining and instructive and made one feel that Canada has a lot to thank its pioneer merchants for.

As Mr. Cameron pointed out that where there are a few settlers in an outlying district there you will find a store located with care, either at a cross-roads, by the side of a river, or on a knoll overlooking the small settlement. As the settlement grows other stores group themselves around this section, and it is here that the busy down-town of to-morrow has its start to-day. The first merchant in the pioneer days invariably chose a good location, and the business section is a memorial to him. The Hudson's Bay Co. was responsible for the starting of a great many of the Western cities; they established a post where the fur-traders would be sure to pass, and it was not long before the post became a hamlet, a village, and is now an important town or city. Mr. Cameron pointed out that to-day, as in former days, the merchant was educating the new-comers and doing his share to make the emigrant a good Canadian citizen.

### Formation of R.M.A.

Mr. Houseman, president of the Retail Merchants Association outlined the history and formation of the present association. how it started with four men twenty-three years ago for the betterment of their own businesses, they in turn interested others in the movement and as their organization started to make itself felt, the Quebec association suggested affiliating themselves with the Ontario organization, and it was not long before a Dominion association was formed as a result of this co-operation.

Mr. Houseman pointed out that it had come to his attention that some merchants in the West were using the Thrift stamps as a trading stamp, and that according to the Banking Act this was illegal.

### Unfair Competition

On this subject Mr. Greene of Greene, Swift & Co., London, Ont., stated that "competition is the order of the day." But that so-called legitimate competition was not always fair, as an instance he pointed out that it was not fair to label your store, Scotland, or English woollen store, when the majority of your stock is Canadian tweed. It creates a false impression on the mind of the customer who is of the opinion that what he is buying originated in Scotland or England.

Mr. Greene started his career as a com-



*Ontario Clothing Convention Banquet at King Edward Hotel, Toronto.*

mercial traveller and later was interested in two stores in Montreal, so that he felt he was not an outsider at the convention.

He thought it would be poor policy on the merchants part to run special sales at this time to reduce stocks. That the sources of supply were practically cleaned up and generally speaking retail stocks low. Along the same lines he said that very often the merchant in planning sales did not take into consideration the overhead expense connected with the articles specially priced for sales; that an article invoiced at \$20.00 would have to sell for \$24.00 if cost was to be made out of it.

#### **Bulk Sales Act**

This act came in for some general remarks, questions and explanations. Mr. Miller the secretary of the R.M.A. enlightened the delegates along these lines. He said that the Bulk Sales Act was for the protection of the wholesaler, the manufacturer and the man buying out a business. That some of the main points to remember were: that before a merchant can dispose of his business he must obtain the consent of sixty-five per cent. of his creditors; that a written release must be secured from them before sale can be concluded legally; if acting in the capacity of buyer that to be sure and see that former owner had secured release.

#### **Call a Spade a Spade**

Mr. Farr, of Hamilton, called the delegates' attention to the fact that there was too much underhand competition, that some merchants when asked about material would call it a blue grass wool or some other high-sounding name, whereas in reality it was common ordinary

cotton. Mr. Farr appealed to the chairman to advise him how he could retain a customer if when asked if his goods were wool and if he could guarantee them, and he told the customer no, there were not wool but cotton and he could not guarantee them? The chairman asked a delegate to answer this question and Mr. Cameron answered, that as far as his business was concerned, that if a customer asked him if he could guarantee some lines that he conscientiously knew that he couldn't, he generally said: I'll give you the Irishman's guarantee, "that sure it will wear till its worn out, and what more could any man want." This, Mr. Cameron said, usually created a laugh and the question of guaranteeing was overlooked.

Mr. Begg, of Hamilton, backed up this idea and stated further that eventually the dishonest merchant overstepped the mark and would have a reputation that would soon put him out of business.

#### **Get Together Movement**

Mr. E. R. Fisher, of Ottawa, said that he had heard there was a war on in Hamilton amongst the clothing merchants, that he thought the merchants there spent more money in advertising in a week than the Ottawa merchants spent in a month. That this advertising cost a pile of money that should be going into the proprietor's pocket or distributed in bonuses to the staff. That this so-called war could be stopped if the merchants would get together in a friendly way and thresh out their grievances. That the fellow on the next corner whom they had always looked on as a skunk, would turn out to be a good fellow after all. That

in meetings of this kind inestimable good was done and he would strongly advise Mr. Begg to get busy and start something.

Mr. Begg ably replied in behalf of his Hamilton friends, and his remarks called forth much merriment from the delegates.

It came into your editor's mind that if there had been more merchants from Hamilton they would have just naturally become friends in sticking up for their home town.

Mr. Begg stated that the reason he used newspaper space to such an extent was that he could talk to 30,000 or 40,000 people in a day and it would take him a month to talk to that many over the country.

#### **Special Discounts Favors**

Under this heading a number of prominent merchants voiced their opinions, and it was decided that the manufacturer giving retail merchants jobbers' prices should be appealed to, and if the appeal was not enough, that their orders should be withheld from them. This was carried in the form of a resolution and will be further dealt with by the committee.

#### **Second Day**

The second day of the convention was even better attended than the first, there being over two hundred delegates in the room at one time.

Mr. Wry, the secretary of National Association and a guest of the Ontario convention gave a splendid address on how the American organization was formed, the way it worked in conjunction with the retail clothiers and the war board to the advantage of both.



Mr. Wry had a slogan that the clothiers here can take as their own. "Get together — organize — co-operate." and "don't let George do it all" George in this instance being the committee.

The National Association was organized 15 years ago and has had its ups and downs but like the snowball on a warm day if sent down hill, it becomes larger and larger till finally it gets attention. This association was started as a state association in Iowa, but soon so many inquiries were pouring in on it that separate state organizations were started, and they in turn had representatives on the national board.

As an instance of how this association saved the merchants thousands of dollars, the United States War Trade Board had decided to issue a proclamation to the people that due to the shortage in woollen goods they were asked not to buy any woollen goods. Mr. Wry was able to convince the board that this would be a great mistake and an injustice to the merchants. That hoarding would start and that the effect would only be to create a further shortage. That the remedy was to get the wholesaler and manufacturer not to make any further woollen goods for civilian trade, and that the retail merchant conserve as much as possible stocks on hand. These good sure methods prevailed and stopped speculation by those who were disloyal to their country.

One of the things that this association found out was that the meanest competition was carried on by those firms who did not know the first principles of the business they were running, and consequently often sold goods for less than the cost price.

Next March they are opening a school under the auspices of the National Clothiers' Association to teach the merchants practical ideas, salesmanship, buying and advertising. All these lectures will be prepared and given by experts in their own lines and every lecture before being delivered will first be censored by the committee.

#### Collection of Accounts

In this connection the collection system of the R.M.A. came in for favorable comments. One member stated that only a short time ago he had collected a bill of \$30.00 that he had allowed to stand over for some time on account of the man of the house enlisting, but that when he found out that the parties had left debts in the towns they previously lived in he was determined that this account should be paid. At first when he took it up personally, the creditor laughed at him, but when he showed them that their name had been put on the dead beat list, and would be again, the money was handed over and he feels sure that one "dead beat" is cured.

#### The Question Box

Some of the questions the secretary, Mr. Fitzpatrick, read out were very interesting and when an answer was asked

for they were usually right to the point.

One of the questions was how to determine the amount to spend on advertising. This was thoroughly threshed out, and the general opinion was that for as established business from 3 to 5 per cent. on gross sales was the usual amount, this as high as 7 or 10 per cent. for a new business.

Another question was: "What is a fair margin for overhead?" The answer was usually for an average concern about 15 to 25 per cent.

Question.—Who are the parties advising merchants to dispose of their stocks?

Answer.—The Kelly Sales Co., of Chicago.

Question.—How can we overcome the practice of some retailers of giving soldiers special discounts?

Answer.—By assuring the soldier that, in most instances, when a discount is offered it is usually put on the price of the goods in the first place.

One member following this answer said he knew of some merchants who employed returned soldiers to meet their comrades at the station and give him a card and if a sale was made, the solicitor was given 15 per cent. commission.

Another delegate said he had it brought to his attention by two customers who had gone into an opposition store advertising lower prices for the returned men, that they had gone in uniform one day and priced the goods, and next day had put on civilian clothes and again went into the store and found that the same clothes they had looked at while in uniform were offered to them for seven dollars less than the day before.

#### The Election of Officers

Mr. Ed. Mack was enthusiastically proclaimed president of the Ontario section. Mr. E. R. Fisher, of Ottawa, vice-president; Mr. R. D. Cameron, 2nd vice-president; Mr. Bellinger, treasurer; Mr. Fitzpatrick, secretary.

#### The Committee

A committee of five were then appointed. On this committee are: Mr. Begg, of Hamilton; Blair, of Ottawa; Gray, of Chatham; Bryant, of Belleville, and Trow, of Kincardine.

#### Next Convention

It was put to the vote as to where the next convention would be held, and after a tie vote between Toronto and Ottawa, the first time, it was again voted on and Toronto is to be again honored as the meeting place of the 1920 convention.

After a short recess for lunch the chairman again wielded the hammer and the meeting came to order. The first subject taken up was: "Dishonest Advertising."

This was delivered by Mr. T. M. Humble, of the R. G. Long Company, and his remarks were right to the point and most interesting. In the course of his address he said, that 27 states in the United States had made false advertis-

ing a criminal offense and had registered convictions with imprisonment and fines up to \$3,000.

Another delegate said that mail order houses should be taxed for the amount of business they transacted in each section.

That newspapers should be asked to stop carrying misleading advertising, and that if they refused, then decline to give them your ad to be run in same paper with this class of advertising.

#### Modern Methods of Retail Advertising

Mr. F. W. Stewart, managing director of the Cluett, Peabody Co., gave some enlightening information on this subject. He brought out the difference in methods of selling a merchant to-day, and that of how they used to first all retire to the hotel, load up for a half day before either party dared come around to the subject of buying or selling. Mr. Stewart pointed out that the treating days are now over even in the wet Provinces, and that a salesman has to be respected by the employer and merchant alike. To secure sales to-day "man to man" methods must be employed.

#### Discounts

In speaking about discounts, Mr. Stewart said that it was not a matter of by-gone days for the merchant to take discounts or expect them thirty or sixty days after the period expired.

#### Read Trade Newspapers

"The trade papers, to my mind, are a very reliable source of information; they are an exchange for new business methods, advertising ideas, and information of general interest to the trade they represent; and a big man was never too busy to get in touch with things outside of his own immediate surroundings.

#### Retail Advertising

"In all your store announcements bring out your own name prominently. Many a good pulling ad. is spoiled by the name not being connected in a large enough way to get the reader's attention.

#### Relation of Credit Dept.

"Many retailers look on the credit department as their avowed enemies, whereas if they only knew it, they were their best friends.

He pointed out that he would rather give a merchant who understood his business a line of credit than a merchant who was not a practical man, but who had financial backing behind him. The first was infinitely the better risk. The credit department, therefore, protects the merchant who pays 100 per cent. on the dollar from the man who fails and throws his stocks on the market at 50 per cent. reductions.

#### Checking Up Departments

Too many merchants overlook the question of whether one department was paying the losses of another department. That it would be good policy to check up each department once a month, see

which ones are paying a good profit, those netting a small percentage over cost and those in which a loss is being carried; and by watching carefully the losing departments may pick up, or if they don't, throw them out.

**Overhead on Cost**

Goods invoiced at \$1.00 as soon as they enter your store have an added overhead charge of 25 cents, and prices should be figured from this basis.

**Cause of Failures**

"Nearly ninety per cent. of failures are caused by lack of experience and system, and only 10 per cent. caused from lack of business."

**Clothing Returned Soldiers**

The secretary, Mr. Fitzpatrick, brought out some splendid points here, and some that every retailer can use to his advantage:

1. Don't exploit the returned soldier.
2. Soldiers will pay, and are glad to pay, the same price as anyone else.
3. Give soldiers 100 per cent. value for their money, they don't want special consideration.
4. Volume of sales no good to any merchant unless regular profit is made.
5. Don't let camouflage come between you and your customers.

**Closer Relationship Between Retailer and Manufacturer**

One of the most humorous speakers of the entire session was Mr. Vineberg, of Montreal, who was a guest of the association representing the manufacturers. Mr. Vineberg is a small man in stature, but a big man in every other way. Mr. Vineberg says:

"Don't encourage the manufacturer to make shoddy garments by showing him the real article and then asking him to make you one a few dollars cheaper. He will put plenty of braid on to make up for the quality and workmanship he leaves out. You may lose one of your best customers by selling him an imitation instead of the real thing."

Mr. Vineberg congratulated the association on the success of its initial convention, and hoped it would have a happier ending than an association that was formed in Russia some years ago. This association was formed between a group of men, who, at times, found they did not have the money to buy their favorite beverage, Vodka, for a certain holiday, so they decided that each member was to buy and put in two gallons of the liquor and put it in a large container for the use of all on this certain day. Mr. Wiseman, the last one of the party, had a brilliant idea: Why not put water in for his two gallons; it was plenty strong enough already. He did and like most greedy men, he was the first to take a drink. The rest we leave to your imagination: all the rest had the same idea as the last man. Mr. Vineberg added that the Clothiers' Association was formed for a better purpose, and would, undoubtedly, grow

from the baby it was to-day to a great big, healthy child that would make itself felt in the future.

**Mr. Greene on Returning of Goods**

When a customer wishes to return goods, he should invoice them back to consignor, get a proper receipt from the cartage or express agent, and notify the firm from whom goods were purchased. In case of damage to goods or packages lost from shipments, notice should be given carriers immediately, so that goods can be traced, blame placed and settlement made quickly.

Mr. Greene also pointed out that taking part of goods from an order made the consignee liable for the whole shipment, should the consignor wish to press the point.

That unpleasant relations can be avoided by first writing and obtaining permission to return goods. That no manufacturer appreciates goods being dumped back on him without notice.

The following resolutions were adopted and will be attended to by the committee. The committee then adjourned later to be banqueted at the King Edward Hotel.

**RESOLUTION**

**RE THE FORMATION OF A PROVINCIAL COMMITTEE OF THE CLOTHING SECTION.**

THAT WHEREAS it is deemed advisable that the interests of the Retail Clothing Dealers should be properly taken care of, and a great many trade evils eliminated THAT we believe that this can best be done by becoming associated with and by forming a section to be known as "The Retail Clothing Section" of "The Retail Merchants' Association of Canada," Ontario Provincial Board, and that we here assembled do hereby agree to become members of said section, and to adopt the constitution of "The Retail Merchants' Association of Canada," and to be governed thereby, and that we proceed to elect our officers forthwith.

**RESOLUTION**

**RE DISCRIMINATION IN PRICES.**

THAT this convention desires to place itself upon record as being opposed to the system adopted by some manufacturers of giving special prices to some dealers, who make it a practice to advertise certain lines of goods at lower prices than the said goods can be purchased by the ordinary retail trade; and that whereas the legitimate retail trade are collectively the largest buyers, and as such they contribute most towards the profit of manufacturers; that we ask that this system be discontinued, or otherwise we ask the manufacturers to adopt the price contract or re-sale selling plan, whereby these price-cutters cannot use staple lines for the purpose of deceiving the public.

**RESOLUTION**

**RE RETURNED SOLDIERS.**

THAT WHEREAS a large number of retail clerks and others in the employ of retail dealers have enlisted since the outbreak of the war, and whereas a large number of them are now returning, partially wounded, as well as disabled, and that when they are discharged from the convalescent homes and seek employment, be it resolved that we, as members of the Retail Merchants' Association of Canada, request the co-operation of all retailers in assisting them to secure positions which will not only be suitable for them, but also be as remunerative for them as possible, and that we urge upon

all retailers the necessity of giving them the preference, so as to show our appreciation for the sacrifices they have made for their King and Country.

AND BE IT FURTHER RESOLVED that a committee be appointed in every branch of our Association throughout Canada to cooperate with other bodies and with the Dominion and Provincial Boards of our Association, in order to secure statistics and other information relating to the qualifications of those seeking employment.

**RESOLUTION**

**RE CARTAGE CHARGES.**

THAT it be a recommendation from this convention that the subject of cartage charges be taken up with the wholesalers and manufacturers at a joint meeting that will be held at this session, with a view to relieving the retail trade of the charges made at one end.

**RESOLUTION**

**GOVERNMENT EMPLOYEE ACCOUNTS.**

THAT it be a recommendation from this convention to the incoming Executive that they interview the Premier and members of the Dominion Government, with a view to making it possible to collect amounts from those Government employees who make it a habit of not paying their accounts with retail merchants.

**RESOLUTION**

**RE BUSINESS TAX.**

THAT WHEREAS the officers and members of the Ontario Provincial Board desire to have the rate of 25%, which is placed on the value of land and premises of all retail merchants so as to ascertain the amount of business tax that they now pay, be reduced to 10% of the assessed value instead of 25%, be approved of by this meeting, and that we hereby agree to assist the Executive officers of the Ontario Board to secure the same.

**RESOLUTION**

**RE AMENDMENTS TO THE PRESENT LIEN LAW.**

THAT WHEREAS some sections of our Association find it necessary to have the present Ontario Lien Law amended, and they are asking our support to help them in securing the same, that the Executive officers of this section be authorized to cooperate with the Executive officers of the Ontario Provincial Board to assist them in securing such legislation, providing it meets with the approval of the officers of this section.

**RESOLUTION**

**RE FALSE ADVERTISING.**

THAT it be recommended from this convention that the Criminal Code, re False Advertising, be amended as set out in the Act. The amendments are specified in capital letters, and which are as follows:

4-5 GEORGE V., Chap. 24

An Act to Amend the Criminal Code (Assented to 12th June, 1914)

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

1. The Criminal Code, chapter 145 of the Revised Statutes, 1906, is amended by inserting the following section immediately after section 406 thereof:—

406A. Every person who EITHER HIMSELF OR BY HIS AGENT, SERVANT, EMPLOYEE OR ANYONE ON HIS BEHALF, knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal, movable or immovable property, or any interest therein, containing any false or MISLEADING statements or false representation which is of a character likely to or is

tended to enhance the price or value of such property or any interest therein, or to promote the sale or disposal thereof, OR IS LIABLE TO MISLEAD ANYONE AS TO THE TRUE VALUE OF SUCH PROPERTY, shall be liable, upon summary conviction, to a fine not exceeding two hundred dollars, or to six months' imprisonment, or to both fine and imprisonment, or, in THE CASE OF A CORPORATION, TO A FINE NOT EXCEEDING FIVE HUNDRED DOLLARS.

THE PRODUCTION BY THE INFORMANT OF ANY ADVERTISEMENT CONTAINING ANY STATEMENT ALLEGED TO BE FALSE OR MISLEADING SHALL BE PRIMA FACIE EVIDENCE THAT THE SAME WAS PUBLISHED BY THE PERSON WHOSE NAME SHALL BE MENTIONED THEREIN AS THE ADVERTISER OR PROPRIETOR, OWNER, AGENT OR MANAGER, AS THE CASE MAY BE, OF THE BUSINESS REFERRED TO IN SAID ADVERTISEMENT. THE WORD PERSON SHALL INCLUDE AN INDIVIDUAL OR PARTNERSHIP, COMPANY OR CORPORATION.

RESOLUTION

MANUFACTURERS PLACING A RETAIL SELLING PRICE ON ARTICLES.

THAT it is the opinion of this meeting assembled that if the manufacturers who place a retail selling price on any article of merchandise make no proper provision to see that the price so fixed is properly maintained, and that such goods are used by the illegitimate price-cutters as bait to attract customers in order to sell them other lines, that the retail trade should insist that the manufacturers leave the retail selling price off the same.

RESOLUTION

RE RAILWAY RATES FOR CARRYING MAIL.

THAT it is the opinion of this meeting, after making full enquiries into the subject by a special committee, that the rates charged by the Dominion Government for carrying parcels by mail are not sufficient to cover the cost of the same, and that the Executive be instructed to request the Government to increase the amount to cover the cost of the service.

RESOLUTION

RE WAR STAMPS ON BANK CHEQUES

THAT it is the opinion of this meeting that all cheque books that are issued by the banks should bear war stamps before they are issued.

RESOLUTION

TO ENABLE THE RETAIL TRADE TO SELL ARTICLES LEFT WITH THEM FOR REPAIRS AND STORAGE.

THAT it is the opinion of this convention that legislation should be secured through the Dominion Parliament so as to enable retail merchants to sell articles left with them for repairs or storage after a certain period.

RESOLUTION

RE SENDING MAIL BY FREIGHT.

THAT this meeting place itself on record as being opposed to the plan that is now adopted by mail order houses of sending their catalogues by freight to a given point, and then having them delivered by the Post Office from these points at a low rate, within the parcel zones, and that the incoming Executive be requested to take this matter up and call the attention of the Government to it.

RESOLUTION

AN INLAND TRADE COMMISSION.

THAT this convention place itself upon record as fully endorsing the action of the

Special Committee appointed by our Association to lay before the Dominion Government the necessity of having an "Inland Trade Commission," the majority of said commissioners to consist of representatives of the retail, wholesale and manufacturing trades, before whom all commercial questions in dispute or otherwise can be properly dealt with, in the same manner in which the Board of Railway Commissioners deal with all matters pertaining to railroads.

RESOLUTION

DUTY ON IMPORT ORDERS.

THAT it is the opinion of this convention that when retail dealers place orders for imported goods at certain prices, to be delivered on certain dates, at a certain rate of duty which exists, at the time of the placing of the order and delivery of the same, that if exporters only send a portion of the order, and in the meantime the rate of duty, as well as freight, should increase, the exporter should bear the difference in the increase of duty and freight, and not charge it to the retailer.

RESOLUTION

COUPONS AND TRADING STAMPS.

THAT the members of this convention greatly deplore the fact that a number of retail dealers are endeavoring to evade the Trading Stamp Act by introducing various forms of guessing contests and other schemes, whereby they are giving coupons, which we consider to be illegal, and we ask the Executive to take such action as they think will remedy the same.

RESOLUTION

RE EXPRESS DELIVERY.

THAT WHEREAS it has been reported to this board that a number of our members who live in districts outside of that in which express companies deliver parcels, are greatly inconvenienced by the limited express service, that we ask the Executive officers to take this subject up and deal with it in a manner desired by the members.

RESOLUTION

BANKRUPTCY ACT.

THAT the members of this convention fully agree with the desire on the part of the Credit Men's Association to have a proper Bankruptcy Act introduced which will be applicable to all parts of Canada, but before agreeing upon any form of Act, that this meeting authorize the Executive officers to meet with a committee from the Credit Men's Association and the Canadian Bankers' Association, and go carefully over any proposals that they may have to make, so as to see that the retail trade is properly protected.

RESOLUTION

OPENING NEW ACCOUNTS BY WHOLESALE.

RESOLVED THAT owing to some errors that have been made in opening new accounts, that a letter be sent to the secretary of all wholesale organizations, suggesting that they advise their members to make a careful enquiry before opening any new account, so as to ascertain whether the prospective customer is in the retail business. At the same time pointing out to the wholesale trade that it is neither our desire nor our right to exercise any improper influence on the policy of the wholesale trade, and that we therefore take this means of having it clearly understood that the status of unknown firms applying for their service should be a matter for decision on the part of each individual wholesaler, after making the necessary enquiries, always, of course, bearing in mind the recognized policy of the wholesale trade in such matters.

RESOLUTION

RE MAIL ORDER ENQUIRY.

THAT WHEREAS it has been decided by the officers and members of the Ontario Provincial Board to ascertain as to the amount of injury that is being done to the cities, towns and villages of Canada by circulating petitions for the signatures of retail merchants, to show that they are in sympathy with this inquiry; that this meeting places itself upon record as approving of the same, and that they urge upon every member of this section to sign the same when presented.

RESOLUTION

RE COMMUNITY DEVELOPMENT.

THAT INASMUCH as it has been deemed advisable by the officers and members of the Ontario Provincial Board of our Association to devise some plan that would tend to keep the circulation of currency as much as possible within the home town, and secure for the merchants more business within their municipality, and help to build up and develop the community, that we heartily endorse the same, and pledge ourselves to give the association the assistance we can.

RESOLUTION

RE BULK SALES ACT.

THAT we in convention assembled, do hereby endorse the form in which the proposed Bulk Sales Act is now drafted, as it gives not only the retail clothiers, but also all classes of retail merchants the same advantages that are sought by the wholesale trade.

THAT this resolution be submitted to the Executive officers of the Ontario Provincial Board of "The Retail Merchants' Association of Canada."

RESOLUTION

RE EXAMINING INSURANCE POLICIES.

WHEREAS the Executive officers of the Ontario Provincial Board of our Association have made arrangements whereby all our members can have their insurance policies examined by a qualified insurance agent, so as to ascertain if the policies are properly drawn, and do hereby explain to the members the exact amount that they would receive in case of a loss by fire.

As we consider this an important service, we ask all our members to take advantage of the same.

RESOLUTION

RE FREIGHT AND CARTAGE CHARGES.

THAT in view of the fact that freight and cartage charges are being paid by some retail merchants and not by others, that we deem it advisable that all our members be notified that those who do not wish to pay freight and cartage charges, that they specify this when purchasing their goods, as we find that a very large number of our members make the condition when buying that the goods must be delivered to them free of freight or cartage charges, and they are buying and receiving their goods on these terms.

AND we believe further that before any changes are made by the railways in freight rates that they should notify the Secretary of the Dominion Board of our Association at Ottawa, of their intention, and give us an opportunity of meeting with them to consider the question before any definite action is taken. The present system of raising the rates without giving any justification for doing so, raises a doubt in the minds of the merchants as to whether the increase is justifiable or not, and when doubt and uncertainty exists there is always dissatisfaction. On the other hand, if the reasons for an increase were explained to the merchants, and they found them to be fair, all doubt

and uncertainty would thereby be removed. This convention therefore recommends that the above resolution be adopted and forwarded to the Ontario Provincial Board to take action thereon.

**RESOLUTION  
RE CREDIT REPORTING.**

WHEREAS a Credit Reporting Department has been inaugurated by the Association, and which has been in operation for some time and found to be of great service and a great saving to our members, that we endorse the same and ask our members to take all the advantage they can of it.

**RESOLUTION  
RE PEDLARS AND TRANSIENT  
TRADERS' ACT.**

THAT the members of this convention herein assembled desire to place themselves on record as being fully in accord with the proposal of the Executive officers of the Ontario Provincial Board to have the present Pedlars' and Transient Traders' Act amended so as to prevent persons who are not engaged in the wholesale and manufacturing business, and who do not occupy premises in the municipality, from soliciting business from citizens within the municipality.

**RESOLUTION  
RE CHANGING THE PRESENT SYSTEM  
OF CATALOGUE DISTRIBUTION  
THROUGH THE MAILS.**

THAT WHEREAS we have learned that it is the custom of the Postal authorities to allow catalogues to be sent by freight to the various Post Masters in Canada, who distribute the same in their zone, at a much lower rate than the catalogue houses would have to pay, providing they were mailed from their head office, and that we herein assembled place ourselves on record as being in favor of the action taken by the Dominion Board, whereby they ask that all catalogues be treated in the same manner as ordinary mail.

**DAYLIGHT SAVING**

**No Two Merchants Think Alike**

It will soon be time for us to be thinking of daylight saving again. Some

are in favor of repeating the experience of last year, and a great many are against it; at best it is looked on as a mixed blessing.

With the incentive of greater production for war purposes removed, it is questionable whether the law will be made a Dominion-wide one, or whether each province and municipality will be allowed to govern themselves in this respect according to popular opinion. This latter was tried out and found to be a continual source of annoyance to those going from one municipality to another and finding they had lost an hour or made an hour inside of a few minutes. It would seem that if we are to have daylight saving it should be Dominion-wide, or, at least, Provincial.

As far as is known now, our neighbors across the border have it in store for them, and it is to come into effect about the first of May.

The question has already been taken up with Ottawa, but nothing definite has been decided on.

It is pretty generally understood that the factories and merchants are in favor of having daylight saving, whereas in the country districts there is much division of opinion.

**THE 1919 MODEL**

**The Perfect Man as Measured by the Association of Merchant Tailors**

Here's the 1919 Apollo according to the statistics of the merchant tailors across the border:

Height, 5 ft. 8 in.; weight, 148½ lbs.; chest, 38 inches; waist, 33½ inches; hips, 39½ inches; thigh, 21¾ inches; calf, 14¼ inches.

We have all heard of the "perfect thirty-six," as far as the ladies are concerned, but in spite of contradictory evidence from physical culture experts, the

merchants have decided that the above figures denote the perfect man. One of the members in defence of the scheme said: "There is no reason why this perfect man we have evolved from a careful perusal of these standards should not be the world model. They represent all classes of men within the late draft age. The idea that physical perfection among men should be measured according to his bulk is all wrong.

"The exactly proportioned male for the year 1919 should fit into the scale of measurements we have worked out."

**RETURNED SOLDIERS MAKE FOR  
BUSINESS**

**A Daily Paper Says Returned Soldiers' Trade Has Been of Great Advantage to the Retail Stores**

The steady stream of returned soldiers coming into Toronto alone has been a good thing for the retail business of the town. Thousands of men are coming here, most of them residents of Toronto and neighborhood, and are drawing substantial cheques from the paymaster-general's office, some for \$100, some for \$300, even \$500, and some for \$1,000, in the way of back pay, post discharge pay, gratuity fund, and other allowances. The first thing most of these men do is to buy a suit of clothes, and then a hat, underwear, shirts, ties, collars, and a good many of them, tired of the heavy army shoes, are buying non-military boots.

In a score of ways the returned soldier is circulating his money, and most of it finds a resting place in the retail store.

A seller from Ottawa stated that the stream of soldiers returning to not only the large centres, but to the smaller towns, would increase steadily as the spring advances.



# CANADA'S DEMOBILIZATION PLANS

## An Outline of How the Soldier Changes to Civilian

The actual work of bringing our soldiers home and getting them out of khaki is in the hands of the Department of Militia and Defence. Two methods of demobilization will be in operation. The fighting corps will be brought back as Units, some re-organization taking place to ensure that each unit shall, as far as possible, be composed of men from the same locality. The remainder of the Canadian army will be demobilized in standard drafts of 500 men. Each of these drafts will be composed of men who have signified their intention of going to the same dispersal area. They will be divided into 23 occupational groups according to a classification which has been agreed upon. Further, long service men will be given the preference over those who have been overseas a shorter time and married men will have priority over single men. This will be the order of precedence followed unless definite requests come from Canada for men trained in certain occupations, these requests based upon industrial and labor conditions in Canada.

### Preparing to Leave England

Canada has been divided into 22 dispersal areas for demobilization, with a dispersal station for each.

1. The Province of Prince Edward Island—Charlottetown.
2. The Province of Nova Scotia—Halifax.
3. One half of New Brunswick—Moncton.
4. One half of New Brunswick—St. John.
5. The north country of Quebec down to Three Rivers—Quebec.
6. The remainder of Quebec—Montreal.
7. The Ottawa Valley and Ontario down to the Thousand Islands—Ottawa.
8. The Kingston district west to Oshawa and north to the Madawaska river—Kingston.
10. The Niagara peninsula—Hamilton.
11. Southern Ontario—London.
12. From White River to the Lake of the Woods—Port Arthur.
13. All of Manitoba, except the Brandon territory—Winnipeg.
14. The Brandon territory—Brandon.
15. Southern Saskatchewan—Regina.
16. Northern Saskatchewan—Saskatoon.
17. Southern Alberta—Medicine Hat.
18. From Calgary North to Nordegg—Calgary.
19. Northern Alberta—Edmonton.
20. All of British Columbia except 21 and 22—Vancouver.
21. Vancouver Island and the immediate main land—Victoria.
22. Cariboo, Kootenay and Yale—Revelstoke.

### Each Soldier Overseas Chooses the Dispersal Area in Canada to Which He Wishes to Go

A report of the number of men for each dispersal area is cabled to militia headquarters.

As fast as they can be absorbed by the dispersal areas—a cable is sent to England for drafts.

### Prior to Sailing, a Cable is Sent From England Stating How Many Men Are Coming and Giving Their Occupation

In this way arrangements are made to handle the men, to care for them, and to find employment for them.

Before a man leaves England, he is medically examined, his discharge papers and other documents are made out. All delay in Canada over these details is avoided.

### On the Ship

The transport staff check the medical and pay documents, the Y.M.C.A. provides recreation and entertainment. Twenty-four hours before arrival in Canada, a wireless is sent to the port giving details of any men who are sick and in need of hospital care and general information that will ensure speedy transport from boat to train.

### Wounded Men

Wounded men are brought back on hospital ships in the care of Army Medical Corps. They are taken on hospital trains to the various military hospitals and are in charge of the military authorities until medical treatment is complete.

### In Port

Halifax and St. John are the ports of disembarkation in winter. Quebec and Montreal will also be used in summer. Immediately upon arrival of troops, the officer commanding wires a list to the Soldiers' Aid Commission in each province who notify the men's relatives. He also wires the dispersal station, who prepare to handle a certain number of men. A third wire is sent to the general officer commanding each military district through whom the dispersal station is again notified. This gives the dispersal station a double check.

Various voluntary organizations and the citizens of Halifax, St. John, Quebec and Montreal all give soldiers every assistance. Canteens and club-rooms are open. Coffee and cigarettes are provided. Telegrams are sent for the men.

A permanent transportation committee of railroad experts, representing the C.P.R., the G.T.R. and the Canadian National Railways, arrange for special trains to meet every transport.

### On the Train

Troop trains consist of colonist, tourist, commissariat, standard sleeping and

dining cars. A Y.M.C.A. representative is on every train.

Should a stop-over or delay become unavoidable, the men are provided for. Barracks and an ample food supply are available at the following divisional points: Halifax, Amherst, St. John, Mount Joli, Levis, Megantic, Quebec, Montreal, Cochrane, North Bay, Port Arthur, Winnipeg, Brandon, Regina, Calgary, Edmonton, Revelstoke, Vancouver.

### At the Dispersal Station

The principal city in each area is the dispersal station. When the troop train pulls in, the relatives and friends of the men have been notified and are on hand. Voluntary organizations have motor cars at the station. Municipal reception committees are also on hand.

In each city the military have provided every accommodation for men staying over night—barracks, rations. Out of town men who are given over night leave and do not wish to remain in barracks, can find the best of accommodation at hostels provided by voluntary organizations.

### The Discharge

Men taken sick en route are immediately received by the district depot for medical treatment and receive pay as part of that unit.

All other men are paraded at the dispersal station. The offices here are so arranged that each man can pass quickly from one to the other and get away in the shortest time.

First comes the Ordnance office. Here the men turn in their equipment, except steel helmets and clothing, which they are allowed to keep.

Next is the office of the department of Soldiers' Civil Re-Establishment. Here each man is given advice and information on the many questions relating to his return to civil life—employment, housing, vocational training, medical treatment.

Men who are unfit for their former employment are taken on the strength of the Soldiers' Civil Re-Establishment for vocational training. They are paid during this period and their dependents receive separation allowance.

Third is the paymaster's office. Here the men receive their back pay, clothing allowance of \$35.00 and first month's war service gratuity.

Finally the officer commanding issues each man his discharge certificate, and in the same office is a railway ticket agent who gives each man a ticket to his home town. The man is now a civilian.

Here also is an information and complaint office. All complaints are dealt with and information given by an officer specially chosen for that purpose.

The dispersal station will supply quarters and meals for men until train time

# A PIONEER MANUFACTURER OF CANADA

Firm of Tooke Bros. Established 45 Years Ago

SINCE our last issue the firm of Tooke Bros., Limited, of Montreal, has lost its president, Mr. Benjamin Tooke. Although 71 years old, Mr. Tooke was an active and familiar figure in the business life of Montreal, and appeared to suffer none of the disabilities usual with advanced age, until a few months ago, when his health began to fail him. He died at his home on Braeside

in a very primitive state in the early years of this firm's existence. Population also was relatively small, and as the firm long ante-dated the building of a transcontinental railway, the market was restricted to the settlements of the East. Neither Winnipeg and the thriving cities of the plains, nor Vancouver and Victoria had yet come into existence.

One of the problems with which Mr. Tooke had to contend at the outset was the problem of labor. There was no such thing as a factory system in those days—at any rate, not as we understand a factory now—shirt-making was done entirely by hand.

Mr. Tooke started business in premises on St. Paul Street, Montreal. Here the materials for the shirts were prepared. This material was taken to St. Laurent, then a village in the midst of a farming settlement some miles from Montreal, and distributed among the wives and daughters of the farmers, who made it up into shirts. It is interesting to note that the boy who used to do the hauling for Mr. Tooke, between Montreal and St. Laurent at a dollar and a half a load, is now ranked as a millionaire.

After a time Mr. Tooke built a factory at St. Laurent—a building which is still in existence and used as a tobacco factory. Various circumstances, among them the problem of transportation, ultimately decided Mr. Tooke to transfer the manufacturing end of the business to Montreal, and in Montreal it has remained ever since.

When Mr. Tooke began to introduce machinery into his plant, the factory became the talk of Montreal. The instalment of the first washing machine was hailed as an event of importance by the local papers, and many citizens called at the factory to see for themselves the wonderful contrivance, as they did other machinery that was installed later.

When the change of Government came in 1896, Mr. Tooke, like many other manufacturers, looked for such drastic changes in the fiscal system that he regarded his manufacturing business as ruined. In order to stave off disaster, he added a wholesale furnishings department to his business, in the hope that he might switch to this entirely if he were put out of business as a manufacturer. As a matter of fact the expected disturbance in manufacturing did not materialize. He continued the business of wholesale furnishings, however, and to-day it is an important department of the firm's activities.

In the early days Mr. Tooke was personally known to every one of his customers. Prior to starting business he had been a commercial traveller, and he had a wide acquaintance in all the principal towns of what then comprised the settled portions of the country. He had a remarkable memory for facts and names, and in later years it was not at all an uncommon thing for him to greet by name a man whom he had not seen for ten or twenty years.

Bright and cheery in disposition, an optimist by nature, and one who always saw the best side of his fellowmen, he had a most lovable personality, and throughout his career he had numberless friends on every hand who held him in really affectionate regard.

He was an active Freemason over a long period of years. He became Grand Master of the Grand Lodge of Quebec, was a Past Grand First Principal of the Grand Chapter of Quebec, and held the 33rd degree in the Scottish rite. He was an ardent golfer too, and twenty years ago he founded the Beaconsfield Golf Club, now one of the leading clubs of its kind in the Province of Quebec. He was the first president of this club, and was largely instrumental in bringing about its present high standing.

Mr. Tooke is survived by his widow, two sons, Dr. F. T. Tooke, of Montreal, and W. Arthur Tooke, vice-president of Tooke Bros., Limited, and three daughters, Mrs. Smith, of New York, and the Misses Tooke, at home.



MR. BENJAMIN TOOKE  
*Late President of Tooke Bros., Limited*

Place in Westmount, Que., on Sunday, January 5th.

Mr. Tooke was one of the pioneer manufacturers of Canada. Only one man had started to manufacture shirts in Canada before he took up the business, and has long since disappeared from the scene.

It was some 45 years ago—not so very long after Confederation—that the firm now known as Tooke Bros., Limited, was founded by Benjamin Tooke. He had the support of Mr. A. F. Gault, then the head of the firm of dry goods importers bearing his name, and associated with him in the business was his brother, Mr. R. J. Tooke, who had been carrying on a retail men's furnishing store. This latter business was merged with the new one of shirt manufacturing.

The two brothers were in partnership for five years, and made considerable progress. Mr. R. J. Tooke, however, wished to devote himself entirely to the retail business. The partnership was therefore concluded, Mr. R. J. Tooke continuing the retail business on his own account, and Mr. Benjamin Tooke the manufacturing business. The firm of "Tooke Brothers," however, has kept its identity down to the present time, although in later years it was changed to a limited liability company.

Those familiar with the history of Canada need not be told that transportation and manufacturing were both

# MAY BOYCOTT CO-OPERATIVE ASSOCIATION

## Retail Merchants Are Preparing For Straight Fight Over Principle Involved in Co-operative Activities of Ottawa Civil Service Association

At the annual meeting of the Ottawa branch of the Retail Merchants' Association of Canada, the following officers were elected: President, E. R. Fisher; first vice-president, R. Clarke Cummings; second vice-president, B. G. Crabtree; treasurer, A. G. Johnston; secretary, A. E. Kelly. The Ottawa branch was presented with its charter.

A number of important resolutions were passed. It was decided to have a bonded collector for the Ottawa branch of the Retail Merchants' Association, and it is expected that the idea will be extended all over the district, as many collectors as are required being appointed. They will work on commission, and their work will begin after the regular collecting methods of the association have failed to produce results.

### Considered Unfair

Another resolution had to do with the fact that goods bought on foreign markets are valued for duty, not at the price paid but at the price prevailing when they arrive at the port of entry. This was considered unfair, and the Dominion Board of the association was asked to take action.

A matter of pressing interest to the association, and in which the Dominion body is interesting itself keenly because of the general principle involved, is that of the co-operative activities of the Civil Service Association. This comprises a large number of members, and is a sort of trade union formed among the civil service employees of the Government, of whom there are several thousand. For several years this association has been endeavoring to formulate a scheme of this kind. About five years ago they started a co-operative store here, but it was a failure. They are now trying to buy in quantities and have the goods shipped to a central point for distribution. The chairman of the co-operative committee, Frank James, of the Post Office Department, has recently issued a circular calling on all members interested in co-operative buying to communicate with him, when they will receive valuable information and assistance.

### An Official Protest

The Retail Merchants' Association passed a resolution that it was unfair to the merchants of the city, who pay taxes and carry stocks for the convenience of the public, that wholesalers and manufacturers should supply such organizations, and also expect that the retailers should patronize them.

The Retail Manufacturers' Association all over the Dominion is going to come out for a straight fight on this issue. The ground the association takes is that

retail merchandising is either the correct way of distributing goods to the consumer, or it is not. If right, they must be maintained, and conditions must be made so as to uphold and preserve the system.

### Threaten Boycott

E. M. Trowern, Dominion Secretary of the association, says frankly that the matter can and will be settled by boycott, if no more agreeable way presents itself. "It is not a nice word," said he in a conversation with MEN'S WEAR REVIEW, "but it is the right one. If I, as a consumer, am not treated right by the retailer from whom I buy, I institute a practical boycott against him by telling my friends my experience.

"Much of the trouble is caused by a lack of concerted action on the part of the wholesalers. And in this connection let us say that the time has long been ripe for a general "Wholesalers Association." The wholesale trade is divided up into small organizations, and they have accomplished little or nothing. This is a time of reconstruction, and it would be a good time for the wholesalers to do some reconstruction work among themselves and form an association.

### Need Not be Afraid

"Some people seem to fear trade associations, but I never could see any reason for this so long as your actions are fair and above board. It is the same feeling which has so long distinguished the Canadian Manufacturers' Association, with the result that they have, by their mysteriousness, created an impression that 'they love darkness rather than light because their deeds are evil.' If they came out in the open and took the public into their confidence a little more this would not be so."

There will be a convention of the Dominion Board of the Retail Merchants' Association in Ottawa on March 17, when this and many other questions of vital importance to the trade will be discussed, and some interesting action will be instituted.

### Early Closing

A good deal of discussion of the early closing movement took place at the meeting on Monday. It was resolved that the Provincial statute be amended by substituting six o'clock for seven as the legal hour. A petition has been signed by about three-fourths of the stores in Ottawa to close at seven every night, including Saturday. The hour would have been six, but for the Provincial statute. Many are now closing at 6 and 6.30, and will probably continue to do so. The butchers are following suit. Nearly one hundred per cent. of them have signed a petition to this effect. At

a meeting of the boot and shoe trade here this week it was unanimously resolved that a petition should be prepared to close during July and August on Saturday afternoons.

### Take Exception

Many dealers are familiar with the circulars sent through the mails by organizations, chiefly domiciled in the United States, but having many imitators here, pushing "sales systems." Particular exception was taken to a circular letter recently circulated by the T. E. Kelly Sales System of Minneapolis, and a resolution was passed that such letters were not in the interests of Canada; that people residing in the United States and having no capital invested in Canada, but who are here to promote business and make statements contrary to facts, should come under the False Advertising Act. The association placed itself on record as being opposed to this system of doing business and asked the Dominion Board to take action.

### The Letter

The letter referred to was as follows:

THOMAS E. KELLY

The T. E. Kelly Sales System,  
Minneapolis, Minn.

President of -  
26th Street State Bank  
Fidelity State Bank  
Liberty State Bank  
Gentlemen:

The writer is president of three banks, and is given a six-figure rating, first grade, by the three prominent mercantile agencies.

I mention these things because I have an important business proposal to place before you, and I don't want you to dismiss my offer in any doubt of my sincerity and good faith.

I think you will realize that no business man of my position is going to waste his time and yours making you idle offers which he does not mean or is not able to fulfill.

Now, what I want to say to you is this -

The profitable period of the winter season is practically gone. Mild weather, sickness, and the expectation of a drop in prices have interfered with trade to such an extent that most merchants have practically all of their winter stock still on hand.

Such a situation under normal merchandising conditions would be serious. In the present situation it is **dangerous**.

Starting the first of the year, and continuing to next fall, prices will drop from thirty to forty per cent. This statement is made in accordance with the predictions of leading bankers, financiers, mercantile authorities and economists.

You must this season unload at present prices every dollar's worth of seasonable merchandise in your stock.

On every dollar's worth that you carry over, you'll lose 30 per cent. deflation of value, besides the customary overhead of interest and depreciation in styles, etc., which always cost from fifteen to twenty per cent. Moreover, next year's merchandise,

## TORONTO STORE HAS NEW ATTRACTION

The T. Eaton Company Show Methods of Manufacturing Fifty Years Ago and To-Day

besides being at least thirty per cent. cheaper, will be of higher quality, and therefore in greater demand.

All of the really great stores in the country are now unloading or have unloaded in the past thirty days. The leading retailers believe the price decline will start with the January clearance period, and will progress as the unloading season advances.

(He then gives details of sales conducted in various parts of Canada).

The January clearance period is going to start with a rush and develop into a cut-throat scramble to unload. Only those who lead the rush and who have a distinct advantage over competition will be successful in moving their merchandise and in getting a profit.

You have about six weeks left in which to unload at present prices. In that time you must sell every dollar's worth of winter merchandise you have in stock.

If you wish to go out of business I will guarantee to close out your entire stock completely and sell every last article in it at a price which you mark on the goods and back of my guarantee, remember, is a responsibility of a quarter of a million dollars.

Or, if you wish merely to unload your surplus of seasonable goods there is no reason why we cannot do it for you just as successfully and profitably as we did for the merchants mentioned above.

Don't delay in filling out and mailing the enclosed card. Time is short and every day counts.

Sincerely yours,  
T. E. KELLY,  
President.

### KEEPING THE TRADE AT HOME

If you are puzzling over plans to make people in your community send fewer orders away from home, you'll doubtless be interested in the following. It's a letter from a customer, typical of the customers who come into your store in dozens every business day, and it explains clearly some of the reasons why many customers do not place all their orders with their local merchants.

"There is a merchant in my town who advertised in big letters in one of his display windows: Complete change of program in this window daily. Every morning I go by his store, just to see what new displays he will have in the windows.

"One day he had a small bush in his window, loaded with all colors of half hose, with a placard: 'A pair of sox on your feet is worth two on the bush.' I saw the ones I wanted and bought a box.

"Suppose this merchant—as a lot of the others around here do—kept a few pair of shoes and hats in the windows, day after day and week after week. Wouldn't his customers begin pretty soon to want to see new things? I'm sure I would. I always look in a show window half unconsciously, and I invariably react favorably when I find a merchant who dresses his windows regularly, puts new goods on his shelves, does something new for his customers; just as I surely react unfavorably toward the merchant in whose store I always find about the same old goods, displayed in the same old ways.

"Maybe it's not as important as I think—I'm merely a customer, and not a merchant. But it seems to me it's one of the important reasons why in many localities you find a lot of people passing up the home stores in order to buy in other cities from mail order houses."—*System.*

**I**N connection with their Fifty Year Jubilee, the T. Eaton Co. have staged some new ideas, the latest one being to show the different way goods are made to-day from that of fifty years ago.

In the men's clothing department they have a small wooden store, probably about 30 feet by 30 feet, with one side partly open. It is an exact duplicate of the original old tailor shops our grandfathers had their clothes made in. The stock consists of a few bolts of homespun tweeds on a trestle table; in one end is a sheet iron stove, a pail of water, and a few half-finished garments: along the side, a work-bench, a pressing bench and an old hand sewing machine.

Around this old tailor shop are models of old-fashioned suits, which cause just merriment from the crowd looking them over. One old tailor was heard to murmur that "They certainly do look queer, but they made 'em to wear in those days."

A section of boys' suits with the long, straight coats that come almost to the knees, and were close-fitting to the neck with round "Prussian" collars, caused a great deal of amusement to the looker-on. Some of the old court costumes showed the art of tailoring to better advantage.

In order to link these displays up to a selling idea, the latest styles and materials were being shown on wax figures close to the old-fashioned ones.

Another interesting feature of interest to the men customers was an exhibit of how underwear is made now on the fast, tubular knitting machines, and how it was made on the old hand machines, where each thread was guided through its proper notch by hand.

The new machine was of the order that medium grades of underwear are made on, where the goods come out in one long tubular piece of goods, later to be cut into lengths, stretched in spots, shrunk in others, cut for neck and legs and seamed up again.

In this same section knitted sweaters were being made on the fast, high-power knitters, and by an old woman in a little rocking chair with knitting needles as her only piece of machinery.

The hat section was represented by exhibits of the kind of fur that is used by the manufacturer to-day in manufacturing the better grade hats, with explanations in picture of how this fur is shredded and blown on a cone-shaped piece of copper screen, stretched, ironed, shrunk, braided, turned, blocked, and be-ribboned. Along side of this was the old-fashioned bow, about 10 feet long, very much after the order of a great violin bow; that was the only piece of equipment used to make hats in former days.

The exhibits were all interesting and instructive, and the T. Eaton Company are to be congratulated on the thorough way in which the idea has been followed out.

### SOLDIERS' AND SAILORS' DISCOUNTS

*How New York Dealers Are Handling The Soldier Business*

Through the efforts of the Shopping Bureau of the National League for Women's Service, 257 Madison avenue, retail clothing, furnishing, furniture and other stores rapidly are being whipped in line to grant discounts to soldiers and sailors discharged honorably from service. At the present time Mrs. Tolman's list includes clothiers whose names and stores are nationally known, men's furnishing stores of equal prominence and even furniture stores where complete outfits will be furnished on extra liberal installment rates.

Some of the firms are willing as yet only to supply men in uniform, while others take the stand that they will make discounts permanent to those who can show honorable discharges granted for service in the allied war.

Discounts of 10 per cent. on clothing purchased by men in uniform or displaying discharges, as high as 30 per cent. on furnishings, are further increased, it is said, to those extreme cases where aid is being granted by Government agencies assisting soldiers, sailors and to the Red Cross "After-division."



Harding in the "Brooklyn Eagle"  
Looking for the Bump of Repentance.



# Simple Book-keeping for Merchants

How to Start With Two Books Only—Perfect Record of Transactions Can Be Kept—  
Position Ascertained at Any Time — Profits Easily Calculated

By C. J. MORRIS

HOW many failures on the part of retailers are attributable to the fact that the victims were not acquainted with the real condition of their affairs until it was too late to seek a remedy? In other words they have failed to keep track of their progress, or lack of progress, by a proper system of bookkeeping and in many instances a business which had in it all the elements of success has thus turned out a dismal failure.

The man who launches out on his own account is in many cases an experienced man in his line; he knows how to buy well and how to show his goods attractively. He treats his customers with courtesy and gives good service, but if he knows nothing of bookkeeping nor makes it his business to find out how to keep a proper record of his transactions so that he can find out periodically exactly how he stands he risks losing all the advantages which his experience and capability in other directions of the business should bring him.

## Systems Usually too Complicated

It is not that he is unwilling to take the necessary pains or give the necessary time to it; the trouble usually is that he has very hazy ideas of how books should be kept, and all the systems which profess to make the way easy for him are too complicated to be understood without a personal explanation.

With a view to overcoming this difficulty it is proposed to show in this series of articles how a small merchant can start bookkeeping with two books only and how, with these two books, a perfect record of all his transactions can be kept. It will, further, be demonstrated how, after taking stock, he can with an hour or two's work, or even less, calculate exactly what his position is, how much he owes, how much is owing to him, and what his profits have been since his last stock-taking period. The keeping of these two books need not involve more than half an hour to an hour's work each day and could probably be carried out at odd moments during the day itself.

## Any Queries Will be Answered

It will first be shown how the books should be started by anyone first commencing business and later on details will be given as to how the system can be instituted at any moment by those already in business who may wish to adapt it to their own needs. The possibility of expanding the system will also be dealt with.

As far as possible, technical language will be avoided and explanations given

in everyday phraseology. Should, however, any point arise which is not perfectly clear to the reader, or should any problem occur which is not dealt with herein, any query will be gladly answered.

In order to make the system of entering up various transactions as clear as possible, a series of typical happenings in the conduct of a business will be taken and the way in which they should be entered will be explained. This series of transactions will, necessarily, cover only a short period of three or four days and this period will then be dealt with exactly as if it were for a year and a profit and loss account and balance sheet drawn up just as would be the case for the longer period. The principles of the system can be illustrated equally as well with a few entries as with those for a whole year.

## Books Required

The first of the two books mentioned is called a Journal or Day-book, in which every money transaction and every case of selling or buying of goods is entered at the time it takes place. This book should be headed and ruled for single column entry thus:

Date	Page in Ledger	\$	c
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It is a simple account book which can be purchased at any bookseller's. The second book, which is called the Ledger, will be dealt with in the next article.

In addition to these two books we shall require two small memo books, one for entering any orders which may be received (although these can, if necessary, be entered in detail in the day-book) and the other for entering small items paid out for Petty Cash, which are not large enough to make it worth while entering singly in the larger books.

We shall also require a numbered invoice pad, with carbon copy, for goods sent out on credit or taken away and charged up to the customer. Two files will also be necessary, one for filing the carbon copies just referred to and the other for filing invoices of goods received. Either a cash register or some other system of recording the amount of each sale as it is made will also be required.

## Making a Start

With the outfit now complete we open our store; having the day-book handy in which to make any necessary entries. After several persons have made cash

purchases, enter Mrs. Jones, of 24 Main St., who gives an order, the details of which we enter in our order book and for which we make out Invoice No. 1, amounting to \$5.60.

We now make the first entry in our Journal as follows:

Jan. 1,  
Mrs. Jones, 24 Main St.,  
Goods as per Invoice No. 1 ..... 5.60

The next item which concerns us is the arrival of some goods from Anderson & Co., value \$57.20, on which there are freight charges to pay of \$2.75. We therefore make the following entries in the Journal:

Jan. 1,  
Goods rec. from Anderson & Co. . . 57.20  
Freight paid on " ..... 2.75

The telephone collector calls for \$7.50 which we pay, entering same in Journal; and so as each transaction takes place an entry is made recording same in the Journal.

At the end of four days our Journal shows the following record:

JOURNAL		Page in Ledger
Date		
1. Jan. 1—	Mr. Jones, 24 Main St., Goods as per Invoice No. 1 .....	5 \$ 5 60
2. " 1—	Anderson & Co., Goods received .....	201 57 90
3. " 1—	Freight paid on goods from Anderson's ....	307 2 75
4. " 1—	Paid Telephone Account	307 7 50
5. " 1—	E. W. Smith, 54 High St. Goods as per Invoice No. 2 .....	8 3 40
6. " 1—	Mr. Brown, 135 North Ave. Goods as per Invoice No. 3 .....	2 7 20
7. " 1—	Goods received from Green & Son .....	202 20 65
8. " 1—	Taken from Till for Petty Cash .....	307 5 00
9. " 1—	Mrs. Robinson, 41 South St., Goods as per Invoice No. 4 .....	7 8 32
10. " 1—	Mrs. Jones, 24 Main St. Goods as per Invoice No. 5 .....	5 73
11. " 1—	Paid out for Price Cards	307 1 50
12. " 1—	Amt. of Cash Sales for day .....	50 52 90
13. Jan. 2—	Paid into Bank .....	301 52 90
14. " 2—	J. W. Robinson, 89 West- ern Ave., Goods as per Invoice No. 6 .....	6 9 30
15. " 2—	J. W. Robinson, Paid on Account .....	6 8 00
16. " 2—	Returned from Mr. Brown, 125 North Ave., Goods to be Ex- changed, Value (Red.)	2 1 40
17. " 2—	Goods sent in Exchange to Mr. Brown, Invoice No. 7 .....	2 1 70
18. " 2—	Mrs. Jones, 24 Main St., Invoice No. 8 .....	5 9 35
19. " 2—	Mrs. Green, 37 King St., Invoice No. 9 .....	4 4 30
20. " 2—	Mrs. White, 89 Queen St., Invoice No. 10 .....	9 11 15
21. " 2—	E. W. Smith, Paid on Account .....	8 3 40
22. " 2—	Mr. Black, 90 Upper St., Invoice No. 11 .....	1 5 55

(Continued on page 91)

# STIFF HATS, WHAT OF THEM

Many Merchants Think They Should be in Favor This Fall

THERE is a great deal of speculation among the retail trade as to what style of hat will be in favor this Spring and Fall. MEN'S WEAR REVIEW has interviewed quite a few retailers on this subject, and some of the largest wholesale and manufacturing firms. The retailers pretty generally favor the stiff hat coming back and point out that the soft styles have now been in strong for six or seven years and that there is a change about due. Some even go so far as to predict a large demand for stiff hats this Spring. From the wholesale house we get a different light on the matter. They say their travellers report inquiries for stiff hats, but they notice that the orders sent in do not justify the idea that they will be in strong this Spring, or even next Fall. Even if there was a demand to any extent, it would be practically impossible to fill the orders from local factories, as these styles take a great deal more time to manufacture than the soft variety. The more expensive lines can, of course, now be imported, but from what we can gather as to conditions of English hat firms, it would be some time before shipments would amount to any importance. There are really quite a few points favoring the wearing of soft style hats, some of the most outstanding are: the negligee styles now being worn by a majority of the better dressers call for soft hats; a stiff hat, low, soft collar and soft cuffs do not look well and are not correct style. Another point—and one which had a great deal to do with the present popularity of

the soft hats—is that they are a great deal better for motoring, the familiar bar holding the top up was a constant source of annoyance for a man wearing a stiff hat, he was always being told that he had a "dent in his lid." The cap of course is the ideal covering for motoring, but the average business man can hardly wear a cap in and out at offices, although the day is coming when this will be done. Then there is the question of price, a good stiff hat nowadays would have to sell for \$10.00 or \$11.00, and although a man might feel he would like to make a change, the difference in price, between the two styles would be too great, and would tend to swing the balance in favor of the soft hat. As soon as conditions change locally amongst the manufacturers we wouldn't be surprised to hear that stiff hats were coming back slowly, but for this Spring, the smooth felt will be in favor and for the Fall and Winter, scratch hat styles and velours will be very much in evidence. One wholesale predicted that 15 per cent. of the sales would be confined to the rough style felt hat. This, of course, may be over optimistic but there is not a doubt but that there will be a very much greater demand for this class of hat.

The Panama hat manufacturers are being somewhat held up in production by not being able to secure trimmings on time. However, they believe that conditions will adjust themselves before shipments are actually needed and that so far it is not a matter for great concern.

## ORDERS FOR KNIT GOODS

Roumanian Government Places Large Orders For Knit Goods From the Canadian Knit Goods Association

ORDERS amounting to more than \$3,000,000 have been received from the Roumanian Government for knit goods, blankets and cloth manufactured in Canada. These orders have been procured through a representative of the Canadian Knit Goods Association on the ground in Europe. The value of the different products is divided as follows: Knit goods, three-quarters of a million dollars; blankets, one-quarter of a million; cloth, over two million dollars, making total of over three million dollars altogether.

The knit goods include men's socks, women's stockings, men's and boys' underwear, women's and girls' underwear. The value of the order for men's socks is about \$80,000 and women's stockings, \$50,000; men's underwear, \$260,000, boys' underwear, \$126,000 and women's and girls' underwear, \$150,000.

The secretary of the Knit Goods Association, with head office in Hamilton, Ont., stated to MEN'S WEAR REVIEW that at the time he gave us the information the matter of credit and payment, etc., had not been definitely arranged in detail but he expected in a very short time this would be completed.

This is a very substantial order for Canadian w-ellen products and will be another factor in helping to stabilize prices this year.



# PRICES GENERAL TOPIC IN LONDON

It is Predicted That Pre-War Levels Will Never Return—All-Wool Garments Hard to Obtain—Higher Wages a Clothes Factor

LONDON, England.—The question of retail prices for men's wear continues to be a source of argument in this market and from day to day prices are submitted by various dealers. We reproduce the article as written in the *Daily News Record*, believing it to be of more than usual interest to our readers here.

The point of the controversy is that British army officers, returning to civil life, have complained that prices are very high, and that in some instances 100 per cent. or more over pre-war prices are being charged. One officer found a tweed suit at 16 guineas, about \$81.44, which he believes he could have bought before the war at 7 guineas, about \$36.65. He told his story to the *Daily Mail*, which made investigations in the West End shops and prepared the following table of prices as being representative:

	Present price.			Pre-war price.			Increase.		
	£	s	d	£	s	d	£	s	d
Tweed suit .....	12	12	0	6	16	6	5	15	6
Overcoat .....	14	14	0	7	17	6	6	16	6
Dress suit .....	16	16	0	11	0	0	5	15	6
Striped trousers .....	3	12	6	1	18	0	1	14	6
Raincoat .....	6	6	0	3	3	0	3	3	0
Bowler hat .....	1	10	0	0	18	0	0	12	0
Soft felt hat .....	1	10	0	0	18	0	0	12	0
Boots .....	2	18	0	1	5	0	1	13	0
Shirts .....	0	15	6	0	10	6	0	5	0
Socks .....	0	5	6	0	3	6	0	2	0
Woolen vests .....	1	7	6	0	12	6	0	15	0
Woolen pants .....	1	7	6	0	14	6	0	13	0
Silk necktie .....	0	10	6	0	5	6	0	5	0
Gloves .....	0	16	6	0	5	6	0	11	0
Linen collars .....	0	1	6	0	1	3	0	0	3
Linen handkerchiefs .....	0	2	6	0	1	0	0	1	6
	65	5	6	36	10	9	28	14	9

## Lower List of Prices

Subsequently, exceptions were taken to these prices as being too high, and one of the popular-priced shops, Horne Bros., 90 Oxford street, with branches all over London, issued a statement with the following list of prices, which, of course, are much lower than those quoted above, and, certainly, no claims are made that the quality is equivalent, but it is guaranteed to be "good":

	Present price.			Pre-war price.			Increase.		
	£	s	d	£	s	d	£	s	d
Tweed Suit .....	4	15	0	3	3	0	1	12	0
Overcoat .....	4	15	0	3	3	0	1	12	0
Dress suit .....	8	8	0	6	6	0	2	2	0
Striped trousers .....	1	10	0	1	1	0	0	9	0
Raincoat .....	3	10	0	2	10	0	1	0	0
Bowler hat .....	0	8	6	0	3	9	0	4	9
Soft felt hat .....	0	10	6	0	7	6	0	3	0
Boots .....	1	7	6	0	16	6	0	11	0
Shirts .....	0	6	6	0	4	6	0	2	0
Socks .....	0	3	6	0	2	0	0	1	6
Woolen vests .....	0	16	6	0	8	6	0	8	0
Woolen pants .....	0	17	6	0	9	6	0	8	0
Silk necktie .....	0	3	6	0	1	6	0	2	0
Gloves .....	0	9	6	0	3	6	0	6	0
Linen collars .....	0	7	6	0	5	6	0	2	0
Linen handkerchief .....	0	2	0	0	1	0	0	1	0

In a statement issued to-day, Selfridge & Co., Ltd., the great Oxford street department store, present the following range of prices, which are between the two ranges given above:

	Present price.			Pre-war price.			Increase.		
	£	s	d	£	s	d	£	s	d
Tweed suit .....	8	0	0	5	10	0	2	10	0
Winter overcoat .....	8	15	0	5	10	0	2	16	0
Dress suit .....	11	11	0	7	7	0	4	4	0
Striped trousers .....	2	10	0	1	10	0	1	0	0
Raincoat .....	7	0	0	4	10	0	2	10	0

Bowler hat .....	1	5	0	0	16	0	0	9	0
Soft felt hat .....	1	5	0	0	12	6	0	12	6
Boots .....	2	5	6	1	1	0	1	4	6
Shirts (cotton) .....	0	8	6	0	5	6	0	3	0
Socks .....	0	4	6	0	2	6	0	2	0
Woolen vests .....	0	15	6	0	7	6	0	8	0
Woolen pants .....	0	16	6	0	8	6	0	8	0
Silk necktie .....	0	6	6	0	3	6	0	3	0
Gloves .....	0	12	6	0	7	6	0	3	0
Linen collars .....	0	0	8	0	0	6	0	0	2
Linen handkerchiefs .....	0	2	3½	0	1	6	0	9	0½

45 18 5½ 28 13 6 16 17 11½

Of this merchandise Selfridge & Co., Ltd., say: "The articles selected are admirable in quality—not the highest priced, nor, on the other hand, by any means the least expensive, but representative, we believe, of the average wardrobe the average officer or man would require on returning to civil life.

"It is true that men's wear costs more to-day than it did before the war, and will probably never drop again to the old prices. This we say because much of the cost of the articles is labor, and labor will, we hope, not seriously drop in remuneration. It is likely, therefore, that men will require for the purchase of their wardrobes, at least for a long time to come, substantially 50 per cent. more than they did before the war."

At Harrod's, the large English department store in Brompton Road, which specializes in men's wear, a representative of this paper was told this morning that 90 per cent. of the men returning to civil life are buying Standard Suits at 60 shillings. This, of course, applied almost exclusively to men from the ranks. The demobilization of officers has thus far been on a most moderate scale.

When the question of prices for the better grade of men's wear is considered, it is certain that prices in London to-day are from 50 to 100 per cent. higher than before the war, and this affects all articles almost without exception. The writer found the cheapest ready-made tweed suit at Burberry's to be priced at 12 guineas, which is a little more than \$60. Cheviot ready-mades were priced at 10 guineas and up.

As for cheap clothing, that is, clothing worn by the average workingman, the increase is quite 100 per cent., and for all articles of men's apparel, 94 per cent. These figures are believed to be quite accurate and are based on an investigation recently concluded by a special Parliamentary committee, of which Lord Sumner was chairman. This committee summarized its findings in the following tables:

	Price per article		Increase per cent.
	1914	1918	
	s	d	
Suits .....	28	6	60
Collars .....	0	5	0
Overcoats .....	27	4	46
Shirts (union fan'd) .....	4	6	8
Underwear (union) .....	2	11	5
Hosiery (union) .....	0	10	2
Boots (working) .....	10	10	21
Boots (lighter) .....	12	10	26
Boots, repairs .....	3	4	5
Hats .....	3	0	6
Caps .....	1	5	2

The committee also investigated the increases in the cost of boys' clothing, finding that the average increase over 1914 is 102 per cent. The table on boys' clothing follows:

	Boys of School Age		Increase per cent.
	Price per article 1914	Price per article 1918	
	s	d	
Suits .....	15	9	35
Shirts .....	2	6	4
Underwear .....	2	5	4
Stockings .....	1	7	3
Collars .....	0	5	0
Caps .....	0	11	1
Overcoats .....	13	5	31
Boots .....	6	11	12
Boot repairs .....	2	4	4

As to the quality of clothing now being purchased by workingmen, compared with the quality of clothing purchased by the same class before the war, the committee said:

"Outer clothing—all-wool garments which are stated to have predominated in 1914, are now difficult or impossible to obtain, and have been replaced by 'union' materials of mixed wool and cotton. The quality of this material is commonly stated to be from 10 per cent. to 30 per cent. inferior to the wool garments of 1914; but the inferiority is usually stated to be in respect of 'weaving,' 'make' and 'finish,' and one firm states that medium or high grade 'unions' in 1918 are in no way inferior to the lowest grade wool of 1914. Two other firms state that, for men's suits, the expenditure necessary to obtain a quality as good as that of 1914 must be 82 per cent. and 95 per cent., respectively above the 1914 expenditure, the increase given in the statistical table for men's suits is 110 per cent., and for boys' suits 123 per cent. It would, therefore, appear that the actual increase in expenditure has been approximately sufficient to provide the same durability in outer clothing. It is also the opinion of many firms that the introduction of 'standard suits' results in an improvement of quality, one firm specially excepting standard suits from their general statement of the deterioration of quality.

"Underclothing—all-wool and all-cotton goods are now scarce. But unions were common in 1914 except for hosiery, and there are few observations by the firms and co-operative societies consulted as to any marked deterioration in the quality of underclothes. Hosiery, on the other hand, is generally stated to have distinctly deteriorated.

"The conclusion is that the increased cost of necessary clothing, as usually purchased, from 1914 to the summer of 1918 has been between 90 and 100 per cent., and may be taken as 96 per cent. for the purpose of combination with other estimates."

# KNIT GOODS SITUATION AS U.S. MANUFACTURERS SEE IT

Are Not Working to Capacity Until Conditions Are More Certain Throughout—Demobilization Means Bigger Sales During 1919—High Cost of Labor Prevents Any Big Decline This Year

**T**HE following report regarding conditions in the knit goods trade in the United States was prepared by a number of the manufacturers there and sent to MEN'S WEAR REVIEW. It deals with the various aspects of the trade at the present moment and the outlook for 1919 over there. This will be of much interest to Canadian merchants and manufacturers who have many of the same problems to face.

New York, Jan. 31, 1919.—Discussions relative to present prices for Fall 1919, on cotton and wool underwear and hosiery, foolishly continue to stand in the way of free trading on the part of jobbers and retailers throughout the country. That all underwear and hosiery which it will be possible to manufacture through the manufacturing season will positively be needed to supply the demands of the increasing number of civilian consumers, no one will gain-say; and the slowness in buying on the part of distributors to the retail stores and to actual wearers, is bound to react to the detriment of deliveries later in the season, according to opinions expressed by manufacturers and selling agents in the New York market. Some mills have closed down and others are limiting their production until buyers display activity and place orders.

## High Raw Materials and Labor

Buyers of underwear and hosiery should bear in mind, say the mill men, that merchandise turned out for the next six months, at least, will be made from raw stocks purchased during the war at full war prices. Labor is not only demanding wartime wages, but threatens to "walk out" unless a 48-hour, and in some places a 44-hour week is granted them, at precisely the same wages paid for the longer working period. The cut in hours will automatically advance overhead costs from 10 to 15 per cent. This increase has not even been figured in by sellers of Fall knit goods, who, with few exceptions, have already named their opening selling prices.

In discussing the present situation one of the largest manufacturers and distributors of hosiery in this country says:

"The deadlock between buyers and manufacturers of heavy cotton underwear and hosiery has been occasioned from the fact that raw materials are about the same as they were a year ago, while labor has advanced 25 per cent. and up. This increased cost of labor more than offsets any reduction in the price of raw materials.

"Any material advance over the present day price of cotton or a change to an eight-hour labor day, will cause

present prices on Fall hosiery and underwear to be withdrawn, as mills have made low opening prices this month, in many instances at cost, to keep their plants running. Hosiery and underwear in the hands of the retailer were purchased at a considerably lower price than values prevailing just prior to the signing of the armistice.

"For the above reasons, there is nothing to warrant any material reduction in the price of hosiery or underwear for months to come. Both products were advanced during the war only 100 to 150 per cent., while cotton cloths were increased from 300 to 400 per cent. Consequently the reduction in the price of hosiery and underwear must be in proportion and as labor will not become cheaper, reductions in prices will be gradual at best and will extend over a long period of time."

## November, 1917, Prices Attractive

Another large seller of both underwear and hosiery when interrogated on the subject replied:

"It is impossible for the manufacturers of heavy weight cotton underwear to open their lines at the prices ruling November 1, 1917, for the Fall of 1918, except at a loss. At the time of opening of the Fall underwear line in November, 1917, spot cotton was quoted about the same as when the lines opened early in January of this year. Labor has since been advanced anywhere from 25 to 50 per cent. and practically everything that goes into the manufacture of underwear and hosiery has been increased in proportion since that time. It is true that since the opening of the Fall underwear and hosiery lines, we have had a break in the price of cotton. Prices of yarns have followed. Any number of manufacturers have decided to take some business at cost or slightly above cost of production. On a good many cotton underwear lines, prices to-day are very little over the opening prices of November, 1917, and now look attractive to the buyer.

"Underwear and hosiery have not advanced to anything like the percentage of increase shown by cotton cloths. Where advances on the latter show 300 to 400 per cent., underwear and hosiery advances only show from 100 to 150 per cent. Reductions in prices must be in proportion to the advance. Any big advance over to-day's price of cotton or a change to an eight-hour working day, which labor in a number of states expects to put in effect on February 3, cannot but have some bearing on prices as quoted at the present time.

## Not Operating to Capacity

"The manufacturers do not expect to run their mills to capacity over the next few months, as they realize all must

go through a readjustment period. To-day quite a few of the mills are closed down, some are running on short time. Should the present curtailment keep up over a period of two or three months, it cannot mean anything but a scarcity of merchandise. Men are being mustered out of the Army and Navy in great numbers; this in itself means there will be more dozens of men's hosiery and underwear sold in 1919.

"The manufacturers appreciate that conditions do not warrant the buyers contracting for their usual quantity of merchandise. They realize merchandise cannot remain indefinitely at war prices, and there will be probably a gradual decline extending over a period of a few years. The consumer has not stopped buying. The retailer must buy when his stock is depleted. The jobber can buy in a conservative way and get his samples for the road men. The manufacturers do not want to close down their mills unless it is necessary. They owe something to their employees and the men who are returning from the front and are expecting their old positions back. How much better it would be for the manufacturer, jobber, and retailer to work together, to stabilize and not to demoralize the market."

On the same topic a third large distributor says:

"The labor cost of producing hosiery to-day is about the same as during the highest period of nineteen-eighteen. The slight recession in some materials is more than offset by the increased cost of labor and other expenses that make up the cost of manufactured articles when delivered, consequently there can be but little change in price for contracts placed now for delivery within the next four or five months.

"As the prices of fleeces and heavy hosiery delivered in the Fall of nineteen-eighteen were based upon conditions of the late Fall of nineteen-seventeen, the prices for these lines for delivery in nineteen-nineteen will possibly be higher than the prices of similar goods were in nineteen-eighteen."

## CAUGHT COMING AND GOING

Stanley Ledirock, who was arrested in Waterloo on a charge of stealing a quantity of goods from W. Vavrimers tailoring shop, Toronto, a few weeks ago, was found guilty and remanded until the 11th for sentence.

S. Schwartz and Mike Krisko were also in court on a charge of receiving stolen goods. Schwartz was found not guilty, but another charge was laid against him of having transacted business on Sunday. All of which goes to show that one way or another, coming or going, they get you.

# CAN YOU SIZE UP PEOPLE QUICKLY AND ACCURATELY?

In the Final Analysis, Picking Men For a Jury is the Same as Picking Men For Business—  
Read This Story—You May Get a Tip That Will Help You With Your Work

**J**OHAN B. STANCHFIELD is one of the greatest trial lawyers in America. His success he attributes largely to being able to pick men. If you are a good picker he says you win. In the "American Magazine," he tells how he sizes people up as follows:

Human nature is always interesting; but to me personally it has been the most interesting in two very different places—the baseball field and the court room. I know them both very intimately, for before I was a lawyer I had been a baseball player at college.

My father was a country doctor at Elmira, New York, where I was born. As with most country doctors, his practice was not rich in financial rewards, and when I went to Amherst I helped to put myself through that college by playing baseball during vacations. I was a pitcher and we used to do our spring practising in the bowling alley of the gymnasium.

By accident I discovered that I could pitch a ball which would curve out over the adjoining alley, a feat which attracted so much attention that it came to the ears of the professor of mathematics. He declared that it was impossible, violating the law both of God and of man. He could not be convinced to the contrary until I proved it to him by pitching a ball and curving it around the corner of a building.

With these curves at my command I naturally had a secure place on the college nine; and as I also rowed with the crew I spent more time on athletics than on books. But I think that, because of this very thing, I learned to study human nature, and the training I got in this way was worth more to me later than mere book knowledge could have been.

To know what the other fellow is thinking, to be constantly on the alert, to watch all the different players on a ball field, is not so very different from a lawyer's work in a court-room. In both places it is a battle of wits as well as of technical skill. In a trial one must watch the opposing lawyers, the plaintiff, the defendant, the judge, the witnesses, and the jurymen.

The battle, as a rule, is not over points of law. Instead, it's based on the knowledge of human nature possessed by all parties concerned. In fact, human nature plays so important a part in a court-room that most cases are won through shrewd observation of how the human being thinks and acts.

In selecting a jury, for example, the law plays practically no part. It is understanding of human beings that counts.

For this reason I study your face, your tone of voice, the answers you

make, and, especially, whether or not you look me in the eye when speaking. I make it a point to find out whether you are well-to-do, or perhaps a clerk in a store. In addition, I always want to know the occupation of a prospective juror's children as well as the occupation of the juror himself. I ask your age, religion, and many other things, because they all aid me, as the prosecutor or the lawyer for the defense, to make up my mind whether or not I want you for the jury. And if I don't want you, I try to get rid of you, as I shall explain later on.

If your answers are hesitant, both the prosecution and the defense are against you. And the reason is, of course, that we both fear you will be too easily swept with the crowd; that you will bring in whatever verdict the majority decides upon. We doubt your ability to think for yourself.

There is, however, another side to this point. If, instead of being a weakling, you have a hard, determined jaw, and show by your answers that you are stubborn and defiant, we may also hesitate to take you. If we get twelve stubborn men on a jury, the end of the world might arrive before they would come to an agreement! The ideal jury is one composed of four strong men, and eight intelligent and resolute ones. We want a few men of great decision so that they will bring a verdict for one side or for the other.

Your position in life is always considered, of course. If I were defending an employee I should hesitate about having many employers on the jury. They may try to be neutral and fair; but if there's any "leaning" at all, it will be toward the prosecution instead of the defense. The same thing would apply if a rich man were being tried. Then, I should try to get a jury of men of property, and of the same standing as the defendant. For a jury of poor men is not inclined to be merciful toward a wealthy defendant, even though he really may be innocent. The poor love to "swat" the rich whenever it is possible. We always try to get men of one class to try men of the same class in order to insure fairness and justice.

Another point that must be watched is that of religion. A fanatic of one faith may take an instant dislike to a defendant of another faith, and so make his decision on the ground of religion, instead of on the evidence. On the other hand, however, the prosecuting attorney knows that it is dangerous to his case to allow many men of the same faith as the defendant to sit in the jury box. For they may allow the common interest to sway them in rendering their verdict.

Membership in a society or a fraternal lodge is to be taken into account, for the same reason. If a juror belongs to the same society as the defendant, he will usually be challenged by the prosecution on the ground that he could not give a fair verdict. Of all problems, however, that of an Orangeman and an Irishman is the most difficult. You can well imagine what would happen if one were set to decide the case of the other.

There is a vast variety of things which can influence human beings in rendering judgment on others. Just take, as an example, the incident which taught me always to ask, "What are your children's occupations?" Apparently, the occupation of a man's son could not affect the verdict he would render. But I found that it sometimes does.

I was defending a man accused of some crime against a department store, and I was very much surprised when a verdict of guilty was brought in against my client. I was so surprised, in fact, that I spoke to some members of the jury after they had been dismissed. And this is what one man told me:

"The fellow that swung the verdict," he said, "has a son working in the department store. He seemed to think it was up to him to help convict your man just because his son works in that store."

You, as the reader, may probably say that you wouldn't have let such a fact influence you. Nevertheless, if one of your children or a near relative had a good job with some corporation, and you were a juror in a case brought by that corporation, I'll wager that your sympathies would not be with the defendant. In cases for the Government, especially, lawyers for the defense have to be careful to find out if any of the prospective jurors have children in the Civil service. If they have, we don't care to take a chance; for, though the man may not blindly disregard justice, his sympathies will all be the other way. It might be possible, of course, that he and his children might dislike the Civil Service, and so be for the defense. But we are not likely to find this out.

It is impossible to know what relationship may exist between the defendant and some member of the jury. We have sometimes discovered, long after a trial, that the defendant had wronged some member of the jury years before, and that the jurymen voted against him "to get even."

If a man is lying, however, you can always catch him by asking him to repeat. And the test isn't, "Does he tell a different story?" It is, "Does he tell exactly the same story, word for word?" If he does, you can bank on it that he has prepared his story beforehand, mem-

# MEN'S WEAR REVIEW



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No. 3

## SALESMEN NOT CLERKS

IN the February edition of MEN'S WEAR REVIEW one reads "How To Retain a Valuable Clerk."

A subscriber writes as follows:—

Who ever heard of a *valuable clerk*? Who wants a "clerk" as a partner anyway? If you wish to retain your valuable "salesman" do not insult him by calling him your "*clerk*."

Clerks merely do what they are told, sell what they are asked for — "Drop-in-a-nickel-and-get-a-cigar" machine; while the salesman uses initiative, sells many times as much as he is asked for and makes permanent customers of transients by rendering real service, thus building up a permanent business, from which he should draw a bonus as suggested in article referred to.

Better make the mistake of calling "the clerk a salesman" than of calling "the salesman a clerk." The former encourages, while the latter invites prejudice.

Get out of 19th century backwoods phraseology, and dignify your establishment, and increase dividends by referring to your valuable assistants as salesmen, not clerks.

OUR correspondent is absolutely correct, and we while taking our medicine standing up, will at least pass the advice along to you that we may all get out of the woods together.

IF you were not at the birth of the Retail Clothiers' Convention, you missed an important occasion.

CLOTHES do not make the man, but every man can do better work if suitably dressed.

DURING the "Flu" epidemic, L. Frankenburg, representing Crown Brand Clothes, Montreal, was taken seriously ill in Calgary and the report went the rounds that he had checked out for good. This is not the case, as Mr. Frankenburg advises us that he is very much alive to-day and wishes us to correct the report to the contrary.

## A NEW FEATURE

COMMENCING with this number we have started a new feature. Our representatives, in going from one city to another, often come across some good ideas in merchandising, window dressing or new lines of goods. They keep track of them and send them along to your editor, he puts them in just as they come, the good with the bad. However, what is new to one is old to another. Bad for one, good for another. You are the judge: We believe this new feature a good one and it is our intention to keep right abreast of the times, if not a little ahead, and one of these days spring a new one on you. This new department we have called "Around the Shops," because that's where we get our information. Sometimes, just by being on the outside looking in, you see something that the fellow looking out all the time misses.



1919 BUSINESS  
MANS SUMMER  
SUIT

An idea one gets from reading the press despatches of the tailies too closely.

IN conversation with a wholesaler recently who had contemplated a business trip to England, but had since decided that the time was not opportune, he said that the reason he had decided not to visit England now was on account of the unsettled condition of the British markets, and, too, that he had received information to the effect that all material going into the manufacture of hosiery and underwear would advance from 20 to 40 per cent.

# AROUND THE SHOPS

A VERY neat evening dress tie made of white percale with a fine hair line of black around the outside edges of the bow is on display in some men's stores and it sells as well as it looks. Everybody will soon be wearing one in place of the conventional all white.

THE latest style of shirt advertising is a fancy carton, at the top of which is a man's head. The carton is shaped and the cuffs appear at the bottom through a slit in the box. The idea is a good one, and new in this country. It makes a good display when used in the window.

HAVE you ever dressed your window this way? It's up-to-date and effective. For hat and cap display get some gold leatherette paper. Cover your floor with this. Cover your hat stands with light blue or purple paper. If your window has a solid back wall, use the blue paper as a background, with strips of gold paper running up and down. Put a few decorative leaves at back and around edges, then arrange your hats low in front, high stands at back. Some few pairs of gloves at foot of stands.

The colors are unusual and lend themselves well with greens, blues, blacks and greys, the usual colors in hats.

THE velour hat is very much in evidence in winter displays in New York, Buffalo and Rochester, Toronto and Montreal. It looks like it's come to stay. The prices range in the stores across the border from \$3.75 to \$8.00, with \$5.00 and \$6.00 styles most in evidence. The colors principally shown are dark blue, dark green and black. In the Canadian cities the prices range from \$4.00 to \$12.00, with \$8.00 the most popular selling price.

ONE store is showing a new line of scarves made of wool with a shiny velour finish. The weave is entirely different from anything on the market heretofore. It has all the appearance of a very faint brush wool closely woven in centre, with a very soft, glossy sheen. This style of scarf is cultivated by the Frenchmen, and last year by cosmopolitan London. Canada usually follows the English styles. Watch for this one.

A BELT with a very neat initial buckle in gold plate or plain silver on a narrow inch or inch and a half strap has all the appearance of a good saleable article. They retail at \$1.25, \$1.50 and \$2.00. Last year in the States they were very much in demand, and should be here this year if properly displayed. They make a good showing when no vest is worn.

SOFT collars are gradually overcoming the start of the boiled collar. The new catch on some makes has the very much desired effect of keeping them up under the chin. This style does away with the old gold safety pin. But it is to be noticed that there are plenty of favorites among other styles that require a neat gold pin to keep them in order.

COLORED cuff buttons, of the double face style, are being cultivated, and with the increasing popularity of the soft reversible cuffs their future looks bright. They are usually of the enameled varieties, in shades of light blue, gold and mauve mixtures, with here and there a sprinkling of greens and reds.

A NEW ulster, a novelty in its own line, can be used as an ordinary coat in ordinary weather, or buttoned singly around each leg separately for extraordinary weather. This latter is a patented feature and made to meet the needs of the out-of-door man.

EVEN the younger boys are going to have a change in styles. A split coat with upright slits for the pockets is being shown in some of the stores. The popular price is \$15.00.

Some of the wholesale houses are showing soft craché hats in tweed effects, and style of blocking will appeal to the men this Summer. There are silk plaid effects in some styles that weigh next to nothing.



# MARKET REPORTS



## THE MARKETS AT A GLANCE

**T**ORONTO, Feb. 25.—Of outstanding interest in its probable effect on market conditions as related to wool is the receipt of orders for some 60,000 men's suits from Europe, with the probability that this is only the first of many more to come. These come principally from the Roumanian and Serbian Governments, with small orders from France and Belgium.

Clothing manufacturers, in commenting on the 60,000 suit order, say this—and the further orders that seem certain, now that the Government has arranged \$50,000,000 credits in France and Roumania—means the Canadian clothing manufacturers will be rushed with business and will be able to keep employed the staffs they developed during the war; able even to expand their staffs in many cases. The orders from abroad also mean that the Canadian cloth-making industry—which grew so tremendously during the war—will continue to flourish.

Orders for underwear seem slated for the Canadian mills as well, and this is another end of Canadian industry which promises marked activity during the coming months.

Canadian manufacturers have received advice also from their representative in London that Roumania, Serbia and at least part of Belgium will want to buy largely of shirts, overalls, working pants and the other products made by the manufacturers who constitute this association.

A representative of the Garment Manufacturers' Association leaves the end of this month for London, taking many samples, and is prepared to book orders, not only for the product of the Garment Manufacturers' Association, but also for Canadian-made cloths, sheetings, etc., which may be required by Roumania and the other countries.

The seeming certainty of big orders from Europe is taken by Canadian cutters-up as meaning they are on the threshold of a year of great activity—larger, rather than smaller, staffs are required, some of these manufacturers say.

Altogether, the outlook as it affects the men's wear trade is considered good. Placing business generally is light, but sorting orders are expected in big volume, and the amount of business handled during January and so far in February would indicate there were good reasons to expect good sorting during the coming months.

Neckwear, underwear, hats and caps, shirts and collars—practically every line is holding firm, with good business looming up, and any recession in values seemingly something for the future. The dearth of desirable goods, which became pronounced in the last few months of the war, has not been overcome, and with civilian consumption now steadily increasing, there seems every reason to look for well-maintained prices for some time, with the change to lower levels a gradual one, easily taken care of by the trade.

## WOOL

**Situation Revealed is One of Increased Confidence—Big Orders for Clothing and Underwear a Probability—Markets Remain Firm**

**WOOL.**—Time enough has elapsed for the bottom to fall out of the markets if such a condition promised as a climax to the cessation of hostilities. The fact that very little change has come about, the realization that is coming to those dealers who were skeptical but more to the everyday consumer—that readjustments, though probable, are to be gradual, is creating a better feeling, a more confident tone in the trading that is being done and the outlook on the coming of Spring is considered very satisfactory.

That buying since the armistice was signed has been restricted to immediate requirements is undoubtedly true. That is a good sign—retailers and wholesalers are getting stocks reduced to a point where a decidedly healthy situation prevails—and it is generally conceded that the trade all along the line is working around to the point where price reductions, when they come, can be met with the least injury to all factors concerned.

Not that there seems much chance of any immediate reduction in prices of woollen goods. The situation in wool is pretty well controlled by the various Governments and seems due to remain at existing levels for some time to come. There may be some slumps, and there have been some sharp declines—but these are not general and are not a real factor in the outlook as a whole.

Latest reports indicate that Roumania will be in the market for large quantities of men's suits and large orders for underwear are being figured on and seem likely to be placed with Canadian manufacturers. This means not only employment for labor at the mills, but also that there will be no glut of goods on the local markets. This is good business for Canada, for labor well employed is contented labor and labor with buying power.

Buyers who have returned from the British markets see no possibility of declines in prices. The mills are still largely under Governmental control, and whereas a gradual relaxation of this supervision will come which may mean more civilian goods, the demands from all sources are expected to be so large



that it will take many months to approach anywhere near normal in the matter of delivery. The effect of this condition on prices is not hard to figure, for supply and demand must always be a factor, and so long as the demand exceeds the supply, bidding will be spirited and prices high.

The big factor entering into the cost of all goods is labor, and the present unrest with agitation for higher pay and shorter hours presents a problem which calls for serious consideration. One, of the biggest factories in the United States granted the shorter hours at the existing rate of pay per hour, with overtime allowed at time and one-half. Whether this will be the final solution is not yet known, but undoubtedly Canadian mills will have to adopt a similar scale of hours. This is only an indication of the trend of the labor situation and is one which must, to a large extent, determine the future value of the goods themselves.

Indications are that the world's supplies of wools are ample and the problems of transportation to the spinners are being worked out satisfactorily. Production of the looms may be expected to improve as the demobilized men get back into their old places and in time a gradual readjustment of prices on most lines of woollens to lower levels may be expected.

Sorting orders which the men's wear houses in all lines are handling represent a splendid volume of business, but retailers show a disposition to withhold placing for future supplies. The danger in this lies more in the fact that goods may be scarce than in the question of higher prices, as the latter can be overcome, but unless goods are procurable they cannot be sold. Jobbers will not place orders and carry stocks on the chance that they may possibly be called for later. The retailer must assume responsibility in the question of merchandising. This does not mean that he should order more than he thinks he can move, but goods on hand are better when the demand is ready to absorb them than many weeks or months away.

## COTTONS

COTTONS.—Canadian manufacturers have received advice from their representative in London that Roumania, Serbia, and at least part of Belgium, will want to buy largely of shirts, overalls, working pants and the other products made by the manufacturers who constitute this association. To the end of making more certain of this business, H. M. Levine, of Montreal, first vice-president of the Canadian Garment Manufacturers' Association, leaves for London by the Olympic, which is posted to sail Feb. 28.

Mr. Levine takes with him many samples, and is prepared to book orders not only for the product of the members of the Garment Manufacturers' Association, but also for Canadian made cloths, sheetings, etc., which may be required by Roumania and the other countries.

The seeming certainty of big orders from Europe is taken by Canadian cutters-up as meaning they are on the threshold of a year of great activity—larger, rather than smaller, staffs are required, some of these manufacturers say.

These prospects of export business are encouraging and will do a great deal to stabilize conditions which have been just a little uncertain and which have resulted in buyers sitting back and waiting.

Conditions remain somewhat puzzling after three and a half months after hostilities had ceased. Manufacturers are not certain as to the movement in the raw market and the unwillingness of retail buyers, especially, to commit themselves in advance purchases, is a factor they are forced to consider. Raw prices of cotton have gone down since the armistice was signed—up and down—like a sort of seesaw, it is true, but more down than up. This applies chiefly to "futures," rather than to "spot" prices. The mill heads tell MEN'S WEAR REVIEW that they have to pay practically as much as they paid months ago for all they require for immediate delivery. "Futures" are down several cents below, but prices on these are much of a gambling proposition. There was a theory that as soon as the war was over prices of raws would jump, for Europe would require huge quantities to make up for lost time. But whether European looms "required" it or not, somehow the orders were not in a hurry in arriving, and the market sagged, and then sagged some more. Now and then comes a promise—perhaps where the wish is father to the thought—that in a week or so the available shipping will be loaded with Southern bales, but somehow the time arrives, and with it there is little sign of additional shipping or the longed-for orders. Thus, reconstruction drags on.

In the South there is a strong movement among the planters who have money, to hold the raws to await a 35-cent offer (where now futures are 22-23, and spot 27-28) and coupled with this is a proposal to decrease the acreage under crop so as to make supply and demand approximate more closely. No final decision has been reached on either of these plans at this time. Meanwhile, with the price of raws lower, but an extreme uncertainty as to whether they may rise later on, a conflict has arisen between mill owners and employees. Demands were made early in February for a 48-hour week, in place of 54 hours, but at the same pay as for the longer period. A number of mills granted the 48 hours but declared wages must be cut in proportion to the time. Many of the employees accepted; others went on strike; some mills on their demand being received "closed shop," on the ground that they had insufficient orders to keep the looms at work. Now the would-be strikers charge a "lock-out" on the part of the mill owners, and a big textile strike, involving tens of thousands of workers, is on.

## U. S. Mills Cutting Prices

One more development across the border, of equal importance to Canadians, is the action of some of the cotton mills in cutting prices, some as much as 30 or 33 per cent. for Fall, 5, 6, 8, 9 and even 10 cents a yard. It is stated in many cases the mills did this to ensure orders. But the real cutting in prices has come from the jobbers who were caught by the unexpected ending of the war with large stocks and were unable to carry for any length of time. Fearful of heavier losses by holding longer, they are offering at a bargain. But Canadian buyers have found, for the most part, that there is not much offering at cut rates; in Canada none at all from the mills, and limited quantities from jobbers. Labor prices rule as before, and a threatened strike of the employees of one mill at Kingston suggests that demands for higher wages may spread to Canada.

Generally speaking, there seems little to indicate a sudden drop in prices among Canadian mills. Since the armistice no cuts have been made; at the beginning of February, indeed, there was an advance of ½ to 2½ cents a yard in several lines of factory cotton. It would appear that the only possibility of a cut in Canadian prices is a threatened invasion of the Canadian field by United States mills that have cut prices to get business. Then, it is understood, Canadian manufacturers have decided they will meet the cut—even below cost—if need be, to retain their hold on the domestic market.

## TIE SILKS

Tie silks very scarce in New York City and prices firm, in fact higher than prices for last Spring. About \$7.50 per doz. will be the lowest price that one large manufacturer will have to offer to the retail trade for Fall, 1919. This means that \$1.00 neckwear will be the staple price for Fall. A great many novelties are shown, but they are very high-priced. One that looks good is the handkerchief scarf in fancy foulard silks. It makes a fine full cravat, and will retail at \$1.50 each.

## AUSTRALIA'S POPULATION EXCEEDS 5,000,000

The Commonwealth statistician has announced that in September, 1918, the population of Australia (exclusive of Aboriginal) passed 5,000,000. It is interesting to note the gradual increase in a country so far from the sources of emigration.

In 1800 the population of Australia was 5,217. In 1900, a century later, it had reached a total of 3,765,339. Since the attainment of the first million the average addition to the Australian population has been a million every fifteen years.

Messrs. Dennonay Bros. have opened a men's wear store in Zurich, Ont.

# SUITS & OVERCOATS

## CLOTHING

**Export Business Coming to Hand Quite Freely—Indications That More Will Come—Situation in Regard to Cloth Still Difficult**

CLOTHING.—Orders for some sixty thousand men's suits have been received by Canadian clothing manufacturers from Europe. The order comes through E. L. Carley, the representative whom the Canadian clothing manufacturers sent to Europe some time ago, and comes principally from the Roumanian and Serbian Governments, with small orders from Belgium and France.

It is evident this order for 60,000 suits is considered only the first, for Carley, representing the clothing manufacturers in England, has asked that samples of serge from 15 to 22 ounces be sent him. The woollen manufacturers are doing more than send these samples. They are sending also two of their leading members, Geo. C. Copley, of Copley, Noyes & Randall, Hamilton, and M. Friedman, of Friedman & Co., Montreal, who will sail Feb. 28 on the Olympic.

Commenting on the 60,000 suit order, clothing manufacturers say this—and the further orders that seem certain, now that the Government has arranged \$50,000,000 credits in France and Roumania—means the Canadian clothing manufacturers will be rushed with business, and will be able to keep employed the staffs they developed during the war; able even to expand their staffs in many cases.

The orders from abroad also mean that the Canadian cloth-making industry—which grew so tremendously during the war—will continue to flourish. Canadian clothing manufacturers state that the product of the Canadian mills is splendidly adapted for this export business, and that the mills will assuredly be kept busy turning this out. That these mills, therefore, will maintain their entire staffs.

This is cheering news, especially in view of the fact that United States cloth mills are now reported to be offering their product on the Canadian market at heavily cut figures. From what can be learned, it would seem that the United States cloth offerings are not a very vital factor. The cut in price is small, and Canadian clothing manufacturers being well provided with cloth for next Fall's needs are not inclined to

buy. The American product is not as suitable, they say, for the export requirements as is the product of the Canadian mills.

The situation in regard to getting delivery from Great Britain has not eased to any appreciable extent as yet. One cloth importer reports receiving a recent shipment of heavy Winter cloth, and the arrival of this at such a late date resulted in his writing a letter to the mills in reference to his orders for Spring,

or they would not adopt a "take it or leave it" attitude at this time.

Altogether the situation is considered quite favorable, and manufacturers of ready-made clothing are already shipping spring orders quite freely, with prospects bright for a big season's business.

## THE TWO MACS, LTD.

The Two Macs, Ltd., announce the entire remodelling of their store situated at the corner of Sparks, Bank and Queen streets, Ottawa.

Complete departments will be moved from one location to another. Fixtures which have become antiquated will give way to the very latest inventions. Up-to-date show cases will assist in making a fine display of new merchandise.

The steady growth of the business has been marked, being due to the fact that values are always real and customers satisfied.

## CLOTHING MEN WHO WILL GO OVERSEAS

The Canadian manufacturers of woollen clothing and cotton apparel have selected the representatives who are to go to Europe in search of export orders. H. M. Levine will be the agent of the makers of cotton articles; G. C. Copley, of Hamilton, and H. M. Freedman, of Montreal, will go overseas for the manufacturers of woollen garments.

## KEEPING UP WITH THE FASHIONS

"I see men's clothes are to be 'sprightly, dashing, and youthful,' said a discharged soldier, as he gazed at his \$35 clothing allowance. "I guess mine will be youthful, all right; after I get a pair of shoes and a hat this will just about buy me a pair of short pants."

The name of Mr. George Torrance Milne, His Majesty's Trade Commissioner-General in Canada and Newfoundland, is included in a recent list of Officers of the Order of the Empire (Civil Division) in recognition of services rendered during the war period.

Previous to his recent appointment to Montreal, Mr. Milne was British Trade Commissioner in Australia for five years. He has also resided in various parts of South America. He is a Medallist of the Royal Society of Arts, London, and a Fellow of the Royal Geographical Society.



*The back view of the new form-fitting, waist-line sacks for young men. This style has been a popular one in the United States, and is now being taken up here.*

asking that they be speeded up if at all possible, so that he could effect sales when season was at hand. The reply he received was to the effect that they had not yet started on his Spring orders and wouldn't be able to for another couple of months, and expressing their willingness to cancel. This importer did not cancel, and only asked the mills to execute orders at earliest possible date. This would indicate that position as it affects the British mills is strong and they must have in prospect big business

# NECKWEAR

## NECKWEAR

**Improvement Slow in Coming—Swiss Offerings Considered High—Italian Silks Will Be Available**

NECKWEAR.—Unfortunately there is little improvement in the situation on neckwear. American mills working on a 50 per cent. output or less, as they were for some months prior to the signing of the armistice, were unable to meet the demands made upon them, with the result there were no stocks to draw from and there is no accumulation yet to make the outlook much brighter.

There have been some offerings of Swiss silks recently, but neckwear manufacturers intimate these are out of all proportion to their proper value. Swiss interests have had to contend with high labor costs and enhanced production figures, too, but the feeling seems to prevail that the prices asked for their product now are extremely high. There are some stocks of Swiss silk ties being offered based on costs much lower than those asked to-day.

Italian silk is available in very fair quantities and the trade will be able to secure its needs as usual in this grade of neckwear. There are some beautiful offerings and the combination of colors is exceedingly well arranged with absolutely fast dyes procurable.

Manufacturers generally intimate that there is not the usual amount of placing business being done, but that sorting orders are coming along quite freely. January business was considered very good, February promises better and the outlook is that the Spring months will see a big volume of business transacted. There has been no revision of prices downward and there seems no prospect of such a move for some months to come.

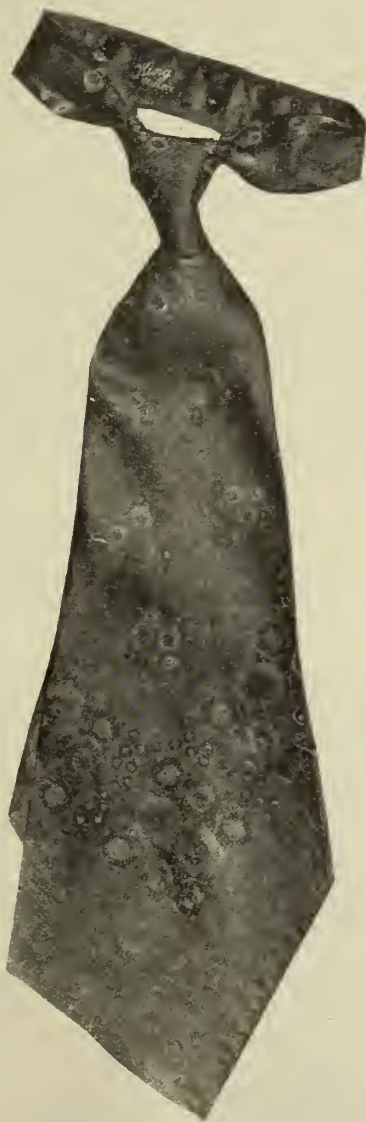
## SINGLE END DRESS TIES POPULAR

*"Men's Wear," New York, Says:  
Single End Dress Ties Become More Popular in United States*

It is interesting to note that the single end dress tie is being featured to a greater extent than ever before by some of the higher class haberdashers in New York and elsewhere. This is the straight single bow tie, tied with an Ascot knot with one end and one loop instead of the customary double end. It is made of

casions, while for dinner wear it comes in either black satin or grosgrain. The ends are made in two styles, the plain square end and the pointed end.

"This form of dress tie seems to be coming in for a greater share of attention



*Pure silk hand made handkerchief-travat being shown by the King Suspender and Neckwear Co., Toronto.*

from the man who exercises great care in his formal dress apparel and who desires at the same time to have something that is correct and yet rather different from what others are wearing," said the manager of one of the stores which is

featuring the tie in unique window displays. "Sales are increasing, but as yet, of course, the regulation double end ties are in better demand. As more dress suits will be worn from now on, there being no voluntary restrictions upon the holding of 'affairs,' as was the case during the war, we look forward to selling this particular tie to a much larger number of particular dressers than heretofore."

## GREAT BRITAIN REALIZES NEED CONTINUING THRIFT

*Interesting Statements from Committee's Report on Financial Facilities for Trade*

Great Britain realizes that the financial problems of the after-the-war period must be solved chiefly through production and saving. This is to be seen in the recently published report of the committee on the provision of financial facilities for trade after the war, appointed by the Chancellor of the Exchequer and the Minister of Reconstruction.

The committee express the emphatic opinion that the primary factor in repairing the wastage of capital caused by the war lies mainly in increased production and actual saving.

The very large extent to which expansion has taken place is shown by the fact that whereas the total deposits at the banks of the United Kingdom, exclusive of the Bank of England, amounted at the end of 1913 to £1,070,000,000. The amount of deposits is now nearly £2,000,000,000. The enormously increasing purchasing power thus created has, in the committee's opinion, been one of the main factors contributing in the general rise in prices.

The enormous potential increase in the number of small investors as shown by the figures published by the National War Savings Committee, and the importance of the encouragement of this tendency for the rapid reconversion of trade and industry, are emphasized by the committee, as is also the necessity for genuine saving to make good the destruction of capital during the war.

It is the recognition of similar fundamental conditions that has led to the adoption of the Canadian War Savings Plan. Through War Savings Stamp and Thrift Stamps it gathers up the dollars and the 25 cent pieces, paying 4 1/2 per cent. compounded half-yearly.

**HATS AND CAPS**

**Spring Orders Moving Out Quite Freely  
—Stiff Hats Show Greater Activity  
—Tweed Caps at High Figures**

**HATS, CAPS.**—Jobbers are well satisfied with the placing business done on hats and anticipate a much larger sorting business, comparatively, during the coming months of Spring and Summer than they have had for years.

There is a decided tendency developing towards the stiff hat again, it is indicated, and the feeling prevails that in another six months this will be back quite strongly. For Fall, the rough finished felt hats are slated to be popular again, velours, satins, etc., being the samples now lined up for the Fall trade.

Shipments of Spring stocks have come to wholesalers' hands in very good quantities, and Spring orders are now going forward to the trade quite freely. The offerings for Fall are showing no declines in prices, and with labor demanding more (and getting it), fur none too plentiful and high in price, there is no immediate outlook that a recession in values will be possible.

Indications are that good tweed caps are very high in price, but there are some splendid offerings for Fall, Canadian made, at \$24.00 to \$36.00, that are considered excellent value. The feeling is general that there should be a splendid season for caps with the possible exception of heavy Winter lines, which, perhaps, will show quite a heavy carry-over on the part of the retailer.

Altogether, conditions are considered very bright, and there seems every reason to believe that this end of the men's wear business will enjoy a busy year.

**UNDERWEAR**

**Outlook for Export Business Promises Activity for Mills—Wholesalers' Stocks Light**

**UNDERWEAR.**—There has been a tendency on the part of buyers, both wholesale and retail, to hold back on placing orders for next Fall and Winter in anticipation of a reduction in price. At the present time there seems no immediate prospect of such a move.

Indications are that there will be some large orders placed by Roumania and Serbia and possibly some of the other Allied countries, which will tax the capacity of the Canadian mills. These orders are not yet in hand, but there has been some business for other lines placed in Canada and that underwear is to be added to the list of exports seems more than likely.

Stocks in wholesalers' hands generally are pretty well exhausted, the orders for the forces undertaking the Siberian expedition being supplied from the wholesalers' shelves. With the retailer indications are that owing to the generally mild winter that there may be a very fair amount carried over to another season, and this is undoubtedly a factor to

curtail placing from this source. However, with a normal winter next year, or one even approaching normal, there should be big business and sorting in large volume seems quite probable.

**CLOTHING MANUFACTURERS' CONFERENCE**

**Representatives of Woollen Clothing Trades Meet in Ottawa**

AT a conference held in Ottawa on February 6 by representatives of the woollen and clothing trades of Canada, with a view to ascertaining the prospects of obtaining export business which the war trade mission is fostering, it was stated by Mr. Lyon Cohen, of Montreal, that Canadian manufacturers were hoping to obtain trade for Canadian clothing outside of Canada. Mr. Cohen also put the lid on the rumor that wool stocks were in a famine condition, and that the manufacturers did not look forward to any scarcity which would affect the present prices of clothes. Mr. Cohen went on to say that statements had been made that suits and articles of clothing would reach fabulous prices, but that there was no ground for such statements. Clothing will remain at the present prices for some time to come, but there is no immediate prospect of them going higher.

Mr. Cohen has voiced the opinion held by a large majority of the manufacturers and wholesalers houses to-day. The rumor of wool famine and fabulous clothing prices is a ridiculous one, and it was time some one in the trade put the damper on it.

**A NEW STORE IN OTTAWA**

Pedrick & Palen, "the house of tailoring service," are opening for business at 371 Bank street.



MR. W. A. PEDRICK

Mr. Pedrick has been with Geo. Preston & Son, Rideau st., Ottawa, for twenty years.

Mr. F. A. Palen is also known to Ottawa, he having learnt his trade with "The Two Macs" here. Calgary claimed him for a while as supervisor, cutter and designer. Answering his country's call, he enlisted with the 77th Batt., and went



MR. F. A. PALEN

overseas in the first draft. Wounded at the "Somme" and a year and a half in hospital, he received his honorable discharge, and once again enters upon a civil career.

In the firm's opening advertisement, they assure the public that their close connection with the leading woollen manufacturers enables them to give patrons a tailoring service not equalled in any city in Canada, plus years of practical experience, ability as designers and cutters.

**CHANGE IN ORILLIA**

Mr. J. H. Fox has made a change in his business by admitting to partnership Mr. Robert H. Soren, who was formerly with G. Hawley Walker, of Toronto. We understand Mr. Fox will spend most of his time in buying centres, and that Mr. Soren will be located permanently at Orillia.

MEN'S WEAR REVIEW wishes the new partnership continued prosperity.

**THE WEST LOSES, THE EAST GAINS**

It is reported that Mr. T. B. Garland, who has been connected with the firm of McLean and Garland, Ltd., men's furnishers, on Main and Market streets, Winnipeg, since the organization of the business some ten years ago, is now coming East. Mr. Garland is going into the wholesale grocery business with his brother-in-law, D. B. Harmer, at St. Catharines, Ont.

# EXCLUSIVE STORE USES SMALL CARDS

Show Cards in the Windows a Little Larger and More Easily Read Than Those Used in the Store—Color Scheme of the Cards is Frequently Changed, Although White Cards Are Always Popular

One of a series by R. T. D. EDWARDS

ANYONE interested in showcard writing, whether a card-writer or not, when travelling throughout the American continent will take notice of the particular styles of showcards used in various districts. He will also notice the similarity of the work in one district of various card-writers.

This seems to have been the case especially throughout Canada where card-writing has not been practised as long as on the other side of the line. Here, one good card-writer settles in a district and from him many amateurs copy their style. This is gradually improved upon until the district has a lot of good card-writers, all with much the same style.

## Could Be Improved

This condition, while not objectionable, could be improved upon by varying the



1. Our soft collars give that "comfy" feeling and that smart appearance.
2. Our prices are as moderate as good workmanship will permit.
3. Stock up in shirts while our stock is large.
4. Easter suggests newness; how about a new cravat?
5. Hats in soft or hard styles for particular people.
6. That new suit will be ready for Easter if ordered now.
7. Men's hosiery that combine appearance with wearing qualities.
8. Raincoats that live up to their reputation in a storm.
9. Hats that suit your face fitted by experienced salesmen.
10. Don't delay buy to-day; you'll be satisfied to-morrow; money returned if not.
11. Larger display inside than in the window. No admission fee.
12. Wise people will avoid the rush of Saturday night.

er or better than many Canadian card-writers can do. The lettering is kept to the centre of the card, showing plenty of background and when a price is necessary the figures appear no more conspicuously than the lettering. The work is usually of brush or pen stroke construction.

Now take the Canadian stores, even the most exclusive, you will find using cards of a type that the cheaper American store uses. Large cards with heavy type and often of gaudy colors are common. This class of card is absolutely barred in the type of American store previously mentioned. They are considered vulgar and absolutely out of keeping with their beautifully designed stores and with the beautiful merchandise they sell.

## Cards Are Small

Their showcards are small, this lettering is small and price is small. The lines are straight across the card and all layouts are uniform. One type of lettering is used throughout the store and only one. These cards are used exceedingly sparingly and not placed in

a too conspicuous place so as to detract from the merchandise display.

## White is Popular

White cards are popular, but the color of the cards is changed from time to time. But no matter what color is used it must be uniform throughout the store. The card-writers work slowly and accurately to get uniformity in their work.

At the present time the most exclusive store of the two is using a very pleasing brown mottled card with small white lettering for both windows and interior use. The white lettering is put on with a small brush or music pen which will flow the heavy opaque card-writer's white successfully.

A quarter sheet card (11 in. by 14 in.) is used in the windows and with the most exclusive displays no cards are used at all.

The other Chicago store uses a white card for the interior and vary the styles for the windows.

On the main and second floors of the latter store it is the rule not to use any larger card than 5½ in. by 7 in. The lettering is made with the pen, using a black carbon ink. Both the lettering and price are put on small, but are quite readable.

## The Window Cards

The window cards are a little more elaborate at opening times when coloring is used very sparingly. Cards similar to the grey card with black lettering illustrated on this page are used. The

Our Prices  
Are As Moderate  
As Good Workmanship  
Will Permit.

edges of this card are sometimes bevelled and gilded. The fancy capital is drawn on white paper and pasted on the card.

The other illustration shows the style used by the store first mentioned. It is a dark brown mottled card with white lettering. This store always has the edges of their good display cards bevelled and gilded.

## The Difference

This is one of the predominating differences between the Canadian and American stores. The better class American stores use showcards sparingly and those they use are very small with small lettering.

The lettering is very neat, but no neat-

# THE TREND OF FASHIONS

From the Sublime to the Ridiculous

ACCORDING to reports drifting in from Atlantic City, where the National Association of Merchant Tailors have been in session, it would appear that the styles have got back to the form-fitting fashion.

Some of the delegates were highly enthusiastic and went so far as to suggest that mature gentlemen of a plump, if not corpulent tendency, will require "stays" to get away with the newest attire in masculine raiment.

According to the terms of the trade, masculine styles for the ensuing twelve months are to be sprightly without con-

nounced one of the most artistic offerings in the nationwide exhibit, but it is for the slim man only. Evening clothes are to be made with extremely high waistline, absolutely form-fitting and with plain satin lapels and collars, the use of braid being confined altogether to the adornment of exceedingly graceful one-bottom cutaways for afternoon and calling functions. Wide braid is used for trimming, also upon lapels, slashed pockets and cuffs for overcoats.

## MERCHANT BELIEVES FIBRE SILK SUPERIOR TO REAL SILK SHIRTS

Although good quality fibre silk shirts are much better garments than genuine silk shirts, the policy of certain manufacturers of the fibered fabric has resulted in a loss of confidence by the public, according to the statement of a local retailer made to "MEN'S WEAR," New York.

"I wear a fibre silk shirt myself and prefer it to real silk, for it wears better. But the market has been flooded with inferior garments since prices went up, and as a poor fibre shirt is absolutely worthless, some people have become afraid to take a chance on anything but real silk."

The statement of this merchant was made in comment upon the assertion by a manufacturer that retailers have been too hasty in condemning fibre silk garments. Any falling off in the demand for fibre silk shirts was due to the fault of the manufacturers themselves, he said.

"Before prices rose," he asserted, "a good quality fibre silk shirt cost \$3 or \$3.50, a price that is not too high for a shirt of such excellent appearance and durability. As a matter of fact, fibre silk shirts, or madras shirts, for that matter, are better merchandise than genuine silk, for real silk is only worn for show, and the purchaser does not require that article be especially durable. But with the introduction of fibre silk, he learned that a good deal of dependence could be placed upon a shirt that had all the attractive qualities of genuine silk.

"Then, when prices rose, good fibre silk shirts went up to \$5. The cheaper article, which had heretofore sold for about \$1.95, rose in price correspondingly to \$3.50. A man doesn't expect much of a silk shirt that he buys for \$1.95, but when he pays over \$3 he demands something in the way of quality. As soon as prices rose, some manufacturers began to use substitute materials, and the cheaper shirts went to pieces in no time. As a result I have discontinued the cheaper lines, and will not introduce them again, unless prices go back to their old level. But the demand for high class fibres is still good, and I actually prefer to sell them to real silk, despite the fact that sales of genuine silk shirts represent a good sized purchase, for the fibre silk shirt gives better satisfaction in the end."

## IMPROVED SERVICE AIMED AT BY EXPRESS COMPANIES

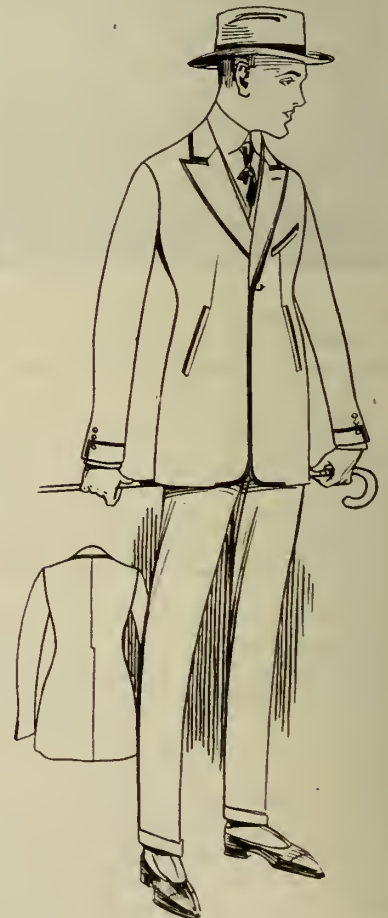
With the request of the railway express companies for permission to increase their rates still under consideration by the Dominion Railway Board, comes a request from the employees of one of the companies for a board of conciliation to adjust wages. Officials of the express companies stated to MEN'S WEAR REVIEW that they have made many increases in wages to their men in the past two years. They also point out that express tariffs have not been revised in a number of years, and that the rates that are now prevailing are the same as those in effect when wages, transportation and operating costs were much lower than now. A large amount of facts concerning the situation are being gathered by the Dominion Railway Board and a decision on the request is expected before long. In the meantime, in some of the express offices a "Better Service Campaign" has been inaugurated. Many of the losses in the past, express officials state, have been due to improper packing and inadequate addressing of parcels. An effort is being made to get business houses, especially the large shippers, to co-operate with the express companies in eliminating trouble from these sources. In the express offices a four-minute talk will be given to the employees occasionally, emphasizing the importance of "Starting Express Shipments Right."



Brings man's fancy sack panel back. Being Shown by H. Vineberg & Co., Montreal.

spicuousness, dashing without verging on extremes, youthful in temperament and inspirational. In place of the inevitable summer flannels of the past, men will wear recreational raiment fashioned of silk, fine linens and other delicate fabrics. Even the prosaic sack suit of business is to have a "swing" imparted to it by a high waistline and a long-vent back.

A New York exhibitor shattered evening clothes traditions in the fashion show to-day with a double-breasted dinner jacket, which was promptly pro-



New model young men's sack, note the braiding shown by College Brand Clothes Co., Montreal.

**MEN'S STYLES AT PALM BEACH**

**Expressions of Opinion on Palm Beach Styles Generally Agree That What is the Trade To-day Will Not Be To-morrow**

There is always an interest in the present styles, whether the future will bring something new or not, even though the style experts predict radical changes in men's attire, we sometimes have to deal with the present.

The smart dresser in Palm Beach today favors the composite suit, sports coat and white birdseye or flannel trousers, the former the ultra note. Tans and greens or heather mixtures in English crash, English gabardine in tan, form fitting back, open vent front, two-button roll.

Suits of pongee and rough weaves adhere to the lines of two-button roll, patch pockets and open vent.

For golf, heather mixtures with knickers. Last season an attempt was made to launch white linen knickers, but apparently it was a failure. Anthony Bros. in Palm Beach have the fashionable men's shop. Many Northern men are entirely fitted out here each year in sports clothes, so a few items can be given of what is correct in men's dress for Palm Beach this season.

Much is made of the English homespun suits. This model is usually featured in a green and tan heather mixture. Two-button roll front, imitation belted, form fitting back, open vent. Another popular sports coat in dark brown pure imported Scotch material, three-button roll front, open vent back, patch pockets. Polo coats worn by the men here are mostly in the light tan colorings of English camel's hair. Belt back, patch flap pockets, cuff sleeves double breasted roll collar, long-vent back.

**CANADIAN GARMENT ASSOCIATION**

**Members Leave for England to Secure Orders**

MEN'S WEAR REVIEW learns that the Canadian Trade Commission in London, England, has wired the Canadian Trade Mission here requesting the immediate despatch of a representative of the organization of clothiers in Canada to London.

Mr. Harris requested the Manufacturers' Association to choose a representative who would be a plenipotentiary in dealing with the interests of Canadian clothing manufacturers, and who would act as a practical member of the Canadian Trade Mission in their negotiations for the supply of clothing for the relief of the destitute nations of Europe. The officers of the association were informed that the Allied Governments have arranged credits to take care of the payment of such orders as were placed among Canadian manufacturers.

The assurance was given the Ottawa authorities that everything possible

**Ritchie's Men's Store**

**TO THE SOLDIERS  
WHO ARE  
JUST RETURNING  
FROM  
OVERSEAS  
SERVICE**



**GETTING BACK TO  
"CIVIES"**

**G** That's the problem that faces the soldier shortly after he arrives home—and that is the problem we have set about to solve—and have solved in a remarkably successful manner.

We have made extensive preparations to meet the Returning Soldiers Demands for High-Grade Stylish Clothing at a moderate price and our efforts have been completely successful.

Our Buyers have gone to the Best Markets and secured the most advanced styles—the most dependable fabrics—that can be sold at the prices of very ordinary garments.

Our Stock is large and varied and Returning Soldiers who let Ritchie's Men's Store solve the problem of Civilian Attire will save considerable and have the satisfaction of being splendidly dressed.

**The Ritchie Co.**  
BELLEVILLE, ONT. Limited.

*This is the kind of retail advertising that will make good friends and create new business.*

would be done to co-operate with the Government in this move, and Messrs. Levine and Peabody went immediately to Montreal, where a meeting of all the clothiers was called and the proposition put before them. The following day a meeting of the Toronto clothiers was held at the King Edward Hotel, and a similar explanation made. The result

of these meetings was that a commission of three members is sailing at once for London to represent the clothing interests of Canada: Mr. H. M. Levine, of the Montreal Shirt & Overall Co., vice-president of the Canadian Association of Garment Manufacturers, was chosen to represent the cotton clothing manufacturers; Mr. Copley, of Copley, Noyes & Randall, and Mr. H. M. Steinberg, of Montreal, to represent the woolen manufacturers. Mr. Levine sails from New York February 15th, and Messrs. Copley and Steinberg February 22nd. As requirements from Europe are for immediate supply, it is considered quite possible that it may be necessary for those concerns who participate in this work to delay operations on domestic orders temporarily. An attempt will be made, however, to avoid the situation that arose in 1915, when, due to war contracts, there was a practical famine in overalls in Canada for several months, the situation leading to unduly high prices.

**CHANGES IN COLLINGWOOD**

Messrs. Patterson & Ough have disposed of their business to Mr. C. F. Runsey, of Meaford. Patterson & Ough and their predecessors, Patterson and Cooper, have been in business in Collingwood for twenty years. It is not known as yet what line of endeavor the partners will follow.

**BOOKKEEPING FOR MERCHANTS**

(Continuer from page 77)

23.	"	2	Holden Bros., Ltd., Goods Received .....	203	74	00
24.	"	2	Sent Cheque to Anderson & Co. ....	201	56	16
			Discount .....		1	74
25.	"	2	Paid for String and Paper .....	307	3	80
26.	"	2	Total Cash Sales for Day ..	50	73	90
27.	"	2	Short in Till (P. & L.) ..	302		35
28.	Jan.	3	Paid into Bank .....	301	85	30
29.	"	3	Drew from Bank for Change .....	301	50	00
30.	"	3	Drew from Bank for Private Account .....	301	25	00
31.	"	3	E. W. Smith, 54 High St., Invoice No. 12 .....	8	3	59
32.	"	3	Anderson & Co., Goods Received .....	201	37	10
33.	"	3	Mrs. Jones, 24 Main St., Paid on Account .....	5	10	00
34.	"	3	Mrs. White, 89 Queen St., Paid on Account .....	9	11	00
35.	"	3	Discount .....	9		15
36.	"	3	H. E. Edwards, 77 Main St., Invoice No. 13 ..	3	7	40
37.	"	3	Universal Supply Co., Goods Received .....	204	22	30
38.	"	3	Total Cash Sales .....	50	64	79
39.	"	3	Over in Till .....	302		35
40.	Jan.	4	Paid into Bank .....	301	85	79
41.	"	4	Mr. Black, 90 Upper St., Invoice No. 14 .....	1	8	30
42.	"	4	Mr. Black Paid, Cheque ..	1	10	00
43.	"	4	H. T. Edwards Paid .....	3	5	00
44.	"	4	Mrs. White, 89 Queen St., Invoice No. 15 .....	9	17	63
45.	"	4	Mrs. Robinson, 41 South St., Invoice No. 16 ..	7	9	38
46.	"	4	Mrs. Robinson Paid Last Account .....	7	8	32
47.	"	4	Paid Holden Bros., Cheque ..	203	50	00
48.	"	4	Cash Sales .....	50	83	70

The vertical lines with which the Journal is ruled are not here shown.

In the next article the method of transferring these items from the Journal to the Ledger will be explained.

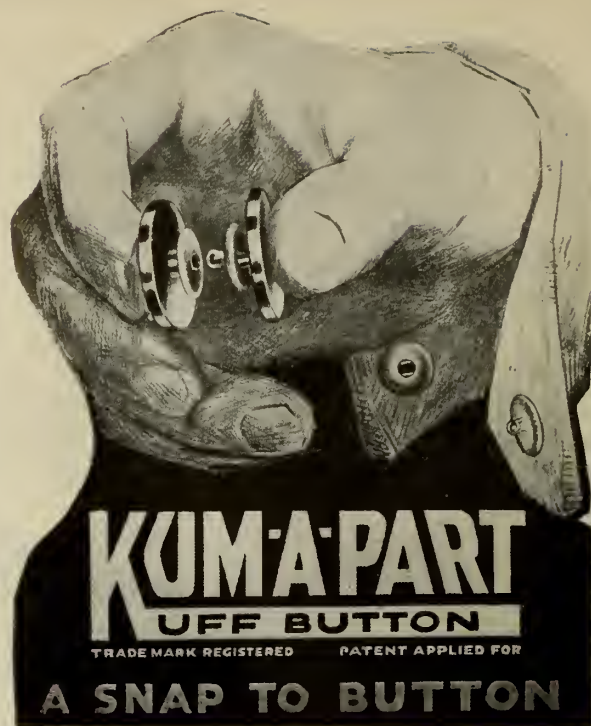
(To be Continued)

STYLES REFLECT MILITARY TRAINING

**M**R. CHARLES J. IVEY, of Toronto, President of the International Custom Tailors' Association, who have just had their convention in New York, declares that men's suits and coats were found to show the effect of military influence.

The man the tailor has to fit to-day is not the same fellow physically for whom we made clothes before the war began. The rigorous army training has in most instances given him a broader chest and an upright bearing.

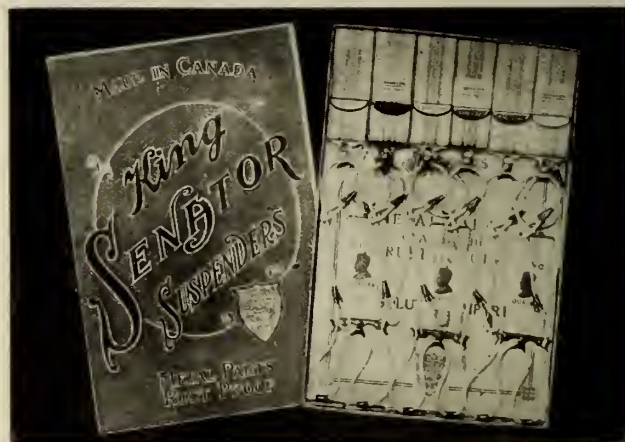
So now a garment instead of being disguised primarily to fit the narrow-chested man, and the man with thin legs, the coats will show the broad chests and narrow hips, and trousers will not be skimpy. Coats will likely be a trifle longer and if anything a little looser.



An attractive counter card being sent to the trade by C. H. Westwood & Co., Limited.



Uniforms vs. civies



A new line on the market. A popular priced suspender being shown by the King Suspenders Co., Limited, Toronto.

MR. ROBINSON PREDICTS PROSPERITY

Says 1919 to be Record Year

"The year 1918 was a good one, from a business standpoint, but we are aiming to make 1919 better," said Mr. Robinson. There was plenty of encouragement already in many ways and there will be need for a lot of goods of all kinds. Merchants had done well and were prosperous and there was a great deal of money in the hands of the people generally. Farmers had secured big prices, and, although Alberta and parts of Saskatchewan had suffered from severe frosts, this had not been the drawback it would have been had the previous seasons not been prosperous. The country was pretty well fitted to stand this disappointment and loss.



The latest patterns of belts, complete with engraved or initialed buckles.



## FIVE DON'TS FOR CLERKS

By One of Them

**S**OMEONE asked me what help or advice I would give a young salesperson behind a counter for the first time. After thinking it over I decided that the best advice to give was a few "don'ts" that experience had taught me. The rest is comparatively easy—and a matter of experience. I might say, however, that it would pay many experienced salespeople to observe some of these "don'ts"—for they are based on what I found to be the commonest mistakes of salespeople:

**First.—Don't get impatient with a customer.** Even if a fussy old lady takes almost an hour to select a box of hairpins, try to keep your temper and avoid any hint of impatience in your voice. This is oftentimes hard, but it pays in the long run. I once sold a blanket to an elderly lady who took almost an hour and a half to select it. It was hard—but I tried not to look weary. Apparently she appreciated this, for she asked for my name and came back with her daughter-in-law the next day and bought \$143 worth of goods.

**Second.—Don't give your personal experience in favor of or against any goods**—trying to urge a customer to buy. It may hurt your pride to realize this truth, but customers emphatically do not like to be reminded by a salesperson: "I've tried it and it wears wonderfully." Customers like to discover things for themselves—even at their own expense, rather than be guided by salespeople's experiences. This is invariable. Therefore, even if you feel like giving your personal experience—don't.

**Third.—Don't look off in the distance,** bored, or tap your foot impatiently when a customer is making up her mind about buying something. Appear interested and really help her to decide. After all, it's a law of human nature that people like to have their minds made up for them. While you can't exactly do this, you can give the good points of a particular article and perhaps help a customer decide. A doubtful customer is, as a rule, easily swayed, and by good, live salesmanship at this important time of deciding, you can do big things. You'll find that such a customer appreciates your interest and assurance.

**Fourth.—Don't correct a customer's pronunciation** of a style, a fabric, a book or a brand. If she asks for something by a wrongly-pronounced name, when you repeat it, if you have occasion to, don't use the right pronunciation and make it apparent that you're correcting her. If necessary, use the wrong name as she gave it. Don't make her feel cheap by saying: "Oh, you mean so-and-so"—using what you know to be the correct pronunciation. Besides being poor salesmanship, this indicates tactlessness and bad manners on your part.

**Fifth.—Don't contradict a customer—**

even when you're positive you're right. Let her think she's right. This often necessitates politeness, patience and self-control on your part, but these are more desirable than an antagonized customer. If she is excited, angry and inconsiderate, agree with her, sympathize and let her think she's right. Then, perhaps, after she is somewhat placated, in an even, politely modulated voice give your side, but don't keep contradicting and irritating.

### CAN YOU SIZE UP PEOPLE QUICKLY AND ACCURATELY?

(Continued from page 81)

orized it, and can tell it the same way a hundred times if you ask him.

The honest man never tells the same story twice in the same way. He always leaves out something or adds something. No man can tell the same story exactly the same unless he has prepared and memorized it.

If you want to detect a liar, watch his face. Liars always shift their eyes. They cannot help it, especially in a court room, where everyone is watching. They also hesitate for a fraction of a second. The simplest way that lawyers can catch them is to ask if they have talked the case over with the opposing lawyer. If they say "No," you've got them, because no lawyer would dare to put a witness on the stand without first talking to him. Many witnesses do not know this, however, and so they fear an admission would be harmful. Accordingly, they lie. And if you can make the jury realize this, their testimony isn't worth two cents.

Recently—and it just shows that you never stop learning—I've discovered another thing: When a man wants to make a special point he will emphasize that point, though unconscious that he is doing so. He will say emphatically: "I know that he was in the drug store at ten o'clock." If you catch him up quickly and say: "Why did you want to emphasize that point? Why did you need to bring that out so emphatically? Come on, now! Answer me! Answer me!" you'll get him confused and uncertain. In most cases you will discover that he emphasized the point and raised his voice because he knew he was lying! He raises his voice to still the thought in his mind that he wasn't telling the truth. That's just plain, simple, human nature, but I learned it only after years of experience and practice.

Women are always harder to trap in a lie than men, they remain cool and smiling, whereas men get nervous and confused. I think the reason is that men realize the seriousness of a court-room, whereas women don't. Women do not pay attention on the stand, they talk

when they are spectators, and they generally pay little respect to the laws of the court.

As an actual witness, a woman differs from a man. She is so much more observant than a man that she will remember many details which a man will forget. Women are at their best, however, when they are testifying in behalf of someone they love. Then they are cool, collected, and on the alert for anything which may harm the defendant. Perhaps the best witness New York ever saw was Evelyn Nesbitt Thaw when she testified in behalf of her husband twelve years ago.

When children are telling the truth, they, also, make good witnesses. You can't make them change their stories. They keep saying "No, no," or "Of course, of course," and their words carry the conviction of truth. When they have been coached, however, it is very simple to pull their stories to pieces.

Women and children also come under the category of "what influences human beings." When I got Harry Thaw out of the insane asylum at Matteawan, my greatest card was his white-haired mother, who sat in court comforting and encouraging Harry. Mrs. Thaw is quite a wonderful woman, and I could see the jury melting as they watched her, day after day, fussing around her son. I kept reminding them of her; asking them how they could keep a boy from the mother who had fought ten long years for his freedom, from the mother who had suffered. And, as the world knows, Harry Thaw was declared sane and given his freedom.

However, though human beings are mostly soft-hearted and inclined to be lenient, they hate to feel they are being fooled, that their heartstrings are being wrung in an attempt to wipe away evidence. That is why anything of this sort has to be well managed to carry any conviction with it. When there is no good reason for the presence of a mother or children in court, their introduction is likely to turn the jury against one's client, especially if the jury is composed of hardheaded business men.

The old-fashioned oratory of the past is another thing for which people no longer seem to care. At least, they don't like it in New York City. What New Yorkers want is the facts, and the sooner you give them the better. This is not true, however, in the South, the West, and in rural districts. In these places, people still love to hear long, rolling, eloquent oratory. If you start this in New York, however, the jury begins to say:

"Good Lord! Here is this fellow keeping us away from our home and business with his infernal speech-making."

All of which merely goes to prove that human nature is human nature—especially in a court-room!

# “WHERE-TO-BUY”

## DIRECTORY

### APRONS

American Pad & Textile Co., Chatham.  
Hamilton Carhart Cotton Mills, Toronto.  
Kitchen Shirt & Overall Co., Brantford.  
Peabody Sales Co., Windsor, Ont.  
Larned Carter Co., Walkerville.

### ARM BANDS

Arrow Garter Co., Montreal.  
Dominion Suspender Co., Niagara Falls.  
King Suspender Co., Toronto.  
C. H. Westwood & Co., Toronto.

### AUTOMOBILE GAUNTLETS

Acme Glove Works, Montreal.  
Dent, Alleroff & Co., Ltd., Montreal.  
Perrin Freres & Co., Montreal.  
A. R. Clarke & Co., Ltd., Toronto.  
Hamilton Carhart Co., Ltd., Toronto.  
American Pad & Textile Co., Chatham.

### ARTIFICIAL FLOWERS

Dale Wax Figure Co., Ltd., Toronto.

### BATHING SUITS

Monarch Knitting Co., Dunnville.

### BATH ROBES

Alphonse Racine, Ltd., Montreal.  
Dufferin Shirt Co., Ltd., Toronto.  
Caulfield, Burns & Gibson, Toronto.

### BOYS' BLOUSES

John W. Peck Co., Ltd., Toronto.  
Hercules Garment, Ltd., Montreal.  
Jackson Mfg. Co., Ltd., Clinton, Ont.  
Williams, Greene & Rome, Ltd., Kitchener.  
Dufferin Shirt Co., Toronto.  
Lang Shirt Co., Ltd., Kitchener.  
Alphonse Racine, Ltd., Montreal.  
Tooke Bros. Limited, Montreal.  
Van Allen Shirt Co., Ltd., Hamilton.  
Hercules Garment, Ltd., Montreal.  
Walter Blue & Co., Sherbrooke, Que.  
J. Elkin & Son, Montreal.  
J. A. Haugh Co., Toronto.

### BOYS' BLOOMERS

Walter Blue & Co., Sherbrooke, Que.  
B. Gardner Co., Montreal.  
Copley, Noyes, Randall, Hamilton.  
Davis Bros., Hamilton.  
York Clothing Co., Toronto.  
Jackson Mfg. Co., Clinton, Ont.  
Freedman & Co., Ltd., Montreal.  
Miller Mfg. Co., Ltd., Toronto.  
John W. Peck & Co., Montreal.  
Alphonse Racine, Ltd., Montreal.  
Vineberg Pants Co., Montreal.  
J. A. Haugh & Co., Toronto.  
Dominion Clothing Co., Toronto.

### CAPS

Patter Bros., Toronto.  
Boston Cap Co., Montreal.  
L. Guedinger, Ltd., Montreal.  
Buckley Drouin, Montreal.  
Tip Top Cap Co., London.  
Fraser Cap Co., London.  
J. Samuels & Sons, Toronto.  
John W. Peck & Co., Montreal.  
Maritime Cap Co., Moncton, N.B.

### CHILDREN'S KNITTED SUITS

Acme Glove Works, Montreal.  
Penmans Limited, Paris, Ont.  
Zimmerman Mfg., Hamilton.  
Chipman, Holden Co., Hamilton.  
Caulfield, Burns & Gibson, Toronto.

### COLLARS AND CUFFS

Cluett, Peabody Co., Ltd., Montreal.  
Alphonse Racine, Ltd., Montreal.  
Tooke Bros., Montreal.  
Williams, Greene & Rome, Kitchener.

### COMPOSITION COLLARS

Parsons & Parsons Canadian Co., Hamilton.  
Arbington Collar Co., Toronto.

### CLOTHING, MEN'S

Bachelor Clothing Co., Ltd., Sherbrooke, Que.  
Walter Blue & Co., Sherbrooke, Que.  
College Brand Clothes Co., Ltd., Montreal.  
Copley, Noyes & Randall, Hamilton.  
Freedman & Co., Montreal.  
B. Gardner & Co., Montreal.  
Fashion-Craft Mfg., Ltd., Montreal.

Wm. H. Leishman & Co., Toronto.  
Randall, Johnston Co., Ltd., Toronto.  
Miller Mfg. Co., Ltd., Toronto.  
John W. Peck & Co., Montreal.  
Kaplan, Samuelsohn & Co., Montreal.  
E. A. Small & Co., Montreal.  
Wearbest Clothing Co., Montreal.  
Cooke Bros. & Allen, Toronto.  
Hoffman, Ducoffe Co., Montreal.  
J. A. Haugh & Co., Toronto.  
Imperial Clothing Co., Toronto.  
A. B. Rosenblatt & Co. (Raincoats), Toronto.  
J. Elkin & Co., Montreal.  
Samuel Wener & Co. (Raincoats), Montreal.  
Jas. B. Goodhue & Co., Montreal.  
Campbell Clothing, Montreal.  
Alert Clothing, Montreal.  
H. Vineberg & Co., Montreal.  
Dominion Clothing Co., Montreal.  
Palm Beach Mills Co., New York.  
House of Hobberlin, Ltd., Toronto.

### CLOTHING, SUMMER

Miller Mfg. Co., Toronto.  
Palm Beach Mills, New York.

### CLOTHING, YOUNG MEN'S

Dominion Clothing Co., Toronto.  
Batchelor Clothing Co., Sherbrooke, Que.  
Walter Blue & Co., Sherbrooke, Que.  
W. H. Leishman & Co., Toronto.  
York Clothing, Toronto.  
College Brand Clothes, Montreal.  
Copley, Noyes & Randall, Hamilton.  
Fashion-Craft Mfg. Ltd., Montreal.  
Wearbest Clothing Co., Montreal.  
Freedman Co., Montreal.  
Kaplan, Samuelsohn & Co., Montreal.  
E. A. Small, Montreal.  
Randall & Johnston, Toronto.  
Imperial Clothing, Toronto.  
Fit-Reform, Montreal.  
J. Elkin & Co., Montreal.  
J. B. Goodhue & Co., Montreal.  
Vineberg & Co., Montreal.  
Alert Clothing, Montreal.

### CRAVATS

Wm. Milne, Toronto.  
Niagara Neckwear, Niagara Falls, Ont.  
King Neckwear & Suspender Co., Toronto.  
Tooke Bros., Montreal.  
Van Allen Co., Ltd., Hamilton.

### GARTERS

A. T. Reid & Co., Toronto.  
Arrow Garter Co., Montreal.  
Dominion Suspender Co., Niagara Falls.  
King Suspender, Toronto.  
C. H. Westwood, Toronto.  
Alphonse Racine & Co., Montreal.  
Governor Pastener Co. (Children's), Montreal.  
Caulfield, Burns & Gibson, Toronto.

### GAUNTLETS

Peabody Sales Co., Walkerville.  
Acme Glove Works, Montreal.  
A. R. Clarke & Co., Toronto.  
American Pad & Textile Co., Chatham.  
Hamilton Carhart Co., Toronto.

### GLOVES

Alphonse Racine Co., Montreal.  
Dent, Alleroff & Co., Montreal.  
Perrin, Freres & Co., Montreal.  
Acme Glove Co., Montreal.  
Hamilton Carhart Co., Toronto.  
American Pad & Textile Co., Chatham.  
A. R. Clarke & Co., Toronto.  
Avon Hosiery Co., Stratford.  
Monarch Knitting Co., Dunnville.

### HANDKERCHIEFS

Cluett, Peabody & Co., Montreal.  
Tooke Bros., Montreal.  
Williams, Greene & Rome, Kitchener.  
A. T. Reid & Co., Toronto.  
Alphonse Racine & Co., Montreal.  
Caulfield, Burns & Gibson, Toronto.

### HATS, FELT

Anderson-Macheth, Ltd., Toronto.  
Geo. Provencher & Co., Montreal, silk hats for ladies and men.  
Ansley, Dineen, Toronto.  
Mayhew Hat Co., Niagara Falls, Ont.

Buckley, Drouin & Co., Montreal.  
Helghausen Hat Co., Brockville.  
Freid Grills, Guelph.  
Jno. W. Peck & Co., Montreal.  
Patter Bros., Toronto (Tweed Hats).

### HATS, STRAW AND PANAMA

Buckley Drouin, Montreal.  
Ansley-Dineen, Toronto.  
Anderson, McBeth, Ltd., Toronto.  
Canadian Panama Hat Co., Toronto.  
V. L. Cunningham & Co., Toronto.  
L. Gnaedinger & Co., Montreal.  
Niagara Straw Hat Co., Niagara Falls, Ont.

### HOSIERY, BOYS' AND MEN'S

Avon Hosiery Co., Stratford.  
Monarch Knitting Co., Dunnville.  
Acme Glove Works, Montreal.  
Alphonse Racine, Montreal.  
Zimmerman Mfg. Co., Hamilton.  
Craftana Hosiery Co., Leicester, Eng.  
Geo. Brett & Co., London, E.C., Eng.

### MUFFLERS

Acme Glove Works, Montreal.  
Wm. Milne, Toronto.  
King Neckwear & Suspender Co., Toronto.  
Niagara Neckwear Co., Niagara Falls, Ont.  
Monarch Knitting Co., Dunnville.  
Avon Hosiery Co., Stratford.  
Tooke Bros., Montreal.  
Van Allen Co., Hamilton.  
Caulfield, Burns & Gibson, Toronto.  
A. T. Reid & Co., Toronto.  
Alphonse Racine & Co., Montreal.

### NIGHT ROBES

Caulfield, Burns & Gibson, Toronto.  
Cluett, Peabody Co., Montreal.  
Deacon Shirt, Belleville.  
Jno. Forsyth & Co., Kitchener.  
Williams, Greene & Rome Co., Kitchener.  
Van Allen Co., Hamilton.  
Alphonse Racine & Co., Montreal.  
Tooke Bros., Montreal.

### OILED CLOTHING

Tower Canadian Co., Toronto.

### OVERALLS AND SMOCKS

Carhart Co., Toronto.  
Larned, Carter & Co., Sarnia.  
Peabody Sales, Walkerville.  
Deacon Shirt, Belleville.  
Kitchen Overall & Shirt Co., Brantford.  
Alphonse Racine & Co., Montreal.  
J. B. Goodhue, Montreal.  
J. A. Haugh, Toronto.

### MEN'S TROUSERS

Walter Blue & Co., Montreal.  
Copley, Noyes & Randall, Hamilton.  
Davis Bros., Hamilton.  
J. A. Haugh & Co., Toronto.  
Miller Mfg. Co., Toronto.  
Jno. W. Peck & Co., Montreal.  
Randall & Johnston, Toronto.  
Vineberg Pants Co., Montreal.  
Eastern Pants, Montreal.  
M. Shane & Co., Montreal.  
Crown Pants, Montreal.  
Garner & Co., Montreal.  
Alphonse Racine & Co., Montreal.  
J. B. Goodhue & Co., Montreal.  
Hoffman & Ducoffe Co., Montreal.  
Imperial Clothing, Toronto.  
Hercules Garment Co., Montreal.

### ROMPERS

Hercules Garments, Montreal.  
Jackson Mfg. Co., Clinton.

### PYJAMAS

Cluett, Peabody & Co., Montreal.  
Deacon Shirt Co., Belleville.  
Jno. Forsyth, Kitchener.  
Lang Shirt Co., Kitchener.  
Dufferin Shirt, Toronto.  
Tooke Bros., Montreal.  
Williams, Greene & Rome, Kitchener.  
Van Allen Co., Hamilton.  
Caulfield, Burns & Gibson, Toronto.

### LININGS

Richard Haworth & Co., Ltd., Manchester, Eng.

# "WHERE-TO-BUY"

## DIRECTORY

**BELTS**

A. T. Reid & Co., Toronto.  
 C. H. Westwood & Co., Toronto.  
 King Suspender Co., Toronto.  
 Dominion Suspender Co., Niagara Falls.  
 A. R. Clarke & Co., Toronto.  
 Acme Glove Co., Montreal.  
 Alphonse Racine Co., Montreal.

**MACKINAW AND SPORT COATS**

Tower Canadian Co., Toronto.  
 Coppley, Noyes & Randall, Hamilton.  
 A. B. Rosenblott & Co., Toronto.  
 S. Weiner & Co., Montreal.

**RAIN AND TOP COATS**

A. B. Rosenblott & Co., Toronto.  
 S. Weiner & Co., Montreal.  
 Caulfield, Burns & Gibson, Toronto.  
 Canadian Consolidated Rubber Co., Montreal.  
 Tower Canadian Co., Toronto.  
 Fashion Craft, Montreal.  
 Rubin & Co., Montreal.

**SHIRTS (WORKING)**

Acme Glove Works, Montreal.  
 Deacon Shirt Co., Belleville, Ont.  
 Kitchen Overall & Shirt Co., Brantford, Ont.  
 Lang Shirt Co., Kitchener, Ont.  
 Miller Mfg. Co., Toronto.  
 Jno. W. Peck & Co., Montreal.  
 Alphonse Racine & Co., Montreal.  
 Jno. Forsyth & Co., Kitchener.  
 Tooke Bros., Montreal.  
 Williams, Greene & Rome, Kitchener.  
 Wreyford & Co., Toronto.  
 Dufferin Shirt Co., Toronto.  
 The J. B. Goodhue Co., Rock Island, Que.  
 Hercules Garments, Montreal.

**SHIRTS (FINE)**

Acme Glove Works, Montreal.  
 Deacon Shirt Co., Belleville.  
 Dufferin Shirt Co., Toronto.  
 Jno. Forsyth Co., Kitchener.  
 Lang Shirt Co., Kitchener.  
 Williams, Greene & Rome, Kitchener.  
 Jno. W. Peck Co., Montreal.  
 Tooke Bros., Montreal.  
 Cluett, Peabody & Co., Montreal.  
 Van Allen Co., Hamilton.

**SWEATER COATS**

Acme Glove Works, Ltd., Montreal.  
 Avon Hosiery Co., Stratford.  
 Monarch Knitting Co., Dunville.  
 Alphonse Racine & Co., Montreal.

**SUMMER UNDERWEAR**

Atlantic Underwear Co., Moncton, N.B.  
 Cluett, Peabody & Co., Inc., Montreal.  
 Mercury Mills, Hamilton.  
 Alphonse Racine, Hamilton.  
 Jno. Forsyth Co., Kitchener.  
 Tooke Bros., Montreal.  
 The Zimmerman Mfg. Co., Hamilton.  
 Waterhouse & Co., Ingersoll.  
 Williams, Greene & Rome, Kitchener.  
 Caulfield, Burns & Gibson, Toronto.  
 Stanfields, Ltd., Truro, N.S.

**WINTER UNDERWEAR**

Atlantic Underwear Co., Moncton, N.B.  
 Mercury Mills, Ltd., Hamilton.  
 Alphonse Racine, Montreal.  
 Zimmerman Mfg., Ltd., Hamilton.  
 Tooke Bros., Montreal.  
 Stanfields Ltd., Truro, N.S.

**WOOLEN GLOVES**

Dent, Alleroff & Co., Montreal.  
 Avon Knit Co., Stratford.

**WATERPROOF CLOTHING**

Tower Canadian, Ltd., Toronto.

**EQUIPMENT SECTION****ARTIFICIAL FLOWERS**

Dale Wax Figure Co., Ltd., Toronto.

**BACKGROUNDS**

Geo. H. Charles, Toronto.

**CASH REGISTERS**

National Cash Register Co., Toronto.

**CREDIT FILES**

National Cash Register Co., Toronto.

**HAT STANDS**

Dale Wax Figure Co., Toronto.

**NECKTIE AND GLOVE HOLDERS**

Oml-Wa Fixture Co., (Sales Agents Parsons & Parsons, Hamilton).

**RACKS AND HANGERS**

Dale Wax Figure Co., Ltd., Toronto.  
 Walker Bin & Store Fixture Co., Kitchener.

**SHOW CASES AND INTERIOR FITTINGS**

Walker Bin & Store Fixture Co., Kitchener.

**WAX FIXTURES**

Dale Wax Figure Co., Ltd., Toronto.  
 Geo. H. Charles, Toronto.

## *Better Business*

**W**ITH peace a settled fact, now is the time to advertise and re-identify your firm and products with prospective customers. It is the consensus of opinion that an era of unprecedented prosperity is ahead. Get your share of this business. Write or telephone us for rates.

**MEN'S WEAR REVIEW**

143-153 University Ave.  
 Toronto

# The Publisher's Page

TORONTO

MARCH, 1919

MEN'S WEAR REVIEW is one of the fifteen MacLean papers. The MacLean papers, being editorially efficient, command the confidence of their readers, thus making them most effective as a factor in well-planned advertising campaigns.



## Complete List of Publications

### TRADE NEWSPAPERS

Hardware and Metal  
Men's Wear Review

Canadian Grocer  
Bookseller and Stationer

Dry Goods Review  
Sanitary Engineer

### TECHNICAL PAPERS

Canadian Machinery  
Power House

Canadian Foundryman  
Printer and Publisher

Marine Engineering

### MAGAZINES

MACLEAN'S MAGAZINE

FARMERS' MAGAZINE

Financial Post—*Weekly commercial newspaper.*

**The MacLean Publishing Company, Limited**  
143-153 University Avenue      --      TORONTO

*Largest Publishing House in Canada*

# HEADLIGHT UNION MADE OVERALLS

OUTWEAR TWO PAIRS OF ORDINARY OVERALLS

## Retailers

Your customers can buy HEADLIGHT overalls under this guarantee,

"Wear a pair 30 days. At the end of that time, if you do not say that the HEADLIGHT is the best overall you have ever worn, your money will be cheerfully refunded."

The fact that we offer HEADLIGHTS under this guarantee tells better than anything we could say the proven quality of the HEADLIGHT garment. Without any advertising of any sort, this quality would eventually have produced a very large volume of business. With the added support of progressive, continuous national advertising, the results have been more quickly obtained. No other overall ever manufactured has been backed up with such aggressive advertising.

**Act At Once**—The entire output of our five great factories is now available for *your* needs.

THE HEADLIGHT AGENCY will reinforce your hold on the trade of your town; it will be the means of bringing many new customers into your store, not only for HEADLIGHT OVERALLS, but for shirts, ties, underwear, hosiery, etc.

Mail this coupon today and secure the agency for HEADLIGHTS before your competitor beats you to it



### Request for Samples

We prefer to see sample garments before ordering. Therefore, send us a few pairs representing your best selling numbers. You to prepay express charges—we to have the privilege of returning samples after examination. In sending samples, explain fully your exclusive agency proposition.

Name \_\_\_\_\_

Town \_\_\_\_\_

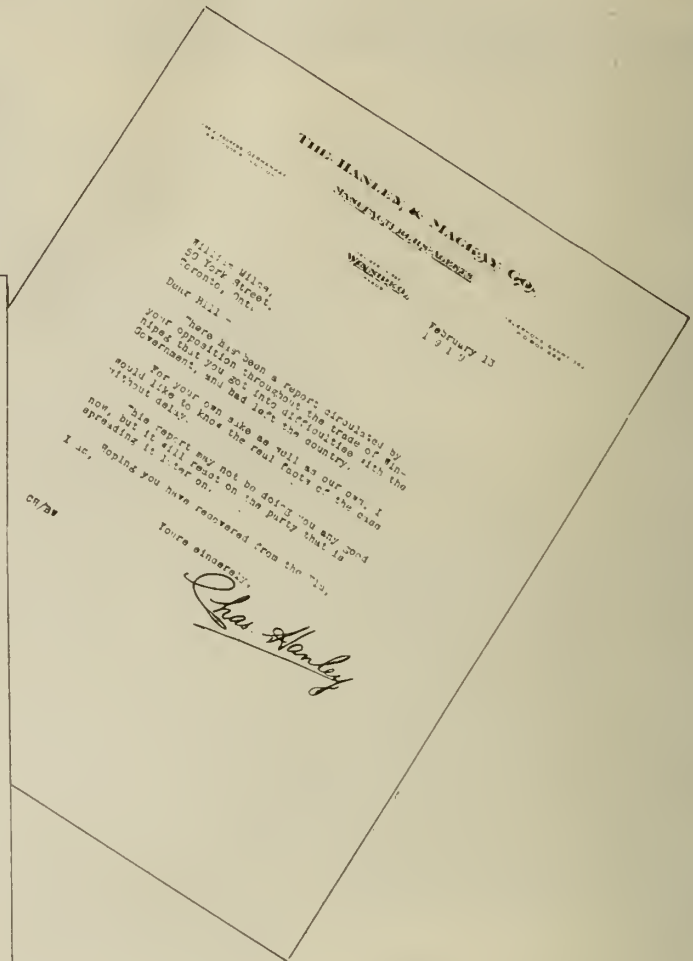
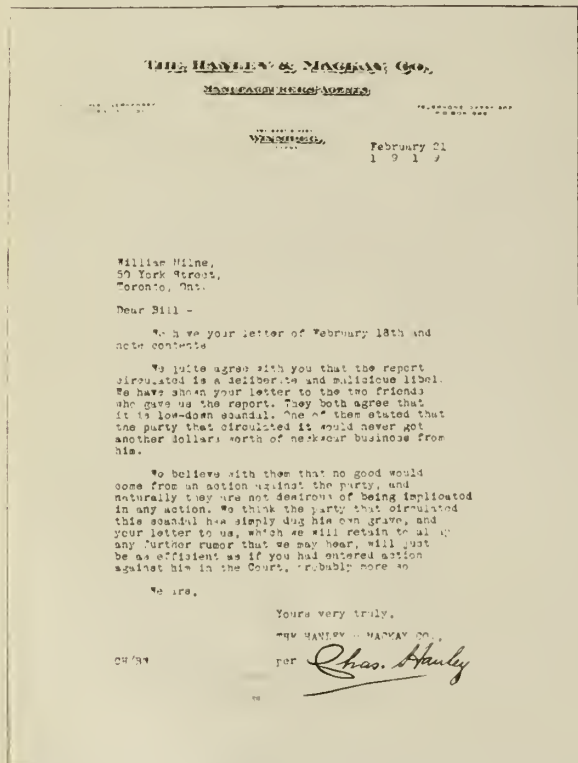
State \_\_\_\_\_

**LARNED, CARTER & CO., DETROIT** *World's Greatest Overall Makers*

Factories: Detroit, St. Louis, San Francisco, and Port Huron, Mich. Canadian Factory: Sarnia, Ont.

New York Office and Stock Room: 3 and 5 Waverly Place

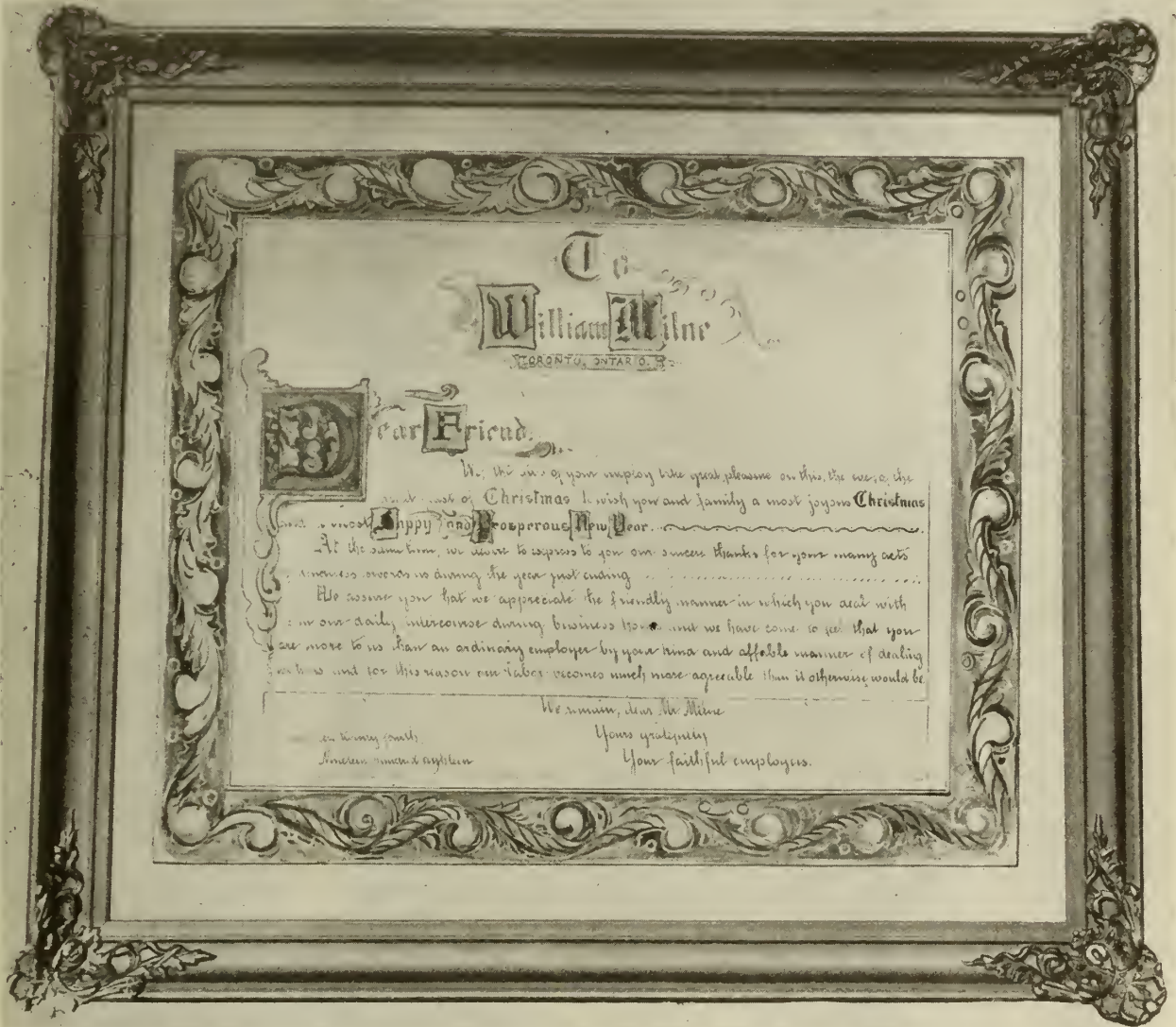
# These Letters Refute Slander



Baseless stories having been circulated touching our good name, we publish the above as evidence to the contrary. The letters speak for themselves.

WILLIAM MILNE  
50 YORK ST., TORONTO

# Further Evidence of Good-Will



We show you here a reproduction of the illuminated address presented to Mr. William Milne by his employees. There is a similar spirit of friendship and good-will among our old customers.

**WILLIAM MILNE**  
50 YORK ST., TORONTO

Ready  
for You Now

## MILLER-MADE PALM BEACH

and  
Summer Weight  
Clothing

For the 1919 Season

The style of these Miller-made lines is as good as their quality, and their quality will compare favorably with the most expensive imported Palm-Beach Models. Every model in the 1919 selection is made of selected high-grade fabrics, cut along modern lines, tailored in a masterly manner, correctly styled and patterned, individual from start to finish.

Just the sort of comfortable Summer Clothes that will appeal strongly to the Returned Men. See them now and be convinced.

We carry a full line of Tweed Pants, White Duck Pants, Lustre Coats, Duck Clothing, Flannel Pants, Khaki Pants, Boy Scout Uniforms, Work Suits, and all specialty clothing.



### The Miller Manufacturing Company, Limited

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

44 YORK STREET, TORONTO





# ATLANTIC

## Underwear

Is Made From Pure Naturally  
Softened Maritime Wool

That accounts for the fact that Atlantic Underwear does not shrink. The wool is shrunk right on the sheep's back by the salt breezes of the Atlantic and is made up into underwear of high grade quality by expert operators in a splendidly up-to-date and well equipped plant.

There is a real wool feel about Atlantic Underwear that suggests the quality and service in each garment.

An Atlantic customer is a well-pleased customer.

Atlantic Underwear  
Limited

MONCTON

N. B.



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

*When the men of this  
 land go after some-  
 thing---they usually  
 bring it home with  
 them!*

**Better Fabrics**

*They're going after  
 Better Fabric Suits  
 and Overcoats these  
 days.*

*We make them!*

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

# JUVENILE CLOTHES

tailored with care  
and precision

Boys' Clothing that will do your juvenile department credit.

Designed, cut and tailored by experts in our own plant at Spadina Ave., Toronto.

Made from excellent materials with a style that will appeal to the little fellows, and wearing qualities that will win the parent's approval.

We specialize in New York and Rochester styles, and the prices are very moderate.

See what we've got before you place your order.

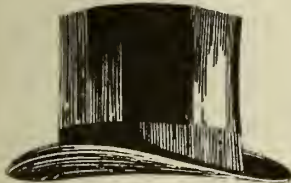
Our travellers are now on the road.

## York Clothing Company

SPADINA AVENUE, TORONTO



### SILK HATS FOR LADIES AND GENTLEMEN



This is our one specialty and we make the best Silk Hats in Canada.

These are made on the celebrated "Gossamer" form of French "Kallista Plush," known for retaining their shape and lustre.

The only genuine on the market.

New styles now ready.



#### GEO. PROVENCHER

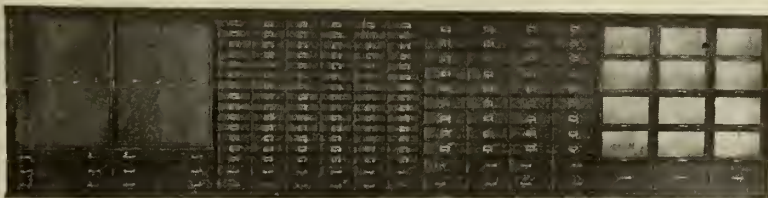
Prices: Moderate.

166b. St. Elizabeth Street

MONTREAL

Established 1894

### WALL CASES WORTH WHILE



This section case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want.

Others will have different needs—but whatever they are, in fixtures, we can fill them.

## The Walker Bin & Store Fixture Company

KITCHENER - ONTARIO

We are busy manufacturing our Standard Lines of

# Hanson's Socks

in anticipation of your regular orders for Fall.

This will enable us to fill orders immediately, although they may not be placed until late in the season. As far as we are concerned there is no hurry, providing we secure the business.



THIS MARK APPEARS ON ALL OUR SOCKS

**GEORGE E. HANSON**

Manufacturer of

The Hanson Pure Wool Stock and Mitt  
FRONT STREET HULL, QUE

Remember — our Socks are according to Standard Quality.

**Turnbull's UNDERWEAR**

TURNBULL'S UNSHRINKABLE NATURAL WOOL

PERFECT FITTING

RIBBED PEOPLE LIKE IT

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL FULL FASHIONED

PLAIN YOU SHOULD HANDLE IT

Manufactured only by  
**The C. TURNBULL COMPANY OF GALT Limited**

# Show Cards



31 RICHMOND E. TORONTO



# Bannockburn Suits Manchester Raincoats

A perfect combination.

Men's and Boys' Suits, Overcoats and Raincoats of Highest Quality at lowest prices.



By combining these two popular lines under one management and one sales force, our overhead expense is less and we can quote closer prices.

See our new Fall range and be convinced.

319 St. James St. **BANNOCKBURN CLOTHING COMPANY, LIMITED** **Montreal**  
**MANCHESTER WATERPROOF CLOTHING CO.**

# One Dollar or So

will make your wants known across the continent through the condensed ad. column of Men's Wear Review. The charge is only 2 cents per word per insertion. If replies are directed to a box number add 5 cents extra.

MEN'S WEAR REVIEW  
143 University Avenue  
TORONTO

**LARGEST CANADIAN DEALER**

**ADEL 760**

**WASTE PAPER**

**E. PULLAN TORONTO**

## CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

WANTED AT ONCE—UP-TO-DATE WINDOW TRIMMER AND card writer for exclusive men's store. Single man preferred. Apply Box 56, Men's Wear Review, 143-153 University Ave., Toronto.



# ARROW →

## HANDKERCHIEFS

Thoroughly washed in filtered water with pure soap—  
laundered and then packed in germ proof containers.

### A Very Attractive and Profitable Trade Proposition

We will be glad to send particulars on request.

Quality "A" \$1.50 Dozen - - packed 1 to a package

Quality "B" \$1.20 Dozen - - packed 1 to a package

Quality "C" \$1.40 Dozen - - packed 2 to a package

Packed 5 dozens to a Carton.

Stocks carried at Montreal, Toronto, Winnipeg and Vancouver

**CLUETT, PEABODY & CO. OF CANADA, LIMITED**

*Makers of Arrow Collars and Shirts*

# "The Mysterious German Onions"

On nights when the German air raiders were out, they sent up strange, luminous balls behind their lines and anchored them above the clouds—globes of fire which could be seen for forty miles or more. What these "onions" were, or how they were kept in stationary position above the clouds, is still a profound mystery. The Allies never learned anything about them, but the Allies night bombing crews steered their course to the Rhineland by the luminous buoys thus provided.

What is known about the onions is told by Lieut. J. Vernon McKenzie in the course of an article, "Raiding the Rhineland," in MARCH MACLEAN'S. It is an intensely interesting article, telling all about the great reprisal campaign which implanted the fear of war in the German civilian heart.

## "NO HOPE FOR THE WETS"

"Already the temperance forces are lined up to stop any possible break in the prohibition dam," writes J. K. Munro, in discussing what is going to happen at the coming session at Ottawa. He predicts that Union Government will hold together, but that the habit it has contracted of promising everything asked is going to make a lively session. He expects:

Dry legislation at the earliest possible moment.  
The moral reform forces in control.

No change in the Divorce Law.  
Tariff concessions made to the West.

*The March number, in fact, is full of live, up-to-the-minute features.  
The famous Canadian Ace, Lieut.-Col. W. A. Bishop, is on the cover.*

## Some of the Outstanding Articles and Stories are:

The Transformation (a new serial)—By Frederic S. Isham.

A Canadian King-Maker (the story of Lord Beaverbrook in Britain)—By Maurice Woods.

Fitting in the Returned Soldier—By George Pearson.  
The Three Sapphires—By W. A. Fraser.

The Strange Adventure of the Nile Green Roadster—By Arthur Stringer.

Fakers—and Others—By E. Ward Smith.  
Lend Me Your Title—By Onoto Watanna.

A Shady Deal—By Archie P. McKishnie.  
The City of Lost Laughter—By Mary Josephine Benson.

## The Voice of Canada Interpreted

A new department starts in this number given over to summarizing and presenting opinion in Canada on outstanding topics, as reflected in the press. In this issue the department is given over to a careful compilation of opinion on the problems of the returned soldier.

## Events of the World in the Remaking

Germany Ready for Trade War  
Three-Year Marriages in France  
No Solution in Ireland Possible?  
Germans Hoped to Raise Ships  
Is Czar Still Alive?

Did Dr. Diesel Die?  
The Secret British Ferry  
The Poison That Didn't  
The Problem  
The German Spy in Holland

The Mysterious Sinn Fein Leader  
Why Harrison Fought Lloyd George  
Hun Spies Outwitted  
Will Trotsky Hire Huns?  
The Achievements of Allenby

*Over 65,000 Canadian Families Buy*

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

**MARCH ISSUE** *Now On Sale  
At All News Dealers*

20c PER COPY. \$2.00 PER YEAR.

Dealers who have not been handling MACLEAN'S should secure copies at once from their nearest Wholesaler.

If there are no news dealers in your town, or if your news dealers cannot supply you, send 20 cents for a sample copy or \$2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada.



Each week, each month, each year, this trade-mark becomes more widely known and respected by the buying public of Canada because:—

All garments bearing it, and none leave our factory without it, are the best of their kind consistent with their price. Years of experience in their manufacture and readiness to adopt any new ideas that are good, are responsible.

This fundamental "goodness" means dependable merchandise of unvarying quality. Together with the national advertising campaign, the combination means bigger sales to the merchant carrying all Zimmerman products.

The Zimmerman Manufacturing  
Company Limited

HAMILTON

--

CANADA

## YOUR SHARE of the PANT TRADE

is just what your stock makes it.

# EASTERN PANTS

in a wide variety and range of popular priced material ready for Immediate and Fall Delivery. Our travellers are now on the road—see them before you place that new order.



## Youths' and Boys' Suits

New models with a snappy style. Attractive prices, they'll boost your profits.

# Eastern Pants Manufacturing Co.

324 Notre Dame St. West - MONTREAL, QUE.

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# Dominion Raynsters

*"Made in Canada" Rain Coats*

Are a source of satisfaction to every one of the hundreds of dealers who carry them.

Because — they are the one line of Rain Coats that are absolutely waterproof, and that are guaranteed unconditionally. More than this, these Dominion "Raynsters" are made in such a variety of styles and patterns that every dealer can get the lines best suited to his individual trade.

The care in choosing materials—the thoroughness in every detail of the manufacture, even to waterproof seams — assure the dealer the utmost satisfaction in handling and recommending Dominion "Raynsters."

Write to the nearest Dominion Rubber System branch for a copy of our style book and price list.



**DOMINION RUBBER SYSTEM SERVICE BRANCHES  
LOCATED AT**

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton,  
Kitchener, London, North Bay, Fort William, Winnipeg, Bran-  
don, Regina, Saskatoon, Calgary, Lethbridge, Edmonton,  
Vancouver and Victoria

# Tooke SOFT COLLARS

WITH PATENT HOOK



TOOKE HOOK keeps the Collar from wrinkling

This is the IDEA—

that has revolutionized and popularized the Soft Collar in Canada.

THE TOOKE HOOK IDEA was originated within the walls of our own Plant and is now an exclusive feature of the famous line of TOOKE SOFT COLLARS. Our showing for the coming Season is the best and largest assortment ever produced.

We are mailing to all our customers our new and profusely illustrated Catalogue. If yours does not arrive, advise us.

Goods ready for immediate delivery.

**TOOKE BROS., LIMITED**

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

"The Exclusive Tooke Hook"



PATENTED APRIL 1917

# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX.

PUBLICATION OFFICE: TORONTO, APRIL, 1919

No. 4.

*W.G.R.*

## SOFT COLLARS

A full range of styles and sizes,  
including smart novelties

Ready for Immediate  
Delivery

*Prompt attention paid  
to mail orders.*

The Williams, Greene  
and Rome Co., Limited

*Factory and Head Office:*

Kitchener Ontario

Montreal Toronto  
Winnipeg Vancouver



PATENTED 1918  
**SLIP-IN**  
FASTENER



**PEABODYS**  
SALES CORPORATION  
LIMITED  
**OVERALLS**

Are Almost Everybody's.  
Are They Yours?

**GOING STRONG:** Again Peace, Progress and Prosperity in Good Old Peabody's

**A** YEAR ago—the beginning of the final "Big Push"—he was driving a tank that blasted the way to Hunland. Today, he is back on the old job driving Peace-Time Canada to her glorious destiny. Tens of thousands of the Boys who did the Job Over There are back on the Job Over Here. We outfitted them with Uniforms—Fighting Clothes. Now we are outfitting them with Peace Regimentals, Peabody Overalls and Peabody Gloves, plain, honest work-clothes; worn everywhere by good men for good work. *Everybody pull together—Get on your Peabody's and Get Busy.*

WALKERVILLE

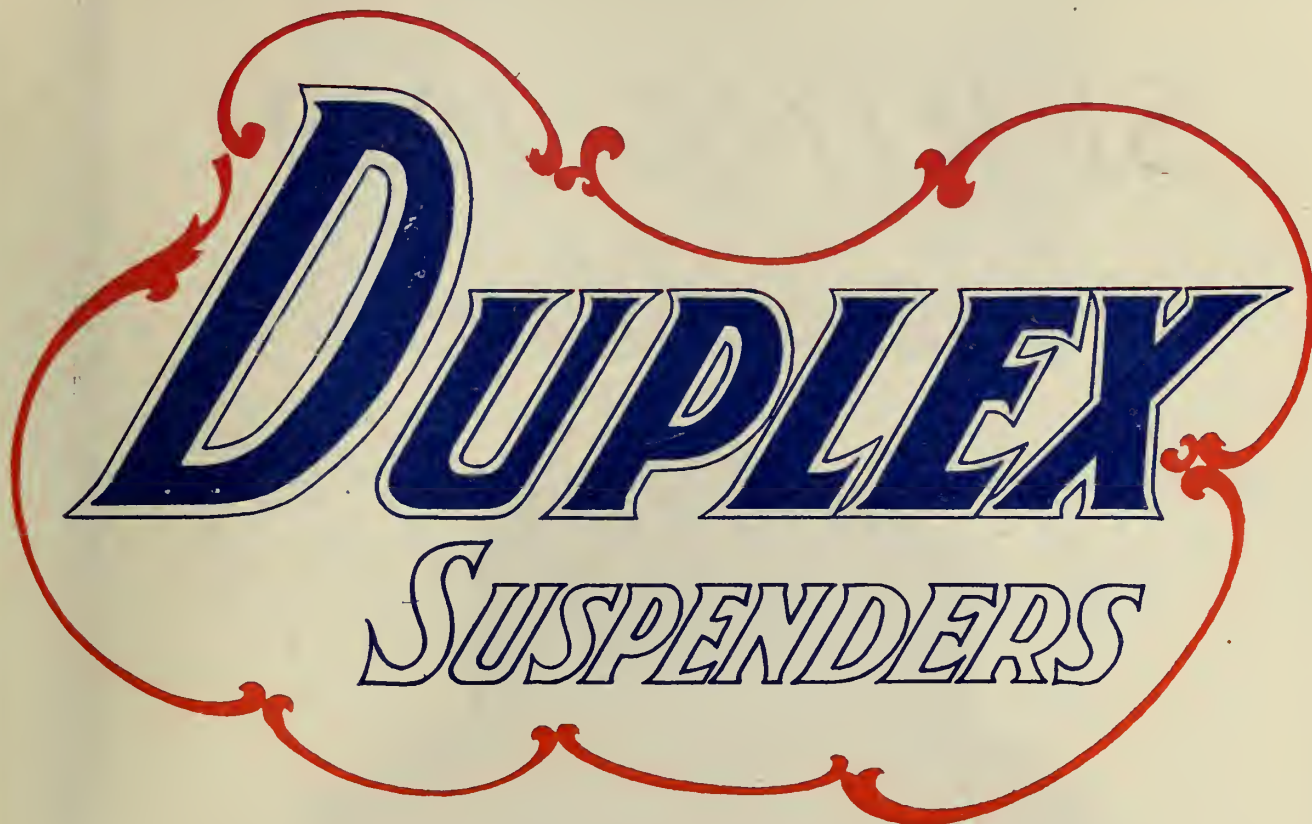
ST. JOHN

MONTREAL

TORONTO

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# DUPLIX

## SUSPENDERS

WITH this well-known brace now back on a 50% proposition, we confidently expect it to take its place once more as the largest selling cord suspender next to the President in this country. Quality has not been cut to allow this price reduction, but has been rigidly maintained. We have ample stock on hand to insure prompt deliveries.

**DOMINION SUSPENDER CO.**  
LIMITED  
NIAGARA FALLS, ONT.

# SPRING 1919

## "CZECHS-SLOVAKS"

5 $\frac{3}{4}$  x 2 $\frac{1}{2}$ . Also 2 $\frac{5}{8}$ .



In Solferino at **\$63.00** net

Colors: Dark Green, Dark Brown, Medium Green, Dark Grey, Steel, Black.

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In Buckley at **\$36.00** net.

Same Colors.

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Same Colors.

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Green, Brown, Navy, Black and Grey.

In Fur Seconds at **\$19.50** net.

Green, Brown, Navy, Black and Grey.

In Wool—

Regular **\$16.50** and **\$18.00**

Black only

## The Buckley Drouin Co., Limited

164 McGill Street

Montreal