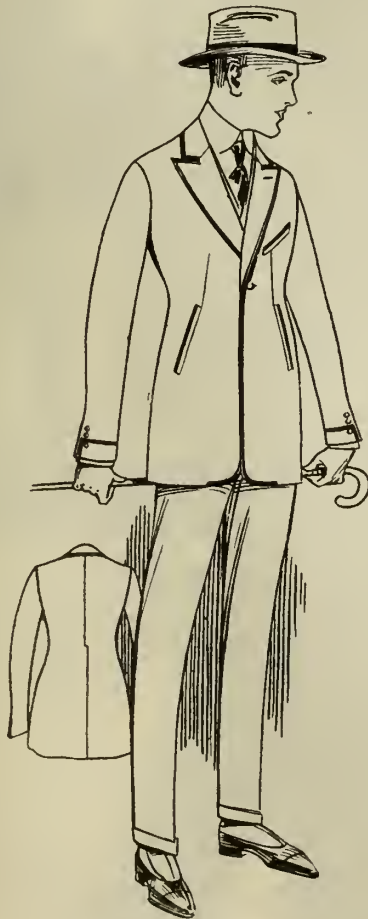




## "College Brand" Sounds A New Note In Well-Made Stylish Clothes



THE WOODROW

New Model Young Men's Braided One-Button Sack.

For the aggressive, full-chested boys, back from their conquests "over there" and "over here," physically and mentally developed.

We have provided for their splendid physical development, and our new models will be just the kind of clothes wanted by these "set up" red-blooded, manly men.

Their appeal is powerful — irresistible! They possess a very distinctive and entirely new Waist line seam — an origination that differentiates them from every waist line idea brought out this season.

As a progressive merchant, catering to this important trade, you will want to see these models.

After getting acquainted, your own good judgment and keen sense of merchandising will convince you that we should be favored with your orders.

A postcard will ensure your seeing this interesting line.

For immediate wants we have a well-selected stock of newest models in Suits and Spring Overcoats. Samples sent express pre-paid on request.

## The College Brand Clothes Co., Limited

45 ST. ALEXANDER STREET  
MONTREAL

*Art Kraft*  
Clothes

**-the Standard of Honest Values  
and Inherent Quality**

Clothes correctly designed, stylishly cut and tailored to a nicety — clothes that attract favorable attention because of their elegant appearance and with wearing qualities that satisfy the wearer every time.

Just the right line with which to capture a good big share of the returned soldiers' trade. Canada's fighting men are getting back into civies and the opportunity was never better for developing a better than usual clothing business.

Look at the Art-Kraft offering before you close that new season's order.

**Walter Blue & Co., Limited**  
*Makers*

SHERBROOKE, QUE.      WINNIPEG, MAN.

*Owning and Operating Coaticook Woollen Mills Company*





**T**HE IDEALS OF THE HOBBERLIN ORGANISATION would fall short if they did not take into consideration the well-being of its workers. The illustration shows our large, cheery dining room, where employees are served free daily, with hot tea, coffee, milk, and sugar. The tables are spread each morning with clean white tablecloths, and scores of our employees gather here each day for their mid-day meal, grateful for the refreshing cup of tea or coffee that comes to them steaming hot.

The inserted picture gives a glimpse of the sick room, where employees may rest and receive attention in case of sudden sickness or passing ailment. We do not consider these things as being charitable—they are planned for our workers, that the whole organization may be efficient and properly equipped to give service and satisfaction to Hobberlin agents and their customers.

*Agencies open for a few unrepresented localities—write*

THE HOUSE OF  
**HOBBERLIN**  
 LIMITED

Toronto Canada

Canada's Largest and Oldest Tailoring Institution.

Established 1885

# Models Appealing to the "Well Dressed" Man

We announce with pride and pleasure the complete readiness of



Fancy Sacque—Panel Back



*The label that made Canada famous for its  
Reliable Clothing*

## *Progress Brand Clothes for the Season of 1919*

Garments of highest efficiency, and reliability, Made-in-Canada, sold by Canadians to Canadian citizens. Just the kind of real values needed for these days of reconstruction.

To those associated with us this range carries a renewed promise of

### *Progress in Clothing*

To those who have never been allied with us we urge a reservation of final judgment, pending the call of our representatives who are now on the road.

## H. Vineberg & Company, Limited

Corner St. Lawrence Boulevard and Duluth Ave.

MONTREAL

# April Showers

Snug and Dry in  
the heaviest downpour  
is the man who wears a

## TRUE-FIT BRAND WATERPROOF COAT

The worst that old Jupiter Pluvius can do has no effect on these real waterproof coats. When you offer a customer a True-Fit Waterproof you are giving him a coat that is waterproof—a serviceable all-round weather resister that he'll like better every day he slips it on.

True-Fit Waterpoods are *made* waterproof and it is no exaggeration to say that they are the very best coats of their kind on the market to-day.

We have assembled for your inspection a fine showing of these True-Fit coats for Fall and immediate Spring Selling. Our men are now in their respective territories and a request from you will assure you a call in good time.



We are the only  
agents in  
Canada for the  
Aquatite Brand  
Gentlemen's  
Yarnproof  
Coats



### Samuel Wener and Company

SOMMER BUILDING, MONTREAL



## GENUINE CHAMOIS

Smart, dressy, and equal in finish to any imported glove. Made from imported skins, silk sewn, perfect fitting. Men's and cadets' sizes.

Fancy decorated or plain backs.



## WOOLI-KNIT

for those who prefer a wool-knit to a leather glove. Well made and finished, smart looking and fits like leather. We are showing this glove for Fall delivery.

*Salesmen Now Out*

**Hudson Bay Knitting  
Co., Limited  
Montreal**

Another Model from the  
 "New Era" Fall Showing



The man who sells "New Era" Quality Clothing makes more than mere profit — he makes fast friends.

Those who have seen the Fall and Winter Suits and Overcoats in the "New Era" assortment (now ready for your inspection) are frankly enthusiastic over their selling possibilities. Every suit and overcoat in the group, whether for Men, Young Men or Boys, has been carefully thought out by our Board of Designers.

You should not be satisfied that you are doing yourself justice until you see our Fall Range.

*While we Specialize in Style, 'tis the Quality that Counts.*

The Freedman Company  
 SOMMER BLDG., MONTREAL

# The Hum of The Hammer

—the rhythmic tattoo of the rivet—the vibrant music of scaling structures is increasing—swelling in volume—and will be increasingly evident now that Spring is here. In every branch of industry there are unfailing indications of a big “reconstruction” boom and this will of course create a lively demand for the most dependable of all working outfits.

## GOODHUE'S STAR BRAND OVERALLS

Star Brand Overalls are the surest and safest overalls to recommend. They are roomy and are made to stand up under the severest wear and tear.

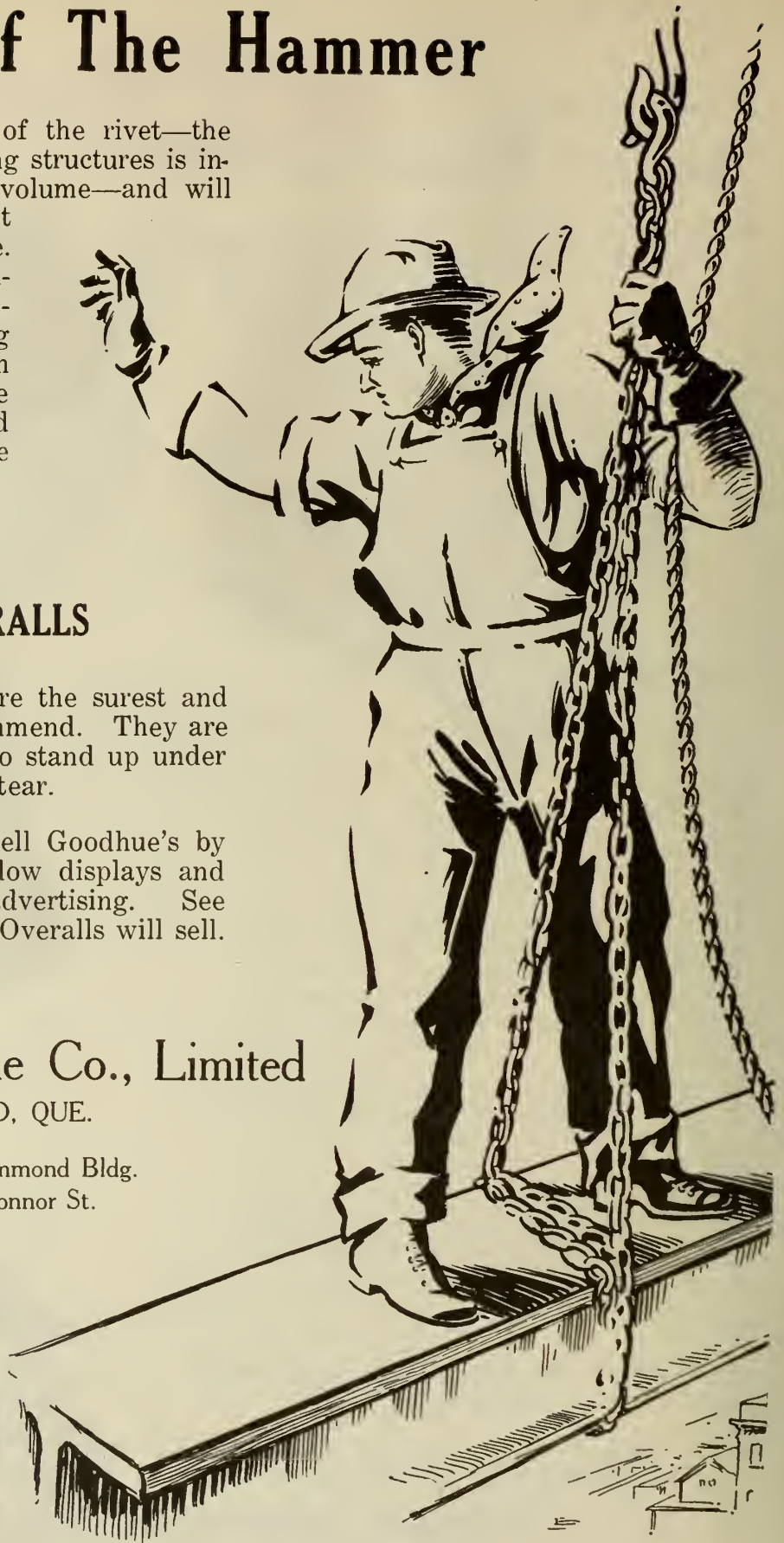
We will help you to sell Goodhue's by means of snappy window displays and convincing consumer advertising. See how easily Star Brand Overalls will sell. Write for a trial supply.

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

ROCK ISLAND, QUE.

Montreal: 211 Drummond Bldg.

Ottawa: 76 O'Connor St.



*The Brand That Guarantees  
The Merit of The Overall*



# 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 BRETTLER'S are known throughout the world for Men's Outfitting of the better-to-best kind.

## DEPARTMENTS

Hosiery and Underwear In Silk, Cotton, Lisle and Wool	Shirts Dressing Gowns	Collars Bath Robes	Ties	Rugs 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. BRETTLER & 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.*

Precise and Particular in  
every respect is



**Peck's**

**MEN'S  
AND  
BOYS'  
CLOTHING**

Peck's Men's Clothing has long been characterized by elegance and value, and in this season's showing you will be quick to note the exceptional style, the smart appearance, and the uniform reliability, so evident in every garment.

In our Juvenile Clothing you will also find maintained the same qualities of Style, Material and Workmanship which have made our Men's line justly famous.

Plan on seeing samples of Peck's Men's and Boys' Clothing for Fall.



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

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

**MONTREAL**

**WINNIPEG**

**VANCOUVER**

# The stamp of distinction in both Caps and Shirts is the name

# Peck's

The man who is particularly hard to please in the matter of the cap he wears will find in the Peck assortments the timeliest shapes and the most attractive colorings. And the workmanship too, is the kind that ensures 100% satisfactory service.



Equally eye-catching and equally popular are the fabrics and colorings in Peck's new shirt offerings. There are many different patterns in the new season's showing, but every one is made up to the high altitude standard of Peck Quality and Value.

Arrange to see both lines before you place your orders.

## John W. Peck & Co.

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

MONTREAL      WINNIPEG      VANCOUVER



## The Factory and The Product

A. R. C. Working Gloves and Working Shirts are manufactured in above factory — lines widely known and widely popular wherever sound serviceable working togs are needed.

Our factory is equipped with the kind of labor and machinery that produces 100% perfect goods. And

the fact that *we tan our own leather* is one reason why we can offer you advantageous prices on your new order.

*Let the house with the 50 years quality reputation serve you.*



**A. R. Clarke & Co., Limited - Toronto**  
Manufacturers—Gloves, Mitts, Moccasins, Shirts, Sheep Lined and Mackinaw Clothing

*Clothing that  
wears as well  
as it looks*

Made by a Clothing House  
that fully appreciates the  
value of giving service.



## ELK BRAND CLOTHES

for Men, Boys and Juveniles

**Order Now for Fall 1919**—insure delivery by placing your order now for the stock you must buy to meet the requirements for the Fall and Winter Trade.

We have for immediate delivery large stocks of Men's, Young Men's and Boys' Suits at popular prices.

**HAVE YOU PLACED THAT FALL OVER-COAT ORDER YET?** See our traveller first. A postcard brings him.

### J. Elkin & Co., Limited

MAKERS OF ELK BRAND CLOTHES

Vitre Street West

--

Montreal



## What Clothes will you put in your Windows for Fall and Winter?

Of course, if you take the right sort of pride in your store you devote considerable thought and care to the dressing of your show windows.

When you show the passer-by a window trim of Proper Clothes you are all set to win the trade of the well-dressed man—the successful man. Get these men coming and others will surely follow.

**Coppley, Hoyer & Randall, Limited - Hamilton, Ontario**



## Boys' Clothes with individuality in every line and stitch

And in addition to this, wearing qualities that satisfy the most exacting parent—such is the selling proposition ready to your hand in the new assortments of

### “PROPER CLOTHES” FOR BOYS

To make your Juvenile Department a dividend paying business it is absolutely necessary for you to buy the right sort of togs. Proper Clothes for Boys will win you the little fellow's trade and good will. It's worth winning too, because the boy customers of to-day will be the men customers of to-morrow.

Before you stock up look over the Fall and Winter values in Proper Clothes. Our salesman can call whenever you say.

**Coppley, Hoyer & Randall, Limited**  
Hamilton, Ontario



## Use an up-to-date N. C. R. System and match your neighbor's success!

The merchant who combines a cash register system with progressive merchandising is bound to grow.

The merchant who handles his money and accounts slowly by hand instead of quickly by machinery, cannot meet competition.

An up-to-date N. C. R. System protects hard-earned profits; increases trade; cuts down expenses; makes clerks more efficient;

stops errors, losses, and disputes; speeds up the business.

Every merchant needs the help of an up-to-date N. C. R. System in handling his money and accounts.

An N. C. R. System is within the reach of everybody. The payments are easy and the machine will more than pay for itself out of what it saves.

### An N. C. R. System is a modern business necessity

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

Offices in all the principal cities of the world.



Value and Service are the Reasons why

*"The Beaten Path Leads  
to*

**RACINE'S**



Have you trod this Beaten Path? Are you one of those wide-awake merchants keenly appreciative of extra good customer-pleasing values priced in a way that guarantees brisk results?

Try the Racine offerings this season. See the big things we are offering. Let us convince you as we have convinced others. Ask us to send you mail prepaid a set of, say, twelve samples of

- "Racine" Working Shirts
- "Hero" Fine Shirts
- "Strand" (Chemise de Luxe) Shirts
- "Lifesaver" Overalls
- "Samson" Pants
- "Record" Sox

See if they are not just what you are looking for in the line of Good Values at Sane Prices.

# 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.

FIT WELL WATERPROOFS



## A Raincoat

to be satisfactory must have materials and ingredients specially chosen for it.

## Every Detail

of workmanship must be characterized by high class design, fit and thoroughness.

## Fit Well Waterproof

is meeting all of above requirements every day and you should have some in your stock to meet popular demand.

## New Models

for Ladies and Men are now in the hands of our salesmen, also a full line of samples for immediate shipment.

## S. RUBIN & COMPANY

*Manufacturers of the FIT WELL Waterproofs*

437 ST. PAUL ST. W. MONTREAL

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

# Broadway

BRAND

CLOTHES  
for exacting men

UNUSUAL VALUES

APRIL, 1919

We seek  
an opportunity  
to show you

the out-of-the-ordinary  
values assembled for the  
new season's selling under  
the Broadway Clothes label.

Your request for particulars,  
whether written, phoned or  
wired us, will receive  
prompt attention, and we  
are very confident that you  
will find in Broadway  
Clothes a proposition hard  
to equal in the matter of  
stylish tailoring and sound  
materials.

May we look for your  
inquiry?



RANDALL *and* JOHNSTON, Limited

TORONTO

"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



*Special Attention to  
Mail Orders.*

*Prompt Delivery of  
All Goods.*

PARTICULAR MEN

# GET THE CREAM OF THE CAP TRADE

by handling Canada's supreme-quality cap headwear. You will there find a marvellously varied range of attractive styles and patterns—at prices to meet *any requirements*.

**THE CELEBRATED**



## **WOLFE'S CAPS**

are artistically made up—from honest, modish fabrics  
—to *fit, wear and look well*.

**Don't Buy Till You Have Seen Those Wonderful Values**

**A. HARRY WOLFE**  
MONTREAL

In your own interest, watch for our big Advertising Campaign  
and big Dealers' Co-operative Proposal.

One of the *King* Leaders



*King*

# TIGER SUSPENDERS

Guaranteed  
Unbreakable

Heavy, cushion-back  
webs.  
Solid Army Leather  
trimmings.  
Reinforced back piece.  
Steel Hook support in  
cast-off.  
Double stitched at all  
points.

POSITIVELY  
THE BIGGEST  
VALUE IN A  
HEAVY SUS-  
PENDER ON  
THE MARKET



MADE ALSO IN  
CROSS BACK STYLE

ORDER FROM YOUR JOBBER  
OR DIRECT FROM

THE KING SUSPENDER & NECKWEAR  
COMPANY

TORONTO, CANADA

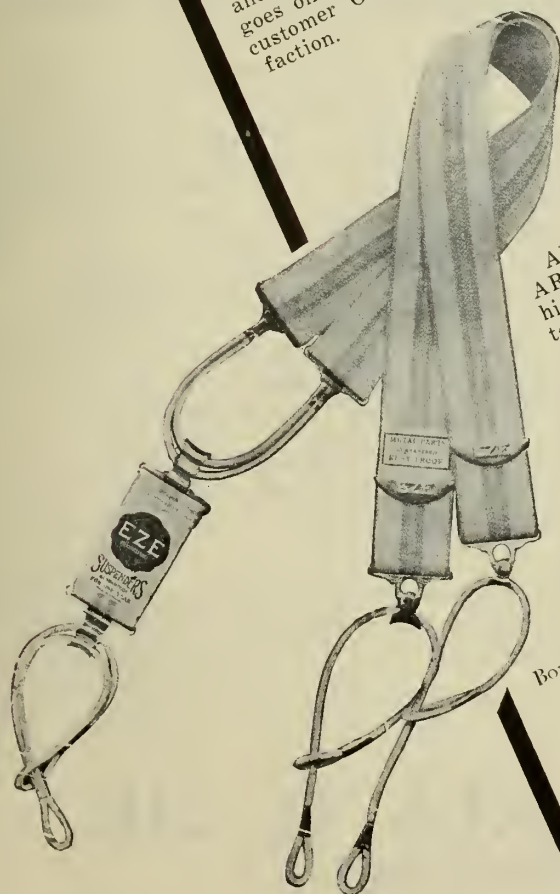


—This RED SEAL LABEL  
Guarantees Every Pair!

*King*  
**EZE**  
SUSPENDERS

are still made from the best webs, metals and trimmings—that's why this label goes on every pair and guarantees your customer ONE YEAR'S absolute satisfaction.

THEIR  
CONSTRUCTION  
MAKES  
THEM  
SUPERIOR



All METAL PARTS  
ARE SOLID BRASS,  
highly polished, guaran-  
teed rust-proof.  
Sliding cords are finest  
made, specially glazed and  
chemically toughened.  
Extra quality fine listle or  
heavy twill webs.  
Quick, detachable cast-off.  
Tubes through which cords  
slide so easily are lined  
with special brass inter-  
lining, preventing cords  
from cutting.

Boxed half-dozen in that smart, yellow box!  
Order from Your Jobber or Direct.

**NATIONALLY ADVERTISED  
NIFTY SHOW CARDS FREE**  
Made in Canada by

The KING SUSPENDER AND  
NECKWEAR CO., Toronto  
Makers of all "King Quality" Products

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*"Kayser"*  
**GLOVE**  
 REAL CHAMOISETTE  
 MADE IN CANADA

---



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## Imitation is the Sincerest Flattery

This is a generally recognized fact, and the number of Imitators of the justly Famous Chamoisette Glove has come to make the name of this high-class product so generally abused that we deem an explanation necessary, not only in our own interests but for the protection of the trade and general public as well.

### "CHAMOISETTE" A REGISTERED BRAND

The originators of the well-known Chamoisette Glove and the owners of a registered trade-mark covering same are the Kayser Company, Incorporated, the largest manufacturers of Silk and other fabric Gloves, Hosiery, Underwear, etc., in the world.

"CHAMOISETTE" was the name applied by the Kayser Company to a high-class fabric made by a special process in dyeing and shrinking which rendered it eminently suitable for the manufacture of Gloves, both for Ladies and Men. So rapidly did Chamoisette spring into popularity that soon it became the recognized name for this class of Glove with the average buyer. This led, of course, to the inevitable substitute, many being offered under similar names and some under the direct name of "Chamoisette."

### MARKET FLOODED WITH CHEAP IMITATIONS

The result now is that the market is flooded with cheap imitations which have as much claim to the real "Chamoisette" as have some of the mixtures of so-called "pure silk" and "pure wool" fabrics, offered to the public during the war period.

On the other hand, "Kayser Chamoisette" has steadily maintained its quality or even improved it, if possible. "Kayser Chamoisette" Gloves have a certain uniformity of quality, dyeing and finish that preserves their elasticity and service far beyond any imitation product.

Merchants who wish to preserve their own reputation and that of high-class products should, therefore, be careful that only the real Chamoisette Gloves are sold under this name, and that the cheaper imitations are classed where they belong.

All Kayser real Chamoisette Gloves bear the above trade-mark and are for sale solely in Canada by

**PERRIN FRÈRES & CIE.**

SOMMER BUILDING  
 MONTREAL



## Seen These Store Cards?

They are printed in colors  
—attractive and compelling  
business-getters.  
They will bring you many  
sales for

### CHALLENGE CLEANABLE COLLARS

Drop us a post card.  
Glad to send you a set for  
your store.

ARLINGTON CO. of CANADA  
63 Bay Street

TORONTO



## We offer You an individual line of First Long Pants for Boys and Youths

Please the young fellow in his first "Man's" suit and you've laid the foundation for his future goodwill and patronage.

The "First Long Pants" creations we have now assembled are unusually well designed, nicely cut and correctly tailored—the embodiment of New York and Rochester Styles.

Note our new address—35 CHURCH ST.  
Better situated than ever to serve you well.

## York Clothing Company

35 Church St., Toronto

**SNUG  
FIT**



**SANITARY  
BAND**

**THE WARMEST AND MOST COMFORTABLE WINTER CAP MADE**

Getting into a Maritime Sanitary Band Cap is like going into a nice warm house.

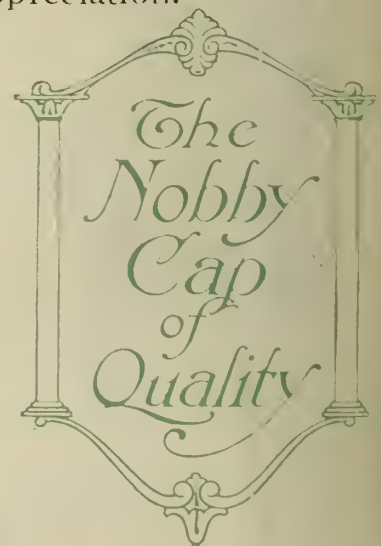
The heat just seems to penetrate.

The soft Woolly material gives that smooth comfortable feeling with no binding on the forehead.

Be sure you buy Maritime Caps with Sanitary Bands.

Your sales will reflect your customers appreciation.

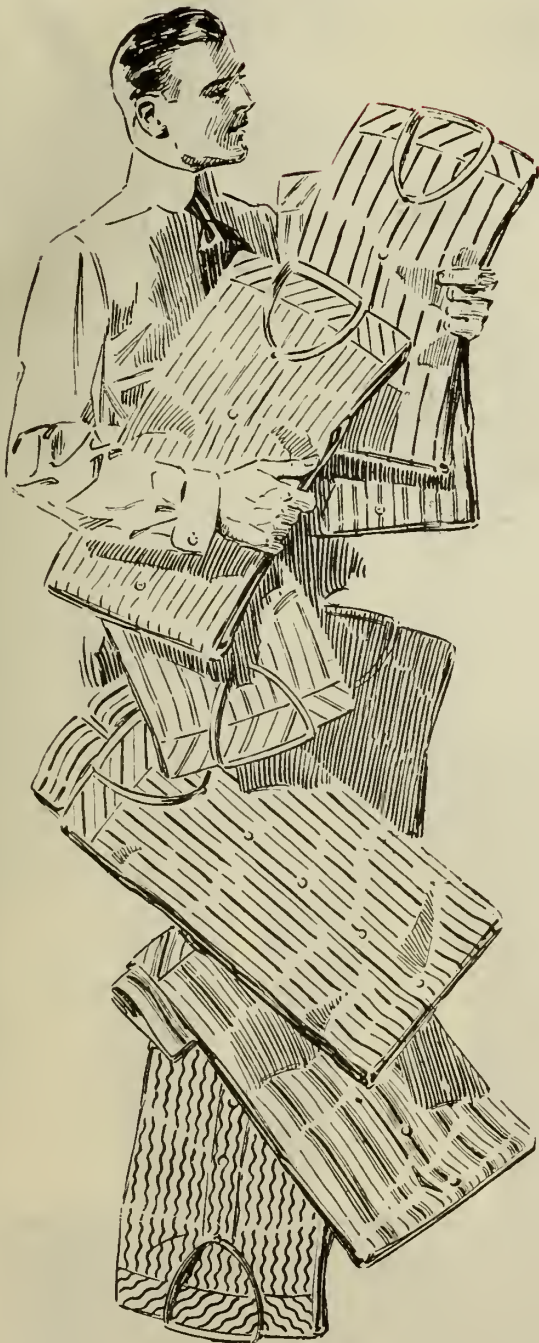
*Maritime*



**Maritime Cap Limited**

MONCTON, N.B.

# THE Lang SHIRT



The name of a line that includes many different weaves but only one standard — the highest.

Know when you sell a man a Lang Shirt that you have given him a dependable Shirt — a Shirt that has a reputation for quality and lives up to it.

In selling Lang Shirts you are maintaining and building a name for your store that will be the envy of your competitors. And it's easy to sell Lang Shirts, because they are right in every essential — right in fabric, right in design, and remarkably reasonable in price. Remember, too, that we will put your name on the Lang Shirts you order if you so desire.

Send along your order now and make this a Lang Shirt Season in your store.

Stock on hand which insures prompt delivery.

The  
Lang Shirt Co.

Limited

Kitchener - Ontario

MADE IN  
CANADA

# MONARCH-KNIT

## SWEATER COATS AND HOSIERY

### Monarch - Knit Advertising

*Works for you every day*

ALL the leading magazines in Canada carry Monarch-Knit advertising—much of it printed beautifully in colors. The style, quality, fit and value of Monarch-Knit Sweater Coats, Hosiery, etc., are emphasized in a striking and convincing manner.

And each advertisement carries the suggestion that the reader call upon his dealer to see the actual goods and judge of their worth by personal inspection.

In many instances you are the nearest dealer—your store is the point of attraction.

Are you taking the fullest possible advantage of this? Do you keep your Monarch-Knit Sweater Coats, Hosiery, etc., well to the front?

Good display of Monarch-Knit in your windows will link up your store with Monarch-Knit advertising as also will the frequent mention of Monarch-Knit in your own advertising in the local newspapers.

Co-operate with us in helping you to build up bigger sales of Monarch-Knit.



**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.





## FASHION-CRAFT CIVIE CLOTHES

MODELS SUITABLE FOR FATHER AND SON

The Brand with a Reputation. Sold in 200 Shops  
Throughout Canada

Agents Wanted of The Right Kind, Where Not Already Represented

### FASHION-CRAFT MANUFACTURERS LTD.

∴

MONTREAL

∴

# Bengard



The Models Illustrated Left "THE PEERLESS" Overcoat. Right, "THE IDEAL" Overcoat

## Bengard



B-GARDNER & CO.

TRADE MARK REG'D

Bengard Clothes justify *our* faith, *yours* and that of your *customers*

They are quality Clothes---and the *value* is in them

FALL AND WINTER STYLES 1919-20 ARE READY

You can examine the line without obligation. A post-card request is all that is required

B. GARDNER & COMPANY, MONTREAL

# Bengard

# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. 9

TORONTO APRIL, 1919

No. 4

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## THE MACLEAN PUBLISHING COMPANY, LIMITED

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H. T. HUNTER, *Vice-President*  
T. B. COSTAIN, *Managing Editor*

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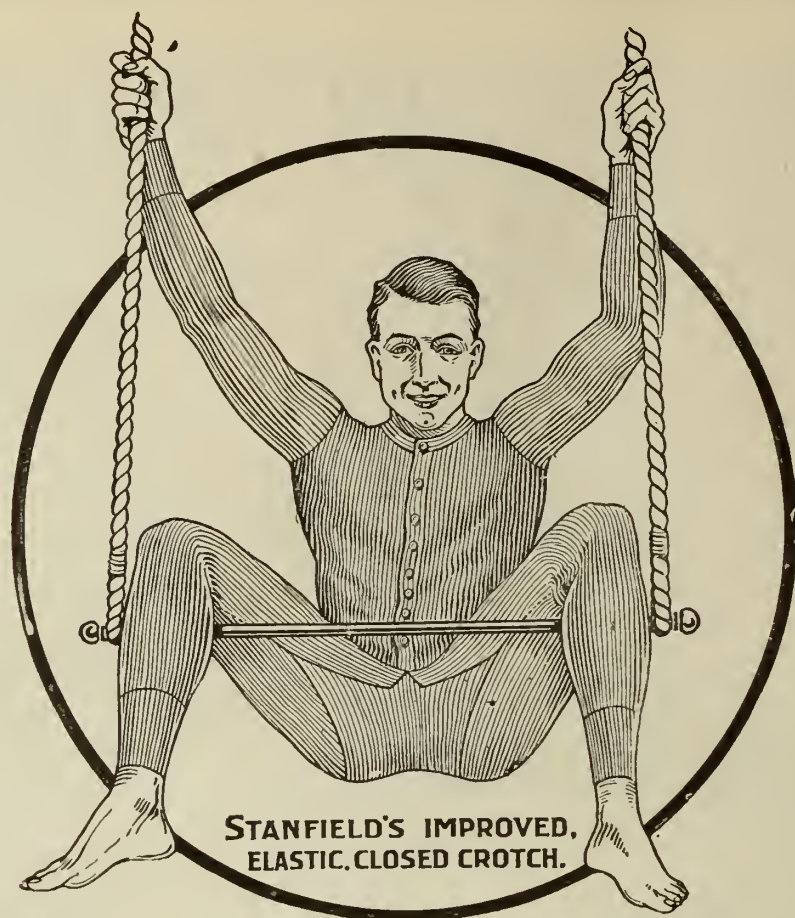
CANADA—Montreal, Southam Building, 28 Bleury Street, Telephone 1004; Toronto, 143-153 University Ave., Telephone Main 7324; Winnipeg, 1207 Union Trust Building, Telephone Main 3449.

GREAT BRITAIN—LONDON, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable address: Atabek, London, England.

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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, APRIL, 1919

No. 4

## DO CLOTHES MAKE THE MAN?

They May Not Make the Man but They Help Make Him a Success.

WHEN we walked through from the diner the other night and all found comfortable seats in the smoking compartment somebody said something about men's wearing apparel. I believe the first remark was made for the purpose of keeping up the conversation—just a casual comment on clothes in general—men's clothes—prompted by a clothing advertisement in a newspaper that lay on one of the leather covered seats as we entered. There were four of us, named according to occupations, Mr. Builder, Mr. Broker, Mr. Salesman and Mr. Writer. We all were dressed pretty much alike — probably as we thought best fitted our individual occupations, there being no prescribed uniform for the tired business man—not even service chevrons.

Builder said he thought American business men were too careless in their dress—they didn't give enough thought to style—they would do well to pattern after their wives. He said that he had spent several days of the past week in the company of a big business man whose pants bagged at the knees, who wore a frazzled necktie, unpolished shoes, and a hat gray with age. Although he was well aware of the man's high financial rating, he almost doubted the truth of it until he went to the man's home for dinner the night before he closed a big deal with him. He then found that the shabby man lived in a palace, with appropriate accompaniments, and his wife and daughters were garbed in gorgeous robes of regal splendor. Of course, they nagged at Dad and were annoyed at his appearance, but it mattered not to Old Big Business. He always had dressed that way and b'jinks he had corralled the kale, and what cared he for fashionable attire? Nothing at all. His bald spot was covered by his hat, whether it was old or new; he didn't like to break in stiff shoes, and he never felt natural when he was dressed up—so he confided to Mr. Builder. But the latter didn't approve — in fact he condemned such a practice.

Mr. Broker fully concurred, but he believed that the case cited was a rare exception. He came into close contact with thousands of men every day and the majority of men were as fussy about their clothes as a June bride. Not namby-pamby, he wanted it understood, but careful in their dress from head to foot, and he believed in it—believed that good clothes should be considered a profitable investment to any and all business men.

Mr. Salesman had made as if to cut in on the discussion two or three different times, but didn't get just the right cue. He was of that That Reminds Me species of conversationalists—a sort of an Illustrious Gaudissart, the which Balzac has so aptly humanized—who has seen everything, knows everything, is up in all the ways of the world, who is the link that connects the village with the metropolis—the commercial traveler. And this fellow knew, all right. He said he was reminded of the time he spent his last jitney to fit himself out for his first successful trip on the road.

He had gone from the tall grass regions into a large commercial centre where he found work in a factory. His wage was small, he was forced to economize and never thought of adopting the city styles of dress. But he stuck to his job, was promoted, and the next year when the firm wanted another man on the road, they selected Mr. Salesman for the position. He went—dressed up like a tool maker at a machinists' picnic. He said he knew the line, had studied and learned the sales proposition, and he was a good talker, but somehow he couldn't bring home the bacon. His first trip was a rank failure. But his firm had confidence in his ability and sent him out again into an entirely different territory. The second trip was as unsuccessful as the first one. He was ashamed to spend so much of the firm's money, so had borne part of the expense himself. But he had failed at the selling game, much to his sorrow, for he wanted to make good and hold his job.

Laying over Sunday at a junction town on the last leg of his third trip, he became acquainted with an old experienced traveler, and told him the story of his failure. Mr. Experienced Traveler sized up the situation at first glance. He told him he hadn't dressed the part—that his celluloid collar and frayed cuffs were the first things to give him away; that his shabby clothes and last year's hat would at once stamp him as a workman instead of a salesman; and that if he couldn't afford to buy a new outfit he'd better go back into the shop and stay there. It then dawned upon Mr. Salesman that inasmuch as he seemed to possess all of the other necessary requisites of salesmanship he would quickly grab at the last straw and act upon the advice of the experienced man.

Salesman said that he then had left barely enough of the firm's money to see him through to the end of the trip, and only enough of his own money to buy himself a new ragalia from head to foot, which he forthwith did. When he had completed his purchases he had only five cents left, but the buoyant air of success had seemed to come to him. He began to make sales; he regained his confidence; he went back to other towns and closed sales that he was unable to make before; and he returned to his firm with the biggest bunch of orders that up to that time had ever been procured in a given period. Clothes had done the trick, he said — just good clothes. Nothing gaudy, but modern, substantial, appropriate attire, in keeping with his sales talk, his manner, his firm and his business propositions. And since then he said he had always tried to dress the part—and never again did he fail to get his message across.

I believe it, and as I told the three of them—Builder, Broker and Salesman—I couldn't have determined their different lines of business, but I did recognize in each of them the distinguishing mark of success. It was in the clothes they wore. I don't wish to start any pink tea

(Continued on page 59)

# FELT HAT STYLES FOR FALL

High Rolled Brims the Coming Feature.

ONCE more after three or four years of stagnation in the development of felt hat styles, manufacturers are enabled to exercise their ingenuity in the designing of fashions. During these years of war time the element of style has been lost to sight in the overwhelming consideration given to prices — coupled with the influence of the strong advance buying that had placed heavy stocks on the market and had made inadvisable any radical revision in hat styles—a situation that had its culmination in the restrictions of last Fall by the conservation division of the Government which so limited style effects that new designs were practically prohibited.

Now, however, that the ban has been lifted, the new lines shown by manufacturers once more blossom forth in new styling effects and once more fashion is an element to which buyers must give thoughtful consideration.

## High-Rolled Brims the Coming Feature

The general tendency in soft hats for Fall is toward a more decided flange, producing a higher roll for the brim—such effects striking the keynote of the new fashions, although there will continue to be, particularly in the West, many sales of flat set brims trimmed with 4 line band and 4 line binding, and some of the 10 line band effects show unmistakably the influence of the military note. For the new brims, however, well set up on the sides, the trimming will be 24 line band and 10 line binding. Bindings, especially for finer grades, are once more the favored styles.

## Crown Dimensions

Crown dimensions will vary from 5½ to 5¾ inches, although, of course, there are exceptional blocks as high as 6 or even 6¼ inches which taper off fast in the tip, but in reality the effect after creasing does not produce a higher crown than the 5½ and 5¾ inch shapes with full tip.

## Smaller Shapes Favored in the East

While in the West there is a strong tendency to favor the wider brims, running to 2½ and 2¾ inches, the vogue in the East will narrow the brims to a decided extent and the favorite proportions will be 2¾ and 2½ inches.

Smaller shapes will therefore rule favorite, more particularly for the fine trade, and many of the choice novelty styles will centre around proportions of 5½ x 2¾ full crown and well rolled brim.

## Colors

The darker shades of green such as ivy and dark browns will be the prevailing colors, in a general way the greens being preferred over the browns in the West and the browns having the preference in the East, although the brown is steadily gaining favor in both

sections. There will be the usual small percentage of staple colors of course.

## A New Blue in Prospect

The Fall will see the introduction of a new blue, somewhat of the character of blue steel but more decidedly blue than dark steel. It is most attractive in effect and will make a strong appeal to those men who are attracted by something distinctive in refined effect.

## Light Weights the Thing

Extreme light weight felt hats will continue to grow steadily in public favor and more men than ever will this year discard their summer straw when the Fall season opens and don an airy felt. The influence of this tendency is most strongly reflected in the less weight that characterizes the entire felt hat product of to-day, efforts being made by all manufacturers throughout their entire line to lighten the weight in every way possible.

Rough felts, ranging from mixes and fancy silk finishes to beavers and velours, will be worn by many well dressed men as a second hat the latter part of next Fall.

## A Boom in Velours

Velour hats will be more popular in the Fall than any season heretofore, more generally popular, in fact, than in the big velour hat season of some years ago. The favorite colors will be black, dark brown and dark green in the order named; styles to be worn being the regular velour hat shape with little variations, in dimensions 5¾ x 2½ inches; taffeta trimming with bows on the side will predominate.

The velour hats as now produced by American manufacturers are the culmination of many years of experiment, practice and experience, and now show decided advances in refinement of product comparing favorably with the best that the world has ever produced. The superior quality of velour hats which the manufacturers are now making is undoubtedly the big factor that has created the remarkable favor that these hats now enjoy.

## Trimmings

In trimmings the finer rib bands will mark the styles of real distinction. Colors will match the body of the hat, the fancy bands in refined designs being prime favorites confined largely to two-tone effects.

Linings will find much favor, particularly in fine grades. They would be just as prevalent in the popular price hat but there is some question whether the high cost of using them will make them prohibitive. A handsome, soft lining does dress up a fine hat but it would seem to be much better policy for popular price hats either to save the cost

of the lining altogether, or to spend it where in some way it would improve the effect of the hat outside.

## Stiff Hats a Possible Factor

The possible revival of stiff hats is a prospect that must be given consideration. During recent months there has been a decided increase in the sale of derbies and for next season the trend of fashion will be watched very closely for any indication of general public favor for stiff hats. Some authorities there are who attempt to trace the source of inspiration for this new tendency in headwear vogue to the steel helmet worn by the soldiers in the trenches and on the battlefields of France, and the national development of a taste for stiff, set headwear by returning soldiers who don civilian clothes. Whatever the cause may be the effect is sure—there have been several times as many derbies sold in the past three months as during any entire felt hat season in many years. Whether the trend is substantial enough to carry itself over the Summer and early Fall, is too early to predict at this time.

Full crowns will be the only block effects. In the East small shapes in extreme full crown and medium flat set brim with slightly rounded curls, dimensions of 5x2 and similar proportions, are the choice styles in the exclusive shops this Spring.

The tendency as it has been noted, however, is more strongly in the opposite direction and it is confidently anticipated that the derbies of next season will have moderately full round crown with well rolled brim and round curl with the trend of the vogue toward still greater roll and decided pitch front and rear for well dressed men of discriminating taste. In these styles the prevailing dimensions would be 5¼ and 5½ x 2 inches.



# WHAT IS YOUR GROSS PROFIT?—COMPARATIVE FIGURES TELL THE STORY

**G**REAT interest was evinced by a large number of dealers, at the National Convention in St. Louis, in the question of store records and proper accounting. No better man than Ben Jacobson, of New York, could have been selected to lead the discussion on this topic, for it is one which has been a hobby with him for many years. Mr. Jacobson said:

Most of you who attend these conventions are of the better class merchants, perhaps not all millionaires, but merchants who know the necessity of proper storekeeping. You come here to exchange ideas and if possible to learn how to improve your business methods.

The topic assigned to me is really for the benefit of the man who still tries to conduct a store on ancient methods, and does not even know that these conventions are held for his benefit. When you get home and meet one of these "would-be" merchants who takes no interest in modern business, tell him some of the things you learn here. Do not condemn him—pity him!

The man who conducts a store without records is blind to modern possibilities, and every time you open the eyes of one of those fellows by showing him the right way to do business, you not only help him, but you help yourself. Don't say that you do not recognize competition. The telephone, the street car, and the mail service make competition easy, and if ever you get alongside of your store one of those fellows who do not know the cost of doing business, you will soon know that he is there all right, even though his business life may be a short one.

It is surprising that manufacturers and wholesalers extend credit to some of these blind merchants who run stores on guesswork when mercantile agencies tell us that more than 75 per cent. of the business mortality of the country is among dealers who keep no records of their business. The few who accidentally succeed in their blind way are the ones who lure others to their financial ruin by giving them the wrong advice on how to run a store.

I met two retailers from the coal mining region of Pennsylvania. The one who had good figures of his business told how the war brought him increased prosperity: that the miners were getting big wages and spending them freely, that his store rent was cheap—and inasmuch as there was no manufacturing in his town, he was able to get reliable women clerks at nominal salaries, that his total overhead expense was only about 16 per cent., and his gross profit about 35 per cent., which, of course, put him on Easy Street. To sort of verify his story he asked his friend, who is in business in a nearby town, whether or not he found the same conditions, to which his friend replied,

"I do not keep such fine figures; all I know is that I can pay my bills better than I used to." The fellow who does keep records was rather surprised at the answer, and said, "Joe, you remind me of the old colored man during the slavery days who was asked how old he was and he replied, 'I don't know, but I must be all right yet or my master wouldn't keep me.' I am surprised your store keeps you." Yet the fellow who had no records of his business told how he helped another man open a store.

## Business Records Most Important

There are many such slaves just because they have not the necessary records which would show them how to be masters of their business. The old slipshod methods may have been excusable years ago when bookkeeping was considered a complicated art, and the average dealer could not afford the services of a bookkeeper, but now that bookkeeping has been reduced to simple records which anyone can keep and understand the dealer who still conducts his store without records of purchases, sales, gross and net profits, has no business to stay in business.

Business records are even more important to the small dealer with moderate means than to his larger competitor. The increased stocks with increased expense and decreased profits are sometimes enough to break a small dealer before he knows it.

## Actual Figures Month by Month Would Have Prevented Loss

I recently saw the inventory sheets of an average sized store where no records are kept excepting that the owner takes inventory once a year. The inventory of 1917 showed a handsome profit, while his 1918 inventory showed an actual loss on an equal volume of business. After some study of the crude figures, we found that his gross profit of 1917 was about 6 per cent. larger than in 1918. This is accounted for by the fact that he sold his early purchased stock on replacement basis, while in 1918 most of the sales were made on normal profits, yet the store expense and personal living was larger than in 1917. If this man had figures showing the condition of his business at least once a month he would not have shown a loss, for he could have increased the profit or decreased the expense, or perhaps spent some of the wasted money for advertising and store improvements, which would have increased the business, thereby reducing the percentage of expense.

## Comparative Figures Tell the Story

Business efficiency, or the art of conducting business for profit without showing greediness for it, is certainly worth

studying. The only method of learning one's business is through an analysis of its records. In no other way can the retailer merchandise and finance the business with safety. Every now and then we see a good paying store ruined, or a poor paying one made to pay by a change of ownership or management—all due to the fact that one man runs his business on guesswork and another by comparative figures.

The man who does everything by comparative figures knows enough not to overbuy or oversell, and he knows how much he can afford to spend for the good of the business. Overselling is sometimes as bad as overbuying. Many a man has gone broke because he did too much business for the size of his capital—others go broke because they carry too much stock for the size of the business. The man who has records of his business knows that if his stock is on a proper turnover basis, and his sales increase 10 per cent., he can allow the stock to increase in proportion. If his profit increases 3 per cent. he can allow his expenses to increase 2 per cent., but no one can know anything about turnovers, profits or losses without the records that tell these things.

## Master of His Business

It is the general belief that owing to increased costs, the shoe stocks of the country are higher in dollars and cents than they have been, yet the head of the largest retail shoe business in New York has figures that show his stock to be lower than it has ever been though the sales are larger. He knows each morning the sales of the previous day at cost and selling price, and the kind of shoes that were sold. He also has a trial balance for each week showing the condition of the stock in dollars as well as kinds, and the gross and net profit for the week. If things happen to go wrong one week he corrects it at once. It is these figures that make him master of his business. Such figures can easily be kept in any shoe store by giving up a little time to it each day. If there is anyone here who does not know how I will gladly show him.

## Interested and Satisfied Employees Big Asset

In conclusion let me remind some of you big merchants who know the value of stock turnovers that there is another turnover equally as important, and that is the help turnover. You make money by turning your stock often and lose money in help turnover.

It is your duty to look after the welfare of your clerk. Every good man is entitled to earn a living and something besides, or he is dissatisfied. You cannot expect to get the best there is in  
(Continued on page 59)

# DEPARTMENT STORE ADOPTS PROFIT-SHARING

The Robt. Simpson Co. Introduce New Scheme Into Canada

**T**HE recent announcement of the Robert Simpson Company, Toronto, that they intended to signalize the consummation of 21 years of successful business life by the adoption of a profit sharing plan, whereby everyone connected with the company would share in its future, is another indication of the general tendency noted of late, to meet possible labor difficulties by developing the idea of mutual benefit.

The general idea of the scheme as announced by the president of the company, H. H. Fudger, was to assure the future of those who spent an appreciable number of years with the store. The system adopted would provide a competence for those whom advancing years compelled to leave the store's employ, or would secure the accumulation of a substantial reserve by those who spent many years in the store's service, and left it for other fields of activity.

## The Plan Outlined

Briefly the idea is as follows: Any member of the staff who has had a year's service with the store, may participate in the benefits, or may refuse to do so at will. There is no element of compulsion in the scheme. The member of the staff desiring to participate, must deposit 5 per cent. of his or her wages. This sum however must not exceed \$100. This limit is set, in order that the higher salaried employee should not benefit disproportionately. To these savings of the staff, the company would add annually a sum equal to five per cent. of its net earnings. This sum, augmented from year to year, to be invested for the benefit of the participating employees.

## May Withdraw After Ten Years

Participators completing ten years of service would be permitted to withdraw with all interests and profits. Those leaving before completing their ten years' service would be entitled only to the amount of their deposits plus 5 per cent. interest; save in the case of a woman leaving after five years service to be married, who would be entitled to all the privileges that a ten years' connection with the firm would give, and in the case of death, when beneficiaries would benefit in accrued profits as though the deceased had completed the ten years' term.

## The First Arrangement of its Kind in Canada

Mr. Fudger, in introducing the plan, stated that it was the first arrangement of its kind made in Canada by any large commercial or industrial corporation.

While the scheme is new to Canada there can be little doubt that it has been modelled on the scheme in operation in the Sears, Roebuck & Co. store, Chicago, and as the parallel in many

instances is so close, and as the American concern has had the scheme in operation for nearly three years, a consideration of the results obtained there will be of interest.

Sears, Roebuck & Co. have between 30,000 and 40,000 employees, and the plan was begun to engender harmony and loyalty between employer and employee.

## The Sears, Roebuck & Co. Plan

The plan, as put into operation by this store on July 1, 1916, obligated the company to contribute 5 per cent. of its net earnings, without deduction of dividends to stockholders to an employees' profit sharing fund. The employee desiring to participate in the benefits was required to deposit 5 per cent. of his salary in the same fund, the amount deposited in no case to exceed \$150. There is no obligation to join in the profit sharing plan, unless the employee desires, and no employee who has not served three years with the company is eligible. In a recently issued report of the plan 924-10 per cent. of those eligible are at present enrolled. Their holdings of the company's stock total 80,000 shares or 10 per cent. of the company's stock, 20,000 of these shares belonging to the fund, and the balance being the personal property of the employees. This is an interesting fact, indicating as it does the possibility of a gradual assumption of an even greater interest of the employees in the company, a development tending toward a practical socialistic scheme of an industry operated by and for the workers.

Profits cannot be withdrawn till the end of ten years, save in the case of young women leaving to be married. They can withdraw their share after five years of service or two years after entering. Those leaving at this time could not have invested more than \$300, as \$150 is the maximum that may be invested in any one year by any employee. Figures contained in the report of the fund indicate that during the month of January of this year 45 young women took advantage of the opportunity to get married, three times as many as in any previous January. Granting that these young women had contributed to the fund the maximum, they would have invested \$375. They drew as their share in the fund \$19,000, an average of over \$425 each with a maximum of \$644. In other words the depositor of the maximum \$375 withdrew from the fund as her deposit and her share of the profits \$644.

## Plan a Great Success

The Sears, Roebuck fund after two and a half years' operation has at present a total of \$3,012,123 credited to its members. Of this amount the employees contributed \$656,229, the balance \$2,355,-

824 represents the company's contribution plus dividends on the stock in which the fund is invested. At the present market value the 20,000 shares of stock held by the fund would show additional profits of considerably over \$400,000. This amount is not included in the total given above.

Even this plan has scarcely been in operation long enough to draw any hard and fast conclusions regarding its probable outcome. The report however gives actual instances of what has been accomplished up to the present time. An employee earning \$20 a week deposited \$1 a week, a total of \$130. This employee had on December 31, 1918, to his credit in the fund \$593.52, invested in 38-10 shares of the company's stock, which at present value is equal to \$643. In a like manner an employee who deposited \$3 a week or \$3.75 since the plan has been in operation on the same date was credited with 11 shares of the company's stock at a present par value of \$1,900. These figures are of course based on present profits, but assuming that these profits will continue on a par with the past two and a half years the results for the different salaries and periods have been estimated by the trustees of the fund as follows:

Average salary per week	Membership period, years	Savings deposited by employee	Total est. accumulation of savings and profits
\$15 ....	5	\$ 175.50	\$ 901.22
	10	370.50	2,648.55
	15	565.50	5,787.53
	20	760.50	11,426.56
20 ....	5	234.00	1,201.62
	10	494.00	3,531.40
	15	754.00	7,716.71
	20	1,014.00	15,235.41
25 ....	5	292.50	1,502.02
	10	617.50	4,414.25
	15	942.50	9,645.89
	20	1,267.50	19,044.26

The amount contributed by Sears, Roebuck & Co. for each \$1 saved by an employee is shown by the following table:

Period	Total Paid by Company	Company Paid for Each \$1 Saved by Employee
1916 (Half) .....	\$ 412,215.55	\$3.09
1917 ....	905,484.04	3.02
1918 .....	1,077,883.19	3.26

The total contributions of the corporation amount to \$2,355,824 for the period of two and a half years. The employees in the same time have paid in \$656,229.

In the case of the Robert Simpson Company, the plan varies little from this one whose tangible results are already beginning to be observed. The Robert Simpson Company is not as large an organization as the Sears, Roebuck Company, but neither does it represent the same number of employees, while the net earnings are known to be large and there is little question that this innovation will work out in Canada on as favorable a basis for the participants, as it has done in the case of the American concern.



*W. S. GOODEN - BRANDON*

THE above window was dressed by C. W. Willoughby, and is a credit to both Mr. Gooden and Mr. Willoughby. The arrangement of lines in conjunction with show cards is good.

The window has an attractive background, but has not quite as much in it as the space would allow.

# MAIL ORDER HOUSES BUILDING UP INSTALMENT SALES

## Sears, Roebuck and Other Firms Breaking Away From Strictly Cash System.

By G. A. Nichols in "Printers' Ink."

EDITOR'S NOTE.—Just at the time when hundreds of Canadian firms are adopting the cash system of doing business, following as it were the lead of Canada's biggest department store and mail order house, it comes as a shock to find some of the largest department stores and mail order houses reverting to a form of credit system. One of Toronto's large department stores, which for years was on a cash basis, has opened a credit department for certain lines of goods.

The accompanying article on the subject by G. A. Nichols in *Printers' Ink* will prove of great interest to all branches of the trade in Canada. MEN'S WEAR REVIEW would be glad to hear from readers giving their views on the subject.

**R**ETAIL mail-order houses are uncovering a vast amount of business through application of the instalment credit system. In the beginning, retail mail-order necessarily was a cash proposition. This worked well enough on the ordinary items, but it shut the mail-order houses out from a big and profitable trade in the larger and more expensive goods.

When a thing runs pretty well up into money the average person will hesitate before buying it for cash. He is going to shop around. Then by the time he is financially prepared to make the purchase he may decide he does not want it, or may buy it from some house other than the first one he had in mind. But he is likely to go without the thing altogether.

Take, for instance, the complete furnishing of a home. The average cost of fitting out an apartment or a cottage for newlyweds these days is around \$600. This is more money than the average ordinary American citizen has when he gets married. He either must buy his furniture on the instalment plan or get it bit by bit. In the latter instance he is likely to scatter his purchases among various retailers or mail-order houses. If this \$600 order could be secured at one time it would be worth-while business. The instalment furniture houses in the large cities offer a way out for people living in those cities. But the family out in Lyndon, Kansas, likes good furniture as well as the one in Chicago.

The mail-order houses finally recognized this fact and now anybody in the country of good reputation and fair credit standing can buy his furniture on the instalment plan.

The same principle applies in the purchase of pianos, talking machines and similar luxuries. People living in or near cities of any size have long had the privilege of buying these on the instalment basis. Dealers in these cities have reached out to some extent for the country trade within a radius of one or two hundred miles. But not until the mail-order houses took up the instalment business in this line were pianos and talking machines at the disposal of the multitude. The resulting volume of business may be regarded as amazing when viewed from one angle. But it is only natural, after all. Previously, only the surface of the potential market had been scratched. Now, thanks to mail-order, the country-wide demand is being met.

To-day a woman on the farm need not wait until her chicken money or egg money reaches a sum which will enable her to buy a cream separator. She can get it from a mail-order house on credit and pay for it by the month. If the farmer wants a gasoline engine or farm machinery of any kind he can buy it on the same basis. The mail-order house will sell him a heating plant or a lighting system and collect from him in easy payments.

### Manufacturers Help in Beneficent Change

This mail-order business in the larger items is due for a still greater extension. Manufacturers will gladly co-operate in

the development because of the increased volume in their business that is sure to result and that is resulting right now. The mail-order houses have done wonders in supplying manufacturers with an outlet.

In the establishment of credit relations with their customers at a distance the mail-order firms have surprisingly few complications. The farmer, whether he owns his farm or rents, is looked upon as the best credit risk. The queer thing about it is that the man in Iowa or Nevada who orders some of these larger goods by mail on the instalment plan has much less difficulty in establishing his credit with the mail-order house than does the man in the city who deals with the department store.

You can go into McClurg's book store in Chicago and buy a large dictionary. Unless you can pass a pretty thorough examination at the hands of the credit man you have to pay cash for it. On the other hand, you can sign your name to a coupon clipped out of a magazine advertisement, send it to the publisher and get the dictionary without quibble or question, and have the privilege of paying for it at a modest sum per month.

Is there a psychological something about signing an order of this kind that induces a man to be more careful about paying than he would be if he bought the book in a store in the ordinary way? Perhaps. Anyway, the fact remains that he generally does pay.

### Sears, Roebuck's Way of Instalment Selling

There is very little red tape to be gone through with on the part of the purchaser when he wants to buy on credit from a mail-order house.

"If a farmer down in Oklahoma orders a heating plant from you on credit, how do you satisfy yourself as to his responsibility?" the writer asked Credit Manager O'Connor, of Sears, Roebuck & Company.

"Well," replied Mr. O'Connor, "there are one or two questions on the order blank for the man to answer. These give us all the information we need. Anyway, nine times out of ten this farmer already is a customer of ours. He may have been buying goods from us for years—lots of goods. With order after order the cash has come each time. What better evidence could we have of his reliability and solidity than this? In other words, he has built up with us a

credit standing because of the many orders he has sent us accompanied by the cash. A farmer is absolutely the country's choicest credit risk so far as instalment mail-order business is concerned.

"We do not carry open accounts with our customers. We confine their credit purchases to those larger items that run into money to an extent that makes an instalment plan desirable. An order for the general run of goods in our catalogue must necessarily be paid for in advance.

"But even in these exceptions are made. Suppose a banker or some other well-known business man wants to order some goods from us to be shipped to his summer home. We will accept the order on open account if his credit comes up to the usual commercial standing. This kind of deal, however, is entirely apart from the instalment proposition. Selling on instalments is one thing and selling on a straight commercial credit basis is another."

This concession to persons of approved credit mentioned by Mr. O'Connor is given as inducement for them to concentrate their purchases. This is the very reason so many retailers cling tenaciously to the credit basis of selling, despite the occasional loss they incur and the undoubted advantages of the cash system. Every retailer knows that a person with an account at his store buys more goods than he would if he paid cash, and does not scrutinize prices so closely. This is the principle behind all the great growth of the instalment business both in retail stores and mail-order houses.

The credit policy of the larger mail-order concerns is very broad and liberal. Some manufacturers have satisfactory instalment dealings with farmers and others also, but are somewhat more exacting in looking up the credit risks.

The Albaugh-Dover Company, of Chicago, sells many cream separators to farmers on the credit basis. The advertising is done largely through farm journals. The farmer is asked to return a trial-order coupon that is a part of the advertisement. This order when properly signed is practically a note. It contains the terms on which the separator will be sold him, and stipulates that the purchaser may pay the balance any time he wants to and receive a cash discount of 5 per cent.

A separator is sold on thirty days' free trial, and the purchaser has a year in which to pay.

The complete furnishing of houses, apartments and rooms as worked out by the retail mail-order firm of Hartman Company, Chicago, is one of the most interesting and profitable examples of selling goods by mail and collecting the money in instalments.

Hartman has developed this type of mail-order selling to a point where anybody in the United States can have the advantages of furnishing his home complete and paying for it monthly. A few

years ago, when Hartman was conducting only retail stores, the advertising slogan, "Let Hartman Feather Your Nest," showed many a perplexed young fellow in Chicago and other large cities a way in which he could get married and furnish his flat without having to save money for a long time. All he had to have was a girl who was willing to marry him, a job and a good reputation. Hartman would supply the furniture, and it could be paid for while it was being used.

The thing worked out so well that the company decided it ought to be extended to the country at large. The credit proposition loomed high. But, proceeding on the principle that the average person is at least reasonably honest, Hartman advertised in farm papers and fraternal organs inviting people to order certain assortments of furniture. The people were trusted to a point where the company offered to send them the goods on thirty days' free trial without advance payment. Then, if they were satisfied with the goods, they could begin paying for them month by month with a certain stipulated sum. The orders were sent in on coupons clipped from the advertisement. Then people were invited to send for the catalogue. This contained order forms which called for sufficient credit information to make the transaction safe for the company.

The thing worked out so well that today Hartman has a standing offer of a prize to any one who will show a town in the United States where it does not have a customer.

The plan specialized on complete housekeeping outfits, complete dining-room equipment or bedroom suites. But any kind of furniture or household furnishings would be sold on the same basis.

The result of all this was that the company solved the problem which is the bane of every retail furniture man's existence. The furniture business as conducted in the average retail store pays a satisfactory net profit, but as far as volume is concerned it is either a feast or a famine. During the housecleaning months of the spring and fall the furniture man is rushed half to death. In midwinter and during the summer he has little to do.

What every progressive retail furniture man in the country wants to do—and in this he is being aided materially by far-visioned manufacturers who are after increased outlets for their goods—is to make his business an all the year proposition. He cannot change the inexorable law laid down by womankind to the end that housecleaning should be done in April, May, September and October. He is not going to get very far in any effort to spread out over the year the rush of business he experiences in those months. But he can keep his store busy all the year by featuring related lines. He sells dining tables. Why should he not sell the dishes and even the linen to go on that table? He sells china? He sells beds and mattresses.

Why not sell blankets, sheets and comforters?

Manufacturers in these and allied household lines have been working on the retail furniture dealer considerably during the last few years. They are making a different merchant out of him. They are utilizing a perfectly logical outlet for their goods and thus are increasing their own profits as well as the retailers'.

The bulk of Hartman's business comes in the housecleaning months. But it advertises all through the year special offerings in this or that, and thus maintains a healthy and steady volume of orders.

Hartman was wise enough to realize at the outset that it had to get and keep the confidence of customers. This was of hugely greater concern to the company than satisfying itself of the reliability of the customers. It realized it was a greater relative risk for a farmer at a distance to send his money than for the company to send him its furniture. The customer had as much right to be satisfied as to Hartman's absolute reliability as the latter had in his case.

In all the advertising catalogues or farm papers, it emphasized the quality of the merchandise without exaggeration. This was on the cold-blooded basis that experience had shown that merchandise which gave complete satisfaction was its own best collection argument. An inspection bureau is maintained where a sample of each piece offered in the catalogue is taken apart and analyzed. If anything is wrong, it is fixed.

The house stands unqualifiedly back of each thing it sells. If anything is not satisfactory it may be sent back. When a purchase is returned as not coming up to the catalogue description a letter is sent to the customer apologizing for the trouble to which he has been put. The letter explains that in such a large business, merchandise not up to standard occasionally slips in despite all precautions.

The working out of the instalment mail-order business on such a dignified and satisfactory basis by the catalogue houses represents one more of the many good things mail-order has done for the business of this country in general.

It is all well enough to say nice things about the retailer and to wish him well in his efforts to keep business at home. But one may just as well tell the honest two-fisted truth. And this is that there are a lot of things about the retail method of conducting business that are very badly in need of fixing.

The way some retail instalment furniture houses prey upon people in the smaller towns is a scandal little short of a crime. Taking advantage of people's ignorance of values and their need of the goods these concerns sell house furnishings for several times their value. The prices they ask are far in excess

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# A COMPLETE REVIEW OF HAT PRICES

Prices Will Be Maintained Despite Many Reductions in Other Lines of Merchandise.

From the "American Hatter."



lowest prices, but this has not signified a reduction in the cost of material or the cost of manufacturing, but has rather been the result of the manufacture of a hat of poorer quality than was formerly deemed necessary in order to maintain volume of business.

The cold fact absolutely remains that it costs at least as much, if not more, to manufacture and sell a hat to-day as it did to produce that same grade three months ago or six months ago, and it is equally assured that it will cost fully as much for the same grade of merchandise for the next season.

## Lower Prices Mean Lower Quality

Buyers have been quick to realize that where certain one or two lines have been offered at less than prices that prevailed last season, the prices have been based on inferior quality and it is well known that only a few small orders have resulted for these so-called low-priced hats.

Buyers have evidently adopted the merchandising policy of maintaining standards of quality and there is no possible reduction for the coming season for grades of hats that are at all standard in either felt or straw.

It is necessary to appreciate fully that the conditions which have resulted in price recessions in so many other lines have not materialized in the men's hat trade and that it is impossible to expect them to influence the men's hat trade for next season.

The Government has no stock of fur to place upon the market. Supplies that will come in are not of domestic production. They must be imported from abroad, gathered in all parts of the world from fur bearing animals which are wild — shipped, cured and treated, cut and seasoned, operations which will require months before available for manufacturing into fur felt hats.



## The Fur Market From the Hat Manufacturer's Viewpoint

True, these furs are quoted at heavy reductions in price for poorer grades and at reduced prices not nearly so great for the better grades, but manufacturers are not buying this fur even at current prices for two reasons: first, because of the stocks which the manufacturers already possess, sufficient almost to carry them through the next season; and second, because of the uncertainty whether prices have yet reached their lowest level. Of course there is strong likelihood that sharp advances in prices will ensue influenced strongly by the heavy purchases that it is expected England, France, Belgium and Italy will make, and yet there always is the possibility of further decreases. The hatters' fur market will have to give further evidence of being stabilized to a degree before American manufacturers will enter market with any large volume of orders.

Moreover hat manufacturers have never even during these war times followed the policy of selling their hats at the current prices of fur, but in figuring their costs have averaged prices of materials, and buying greatly in advance of requirements have always sold their hats in recent years at the prices that represented many dollars per dozen less than warranted by the current prices of the fur at the time the hats were manufactured. In consequence the prices quoted for hatters' fur to-day that will be available for use six months from now are little under the average prices of the same furs which hat manufacturers used last season.

In the meantime the simple fact remains that hat manufacturers will use for the coming season fur which they bought months ago and perhaps a year ago, and that they must all of them sell their product at the price which the cost of that fur demands. Due to the war embargoes and the marine shipping con-

**N**EVER before in the history of the men's hat trade has occasion arisen which provided the necessity for such a thorough analysis of conditions and the exercise of sound reasoning as the situation which confronts hat buyers of America to-day.

Compared with the serious problems which must now be faced the problems of the past have been exceedingly simple of solution. Looking backward at the conditions of recent years resulting from the abnormal effects of war time we find the chief necessity for buyers has been nerve to back up their judgment and that formation of that judgment has been a comparatively simple process.

With the absolute assurance that prices were to continue to steadily increase season after season for the duration of the war only one policy was possible and that was to buy liberally up to the full measure of possible requirements.

Now, however, with the absolutely new situation that has arisen in business generally as a product of peace, merchants are facing a set of different conditions more difficult of analysis than any produced by the war.

Fortunate, indeed, is the men's hat trade, for it is little affected directly by the disturbance that peace has produced in so many other lines of trade and industry. In order that buyers of men's hats may thoroughly understand this fact and realize fully that it is the actual situation, a good clear general knowledge of all of the influences affecting the trade at this time is necessary.

## When Hat Prices Will Hold Firm

In many commodities there has already been a very substantial decrease in prices and further reductions are confidently predicted. It is true that in exceptional instances in the anxiety to assure a volume of business and maintain production one or two manufacturers have shown hats for \$3 a dozen less than their recent



ditions there is little fur in the market for immediate use, and it will be a long time before a normal supply can be obtained.

As an example that general conditions that depress prices cannot be expected to apply indiscriminately to every commodity without exception, it is only necessary to point out that double ring hare's fur has actually increased 10 per cent. during past two months. Of course this is due to the great demand for this fur for the production of velour hats and this development is merely quoted here because its cause is so simple that it can be readily understood. Just as there are special conditions which have advanced the price of hare's fur in the face of world-wide price reductions, so there are special conditions which will maintain last season's prices in men's hats.

#### Standard Lines Will Keep Quality Up

It is certain that prices of standard lines will not change during the season. Manufacturers who hold the confidence of the trade realize that their quality standards must be upheld and they appreciate the necessity for protecting their trade and maintaining their prices throughout the season.

There are some little savings of 25c a dozen here or 50c a dozen somewhere else which, however, are offset by a small increased cost in other items so that there is little if any net economy.

#### Straws Will Go Even Higher

In straw hats similar conditions prevail as in the felt hat manufacturing industry with one very important exception, that while it is likely that for the Spring of 1920 there will be a marked reduction in the price of felt hats, there is just as strong evidence that the price of straw and woven body hats for the season 1920 will be no lower than present prices and may be somewhat higher.

Since the signing of the Armistice in November, the prices of straw braids have steadily advanced and to-day are higher than at any time within the memory of manufacturers in the industry. This is due to a number of reasons, chief among which is the great increase in the cost of labor in Japan and China, where the impetus to the industrial life of those nations has absorbed the cheap coolie labor, formerly employed in the weaving of straw braid and in the weaving of body hats; another important factor being the rate of exchange for silver which enhances to a very considerable degree the cost of imported products from the Orient and South America.

#### Panama and Body Hats Will Also Cost More

During the period of the war there have been steady increases in the cost of Panama and similar body hats, these increases being absorbed largely by the manufacturers, but the advances have now assumed such proportions that for next season it will be absolutely necessary for the manufacturers to cover them with increased prices of their product. This applies to Toyos, Bangkoks, Balibuntals, and Leghorns as well as to South

American Panama hats, and prices are not only high, but the better grades are very scarce and merchandise imported is not at all up to standard grades. Another very important factor that will have to be reckoned with is the reopening of European markets, which in recent years have been shut off as a market for woven body hats and which represent an increased demand in prospect that will surely further influence price advances.

The detailed review above of market conditions for the basic materials for both felt, straw and woven body hats, reveals the controlling situation for materials for these products.

#### Labor a Factor on All Hats

The other important factor applying in equal degree to headwear of both varieties is the cost of labor, a situation which is of such common knowledge that detailed comment on it is unnecessary. The cost of labor is higher to-day than it ever has been and there is no present indication that the scale of wages will be lower, in fact the tendency is altogether the other way, as an example of which may be quoted the strike among the silk mills in Paterson, where a higher rate of wages and fewer hours of labor are demanded, as a result of which a big increase in the cost of hat bands is in prospect. Not only is the cost of labor extremely high, but the efficiency of labor is lower than ever before, so that the increased cost of labor covers not only the advance in the actual price for labor, but the still further advance that is necessary to offset the reduction of the production capacity per man.

#### CHANGES AT GRAFTON STORE

The Grafton Store at Peterborough is undergoing some important alterations. The changes will greatly facilitate the handling of their customers. Larger alterations are contemplated later in the year.

#### CREDITS SUSTAIN

##### OUR FOREIGN TRADE

The public hardly realizes the extent to which Canada's export trade is dependent on the providing of credits for other Governments. Since the middle of 1918 credits amounting to \$24,000,000 have been advanced to the British Government as follows:—

Imperial Munitions Board, \$132,000,000; for the purchase of Canadian grain, \$55,000,000; for exports of dairy products, \$35,000,000; for the sale of the B.C. salmon pack, \$8,000,000; for other exports of food, \$10,000,000.

This money came from the Canadian public in the form of loans. Out of their savings over 1,000,000 people in this country bought Dominion bonds, and thus provided the funds out of which these advances were made. This practice must be continued if Canada is to get her share of the export trade. Those who buy War Savings and Thrift Stamps supply money for these credits.

#### LIEUT. N. C. BILTON DIES OF PNEUMONIA

The late Lieut. Norman Creighton Bilton, who died from pneumonia at Bramshott Hospital, England, recently, while waiting leave to return to Canada, was an Upper Canada College boy and spent two years at Toronto University before entering the firm of Bilton Brothers, Limited, of which he was secretary-treasurer on Jan. 1, 1917, when he resigned to take up military work. Lieut. Bilton passed through the Quebec School of Artillery. He received his commission in April, the same year, and on being attached to the Cobourg Heavy Battery, raised his own draft, which included many school and university companions. Lieut. Bilton went overseas in charge of the draft in June, 1917, and was stationed in England until last June, when the third brigade of heavy artillery was formed. He followed to France, attached to the headquarters staff, and took part in several stiff fights until the armistice was signed, and he returned to England. There, while expecting leave to sail for Canada, he was seized with influenza on Feb. 15 while at Camp Borden, Hants, England, and pneumonia supervening, he died at Bramshott Military Hospital on March 5. Lieut. Bilton is survived by his father, Mr. Thomas Bilton, of Bilton Brothers, Limited, and his sisters, Mrs. Robert S. Coryell, and Mrs. G. Cecil Moore.

Lieut. Bilton was a member of St. George's Society and Zetland Lodge, Masonic Order.

#### MAIL ORDER HOUSES BUILDING UP INSTALMENT SALES

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of what might properly be charged even taking into consideration the deferred payments and the credit risk. These stores naturally have as their customers the poorer class who are the more easily impressed by the apparent ease of buying under this plan. They could not pay \$15 cash for a much coveted chair, and so they will pay twenty-five or fifty cents a week stretching out over a long, weary period until the chair costs them perhaps two or three times that sum.

Naturally, people of standing are not going to buy on any such basis. Yet the instalment method appeals to them as much as to the other class. The mail-order houses were quick to sense the outlet that thus had been neglected. They are bringing about a new deal in instalment selling that is benefiting the entire business of the country. It sells more goods to more people.

The retail stores themselves are having a part in the benefit. The wise retailer these days is finding that he can gain more profit by learning and applying the lessons taught him by his catalogue competitor than by abusing and fearing him.

# WHAT IS EXPECTED OF A SALESMAN?

An Address Delivered by E. M. Finn, Manager of the Boys' and Children's Department of the Hub, Chicago.

**W**HAT I know about salesmanship is entirely through intuition, observation and contact with human nature in my daily pursuits.

Selling is not a question of theories or hard and fast rules, although there are, of course, certain basic principles which must be followed. These, I believe, the most of you know. Courtesy, knowledge of your merchandise, understanding of the store's policy, are all time-worn essentials, but the more subtle elements that result in sales are largely a matter of salesman's judgment, personality and instinct. It is just as easy, and fully as important, to cultivate and develop these factors as the more common elements usually connected with salesmanship.

There are tricks in salesmanship. When I say tricks, I do not mean practices that are unfair to the customer, but rather of a helpful nature in directing the customer to a satisfying conclusion.

## Placing the Customer in a Buying Frame of Mind

Foremost is placing the customers in a buying frame of mind, comfortable, at ease and free to think and express their preferences. What the customer intends to pay for the article is not nearly as important as what the customer desires. A customer can often be dissuaded from a set price, but rarely from a set idea in style, color or quality. This is especially true during times like this when the customer has lost all idea of value standards by rapid increase in costs. To get a line on this feature you must quickly study your customers. The class and character of apparel they are wearing is the best guide to customers' wants. Always aim a trifle higher in quality, but never too high at the outset. If you do, you put your customer in an embarrassing position of declaring the article is beyond his means. By easy stages you can lead the customer up to the better merchandise, gradually creating a desire for the finer goods. On the other hand, do not show too cheap a class of merchandise. It is a mild and welcome form of flattery to insinuate that your judgment of the customer is toward better apparel.

Your customer's attire should also be an index to his taste in color, pattern or style preferences. If they desire a radical change in dress, they will soon lead you in the right direction, but, until you get your bearing for an opening, it is quite easy for you to size up whether your customer likes high colors or subdued tones, quiet patterns or loud, extreme or conservative styles. It is well always to show your customer the newest merchandise. It creates an idea of exclusiveness, which appeals to the customer and also adds to the prestige of the store.

By all means see that the customer is comfortably located in a good light, and

easy chair (if the customer desires to be seated), where the merchandise is orderly so that it shows to good advantage.

The man in the restaurant who is forced to sit at a table where the remains of the last occupant's meal is still on the table, loses half of his appetite. It is so with a customer who is thrown in the midst of piled up merchandise. Also see that your customer is comfortably removed from other customers, so that he can without embarrassment or hesitancy express his own ideas.

Do not try to dominate the customer's decision. Lead him if you find him subject to being led, but never force an issue. Briefly and convincingly outline the advantage of your goods, whether it be in style, quality, wearing service, becomingness or fit, but always leave ample opening for your customer to talk, for it is what he says which is your most accurate guide to what he wants.

## Do Not Show Too Much Merchandise

If you notice your customer is not impressed with what you show him, be quick and ready to show other styles, but do not show too much merchandise if the customer indicates a probability of making a decision from what is already before him. Too much merchandise bewilders him, complicates his decision and disturbs him mentally.

Find your point of contact. If you think the appeal is wearing service, talk on the durability of fabric and workmanship. If he leans toward a style appeal, talk the newness, the smartness or the becoming appearance of the garment. Sometimes you'll find your point of contact entirely outside of the merchandise, his sport, hobby, his occupation, or some other subject of interest to him. Play on it, but never overplay it. Never get your customer too far away from the purpose of his visit nor make it apparent you are trying to get into his good graces by improper means.

Impress your customer that you know what you are talking about. Never show hesitancy in talking about the good points of the merchandise. Know what you are talking about and talk about what you know, in a manner that will gain your customer's confidence. Never make a promise you cannot fulfil. Never recommend a thing you do not believe will please the customer at the time of sale and thereafter. If the customer persists in favoring the thing you think he ought not to have, try to dissuade him tactfully and gently, but not forcibly. Do it in such a manner that if he afterwards regrets his purchase he will remember that you advised him against it.

And by all means show interest. Impress your customer that you are trying to serve him. Do not lose interest no matter how difficult your customer may be; keep him, at least, friendly to the

last. If he be difficult for you and the sale appears lost he is going to be just as difficult for the next man and if you leave a good impression he is likely to come back.

The things I have told you may seem elementary. They are the things you know and always have known. But salesmanship is not altogether what we know. It is what we practise. Ofttimes in the routine of the dealings with hard customers one drifts, becomes discouraged, careless or out of sorts and forgets to apply the very things he knows to be intelligent salesmanship. Let each transaction be a separate incident. Never transfer to a new customer your ill humor or disappointment occasioned by an unpleasant deal with the last. As I said at the outset, salesmanship is largely a matter of personality. Keep your personality favorable to the customer and you'll not only make sales, but you'll make friends for repeat sales, building up for yourself a following which your firm is bound to appreciate in a substantial manner.

## RETAIL MERCHANTS' LEADER TELLS HOW MERCHANTS MAY HELP THE WAR SAVINGS CAMPAIGN

F. E. Raymond, secretary of the Saskatchewan Retail Merchants' Association, has recently issued a statement setting forth how the retail merchant may assist the War Savings Stamp campaign. Among other things he says:—

"By obtaining from the National War Saving Stamp Committee the W.S.S. and Thrift Stamp signs, and displaying these in their stores together with the slogan, 'Will you take your change in thrift stamps?' retail merchants can encourage to a very large extent the habit of thrift among their customers. When these same customers see in years to come the financial benefit they have derived, they will bless the day they first caught sight of that query displayed in the store at which they have dealt, beside which they will have the satisfaction of knowing that they did their bit.

"What does this thrift campaign mean to the retailers' customers? It means this, that if the customer only takes one dollar in change in thrift stamps each week, in one year he will have \$52 to his credit, and in five years \$260 in addition to the interest which has accrued therefrom; certainly a very nice little nest egg with which to give his children a good educational foundation, or to start them on their career.

"It is up to every retailer in Western Canada to help push this campaign, and thus assist through the period of reconstruction, which means much to the life as a whole of this great Dominion of ours and to themselves as individuals."

# CLOTHING DEMOBILIZED BRITISH SOLDIERS

How the British Government Arranges For Civilian Clothes For Their Soldiers

**T**HE following article will give men's wear merchants an idea of the difference between methods employed in outfitting the returned soldier in England and those in force in Canada. Needless to point out the retailer in Canada has a very much better deal than the retailer in England, in spite of the small sum allowed the Canadian soldier for his re-outfitting.

The new arrangements made between the British Military Authorities and the Department of Wool Textile Production seems to be satisfactory to all concerned.

The original arrangement was that soldiers should be able to go into any store and upon presentation of coupons obtain a standard suit at preferential rates. Under the new arrangement, however, each demobilized soldier will receive a sum of \$13 in cash. If he decides to have a suit, he will choose his pattern of cloth, his measurements will be taken, and as soon as possible afterwards a suit will be forwarded to his address. He will be entitled to keep his uniform, but the overcoat will have to be returned, and a payment of \$5 will be made to him in exchange for it.

In pre-war days each discharged soldier received a suit of clothes made from cloth which cost 30c to 40c a yard and which, when made, amounted to about \$3. The material, naturally, as shown by the price, was of low grade, though of fair durability. In the early stages of the war this kind of material continued to be supplied, but as the cost of production increased the price gradually rose to about \$5 per suit, and at the same time

the quality deteriorated. Owing to representations made by the Department of Wool and Textile Production, the authorities agreed to provide a better quality for about \$10, and since then really good-wearing suits have been supplied to discharged soldiers. Stocks of cloth held by manufacturers were acquired, and arrangements were made for the issue of 650,000 suits manufactured from material averaging \$1.58 per yard, which was equal to cloth costing about 75c to 85c cents in pre-war days. The manufacturers acted very generously in this matter, for, having regard for the purpose for which the material was to be used, they sold cloth at \$1.22 to \$1.46 a yard, which they could doubtless have disposed of later for \$2.90 to \$3.65 per yard.

The time has come now, says the *Yorkshire Post*, when steps must be taken to cover the requirements of large numbers of men as they are demobilized. This matter was dealt with at a meeting of the manufacturers' specifications committee, when arrangements were made to use at once fair quantities of the material required. As soon as they are ready, samples of material, classified into grays, browns, and blues, will be sent out, and these will be available for inspection by soldiers as they are demobilized either in France or at any of the home stations. The whole of the arrangements for supplying the cloth has been left with the Department of Wool Textile Production, which, in turn, has put them into the hands of representatives of manufacturers, who have agreed to produce the materials on a cost basis. The authorities

in London will be responsible for supplying the suits, and they in turn are leaving the arrangements for the making-up with the representatives of wholesale clothiers. In this manner a start is being made to get back to normal conditions in the industry as soon as possible.

In addition to this diversion of material for the purpose of making suits for demobilized soldiers, it is proposed to divert some part of the material intended for military purposes to the making of standard cloth. Owing to increase in wages, however, it will be impossible to purchase the fully manufactured material at the old price of \$1.65 per yard and at the same time maintain the former standard of quality. The working of the standard cloth scheme has, therefore, been rendered more difficult. Manufacturers have, however, again expressed their willingness to assist the department, and there is every reason to believe that a fair quality of material will be produced for the making of standard suits for civilian wear.

Another point worthy of mention in connection with the scheme for dealing with demobilized soldiers is that men who do not desire to keep their uniforms on discharge will be able to sell them at stores to be set up in places like Dewsbury. In the event of a large quantity of suits little the worse for wear being returned, they will be redyed and used for clothing needy people in Allied countries.

Uniforms too far worn to be used in this way will be turned into shoddy.

## Current Events in Photograph



### PRINCESS PAT BIDS HEROES FAREWELL

The photo shows Princess Pat pinning a laurel wreath to the colors of the Princess Patricia's Canadian Light Infantry, emblematic of victory and of work well done. Of the original Princess Pats' battalion there are only seven survivors left.

# THE DAILY PRESS TALKS SHOP

What One Paper Has to Say About Clothing Situation

## THE BIG "LITTLE" THINGS

**T**HERE is rejoicing in mercantile and manufacturing quarters over an order for sixty thousand suits of ready-made clothes which are to be made by Canadian clothing houses for the men of Roumania. The order, it is said, will be especially useful to clothing firms that have been engaged in war work, and will enable them for a time to hold their factory organizations together instead of cutting down their staffs.

All this is doubtless true. No one desires slackness in seeking foreign orders during this period of reconstruction, when the greatest need is for the steady employment at remunerative wages and under good conditions of the vast number of workers released from munition factories and from the army. But while foreign trade may be made to play a useful part in the stabilization of industry, it is possible in grasping at it to overlook far more important industrial opportunities at home. Take this very matter of clothing. The clothes-closets of the men of Canada have never been so empty as they are to-day. High prices for all woollen goods and the calls for war time economy have combined to popularize Sir George Foster's idea that a suit of clothes should last about three years. Roumania's sixty thousand suits are but a small thing compared with the two million or more suits that are needed by the men of Canada who have been doing very well during the war in business, and

are for the most part able to buy for cash. Then there are over a quarter of a million young Canadians who are discarding the uniform and who between now and August will need new suits of "civies," because the clothes they left behind them are from two to four inches too tight around the chest, while anything that might fit has long ago been sent to the Belgians, the Serbs, or some other object of mother's solicitude.

The Canadian people need houses, and furniture, and clothes, and public services in a greater degree than ever they needed these things before, but there is doubt and hesitation on all hands, and indisposition to engage in new ventures largely because few of the men who have piled up wealth during the years of war on a rising market for commodities are willing to take even a moderate risk of loss by launching out upon what may be a falling market. That is unfair to the men in their factories and warehouses who, because of this indisposition to take any risk, are let out to wait for "settled conditions."

There could be no shorter road to hopelessly unsettled conditions than that followed by large employers of labor who close their factories rather than continue business on profits which show a disposition to vanish as basic raw materials drop. A single unprofitable season would surely not be an excessive price for industry to pay for peaceful reconstruction.

## BUSINESS PROSPECTS IN CAPITAL CITY

**B**USINESS in men's wear is reported very good. When the Princess Pats disbanded here the other day, some dealers are reported to have reaped quite a harvest. Several dealers here have returned men acting as canvassers among their newly-discharged comrades, and they have brought in a certain amount of business. This, however, is a practice that is not popular with the better class of merchant.

The Charles Ogilvy Company has a very fine Men's Wear Department under the management of A. W. Kritsch, who has been with the firm for fourteen or fifteen years. He reports business as very good, although they do not get as much soldier's business as some others, owing to fact that they do not handle clothing. "The returned man usually makes for a place to get his civilian suit first; and it is a poor clerk who cannot sell him the rest of his clothing outfit," says Mr. Kritsch.

"One of the interesting features of the men's wear trade at present is the fact that English goods are beginning to come back on the market, and they are showing better varieties than formerly. There has been a very noticeable improvement in Canadian made lines during the war. I think it has taught our manufacturers a great deal. They are making lines now which they did not attempt before the war; such, for example, as small jerseys of cashmere or worsted."

A. J. Freiman is opening up an exclusively boys' department, carrying everything for the boy, from three years old to the era of his first long trousers, in one department. The men's department and clothing departments have also been enlarged, and a new department for men's furnishings is being opened. The boys' and men's departments in the Freiman store are now duplicates one of the other. A whole floor is now being devoted to hosiery, corsets, blouses, and gloves. The millinery department has been enlarged, and the room for much of the improvements has been secured by moving the furniture department upstairs to the top floor which the

Munitions Board formerly occupied. Freiman reports business very good.

R. M. McMorran is moving west on Rideau Street into larger quarters.

A. R. Fisher is most enthusiastic about the condition of business and the outlook for the coming year. "I have never seen anything like it," he says. "I think the year 1919 is going to be the biggest year in the history of the men's furnishing business in Canada. After that it may drop off a little, and prices must get down to some extent, although I do not think they will ever get back where they were."

"When the war came on, we found a great deal of our regular trade was likely to drop off with the young fellows who were going away in thousands," said Mr. Fisher. "We set to work to find something to take its place, and we found it among professional men and others who were in a good position to buy good goods. Now we have built up that trade to splendid proportions. At the first of each year, we set ourselves an objective. We have exceeded it every year, and we will go far beyond it this year with added stimulus of the trade from the returned men. It is not at all unusual for us to take in over one thousand dollars a day. On the day the Princess Pats came home, we were closed until one o'clock. The first clerk who came back began to sell as soon as he opened the store; and he alone took in four hundred dollars that afternoon. The returned men have to buy complete outfits and this business will continue for the greater part of this year."

"Prices are high for the very latest models of clothing; but come over here and I will show you all wool Canadian tweeds, of standard cut and splendidly tailored, which we can sell for less than it would cost to make them up to-day. The high prices for clothing are more on the latest models, which the boys see on the movie heroes and feel they must have, than on the standard fashions which are always in good taste."



*W. G. HAY - TORONTO*

**A**NOTHER style of window dressing featuring advertised lines. The goods are well displayed and show great care with an artistic idea in arrangement.

This display is just a little bit too crowded, but from the sales point of view should be a good one.

# POINTERS ON RETAIL ADVERTISING

Ten Merchants Have Failed Because They Advertised Too Little to Every One That Failed Because He Advertised Too Much.

**D**O not neglect advertising. It takes time, care and patience, but in the end more than justifies the care that you have given it. It is safe to say that thousands of stores have remained small because they failed to advertise. Advertising is simply a way of telling possible purchasers about the goods you have to offer. Simple words and direct statements should, therefore, be used in preparing your ads. Big words and flowery phraseology will not pull business. The purchasing public does not care how well educated you are. It simply wants to know what you have to sell, the quality of the goods offered and their price.

## The Layout

Don't crowd your copy. If an ad. tells of one line of goods only it may catch the eye, but if it is crowded with many ideas the reader is left with no distinct impression, and the chances are it will not be read. It is not the pumber of articles you advertise that counts, but the numbers of prospective buyers that ad. pulls over to your store. Not that a half or full page should be used up in describing one article. A half page or a page ad. is really a collection of smaller ads., or should be, each telling about one line of goods. Some printers have the idea that to make an ad. original it must have some fancy looking type and an elaborate border. Don't let them get away with it—use simple type—insist upon it. And if you use borders let them be plain. Do not let anything detract from the idea that you have quality goods to sell at the right price.

## Care in Selecting Type

Once you select a style of type stick to it. People will soon become acquainted with it and connect it with your particular store, and if the news incorporated in your selling talk is interesting, your ads. will be read. Always use one style of type for your signature or name of store, use it whenever and wherever your name appears. In newspaper advertising it is advisable to keep the same location so that as you get people looking for your offerings they will know just where to find them.

## Make Your Ads. Different

Do not try to copy what other people do. Nine times out of ten your own ideas will be better related to what you have to sell. Tell your story just the way you would talk over the counter. Cuts brighten up the matter and make a dull ad. attractive, but remember, a poor cut reflects on your goods and is worse than none. You can get syndicate cuts that answer the purpose very well. If they are not exactly what you want don't let your better judgment be swayed because of the cheapness.

## Boil Down Your Copy

Some of the most progressive advertising agencies in the world start out and write an ad. like a small play. The minutest details are outlined, such as position of article, expression on face, complete descriptions and selling arguments. Very often a page ad. in preparation covers three or four closely written sheets of foolscap. This is sent to a visualizer, a high-salaried advertising copy expert. He picks out the main talking points in a few minutes, sends it back to the ad-writing department, and they draw up the copy from this. Again, it is sent back to the visualizer, who sees that correct style of type is used and other technical details. You, of course, are your own critic, but you can adopt the same methods. Write them out fully at first; then say the same thing in half as many words; then come back at it again and cut some more off if you can. The results will surprise you. Now put yourself in the position of the person you are writing to. Have you drawn up a clean, concise ad. that will interest the outsider?

As a general rule it is good policy to state prices. The reader not seeing them jumps to the conclusion that they are high prices. If they are high grade goods place the emphasis on quality, and bring the price in as an incidental.

It pays to be absolutely honest in your advertising. Put your reputation in every statement. You may as a leader occasionally sell goods "below costs," but do not overdo the "below cost" sale. People know you are not in business for your health.

It's not good policy to feature startling headlines such as the "Greatest Sale Ever." Some day you will have a big sale and then it won't draw because you have talked too big before, and the confidence of the public has been strained, if not destroyed.

## Keep on Hammering

Don't spend a few dollars on advertising and then cry "quits"—it didn't pay. Keep your advertising ahead of your business, not behind it; make it pull your business along. If it does nothing else it will give people the idea that you are a live, up-to-date merchant, and confidence that you will naturally have the latest styles, the better grade goods, at the right prices. Your advertising is your store news. Make your store known. If there isn't any live news, make some. Feature a new line; cut prices on goods that you want to replace with new stock. Watch for opportunities and news will just naturally turn up.

It invariably takes time for advertising to start pulling and you must keep at it continuously. Advertising does pay, as thousands of merchants will advise you

that have become successful and who attribute about 50 per cent. of their success in business to good advertising. The merchant in the smaller town can advertise to greater advantage than his neighbor in a larger town or city. He can use the daily or weekly newspaper to better advantage, as the circulation usually covers only the surrounding territory, whereas in the larger cities the circulation is widely scattered and the merchant has to bear a proportion of this loss, in people reading this that are at too great a distance to become possible customers of his store. The city merchant, if he is in a down-town district, can afford this, as he feels assured that the ordinary reader comes down town two or three times a week and would be a prospect for his store. The merchant on the outskirts, however, has to resort to circulars and billboard advertising in his immediate vicinity.

The value of newspaper advertising for the retail merchant cannot be overestimated. It comes decidedly first; circulars next, followed by billboard space. Pass up programmes and all special stunts; invariably they are only a form of charity that few merchants can afford.

## NEW CLOTHING CO.

The White Clothing Manufacturing Co., Ltd., has purchased that fine building, known as the Smallwood Building on Duckworth Street. This building, which was erected for the late Mr. Fred. Smallwood, and used by him as a boot manufacturing headquarters, is only about ten years old. It is built of concrete with brick facings. It contains four stories, with floors 50 feet by 50 feet, and is fitted with a modern heating system, lavatories on each flat, electric elevator, gas and electric lighting and other conveniences.

Everybodys Overalls Co. of London, Ont., are removing from 65 King St. to larger premises, at 387-395 Talbot St., on April 1st.



"I say, old chap, that looks a bit quiet. Haven't you got something with a little more Jazz to it?"

# MEN'S WEAR REVIEW



Vol. 9

APRIL, 1919

No. 4

## BRIEFS

A business can get along without advertising. A man can get along on one leg. But why make a cripple of your business?

\* \* \*

NO decline in men's clothing for a year, says a local paper. There seems nothing to it but to put another set of patches on the seat of father's pants.

\* \* \*

A TORONTO reporter described Sir John Eaton as being garbed in a very smart waistcoat, and a diamond in his black silk tie. Sounds kind of cool for this time of year.

\* \* \*

FOR the last five or six years jewelry in the men's lines has been very conspicuous by its absence. Now, however, one cannot help but notice the revival of the Waldemar chain, the fancy belt buckle, colored cuff buttons, and neat tie pins cultivated by the up-to-the-minute dresser. With the advent of Spring and Summer, the soft collar will be in greater use and gold or chased safety-pins will be in brisk demand. The jewelry manufacturers claim that the better class jewelry will be more in evidence, as the snappy dresser wants plain, neat designs, and these are generally found in the higher grade lines.

## SOFT COLLARS GOING STRONG

MANUFACTURERS and jobbers report larger orders than at any time in the past. It is to be noticed that a great number of the returned officers and soldiers are cultivating the soft collar habit.

Collars to match the shirt in design and material are being featured, but it is generally considered that the white collar stands supreme for the purpose for which it was intended—"a bit of white around a man's neck." The white collar has always been staple, whereas the fancy colors have, as it were, been mere passing fancies.

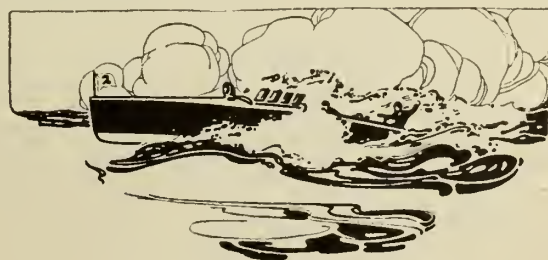
Collar prices are likely to remain stationary for some little time yet, although your correspondent noticed that some retailers were selling the regular advertised quarter collars for twenty cents.

## BOOTERIAS—WISTARIAS—CAFETERIAS

YOUR correspondent got a distinct shock to-day when, as he rushed along one of the Vancouver streets, his eyes were caught by a sign which blazed "BOOTERIA." I thought this was going a little too far. We had seen cafeterias—then groceterias, and now if we were to fit our own boots, and worst of all, lace them up ourselves, this was taking all the joy out of life; the only comforting thought that occurred to me was the fact that perhaps now the boot and shoe manufacturers were going back to the old open and above board practice of letting a fellow know just what size of foot he really had. Then I was puzzled to know how they would be able to placate a disillusioned lady customer who had all these years been kidded into thinking she had a number three foot, while she was fitted with a number six shoe. This was serious. I then imagined what the men's wearteria would do now in the way of letting you fit yourself with a ready-made coat, with no one to gather in the slack at the back of of the coat, while you admired the way the front "draped." Why then could they not run a millineria where a lady could fit herself with a hat of her own choosing, whether she "looked just perfectly stunning" in it or not? And for that matter, why not a dentist's office where you wander round among the glittering tool racks and choose a pair of forceps with which to extract your own offending molar? All this and more seethed through my staggered brain as I regarded the legend "Booteria"—but when I went in I found that it was just a name, and you had to guess what size you took—and as I went on my way, I encountered a chocolate shop called "The Wistaria," and I found that here neither could you help yourself to what ever you "wist."—Roy A. Hunter, Vancouver.

## JAPAN EXPORTING HATS

JAPAN is selling an increasing number of the cheaper quality of straw hats and woollen caps and bonnets to North America. Her exports of these commodities increased from about 45,000 dozen in 1915 to 91,000 dozen in 1917. American manufacturers are somewhat uneasy about this competition, and want a protective tariff. Japan is also producing pearl buttons at very low cost, it is reported, and selling them in the United States below the cost of production there, although she must pay a 45 per cent. ad valorem duty.



# SIMPLE BOOK-KEEPING FOR MERCHANTS

How to Start a Ledger—Double Entry System Enables Perfect Check to be Kept —  
Explanation of Entries From Journal Into Ledger

By C. J. MORRIS

(Second Article)

In order to understand the explanation given below of the method of posting the entries in the Journal to the Ledger, it will be necessary for the reader to have before him the Journal for the four days as given in last month's article.

This Journal comprises a record of every transaction in the store which is connected with money. It does not matter whether money is paid out or received at the time or not, the transaction must be entered in this book.

Now it is clear that should we wish at any time to find out how much Mrs. Jones owes us, or how much we owe Anderson & Co., or how much we have paid out for general expenses, we could do so from this book if we took the trouble to go through it and pick out every item having to do with Mrs. Jones or Anderson & Co., but this process would take us far too much time. We therefore make use of another book, called a Ledger, in which we make up, in alphabetical order, accounts for all the persons with whom we do business. In these accounts we enter up each item from the Journal as we go along, so that when we wish to know, for instance, how much Mrs. Jones owes us we simply turn to the account in the Ledger allotted to Mrs. Jones and we there find all transactions we have had with her already entered at the one place, and we can therefore at once tell how much is due from her.

### Retain Present Account Systems

It is possible that some readers who may wish to start a system on the lines here described may already have in use one of the various account systems by which customers' accounts are kept. Our system will in no way interfere with any of these account systems, which may be continued simultaneously with, and may be made part of, the one we are discussing.

Whereas the Journal was ruled with a single cash column the Ledger must be ruled with two. In the left hand, or Debtor column, we enter a record of everything the person in whose name the account stands receives from us and is indebted to us for, and in the right hand or Creditor column, we enter a record of whatever we receive and are indebted to him for.

For instance, take Entry No. 1 in the Journal. Mrs. Jones receives some goods from us and is indebted to us for these in the sum of \$560. We therefore open an account for Mrs. Jones (see p. 5 in our Ledger) and enter Mrs. Jones as Dr. to Goods for that amount. Later on when she pays us \$10 (see entry No. 33) she is our creditor for that amount, and we therefore enter on the right hand side of her account. "Creditor By Cash, \$10." The letters Dr. and Cr. are placed over

	Dr.								Page 1
Jan. 2	To goods	MR. BLACK,	90 Upper St.	Jan. 4	By cash	.....	\$10.00	Cr.	\$10.00
" 4	" "	.....	.....		By balance	.....	3.85		3.85
							\$13.85		\$13.85

	Dr.								Page 2
Jan. 1	To goods	MR. BROWN,	135 North St.		By goods	.....	\$1.40	Cr.	\$1.40
" 2	" "	.....	.....		By balance	.....	7.50		7.50
							\$8.90		\$8.90

	Dr.								Page 3
Jan. 3	To goods	H. T. EDWARDS,	77 Main St.	Jan. 4	By cash	.....	\$5.00	Cr.	\$5.00
		.....	.....		By balance	.....	2.40		2.40
							\$7.40		\$7.40

	Dr.								Page 4
Jan. 2	To goods	MRS. GREEN,	37 King St.		By balance	.....	\$4.30	Cr.	\$4.30

	Dr.								Page 5
Jan. 1	To goods	MRS. JONES,	24 Main St.	Jan. 3	By cash on acc.	.....	\$10.00	Cr.	\$10.00
" 1	" "	.....	.....		By balance	.....	5.70		5.70
" 2	" "	.....	.....						
							\$15.70		\$15.70

	Dr.								Page 6
Jan. 2	To goods	J. W. ROBINSON,	89 Western Ave.	Jan. 2	By cash	.....	\$3.00	Cr.	\$3.00
		.....	.....		By balance	.....	1.30		1.30
							\$9.30		\$9.30

	Dr.								Page 7
Jan. 1	To goods	MRS. ROBINSON,	41 South St.	Jan. 4	By cash	.....	\$ 8.32	Cr.	\$ 8.32
" 4	" "	.....	.....		By balance	.....	9.38		9.38
							\$17.70		\$17.70

	Dr.								Page 8
Jan. 1	To goods	E. W. SMITH,	54 High St.	Jan. 2	By Cash	.....	\$3.40	Cr.	\$3.40
" 3	" "	.....	.....		By balance	.....	3.59		3.59
							\$6.99		\$6.99

	Dr.								Page 9
Jan. 2	To goods	MRS. WHITE,	89 Queen St.	Jan. 3	By Cash	.....	\$11.00	Cr.	\$11.00
" 4	" "	.....	.....		By P. & L. (disc't)	.....	.15		.15
					By balance	.....	17.63		17.63
							\$28.78		\$28.78

	Dr.								Page 50	
Jan. 1	To goods	DAILY CASH SALES ACC.				By cash	.....	\$ 52.90	Cr.	\$ 52.90
" 2	" "	.....	.....	.....		" "	.....	73.90		73.90
" 3	" "	.....	.....	.....		" "	.....	64.79		64.79
" 4	" "	.....	.....	.....		" "	.....	83.70		83.70
							\$275.29		\$275.29	



# MEN'S WEAR REVIEW

					Page 201
Dr.	<b>ANDERSON &amp; CO.</b>				Cr.
Jan. 2	To bank .....	\$56.16	Jan. 1	By goods .....	\$57.90
	" P. & L. (disc't) .....	1.74		" .....	37.10
	" balance .....	37.10			
		\$95.00			\$95.00

					Page 202
Dr.	<b>GREEN &amp; SON</b>				Cr.
	To balance .....	\$20.65	Jan. 1	By goods .....	\$20.65

					Page 203
Dr.	<b>HOLDEN BROS., LTD.</b>				Cr.
Jan. 4	To bank .....	\$50.00	Jan. 2	By goods .....	\$74.00
	To balance .....	24.00			
		\$74.00			\$74.00

					Page 204
Dr.	<b>UNIVERSAL SUPPLY CO.</b>				Cr.
	To balance .....	\$22.30	Jan. 3	By goods .....	\$22.30

					Page 301
Dr.	<b>BANK ACCOUNT</b>				Cr.
	To balance .....	\$200.00	Jan. 2	By Anderson & Co. ...	\$ 56.16
Jan. 2	To cash .....	32.90	" 3	By cash .....	50.00
" 3	" .....	85.30	" 4	By self drawing acc. ...	25.00
" 4	" .....	85.79	" 4	By Holden Bros. ....	50.00
			" 4	By balance .....	242.83
		\$423.99			\$423.99

					Page 302
Dr.	<b>CASH ACCOUNT</b>				Cr.
	To balance on hand ...	\$100.00	Jan. 1	By sundry trade ex's...	\$ 2.75
Jan. 1	To daily cash sales ..	52.90	" 1	By sundry trade ex's...	7.50
" 1	" J. W. Robinson...	8.00	" 1	By petty cash .....	5.00
" 1	" E. W. Smith .....	3.40	" 2	By sundry trade ex's...	1.50
" 1	" Daily cash sales ..	73.90	" 2	By bank .....	52.90
" 1	" Bank .....	50.00	" 2	Sundry trade ex's. ...	3.80
" 1	" Mrs. Jones .....	10.00	" 3	By P. & L. (short. in till)	.35
" 1	" Mrs. White .....	11.00	" 3	By bank .....	85.30
" 1	" Daily cash sales ..	64.79	" 4	By bank .....	85.79
" 1	" P. & L. (over in till)	.35	" 4	By balance .....	236.47
" 4	" Mrs. Black .....	10.00			
" 4	" H. T. Edwards ...	5.00			
" 4	" Mrs. Robinson ...	8.32			
" 4	" Daily cash sales ..	83.70			
		\$481.36			\$481.36

					Page 304
Dr.	<b>GOODS ACCOUNT</b>				Cr.
	To balance on hand ...	\$2,000.00	Jan. 1	By Mrs. Jones .....	\$ 5.60
Jan. 1	To Anderson & Co. ...	57.90	" 1	" E. W. Smith .....	3.40
" 1	" Green & Son ...	20.65	" 2	" Mrs. Brown .....	7.20
" 2	" Mrs. Brown .....	1.40	" 2	" Mrs. Robinson ...	8.32
" 2	" Holden Bros. Ltd.	74.00	" 3	" Mrs. Jones .....	.75
" 3	" Anderson & Co. ...	37.10	" 1	" daily cash sales ..	52.90
" 3	" Universal S'ply Co.	22.30	" 2	" J. W. Robinson ...	9.30
			" 2	" Mrs. Brown .....	1.70
			" 2	" Mrs. Jones .....	9.35
			" 2	" Mrs. Green .....	4.30
			" 2	" Mrs. White .....	11.15
			" 2	" Mrs. Black .....	5.55
			" 2	" daily cash sales ..	73.90
			" 3	" E. W. Smith ...	3.59
			" 3	" H. T. Edwards ...	7.40
			" 3	" daily cash sales ..	64.79
			" 4	" Mrs. Black .....	8.30
			" 4	" Mrs. White .....	17.63
			" 4	" Mrs. Robinson ...	9.38
			" 4	" daily cash sales ..	83.70
			" 4	" balance .....	1,825.14
		\$2,213.35			\$2,213.35

the left and right hand columns respectively to signify Debtor and Creditor.

## Double Entry System

This system, as it has been so far explained, would enable us to find out at any time how we stood with our customers and our creditors, but it would not enable us to check up our books so that we could be absolutely certain that all our entries had been correctly made and that no omission or mistake had occurred. To enable us so to check up our accounts a system called Double Entry has been devised by which every item is entered twice. If Mrs. Jones receives goods from us our stock of goods is decreased to an amount equivalent to their value; if she pays us cash our stock of cash is increased by the sum she pays. We therefore open various impersonal accounts, such as Goods Account, Cash Account, etc., and when Mrs. Jones receives goods from us we not only debit her with the goods but we make a corresponding entry on the opposite side in the Goods Account, and Credit Goods by Mrs. Jones with the same amount. Similarly when Mrs. Jones pays us money we not only credit her with the amount but we debit our Cash Account with a like sum. It will perhaps be easier to understand this method if we regard Goods and Cash as actual persons. Mr. Goods supplies merchandise to Mrs. Jones for which the latter is a Debtor and Mr. Goods is a Creditor. Then Mrs. Jones hands Mr. Cash some money, in which case Mrs. Jones is the creditor and Mr. Cash is indebted to her. Thus every item in the Journal will be entered twice—once on the debit side and once on the credit side. This being the case, it is clear that when we come to balance the various accounts the total of the various debit balances must agree with the total of the various credit balances. If these balances do not agree we know there must be something wrong with our bookkeeping and that an error has crept in somewhere, in which case we have to check over each separate entry until we find the mistake.

## How to Start Ledger

We have already dealt fully with item No. 1 and we now take item No. 2—Goods received from Anderson & Co.

Parenthetically it may here be mentioned that as a rule a merchant will prefer to have two Ledgers—one for goods bought and another for goods sold; for a business of any size this is preferable. But on the assumption that ours is only a small business we are only using one Ledger, in which pages 1 to 200 are allotted to our customers, pages 201 to 300 to the merchants from whom we buy, and 301 onwards to the impersonal accounts above referred to.

We now open an account for Anderson & Co. on page 201 and credit them "by Goods" with \$57.90, and we turn to the Goods account, already opened on page 304, when we were dealing with Mrs. Jones' item, and enter therein on the Dr. side, "To Anderson & Co." \$57.90. Item No. 3 is freight paid on Ander-

son's goods. This, strictly speaking, is part of the cost of the goods and in a large business would be so treated, but for convenience and simplicity's sake we will treat it as a Trade Expense. We therefore open a Sundry Trade Expenses account on p. 307 and enter the amount Dr. to Cash, while we credit the Cash account which we now open on p. 302 with the equivalent amount.

Item No. 4 for Telephone is also a Sundry Trade Expense and is treated in precisely the same manner as Item No. 3.

**Petty Cash.**

Nos. 5, 6 and 7 call for no comment. No. 8 shows the method of taking out a lump sum for small expenses which will be entered in the small memorandum book for petty cash, instead of making a separate entry in the Cash account and Sundry Trade Expenses account for every few cents we may be called on to expend. This \$5 is treated as a single Sundry Trade Expense and entered as were items 3 and 4.

At the end of the day we total up our cash sales and enter the amount in the Journal.

Here it must be observed that for bookkeeping purposes there are two transactions. First the sale of the goods and secondly the receipt of cash, and if we treat each transaction as we do the sales to credit customers we shall require two entries for each. We therefore open a Cash Sales account; from this we have received \$52.90 which has been added to our cash and we therefore debit the Cash account with that sum, at the same time crediting Mr. Cash Sales with a like amount. That settles the Cash part of the transaction. Now for the Goods part. Mr. Goods has handed over to Mr. Cash Sales goods to the value of \$52.90, and he is therefore credited with their value, while a similar sum is debited to Mr. Cash Sales. This item of \$52.90 is thus entered four times.

**Pay Daily Receipts into Bank**

With reference to item No. 13, too great emphasis cannot be laid upon the desirability of paying into the bank each day the total cash takings of every kind of the previous day, without any deduction whatever. You need not necessarily pay in the actual cash. If you happen to have expended part or all of it draw a cheque for the amount you have spent and pay that in as cash. If it is not convenient to make a journey to the bank every day make out a separate slip for each day and pay them all in when you do go. This daily amount must include not only the amount taken for cash sales, but also any cheques or cash received from your credit customers.

In this way you will have an incontrovertible record of your takings which will be invaluable to you if at any time you should wish to dispose of your business.

We now open a Bank account, which will be a check on our pass book, and enter therein \$52.90 on the Dr. side "To Cash," at the same time we credit the

	Page 305
Dr. PRIVATE DRAWING ACC.	Cr.
Jan. 3 To bank .....	Balance .....
\$25.00	\$25.00

Page 306	
Dr. PROFIT AND LOSS ACC.	Cr.
Jan. 2 To cash (short. in till) ..	Jan. 2 By Anderson & Co. ....
\$ .35	\$1.74
" Mrs. White .....	" over in till .....
.15	.35
" balance .....	
1.59	
<u>\$2.09</u>	<u>\$2.09</u>

	Page 307
Dr. SUNDRY TRADE EXPENSES	Cr.
Jan. 1 To cash for freight	
(Anderson) .....	\$ 2.75
" cash for telephone ..	7.50
" 1 " cash for petty cash	5.00
" cash for price cards	1.50
" 2 " cash for string, etc.	3.80
<u>\$20.55</u>	By balance .....
	<u>\$20.55</u>

Page 308	
Dr. CAPITAL ACCOUNT	Cr.
	By fixtures, etc. ....
	\$ 500.00
	" cash on hand ....
	100.00
	" cash at bank ...
	200.00
	" stock .....
	2,000.00
To balance .....	<u>\$2,800.00</u>
<u>\$2,800.00</u>	

Cash account with an equivalent amount taken from it.

Our next customer is J. W. Robinson, who orders some goods to be sent and leaves us \$8 to be placed to his credit. We therefore open an account for him on page 6, debit him with \$9.30, value of goods, and credit him with \$8, cash paid. Remember that each of these items has to have a corresponding entry elsewhere; thus we credit Goods account with \$9.30 and debit Cash account with \$8.

**Returned Goods**

Entry No. 16 shows that some goods sent in error to Mrs. Brown have been returned, and in their place we send other goods to the value of \$1.70, those returned being valued at \$1.40. We therefore turn up Mrs. Brown's account on page 2, credit her with \$1.40 for goods returned and debit her with \$1.70, goods sent. At the same time we debit Goods account with the \$1.40 for goods retaken into stock and credit it with the \$1.70 for fresh goods supplied.

**Discounts**

In entry No. 24 we have the item of discounts. To deal with this and with sundry unavoidable losses or incidental gains, we open a Profit and Loss account on page 306. We then debit Anderson's on page 201 with the amount of our cheque and also make them debtor to Profit and Loss for the amount of discount; at the same time we credit the bank account with the amount of the cheque and Profit and Loss account with the \$1.74.

On balancing up our cash for the day we find we are 35c short which we cannot account for. We therefore credit

Cash with this amount by profit and loss and debit Profit and Loss with the same amount.

Entry 28. Here it will be seen we pay into bank the full amount of cash takings together with the amounts received from J. W. Robinson and E. W. Smith.

Entry 29. Requiring more money for change, we draw \$50, crediting Bank account and debiting Cash account.

Entry 30. The correct method here would be for the proprietor to pay himself a salary, which would be one of the legitimate expenses of the business. However, we will for the present open a Drawing account on page 305 and will deal with the matter when we come to make up a Profit and Loss account.

Entry 35. Here it is we who allow the discount, and the entries in Profit and Loss and Cash are therefore now on the contrary sides to those on which they were entered in dealing with entry 24. Entry 39. The cause of our deficit of 35c yesterday has been discovered and entries are made similar to those of yesterday but on opposite sides of the Ledger accounts. The remaining entries are similar to those which have already been dealt with.

In the next article we shall show how to balance the Ledger and prove that all entries have been accurately made.

(To be continued)

**OATS THE LARGEST GRAIN CROP**

The largest grain crop in bushels grown in Canada last year was oats, of which the total crop was 456,733,900 bushels, harvested from 14,790,336 acres, as shown by the preliminary estimate of the Dominion Statistics Bureau.



TAILORED BY  
**Loundes**  
TORONTO

### Look Before You Buy

Make 20th Century Brand the standard, and see if you can equal these clothes in style, quality or value. Certainly not the cheapest, but absolutely the best and most for your money.

*We are exclusive agents.*

**May & Gebbie**  
1111 Bloor Street West  
TORONTO



### A Good Fighter is a Good Dresser

We bought Spring Suits on this assumption and the way the boys with the bronze button have been leading each other to our store, is proving our judgment. Their demand for the utmost in style and quality is fully met by the clothes of distinctive class, which we are offering this spring; and the moderate price convinces them that they are being dealt with fairly and with the consideration which they deserve. Our enormous stock permits of the gratification of any taste in style and pattern. Prices **\$20.00 to \$45.00**  
(All Marked in Plain Figures)



### So Much Depends on the Hat

It should be a good one and possess that smartness in style which gives the finishing touch to the well dressed man. A complete range of styles and shades. Prices **\$3.00 to \$7.50**



### New Spring Shirts Are Great

The kind of shirts that give a man that chesty feeling. Our patterns and fabrics this spring will delight you. Prices **\$1.50 to \$8.00**



### Medium Weight Underwear--Just Right

Our line covers everything, and the prices are moderate. Two-piece and combinations. Per Suit, Prices **\$1.50 to \$7.00**



**McLEAN & GARLAND, LTD.**  
Head-to-Toe Outfitters.  
CITY HALL SQUARE, Corner Main and Market.

## Civilian Attire for Captains of Industry

You may have just stepped out of military attire. Your title may have been colonel, or lieutenant. But now, all men are concerned in civilian attire--now you

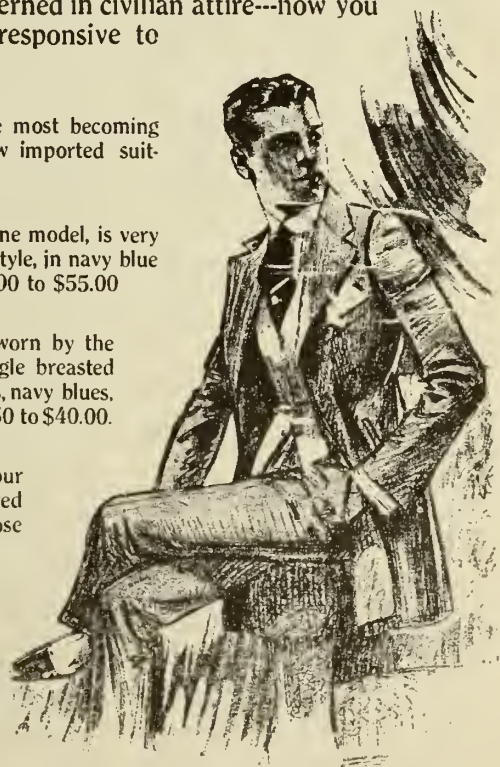
want to be a captain of industry. Our apparel is readily responsive to that role. The spring styles are in--now.

**The "Belmont" Model** as illustrated above is one of the most becoming styles, and shown in all the new imported suit-ings, also guaranteed navy blue serges. Prices \$22.50 to \$45.00.

**The "Ace" Model** is as illustrated above and being a waist line model, is very much in demand. We are featuring this style, in navy blue serges, English cheviots and worsteds, and fine Scotch tweeds. Prices \$25.00 to \$55.00

**The "Master" Model** is a standard model and very much worn by the smart business man. Regular single breasted style and slightly fitting back. We offer these suits in fine, dark, plain greys, navy blues, small check worsteds, and many fancy weaves of greys and browns. Prices \$18.50 to \$40.00.

**The "Budd" Model** the snappy young man's suit, and our stocks are just full of specially tailored lines that comprise the finest of imported suits. Numerous patterns to choose from, also rich navy blues. Prices \$20.00 to \$35.00.



The Store  
with a  
Conscience

**Begg & Company**  
WHEN IN DOUBT BUY OF  
Quality First  
Clothes

38 to 44  
James St.  
North



# MARKET REPORTS



## UNDERWEAR

**Retailers Well Stocked, But Jobbers Are Optimistic And Claim Larger Orders Than Ever**

Most of the jobbers report sales satisfactory, with larger orders accumulating. Sorting business is expected to be large on account of uncertainty of prices earlier in season. Some of the largest mills are working to capacity and can only promise deliveries to merchants that have placed their orders in good time. Some of the mills guarantee to ship goods at prevailing prices at date of shipment. This, of course, works both ways, but the retail merchant is protected in case the prices come down to any extent. This is almost impossible owing to shortage of better grade raw materials.

### Advisable to Buy

There seems little reason to hold back orders, as some of the merchants are doing. They will experience difficulty in securing their supply later on. Spring underwear has been well delivered, and early orders are nearly all in retailers' hands. Sorting business will be in full swing the end of this month and quotations are 10% higher than those of last season.

Some new styles in better grade are being shown and the United States manufacturers intend going after the sorting business strong, with the anticipation of the extra 7½ per cent. duty being taken off before deliveries have to be made.

## SHIRTS AND COLLARS

**Trade in Shirts Has Been Above the Average—Neat Patterns Best Sellers**

There seems to be a tendency to get away from the loud patterns in shirts, the jobbers report increasing demand for the less gaudy colors and big demand for light blues and other styles with fine hair lines. About 65% orders call for soft cuffs. There has been a big sorting order business done on the soft and boiled styles of evening dress shirts, due, no doubt, to the activities along social lines made possible since the signing of the armistice.

In talking to a retailer recently he said that he would buy more bright goods if he could get them in neater patterns, but finds it very difficult to get the com-

ination of the two in a good grade of shirt. Another retailer expressed the opinion that the silk shirt was gaining in popularity right along and that he was looking forward to a big trade in these lines for spring and summer. Still another retailer interviewed reports shirt trade excellent, finds nice neat patterns sell the best, but always keeps a stock of the less conservative styles for the younger student trade. These latter he does not buy in the larger sizes as his older customers prefer the quieter lines. It is to be noticed that the departmental stores are running sales of the more extravagant grades and styles of colors that were selling for the last eighteen months.

On the other side of the border shirts in all one color of the paler shades of blue, green, pink, lavender, are due for quite a run. Usually these have collars to match.

These styles are now being shown here and are taking very well with the trade.

## WOOLLEN GOODS

**Buyer Just Arrived From England States That British Manufacturers are Refusing 75% of Orders.**

Mr. Jagger, the English buyer for the House of Hobberlin, stated woolen goods would remain high for some time. Yet in view of the amount of clothing that goes to make up the returned man's outfit, suit, overcoat, cap, shirt, etc., all these goods have to be manufactured with cloth for something like six million soldiers. This is going to take a great deal of machinery which has been used for military clothing contracts, and it is taking longer than at first anticipated to get these plants back on regular lines again. Couple these facts together with the report that practically all neutral countries are without wool, and you can readily see that wool will be high for some time to come.

The allied nations, with the exception of England, United States and Australia, are also without wool. The United States report a surplus, but owing to the high duty it is almost prohibitive to import raw wool from that country.

Mr. Jagger stated that they were able from time to time to buy some cloth from the manufacturers, for cash, but that the majority were refusing any kind of order, stating that it would be impossible to deliver any goods before the end of the year.

## GLOVES

It is becoming increasingly difficult to secure the right kind of leathers for better quality gloves and a number of wholesalers predict that, unless the situation changes for the better within the next month or so, fabric gloves will be the only kind that they will have to offer the retailers. The sheepskin markets have been very much upset and it is a great deal more difficult to get good hides now than at any time during the war.

## CLOTHING

Goods from England are coming in slowly. Orders placed two years ago are now being delivered in some instances. A remarkable fact is that these goods are invoiced at the prices prevailing two years ago at the time order was accepted. This is another instance of British fair play and the way they do business in the British Isles, these prices meaning a saving of nearly 45 per cent. over those ruling to-day.

## COTTON GOODS

The market is uncertain, with slight downward tendency. It has come to our notice that some bank managers have advised their clients manufacturing such lines as overalls to suspend operations until the market becomes settled. This policy is not justified, for if every manufacturer was to adopt it the price on the finished article, due to shortage, would have an inflated value; the factories closing would disrupt the labor situation and undo much good work that is being carried on by the Government through the repatriation committees. The manufacturer would undoubtedly lose a valuable retail connection and only a very large advertising scheme would bring his lines back to their former popularity.

The bank manager's advice may be good policy in safeguarding an overdraft, but from the manufacturer's standpoint it would be poor business policy to adopt it.

Mr. Andrew Newlands, for more than 20 years head of Newlands Limited, Galt, Ont., passed away on March 10th, after an attack of influenza followed by pneumonia.



# NECKWEAR



*Some new designs being shown by Tooke Bros.*

## THE ORIGIN OF THE COLLAR

On a hot, hot day in July or August, when your spic and span collar wilts the minute it touches your neck, remember, oh long-suffering male, that you have no one to blame but a retired Methodist minister, for it was he who originated the collar manufacturing industry. According to the "American Exporter" the Rev. Ebenezer Brown, in 1829, opened a dry goods store in Troy and made the collar business an important feature of his small establishment.

Mrs. Brown and a daughter made the collars, which were of the stand-up kind, with strings by which they were fastened around the neck, and the proprietor peddled them about. Brown's success soon attracted others in the haberdashery business, and in 1834 a shirt-bosom and collar factory was started in Troy. But it was not until 1851 that anyone thought the collar could be made by machinery, all of the work, cutting, turning, stitching and buttonholding, having been done by hand before that time.

The introduction of the sewing machine gave the industry a great boom. Nathaniel Wheeler, of the Wheeler & Wilson Co., went to Troy, in 1851, to introduce his machines, but the collar and shirt makers laughed at him when he declared that his invention would enable them to produce as good collars at a lower cost than any human being could

sew them. However, one manufacturer, Jefferson Gardner, took the machines into his factory, and so immediate was his success that within 12 months all the other factories of the city were supplied with similar machines.

The next invention which gave the collar industry a sudden and amazing growth was the buttonhole sewing machine, introduced in 1875. Since then many inventions and improvements have added to the growth of the industry, and since men are not so changeable as women when it comes to a question of style, the collar industry bids fair to increase proportionately with each year of its long life.

## IRONS—EGGS KLEPTOMANIA

The Calgary Branch of the Retail Merchants' Association has done the right thing in deciding to put a "scotch" on the practice, which appears to be growing apace, of individuals taking a sudden fancy to various articles in the stores when they get within reach of them and not having them added to their receipts or monthly accounts. It is stated in some quarters that the retail merchants are robbed of no less than \$50,000 worth of goods annually by these "light-fingered gentry," as well as by women and juveniles. Three large beefsteaks were hustled into the spacious shopping bag of one lady who was going the rounds of the

stores the other day, and the merchant would have been minus the price in his cash register at the end of the day had she not been caught red-handed. In another case the trail of some eggs smashed by a "stray" electric iron dropped into their midst laid a clue to another theft; whilst in a third case a ten-cent package of cheese found its way into a gentleman's pocket until the merchant came to make up the bill and asked him whether he should add the cheese to it or send him in another account. The quicker this disease of kleptomania or whatever else it may be termed is cured, the better, not only for the merchant, but for the moral uplift of the guilty parties, and we are gratified to see that R.M.A. at Calgary has taken a firm stand on the question and intend for the good of those concerned to carry out the spirit of the well-known quotation:—

Him that takes what isn't his'n,  
When he's cotched he goes to pris'n.

C. W. Insater has lately taken over the business of I. Williams in the Campbell Block, Niagara-on-the-Lake, and will carry on an up-to-date men's furnishing and boot and shoe store at this address.

William N. Morley, merchant tailor, of Chatham, passed away on March 10th. Mr. Morley will be greatly missed by a large circle of friends and business connections.



# COLLARS & SHIRTS



## MANUFACTURERS OF SHIRTS SEE PROSPECTS FOR EXPORT

Trade With Europe and New Zealand to be Developed

**S**HIRT manufacturers are likely to participate in considerable business for export account, which will tide them over the period of temporary uncertainty and will ensure continuous operation at practically full speed until domestic business demands a larger share of attention. While there is, perhaps, most attention being paid to the European markets in connection with reconstruction, Canadian manufacturers are looking for business in other directions as well. Mr. Samuel J. Williams of Williams, Greene & Rome of Kitchener, told the "Globe" last week of preparations for securing foreign orders. Whereas it was very difficult to compete with Great Britain before the war, conditions are much changed now. Wages in this line of manufacture have increased more than 100 per cent. in England, as compared with the pre-war scale.

While his own firm will not participate in the European business, Mr. Williams considers it possible that trade may be transacted with New Zealand in high-class shirts. It has been found that business may be conducted more successfully with that country than with Australia. Canada enjoys a preferential tariff with New Zealand, and in addition there is the consideration that Australia has developed her garment-making industries considerably, both before and during the war, while New Zealand is almost altogether dependent on outside sources of supply. The drawback hitherto experienced with Australia was that its winter coincides with the Canadian summer and vice versa. This makes it difficult to turn out seasonable patterns unless such can be made immediately after Canadian trade needs for the particular season are met. Changes in fashion do not make feasible the holding over of patterns from one season to another.

### Aggressive Action in Europe

Cottdale trousers and working shirts will be the principal kinds of articles that the cotton garment manufacturers of Canada can supply Europe. Durability and cheapness will be two of the requisites in connection with the business that is expected to be secured

in Europe by Mr. Levine of Montreal, Vice-President of the Canadian Garment Makers' Association, who has left recently for Europe.

Current business is described as larger than it has ever been, but orders for fall trade are rather quiet at present. Conditions in this regard are due to mend soon, and the orders for immediate delivery are looked upon as more desirable than business that will not actually mature for several months yet. Autumn business will come along in due course, in Mr. Williams' opinion.

The situation as regards raw materials is much easier now than it was a few months ago. Materials are now procurable in quantity, whereas there was considerable difficulty experienced in getting adequate supplies before the first armistice terms were signed in November. Prices on cotton have not shown signs of further weakening, owing to the fact that such great consuming countries as France, Belgium and Germany are now in need of raw material. Cotton will also be in great demand to replace wool stocks, which may not be available at consuming centres in time to meet pressing needs. Less wool will be used in union fabrics, and larger quantities of cotton will be used accordingly.

### BAD CHECK IS GIVEN MERCHANT

Claiming that he had been suddenly called to attend the marriage of his brother in Toronto, an affable, six-foot stranger, accompanied by a woman, evidently his wife, walked into a Richmond Street store just shortly before closing time one afternoon recently, and for a suit and gabardine raincoat he purchased tendered apologetically a check on the Imperial Bank for \$78. Yesterday the check was found to be worthless, neither the bank nor the International Harvester Company, for whom the man claimed to be working, knew anything of James Hunter, the signature attached to the scrap of paper.

The pair entered the store just as preparations were being made to close for the day. The man, whose description is that of a man between 35 and 40 years of age, clean shaven, six feet tall or over, and weighing close to two hundred

pounds, was well dressed. The woman accomplice appeared to be about 35 years old, with reddish, curly hair.

### Worked Game Well

During the transaction and while the clothes were being picked out, the woman took on an unmistakable protecting wife-like air, the conversation, naive and unaffected and unhurried, made an excellent background to the negotiations regarding the check.

"I'm afraid I'll have to give you a check," apologized the man. "I know it's rather unusual, but I have an identification card from this aeroplane works of —. I was working for them during the war and have just gone back to my old job with the International Harvester Company. They are closed up, unfortunately, or you might phone up the office and they would identify me."

The man produced the identification card with his picture attached, and although the store manager was not enthusiastic about the transaction, everything appeared all right, even to the fact that the bank chosen was the nearest to the International Harvester Company, and it might easily be presumed that the company did business with this particular bank.

### No Funds

As plausible as the stranger undoubtedly was, there was the slightest suspicion that things were not all right, and an early call at the bank this morning to cash the check verified the suspicion in total repudiation of any knowledge of any James Hunter or any existing account to his credit. The International Harvester Company had never heard of the stranger either.

Two weeks ago a Dundas Street firm was the victim of a forged check by a returned soldier, who presented a check in payment for clothing purporting to be signed by an army captain. The check was for \$25, and though the matter was reported to the police the merchant refused to lay any charge whatever.

George H. Riddie has opened a men's wear store at 972 College St., Toronto. Mr. Riddie is making a specialty of better grade goods.

# COLLECT NEARLY \$60,000,000 FROM WAR PROFITS TAX

Returns Will Exceed Estimate Made to Parliament as to Amounts Expected to be Realized.

**A**N official statement from the Department of Finance gives the following information respecting the administration of the Business Profits War Tax and of the Income War Tax Act of 1917. The returns from both these measures will exceed the estimates made to Parliament as to the amounts expected to be realized.

Under the Business Profits War Tax Act assessments have been made aggregating sixty-five million dollars, of which about fifty-nine million has been collected. The balance probably will be received within the next two months.

The returns to date from the Income War Tax Act of 1917, which applies only to incomes in excess of three thousand dollars in the case of married persons and two thousand in the case of unmarried

persons, show that about thirty thousand assessments have been made, of which nineteen thousand are paid. The total amount of assessments made by the Department and approved to date aggregates five and a half million dollars. Three and a half million have been collected. The difference is represented mainly by assessments made last month. In connection with the income tax it is to be pointed out that firms and corporations subject to the Business Profits War Tax Act are not liable to income taxation provided that taxation under the Business Profits Act is equal or greater. The result is that a large portion of income taxation which would be otherwise collected is not assessable because of assessment under the Business Profits War Tax Act. If the Business Profits War Tax

Act had not been in effect the collections under the Income War Tax Act would have been increased for the present year by eight million dollars. The assessments still to be made under the Income War Tax Act for the current year are estimated at about four million dollars. These figures indicate that the annual return from the income tax would be about eighteen million dollars. Branch offices for the administration of the income tax have been established at thirty of the chief centres of Canada. Great difficulty has been experienced in obtaining returns in various parts of the country, and recently a conference was held in Ottawa for the purpose of discussing effectual means of dealing with delinquents.

## NEW YORK STORE DELIVERS GOODS BY AIRPLANE

Starts New Era for Shipping

**T**HE first practical application of airplane delivery of merchandise in bulk by any retail store to a customer was made March 12th by Lord & Taylor, New York. A load of furniture enough to furnish a three-roomed flat was carried in a Curtiss J.N. 4 airplane from one of the store's sub-stations on Long Island to a customer in Mt. Vernon, a landing being made at the local Golf Club. The trip of 22 miles was made in twenty minutes and the merchandise carried weighed about six or seven hundred pounds.

The flight was conducted as an experiment by the Curtiss Engineering Corporation, with the co-operation of Lord & Taylor. Its object was to demonstrate the feasibility of this mode of transportation of merchandise for commercial purposes. The Curtiss company is working on plans for the development of a plane that shall be feasible for this purpose.

On several occasions retailers have used airplane delivery of letters and small parcels for the publicity derived

from the feat, but this, so far as known, is the first attempt to deliver a large order of merchandise via the air route. R. H. Macy & Co. on two occasions within the past two years arranged to have orders for merchandise delivered to them by airplanes, making experimental flights from Chicago to New York—the first when Ruth Law made her sensational flight across half a continent, and the second when airplane mail service was inaugurated by the Post Office Department.

Alfred Frantl, resident buyer, New York, experimented several times with airplane delivery of small lots of merchandise from New York to cities as far west as Sioux City, and further, but these experiments were rather unsuccessful.

Recently Selfridge & Co. and Harrod's, London's leading departmental stores, announced that they were prepared to inaugurate regular airplane transportation service for store executives and merchandise between London and the continent.

Merchants of New York were greatly interested in the Lord & Taylor airplane delivery, although they did not believe that the present status of the airplane was such that it could be used advantageously as a regular thing. It was said that, of course, it was impossible for an airplane to go from house to house delivering merchandise the way a delivery vehicle can. It is not believed that the system will be kept up regularly by Lord & Taylor.

The possibilities for development were great, said one man, who pointed to the way the automobile had gone ahead in the last fifteen years. One of the drawbacks of airplane delivery service, he pointed out, was that an open space would have to be provided for the starting and the landing of the airplane.

The question of packing is also very important in airplane shipment. Weather conditions and the high speed at which the machine travels makes it imperative to pack the goods very securely for safety.



# NOTES OF THE TRADE

## STOLE FROM TAILOR

On a charge of stealing 35 suit lengths valued at \$650 from Quinn's tailoring shop, 361 Yonge St., Toronto, Harry Solomon and Jack Irenberg were convicted and sent down for sentence.

## BUSINESS BLOCK DESTROYED

Fire gutted a complete business block at Shawinigan Falls on February 25th. Ten stores were wiped out, amongst them being Wm. Abonds, clothing and men's furnishings store. We have not the facts as to Mr. Abonds' estimate of loss.

## R. M. McMORRAN OPENS A NEW MEN'S WEAR STORE

It is a long time ago since Mr. R. M. McMorrان opened his doors to the men of Ottawa, but ever since that day his name has stood high in the city for real values and a price that was fair to all. The store situated at 187 Rideau Street, has long been too small for his growing and prosperous turnover, so he has made arrangements to move to 165 Rideau St., to bigger, better, and more up-to-date premises. The new location is expected to be ready for moving into on or about March 25.

## PREMIER HAT SHOPS LTD., OTTAWA

The Premier Hat Shops Ltd. have opened a new store in the Russell House Block, Sparks Street, Ottawa. For a long time their Bank Street store has done a steadily growing business and the firm have decided to launch out in an attempt to win trade from the other end of the city.

The store is newly decorated throughout, has a very handsome new front, fixtures of the latest pattern and will carry the finest stock of hats and caps the firm can purchase.

## J. J. FOLLETT DIES FROM PNEUMONIA

One of Toronto's oldest and most respected merchants, carrying on business on Yonge St., passed away on March 18th after a brief illness of pneumonia.

Mr. Follett came here from England as a young man, and had conducted a merchant tailoring business on Yonge Street for thirty-seven years. He was an authority on the business development of that street, having seen its many large establishments grow from the smallest beginnings. A wide circle of friends and business associates held him in highest esteem.

Mr. Follett was not active in club or lodge life, preferring to devote his leisure time to his home life and to gardening. His recent years have been spent largely at his beautiful summer home near Oakville.

He is survived by his wife, three sons and four daughters.

## KEPT NO BOOKS—PROSECUTED

S. J. Glazon, of the Workingmen's Clothing Store, Victoria, has been committed for trial on a charge of failing to keep proper books of account. He was arrested on a writ of *capias* at the instance of Gault Bros., Vancouver, after he had previously become insolvent. No record had been kept by him of the disposition of large quantities of goods ordered, and which were not found on the premises. Some of these goods, it is claimed, were later found in Vancouver stores. About \$10,000 is involved.

## NEW COLLAR

"Monroe" is a new style added to the Arrow collection and designed expressly for spring and summer wear. The new collar is 1½ inches high above the back



*New collar by Cluett, Peabody & Co.*

buttonhole, and the tips are 2½ inches deep. The front has very gracefully rounded points and ample room for the cravat knot. The collar has plenty of slide space and will meet the demand for a style that is low, yet high in appearance. "Monroe" is particularly well adapted for wear with the soft shirt, and the four-in-hand cravat or bow tie. The new collar was introduced by Cluett, Peabody & Co., Inc., the makers, on April 1st.

## MUST SELL TIE

The following question was sent to the legal department of the Montreal "Star."

The circumstance is one that could happen any time and is of interest to the trade generally.

Q.—A retail store had sign in window

to-day reading, "Any tie in the (or this) window, 95 cts." I picked out a tie, which clerk said was like one in window which I wanted, and tendered 95 cts. in payment; I was curtly told that I could not have it for that price, that it was "worth more than \$5," or something to that effect, and that sign only had reference to ties at top of window. Is this lawful? —R. H.

A.—You can compel him to give you any tie in the window for the price it is marked.

## NEWS ITEMS

Major A. S. Mills has been appointed manager of Robinson Clothes Shops, Vancouver Branch.

Mr. H. H. Hawley, of Guelph, has purchased the stock and good will of Wm. Dennis at Palmerston.

The Munro business at Armstrong, B.C., has been purchased by A. C. Hill, of Vancouver, and will be continued at old stand.

The Tip Top Tailors have opened a new store in Montreal. This is located at the corner of St. Catherine St. and Mansfield Avenue.

L. J. Applegath & Son have opened a fourth store in Toronto, the last of the group being ready for business at 11 and 13 King St. East on March 13.

The business of the late Markus Mayer, Bowmanville, being carried on after his death by his daughter, Mrs. T. H. Knight, has been sold to G. N. Thurston, of Toronto.

Charles M. Mearns has opened a new men's wear store at 212 St. James St., Montreal. Mr. Mearns will carry a full stock of the Dr. Jaeger men's lines, also a very up-to-date line of men's furnishings. Montreal has known Mr. Mearns for a long time; he was with John Allen for 15 years and for the last four years has been manager of Milton's Limited, on St. Catherine St. W. MEN'S WEAR REVIEW wishes Mr. Mearns good luck and prosperity in his new venture.



*New tweed knockabout hat. Popular with the returned soldier and all appreciating comfort. Shown by Boston Hat Co., Montreal.*



## DO CLOTHES MAKE THE MAN?

(Continued from page 35)

discussion of dress in this Pillar of Sober Thought, but it seems to me to be a subject that should be mighty close to advertising, and all other commercial pursuits. The average man takes more interest in his wife's clothes than he dares to admit. He shows great pride in his car or his fishing tackle. He has been known to spend large sums of money on gunning or golfing. He delights in dressing his family a little better than their social equals dress. In divers ways he is a ready spender. But his tailor's bills always appal him. His wife may buy seven hats in a year at an average cost of seventeen dollars each—which is low; but if he has a couple of three-dollar lids nine months old he kicks on paying a like amount for a straw hat in season. And woe is his when he finds that he has to buy a new evening suit at the beginning of the old one's fifth year of wear—or tenth; although, of course, it's all right that wife should have a new frock for every function.

But that's the man of it, as the women folk are prone to proclaim. He is a queer animal. How many times has he turned down the poor salesman who has appeared before him looking like a corn husker, and yet how seldom does he tell his own salesmen that in order to be successful they must dress the part! To be sure there might be danger of carrying the thing too far and developing foppery. But don't hold back on that account. Most of us have a long, long trail to negotiate before we can reach the Beau Brummell heights of fashion. And always we can rest easy in the assurance that there are many stop gaps on the way—the dear friends who publicly gey our sartorial proclivities ever can be depended upon to prevent us from overstepping the mark.

## WHAT IS YOUR GROSS PROFIT?

(Continued from page 37)

cantile houses are solving this problem by making the worthy employees partners to the net profits. The employee who has been with the house six months or longer gets a dividend on his past earnings. This sounds big and is big to the employee, but really not so big to you.

For example, a \$100,000 business which earned a net profit of \$10,000 has paid out about \$10,000 in salaries, about 25 per cent. of this is paid to floating help, such as extras or clerks who have not been with you six months. You will then pay 10 per cent. on about \$7,500 worth of salaries—this equals only three-quarters of one per cent. on the business. This amount can easily be made up in extra profits by interested clerks. But when you pay dividends, p. m.'s or bonuses, do it gracefully as if you are glad to do it, otherwise you lose the goodwill power.

## ALLOT WOOLLEN GOODS ORDERS

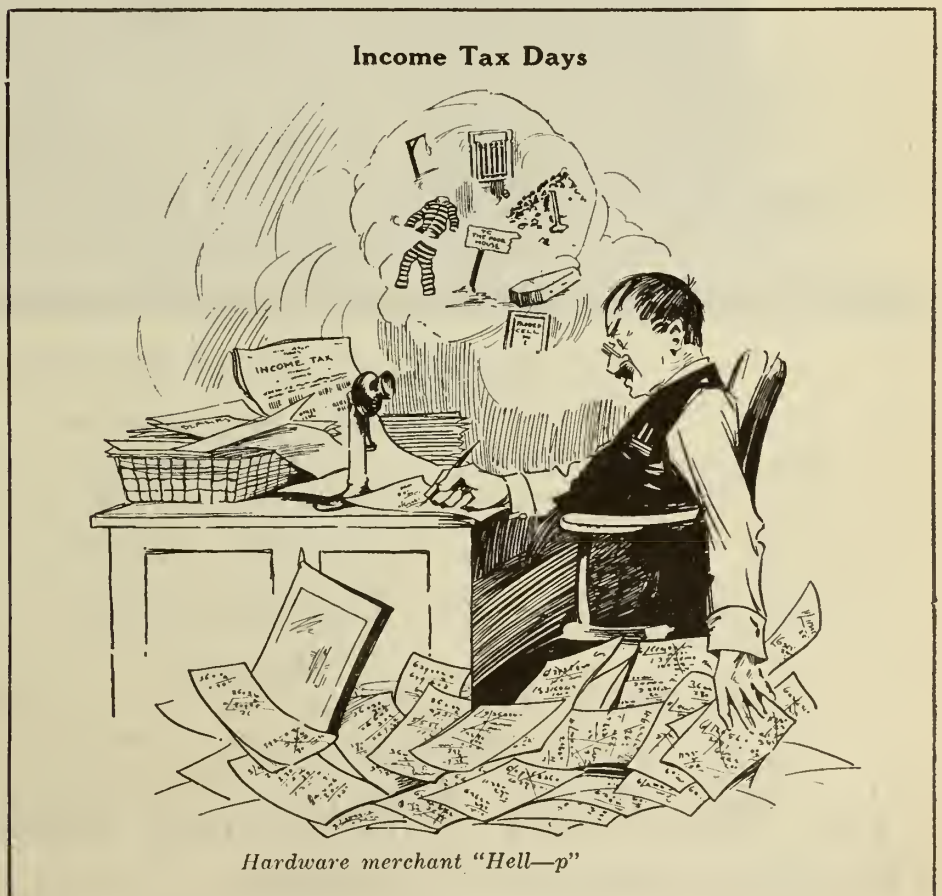
WORK of allotting the \$3,180,000 woollen goods ordered for the Roumanian Government, which was secured for Canadian firms through the instrumentality of the Canadian Woollen Manufacturers' Association, was continued yesterday at the King Edward Hotel. The order comprises men's socks, women's stockings, men's and boys' underwear, women's and girls' cotton and wool underwear, woollen cloth and blankets. These will be used to supply war sufferers in Roumania. About four months will be allowed for filling the entire order.

The meeting of manufacturers is being attended by representatives of all woollen manufacturers in Canada interested in the order and is in no way confined to the members of the Canadian Woollen Manufacturers' Association, which, by reason of its executive organization, is presiding over the conference with the direct sanction of the Canadian Trade Commission, whose representative, Mr. F. W. French, is present throughout all the proceedings.

The proceedings are being carried out on the "round table" system. Manufacturers interested in securing a slice of any particular class meet together and fix the allotments by unanimous agreement. In the case of a deadlock it has been agreed that a ruling may be made by the executive of the association, leaving any dissatisfaction for appeal to the Canadian Trade Commission.

The securing of this order, it is pointed out, is the first important result of the formation of the Canadian Woollen Manufacturers' Association, which came into being shortly after the armistice was signed. Before the war ended the manufacturers of woollens in Canada had provided for contracts totalling some \$12,000,000, issued by the Militia Department at Ottawa. Two weeks after the signing of the armistice \$2,000,000 of these were cancelled, so that a market had to be sought elsewhere. It was then that 91 firms, representing about 95 per cent. of the woollen output of the country, came together and sent Mr. L. D. Carley to Europe in search of orders.

Mr. Carley took with him samples and was in a position to quote prices on large orders. Through him the Roumanian order was secured, but since the payment of it was arranged through the Dominion's credit system, the Canadian Trade Commission ruled that the association might not reserve the order, or any part thereof, exclusively to itself, but must throw it open to all Canadian manufacturers who might desire to participate. As the association had in its possession full information concerning the mills and factories capable of turning out the various portions of the order, it was requested to notify all these, and therefore sent out 191 invitations to attend the meetings now being held in Toronto, with which were included specifications of what the order called for.



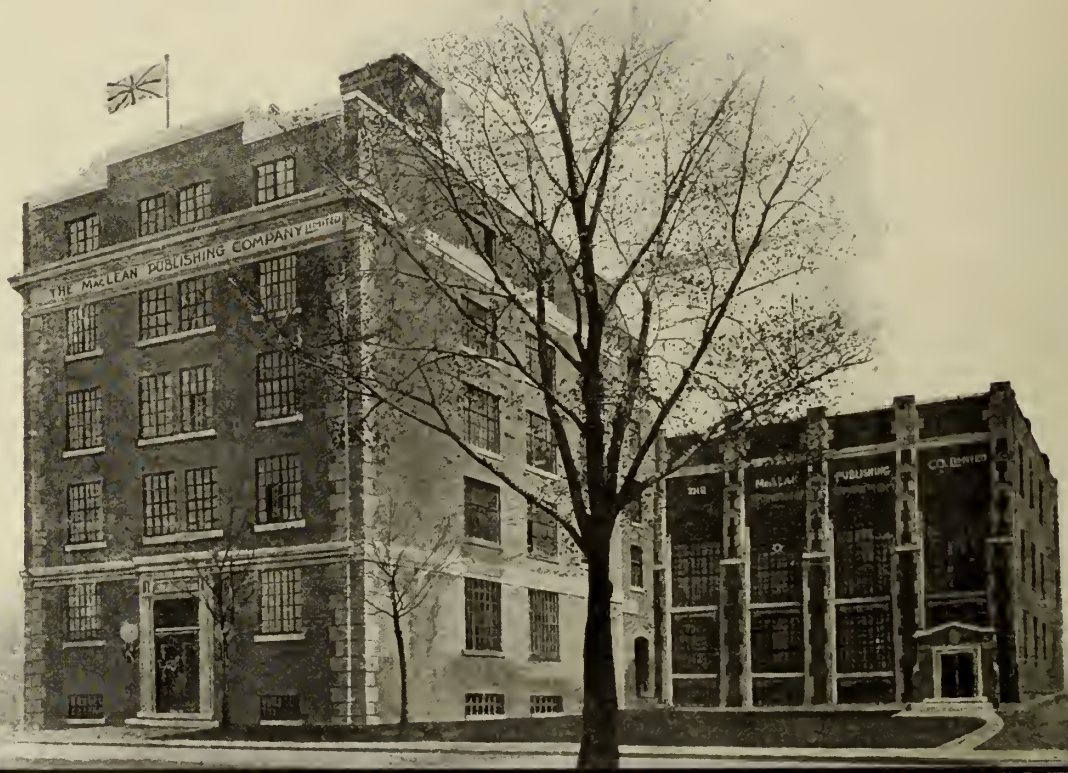
Hardware merchant "Hell—p"

# The Publisher's Page

TORONTO

APRIL, 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*



# SALE OF SURPLUS MILITARY AND NAVAL STORES

**DRY GOODS, CAMP SUPPLIES, FOOD,  
HARDWARE, SCRAP METAL, JUNK**

Cloth; new and second-hand clothing, equipment, hardware, tents, blankets, camp supplies, etc. :: Flour, jam, canned evaporated milk, tea, coffee, etc. :: Condemned clothing, junk, old brass, metals, leather, rubber, etc.

---

## SALES WILL BE MADE BY SEALED TENDER

Persons desiring to tender are requested to communicate with **THE SECRETARY OF THE WAR PURCHASING COMMISSION, BOOTH BUILDING, OTTAWA**, stating the items in which they are interested, whether new or second-hand or both.

Arrangements will be made to have samples on exhibition at places throughout Canada; specifications, full details, and tender forms will be mailed when ready to those who have registered as suggested above.

## IF INTERESTED PLEASE APPLY NOW

### Institutions May Make Direct Purchase Without Tender

Dominion, Provincial, and Municipal departments, hospitals, charitable, philanthropic, and similar institutions which are conducted for the benefit of the public and not for profit may purchase goods without tender at prices established by the War Purchasing Commission.

All communications should be addressed to the Secretary, War Purchasing Commission, Booth Building, Ottawa, who will be glad to supply lists and further details to those interested.



## YOU ARE SAFE IN BUYING OUR HATS

- First: They are advertised to your customers.  
 Second: They are styled to the minute.  
 Third: Our prices are guaranteed. All hats will be invoiced at prices prevailing at time of shipment.

**The WOLTHAUSEN HAT CORP., Limited**

**TORONTO**

Sales Rooms  
Cosgrave Bldg.

Head Office and Factory :  
**BROCKVILLE**

**MONTREAL**

Sales Rooms  
Mappin & Webb Bldg.

# HEADLIGHT OVERALLS

(Union Made)



"A smile of satisfaction with every pair"

The Most Widely Advertised Overall Ticket in the World

Look for this ticket



Larned, Carter & Co., Sarnia  
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

You can now buy best quality "Headlight" Denim Indigo Blue

# HEADLIGHT OVERALLS

at \$27 per dozen

Here's our guarantee to you

Send us a sample order. When the goods come in, call your clerks together and examine the shipment critically. Go over the goods with a tape measure—try them on. If the consensus of opinion does not pronounce these HEADLIGHT overalls the *best that ever came into your store*, pack them up and ship them back to us, and *send us a bill for your trouble and expense*. It will be paid cheerfully and without a quibble.

Our guarantee to wearer

Every garment may be offered under the following guarantee:

"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."

What's the use of handling second grade overalls when you can buy the widely advertised, high grade HEADLIGHT at \$27.00 per dozen.



Made in Elastic Suspender Back and High Back Styles



Order now—beat your competitor to it

Date \_\_\_\_\_ 191

Ship to \_\_\_\_\_

Address \_\_\_\_\_

When to ship \_\_\_\_\_

Lot No. \_\_\_\_\_ **OVERALLS**

LENGTH	REGULAR SIZES			WAIST				EXTRA SIZES					
	30	31	32	33	34	36	38	40	42	44	46	48	50
30													
31													
32													
33													
34													
35													
36													

Lot No. \_\_\_\_\_ **COATS**

LENGTH	REGULAR SIZES				EXTRA SIZES				
	34	36	38	40	42	44	46	48	50
34									
36									
38									
40									
42									
44									
46									
48									
50									

With this order include a complete assortment of advertising and dealer's selling helps



## Always in Demand

Nothing that you can stock will prove as ready a seller as an attractive bath gown or dressing gown. These chilly Spring mornings and evenings the man of the house wants a gown that will be serviceable as well as presentable. Then, summer bathing days are coming, and a gown is as indispensable as a bathing suit. We have gowns and robes in a wide range of attractive styles and colors.

Have our traveller show you our new lines.

**CAULFEILD, BURNS & GIBSON, LIMITED**

60-62 Front Street West

TORONTO

## "AVON KNIT" BRAND Scotch Knit Gloves and Mitts

For Men and Boys

"Avon Knit" comprises a full range of Men's Mitts and Gloves and every glove in the range represents in full measure the price we sell it for and the price the retailer puts upon it.

## "Avon Knit" Boys' Stockings

is a grand line for your juvenile department. These stockings are made on the true "Avon Knit" sound value basis and will give long wear and satisfaction.

Send along your order now for Fall. We anticipate a busy season and orders will be filled as received.

**AVON HOSIERY, LIMITED**

Stratford, Ont.

Richard L. Baker & Co., Selling Agents, 84 Wellington Street West, Toronto, Ont.



The Guaranteed  
*Forsyth* SHIRT







## Put These In Your Trouser Displays

You cannot offer your customers better trousers than what we offer you here in the Haugh Brand line. The Materials are well selected and the Workmanship is good in every instance.

We also offer you a grand selection of Overalls and Working Shirts — Arm and Hammer Brand goods —satisfactory in every respect.

Talk it over with our traveller, who is now in your locality. Postcard us and we'll have him call.

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



## Size Up the Stock You are Carrying

And see if it is giving the satisfaction you would like to base your future business on.

Great time now for housecleaning— if you haven't a really, truly good stock of waterproof collars. Clean them out and wire us an open order of say ten dozen assorted

**KANTKRACK**  
TRADE MARK  
Composition  
**COLLARS**

Prove to your own satisfaction that in the **KANTKRACK** collar you have a proposition certain to interest every man—because every man appreciates a real linen-like collar that is instantly cleanable.

Lots of attractive and timely styles, but "*One Grade Only and That the Best,*" and one price to every dealer. Prices subject to change without notice.

The  
**Parsons & Parsons Canadian  
Company**

HAMILTON - CANADA

ESTABLISHED IN U.S.A. 1879  
ESTABLISHED IN CANADA IN 1907



# Carhartt Overalls

Are Well Known  
to Your Customers

Think what that means; effort and time in making sales reduced to almost nothing; frequent turnovers; and bigger profits! All because customers are well pleased with the kind of service they get from Carhartts.

True, Carhartt Overalls are well advertised, but there is also that exceptional quality that creates good-will and brings your customers back for them again.

If you haven't a supply of Carhartts in stock, why not order a sample lot? Put them on display. Use our window and counter cards to connect your store with our national advertising.

You'll find, we believe, that purchasers of Carhartts will usually prove generous buyers of other things as well.

Our line comprises Overalls for railroad men, farmers, mechanics, factory operatives. Allovers for motorists, garage men, women and children. Also gloves for workers.

Your order if sent in now will be filled at once.

## SPECIAL FEATURES

Every seam double stitched; every button riveted.  
Every point where strain is hardest is strongly reinforced.  
Angular rule pocket.  
Swing pockets to keep tools and pencils from falling out.  
Lined watch pocket and an extra rule pocket in right leg.

## Hamilton Carhartt Cotton Mills, Ltd.

TOROTO UNIT

TORONTO MONTREAL WINNIPEG  
VANCOUVER LIVERPOOL (ENG.)



# Summer Clothes With Character and Distinctiveness

Cool as a Summer Zephyr

Summer clothes that you will be proud to sell  
a man and that any man will be proud to wear.  
That describes the new

**MILLER MADE PALM BEACH  
and Summer Weight Clothing**

Have the Miller traveller call and show you  
a full range of samples.

We can also supply the trade with tweed pants,  
lustre coats, duck clothing, flannel pants,  
khaki pants.

Boy Scout Uniforms, Work Suits  
and all Specialty Clothing

**The Miller Manufacturing Co.**  
44 York St.  
TORONTO



# Milne's Neckwear News for April

---

## *Milne's Neckwear*

A selection of wonderfully attractive colourings and sound, shape - keeping materials.

Have our salesman call and show you the complete line.

Compare our values. Prove by inspection that Milne Neckwear is just the thing for big business.



## WILLIAM MILNE

*The Newest in Neckwear*

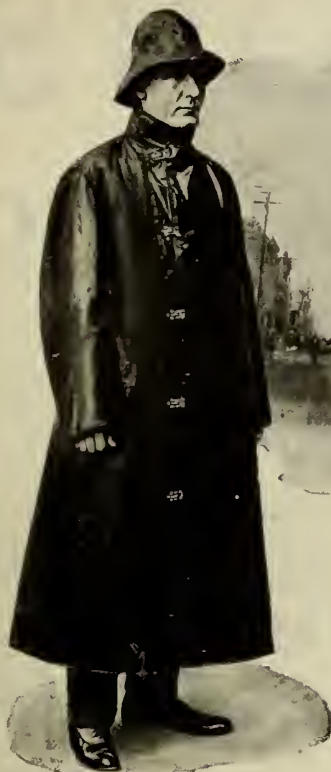
50 York Street

Toronto

*Always inspect the MILNE offerings*

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## Towers Waterproofs take the wet out of rain

The secret of the popularity of Tower's Waterproofs is that they give service. The man you sell a Tower Waterproof to is going to like it because it will be all that he expects it to be—and then some.

The Tower line is very complete—Long Coats, Slicker, Boys' Long Coats, Miner's Clothing, Hunting Frocks, Fishermen's Togs, Police

Capes—a waterproof for every man at every job.

Stock Tower Waterproofs for the rainy season.

Coast to Coast Service.

**TOWER CANADIAN LIMITED**

VANCOUVER

TORONTO

HALIFAX



**TAPATCO**  
REGISTERED BRAND TRADE MARK

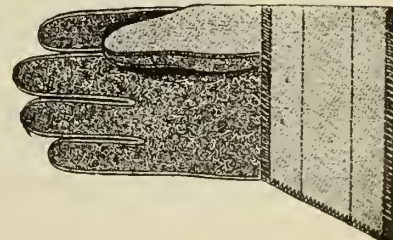
**WORKING GLOVES**

## This Man Wears 'Em

TAPATCO Gloves are ideal for the man who delights to work round the back yard in the summer evenings. For every purpose where a good serviceable glove is called for TAPATCOS fill the bill and fill it well.

Dealers can ring up lots of extra sales by showing and recommending TAPATCO Gloves to every man who works with his hands. There's a big variety to choose from—

Gauntlet, Knit Wrist and Band Top Styles in heavy, medium or light weights; Leather Tip, Leather and Leatherette Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.



The  
**American Pad & Textile Co.**

CHATHAM, ONT.

# \* STEFANSSON'S

## OWN STORY of his

# FIVE YEARS in the ARCTIC

Over five years ago Vilhjalmur Stefansson, the famous Arctic explorer, was commissioned by the Canadian Government to lead a party into the uncharted space that extended from the north-westerly boundaries of Canada on to the North Pole. Shortly after the party got away the news came back to civilization that Stefansson and some of his party had drifted out into the Arctic seas on an island of ice and they were given up as lost. But Stefansson came back, safe and sound after four years of amazing adventures, during the course of which he made many discoveries of scientific and geographical value. Mr. Stefansson has written his story of this wonderful journey and exclusive Canadian rights have been purchased by MACLEAN'S MAGAZINE. It starts in the April issue and will continue for six months. It is a thrilling narrative—unquestionably the most important Canadian story of the year.

★ Stefansson's story will be published exclusively in Canada in MACLEAN'S. The series of articles by him, now appearing in American and Canadian newspapers, refer entirely to his experiences on previous explorations and do not deal with the journey that he undertook for the Dominion of Canada and completed last year.

### Other Outstanding Features of April MacLean's

- "Imperial Relations Must be Worked Out," by Viscount Bryce. An important announcement on the future construction of the British Empire.
- "Reconstruction in Turkey," by Stephen Leacock. A humorous article on the present condition of things in Turkey as seen by Canada's great humorist, and applied to Canadian conditions.
- "Bulldog Carney," by W. A. Fraser. A splendid novellette of the Canadian West, complete in this issue. Illustrated by Charles L. Wrenn.
- "Opening the New Book," by J. K. Munro. An article on the situation at Ottawa created by the new Liberal leadership—smashing, impartial, fearless.
- "The Sun Gazer," by Charles G. D. Roberts. A remarkable animal story. Illustrated by Artheur Heming.
- "Canada's Fishmonger General," by Thomas M. Fraser. An article on a young Canadian who put Canadian fish on the diet of the British armies by a series of Barnum and Bailey advertising stunts.
- "Bombing the Boche," by Lieut. J. Vernon Mackenzie. The second of the two articles that Mr. Mackenzie has written on the whirlwind campaign of raid reprisals which so frightened all Germany.
- "The Transformation," by Frederic S. Isham. Illustrated by Hanson Booth. The second instalment of this sparkling new serial.
- "Man and Wife," by C. W. Stephens. Illustrated by R. M. Brinkerhoff. The first instalment of a three part story of Canadian life by a new Canadian writer—a delightful love story with a background of business intrigue.

### The Review of Reviews

The best articles from all publications the world over are selected and condensed for this department. Some of the articles in the April number are:

- |   |                                 |                             |
|---|---------------------------------|-----------------------------|
| The Man Behind Bolshevism.              | Is the ex-Kaiser Haunted?       | The Cohort of the Damned.   |
| Could German Fleet have been Destroyed. | Next Government Will be Labor.  | Has War Wiped Out Disease?  |
| The Secret Plans of the Allied Command. | New Life of Deposed Princess.   | The Red Terror in Russia    |
| Too Much Wilson.                        | A New Kind of Socialism.        | The Sultan Takes Hold.      |
|   | Are We Communicating With Mars? | Some Tricks of the Mediums. |

Over 65,000 Canadian Families Buy

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

**APRIL 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 newsdealers in your town, or if your newsdealers 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.



THIS MARK APPEARS ON ALL OUR SOCKS

The Mark of Distinction

Hanson's Socks are distinctly different to any make. They are constructed so as to give all round satisfaction to you and your customers.

It's easy to sell socks—but how often do your sales repeat themselves?

We realize what steady patronage means to you, and we suggest that you buy a line of socks that will materially help you retain that constant patron.

If for any reason you have not ordered through my representatives, send direct to the mill. It will have my personal attention.

George E. Hanson

Manufacturer

HULL, P.Q.

The Dale Wax Figure Co., Limited

Display your suits well and the selling is easy. Dale display fixtures will enable you to show off your stock to the very best advantage.

Our forms are the most durable and up-to-date fixtures on the market, and are manufactured by Canadians.

Brighten up for Easter.

Tell us your wants early.



This Dale Vest Form will help you sell more goods.

Dale Wax Figure Co., Limited

109 King Street, East, Toronto

Montreal: P. R. Munro, 150 Bleury St.

Vancouver: E. R. Bollert & Son, 501 Mercantile Bldg.

Choose Your New Season's Cap Stock from Our Fine Assortment



We have an excellent stock on hand and will be glad to submit you samples on request.

There are many styles and patterns here. Caps like the one in the illustration or made in eight quarters, seamed and with or without band at back. Also made in the new French blue shade as well as light, dark, tan, light grey, steel, green, olive and navy.

Have our representative call

IF THERE IS ANYTHING NEW IN CAPS, WE HAVE THEM



PALTER BROS.

Manufacturers of Children's Hats and Caps and Uniform Caps

122 to 128 Wellington Street, West

TORONTO

## See the Trade Mark Inside of the Waistband



**T**HAT is your customer's guarantee that he is getting a pair of trousers that are Better Made than the average, of more Attractive Style, Correct in Design, Perfect in Fit, of Highest Quality Materials, and made under the Union Label.

On "Everyman's" Trousers your profits are as good or even better than on the cheaper and less popular lines. Write us for prices and patterns.

## DAVIS BROS.

Hamilton, Ontario

## A New Clothing Factory in Toronto

### BRITISH CLOTH and AMERICAN STYLES

"FASHION BRAND"



With a good size capital to start with and having secured the services of one of the leading designers in the United States, we look confidently forward that at no distant time this firm will take its place in the forefront of the leading clothiers of Canada. In order to get known amongst the trade our prices are, all considered, considerably cheaper than the average.

Should our travellers not reach you in time, ask and we will send samples prepaid.

### FASHION BRAND CLOTHING CO.

24-26 WELLINGTON STREET W., TORONTO



Model Form  
No. 2014  
Note the Neat  
Fitting of Coat

### THE NEW FORM FITTING MODEL

These and many other up-to-date fixtures, including

**Bust Forms for Men's and Boys' Display Stands, etc.**

illustrated in our new folders just off the press.

Although we have mailed many of these folders we may have missed some customer or friend and if you have not received one, a postcard will bring it to you. Our fixtures are up-to-date as any American make.

### DELFOSE & COMPANY

247-249 Craig Street W. Factory: 1 to 9 Hermine St.  
MONTREAL

## Turnbull's UNDERWEAR

TURNBULL'S  
UNSHRINKABLE  
NATURAL WOOL

TURNBULL'S  
PERFECT FITTING

RIBBED  
PURE WOOL  
FULL FASHIONED

PLAIN  
YOU SHOULD  
HANDLE  
IT

Manufactured only by  
The C. TURNBULL COMPANY of GALT Limited





**Z**IMMERKNIT is GOOD underwear—otherwise it could never have attained the popularity it now enjoys.

**E**VERY suit is sold with confidence in good stores everywhere. Confidence that means profit for both the customer and the store.

**I**F you are not selling ZIMMERKNIT Underwear, we suggest that you get in touch with us.

**T**HERE is no doubt that it will prove the most satisfactory line of Underwear for your store to sell.

Above illustration represents one of our series of color display showcards. Supply is limited. Send your request early.

**ZIMMERMAN MFG. COMPANY, LTD.**  
HAMILTON                      --                      CANADA

# Knockabout Tweed Hats

The Boston Cap Company have always proved to their customers that they are up-to-date with style and finish.

We can again prove our lead by *the latest in Tweed Hats* made by special process that preserves their stiffness and appearance.

New styles in attractive tweeds—great sellers, *replacing Felt Hats with the returned soldier boys* and all who appreciate comfort. Just the thing for Spring and early Fall selling.

A trial will convince you that what we claim for these hats is absolutely correct. Send for half dozen on approval.

We also have a full line of latest Caps in silks, etc.—Summer Outing Hats, etc.

Samples and prices on request

## THE BOSTON CAP CO.

Kellert's Building, 338 St. Urbain Street  
MONTREAL, QUEBEC

*Special*  
*Indigo Dyed*  
*Blue Percalé*  
*Railroad Shirts*



No. 2557  
Double Stitched  
Double Seamed  
Can't Rip  
Two Collars

## "HERCULES"

WORK SHIRTS and BOYS' SUITS ARE  
THE BEST IN CANADA

WEAR WELL—SELL WELL  
EVERY SALE MEANS A SATISFIED  
CUSTOMER

DESIGNED AND MANUFACTURED  
TO RETAIL AT POPULAR PRICES  
SOLD BY RELIABLE DEALERS FROM  
COAST TO COAST

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

### The Hercules Garment Co. LIMITED

Head Office: Montreal.

Factories: Montreal and  
Louisville, P.Q.





**The "Prestwich" Modification**  
 A Sporting Feature Rendering An Overcoat Convertible.  
*"Double Warmth—No Added Weight"*



"THE DEVON"

## The Hits of the Season are here

New Models—New Styles—the sight of which will widen still further the trade's appreciation of "the House that leads."

REPUTATION is a lot, but don't forget there is such a thing as REALITY. You get them both—the Reputation that Quality alone can produce and the Reality that maintains it when you're stocked with our line of Serges, Vicunas, Tweeds and Worsteds.

Our men are now out with a full showing for Fall. Wouldn't you like to arrange a call?

**Kaplan, Samuelsohn**

1620 Clarke Street - - Montreal



*The* **ARROW** *Under* Suit

A comfortable Union Suit. Made to give satisfactory service. Produced in styles and qualities to retail at \$1.50, \$1.75, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00

Prompt Shipments from Stock carried  
at Montreal, Toronto, Winnipeg, Vancouver

**CLUETT PEABODY & CO. of CANADA, LIMITED**  
MONTREAL

*Makers of Arrow Collars - Shirts and Handkerchiefs*



## Personal Appearance

Men who are no longer young appreciate the value of appearance just as keenly as their younger compeers.

Big business men, professional men, society men—leaders in every walk of life are finding real clothing satisfaction in Fit-Reform.

Because Fit-Reform gives them a distinction of line, a perfection of fit, and a quality of tailoring that pleases.

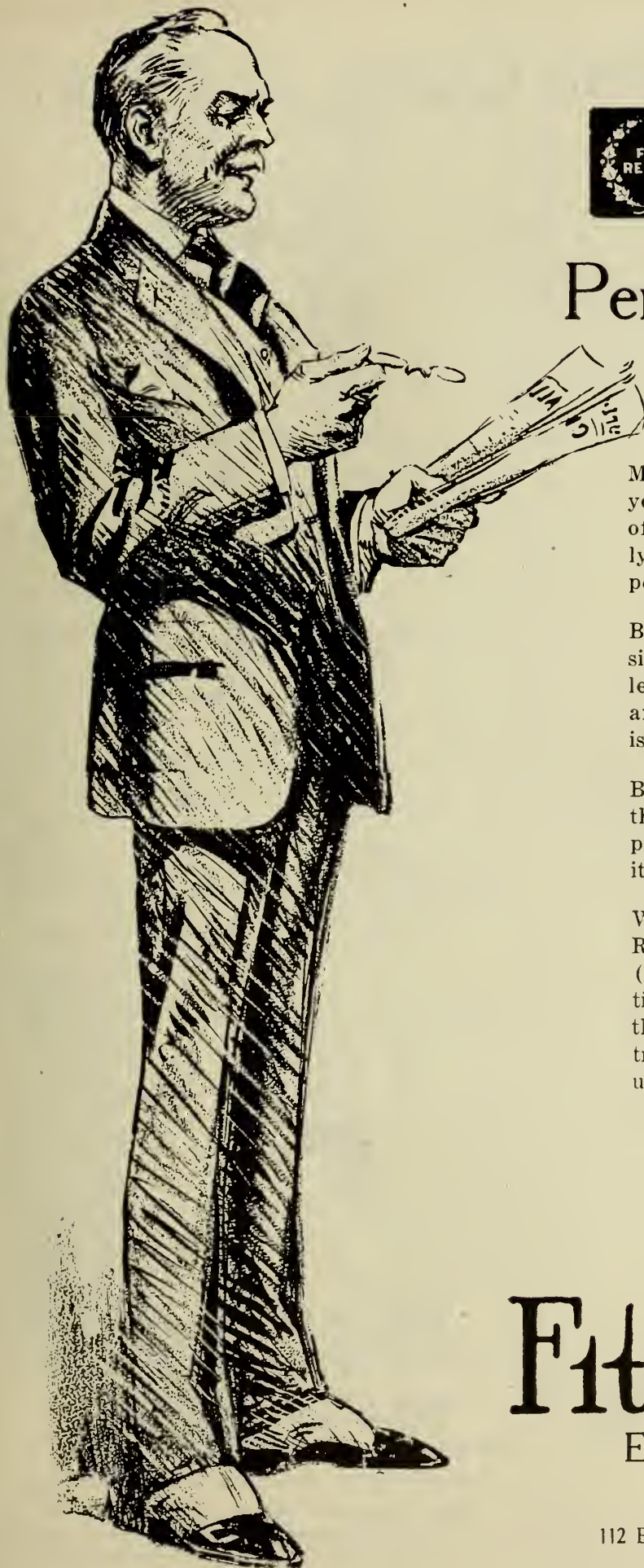
With a good showing of Fit-Reform for Fall and Winter (now ready for your inspection) you can get and hold the trade of men whose trade is worth getting. Write us about it.



# Fit-Reform

E. A. SMALL CO.  
LIMITED

112 BEAVER HALL HILL, MONTREAL



# Popular in Both Quality and Price

In ALERT CLOTHING you will find a popular priced line that cannot be equalled in value.

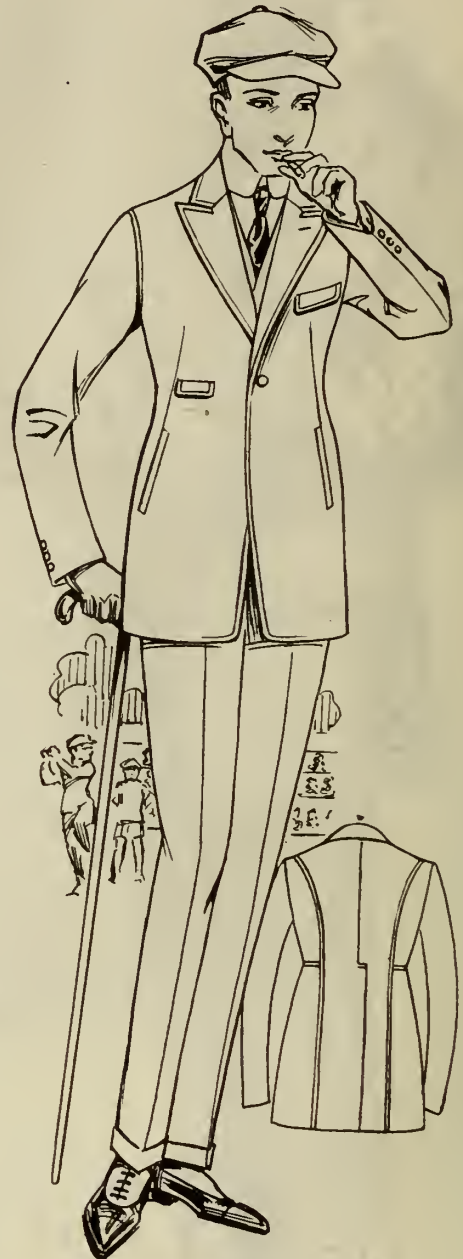
Stylish models, up-to-date materials, well-tailored, yet selling at popular prices.

This is the line for the customer who wants good clothing at a moderate price. You can sell him and please him every time.

See the new season's range now being shown by our travellers.



"The Belmont"  
Boy's Two-Piece Suit



"The Beverley"  
Young Men's Suits

The Alert Clothing  
Company

1202 St. Lawrence Boulevard  
MONTREAL



The Boys Like Them  
**LION BRAND BLOOMERS**

Well made, well looking Boys' Bloomers that will boom sales in your juvenile department. Have our man call with a complete assortment. Write or wire request.

The Jackson Mfg. Co., Limited  
CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

**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.



9532

Our Salesmen are now on the road showing a Complete Line.

**FALL HATS.  
MITTS and GLOVES  
FOR NEXT WINTER**

**L. Gnaedinger Son & Co.**  
St. Peter Street, Montreal

**"Craftana"**

Registered No. 208,006

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.

## *To whom it may concern*

GENTLEMEN:-

The May issue of MEN'S WEAR REVIEW will be a bigger business number featuring lines of Canadian manufacture.

It is a well known fact that there are millions of dollars in orders placed with foreign houses for goods every year, simply because the buyers do not know that goods of equal quality and value are made right here in Canada.

From an editorial standpoint we are going to talk bigger business, for Canadian manufacturers, not from a patriotic viewpoint, but from that of merit.

Conditions have changed Canada from an importing to an exporting country. The pendulum has swung to the Canadian manufacturers. Keep it there, make the retail merchant buy from you. Your goods are the equal in value and quality of imported lines — impress that fact on the merchant's mind.

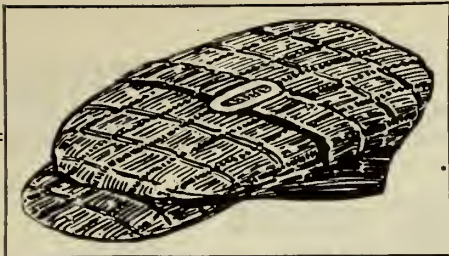
The forms for the May issue of MEN'S WEAR REVIEW close on April 20th — by placing your announcements in this number you will be reaching eighty per cent. of the men's wear merchants throughout Canada:

There is a big business in view for spring and Fall orders. MEN'S WEAR REVIEW will help you get it.

*Yours for Bigger Business,*

**MEN'S WEAR REVIEW**





## Caps for All Occasions

Sporting or business men have become accustomed to the comfortable cap. Our caps are all that caps should be—

*New Styles*

*Best Material*

*Attractive Prices*

*Are you ready to meet the demand?*

**New York Cap & Hat Company**

880 St. Lawrence Blvd., Montreal

## Satisfaction

—in every sale is the reason why



Men's and Boys' Suits are preferred.

Do not fail to see our large stock of Worsteds, Tweeds and Serges. Exceptional value at attractive prices. What about that order for Overcoats for Fall?

**Dominion Clothing Co.**

157 St. Paul St. West

MONTREAL

*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

## 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



# CAMPBELL'S CLOTHING

HIGH-GRADE  
MADE-TO-MEASURE CLOTHING

A PROFITABLE LINE

- NO CAPITAL TIED UP
- NO DEAD STOCK
- NO INTEREST
- NO INSURANCE
- NO BAD DEBTS

OFFER GOODS EQUAL IN EVERY RESPECT  
TO THE BEST CUSTOM TAILORING.

THE CAMPBELL MANUFACTURING COMPANY  
MONTREAL

(NOTE—Our address after April 1st will be Cor. St. Lawrence Blvd. and Duluth Street)

## Finding What You Want

IF YOU DON'T FIND what you want in the advertising pages, write  
"Inquiries Department,"

### MEN'S WEAR REVIEW

When your customers ask for a trade-marked line and you do not know  
where it can be procured, write us. We will do our best to get the infor-  
mation for you promptly.

We want you to feel this paper is being published in your interest.

*MEN'S WEAR REVIEW*

143-153 University Avenue  
TORONTO

For Subscribers

#### INFORMATION WANTED

Date.....191

Please tell me where I can procure:.....

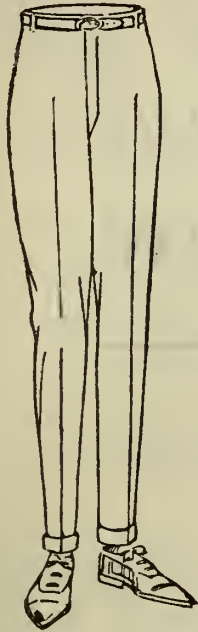
.....

Name .....

Address .....

# CROWN PANTS

## NOW READY



Last month we announced a later showing of Fall samples in order that we might give our customers the benefit of

LATEST MERCHANDISE

and

LATEST PRICES

The wisdom of this move has been amply proven, and our salesmen are now on their respective routes with as complete and up-to-date a line of merchandise as you will have the privilege of examining this season, and prices based on latest schedules.

If our traveller does not reach you promptly, a postcard will bring you samples and prices.

## CROWN PANTS COMPANY

322 Notre Dame St. W.

MONTREAL

## Specialty Top Coats

THE LEATHERTEX—Absolutely weatherproof, a great protection for the Motorist.

THE SUEDE-TEX—A finer texture for the street — dressy yet Rainproof.

Our staple lines are also complete in all the popular styles, materials and qualities.

See our travellers, or write us for samples and prices.

It will pay you.

## DUKTEX COAT COMPANY

322 Notre Dame Street West

MONTREAL

*Look for the May Issue*  
**Men's Wear Review**

---

It will feature Bigger Business for lines of Canadian manufacture.

Summer window trimming will be a feature of interest.

An article by a recognized authority on salesmanship, on How to Sell the Higher-grade Goods, that you cannot afford to miss.

The future of quantities and prices for Fall deliveries will be delved into.

There will be a number of photographs, showing how goods are made in Canada.

There will be as usual several contributed articles that help to keep this your magazine of definite value to you.

---

**Men's Wear Review**  
For Value Received

# Big Values Backed By a Big Idea

THE right qualities plus  
the right kind of values  
plus the right  
kind of selling  
co-operation.

That's what  
sells

## **KITCHEN'S** *"Railroad Signal"* **OVERALLS** AND **WORK SHIRTS**

to your customers. Our plans have  
been laid to help you sell Overalls  
your store.

manency and an influx of trade into  
A reputation that is a big, dominant  
selling force. This stands for per-  
the Kitchen quality to be accepted as  
more than a mere name.

and Workshirts that will stay sold to  
your customers. Judicious, consist-  
ent national advertising to the work-  
ing men of Canada has spread the  
reputation of Kitchen Railroad Sig-  
nal lines broadcast and has caused

*As for the "Big Idea" write us  
about it. It is our offer to help  
you sell goods that stay sold.*

**The Kitchen Overall &  
Shirt Company, Ltd.**

BRANTFORD - ONTARIO



## Special Values

Direct from Mill to Clothing Manufacturers Through Selling Agents.

On and after May 1st we shall carry a Stock in Montreal of

**"Pure Wool Scotch Tweeds"**

ON ACCOUNT OF

**HEATHER MILLS Co.**

SELKIRK, SCOTLAND

From which we shall be in a position to supply the Manufacturing Trade.

ENQUIRIES SOLICITED

**C. E. ROBINSON & Co.**

IMPORTERS AND COMMISSION MERCHANTS

10 VICTORIA STREET

MONTREAL

## Have You a Store For Sale or Rent?

Are you desirous of turning over your business to some responsible party? Do you want a clerk? Reach these prospects through a condensed ad. Rates 2c a word per insertion, 5c additional for Box Number.

**Men's Wear Review**

143 UNIVERSITY AVENUE

Toronto

## WALL CASES WORTH WHILE



This sectional case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want. Glass or solid front doors.

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

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



We  
Lead Them All  
Others Follow

Travellers are now out with Fall and Spring Ranges. Finest patterns to be obtained anywhere.

Our pants are "up-to-date and a date ahead."

## We Originate

Drawings for Reproduction



31 RICHMOND E. TORONTO



# GLOVES *for* EASTER

Send us your sorting order for  
shipment same day as received

## Men's Gloves

Grey and Brown Suedes  
Tan Capes  
Washable Capes  
(Tan, Newport, Grey)  
Washable Chamois

## Ladies' Gloves

Grey Suedes  
Tan Capes  
Washable Capes  
(Tan, Grey, Newport)  
Washable Chamois

## Children's Gloves

Grey Suedes—Tan Capes

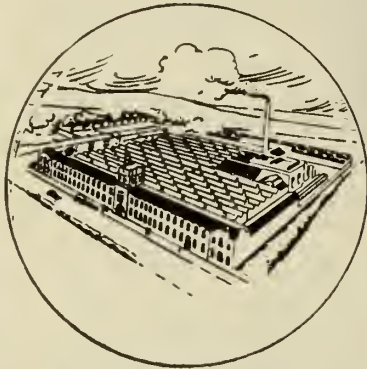
# ACME GLOVE WORKS

LIMITED  
MONTREAL

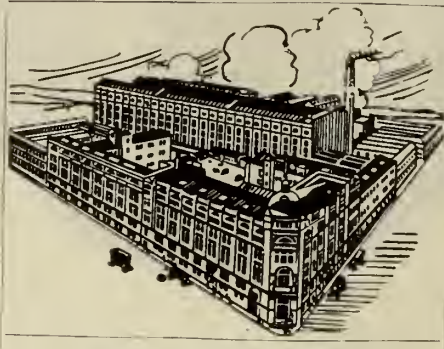
# FAIRE BROS & CO., LTD.,

## Manufacturers

Rutland Street and St. George's Mills, Leicester, England.



WASHINGTON MILLS,  
BORROWASH



GENERAL HEADQUARTERS  
RUTLAND ST., LEICESTER.



ST. GEORGE'S MILLS,  
LEICESTER.

## THE LEADING BRITISH HOUSE FOR

# HABERDASHERY & SMALLWARES

Including:—

**SUSPENDERS.**—Our well-known SPHERE varieties, for Ladies and Children, also Men's Garters, all made with the fine SPHERE elastics, fittings, and rubber grip—"the grip that grips and never slips."

**BRACES.**—Our production, hitherto almost monopolized by the British Government, will now be available for civilian trade. The SPHERE quality in Mikado and ordinary styles is a guarantee of excellence.

**ELASTICS.**—We make elastic Braids, Cords, Loom Webs, Garter Webs, Surgical Webs, etc., in all widths and great variety. Ask for our "Violet," "Iris," "Lily," "Rose" qualities.

**SHOE LACES.**—Our high-grade HURCU-LACES, in a variety of choice, for Ladies' and Men's wear. Also Rifle Laces, Tubular, Flat Braid Laces, Artificial Silk Laces, etc., etc.

**MENDING WOOLS.**—The ST. GEORGE three-fold fine woollen mending yarns have a fine reputation. Their qualities justify it.

**SKIRT BELTINGS.**—We lay ourselves out to cater for this trade. Single Beltings, Duplex Webs, Petershams, etc. Ask for the CRUSOE brand.

**BINDINGS AND WEBBINGS.**—Every variety of cotton and glaze narrow goods are in our line, Empire Bindings (formerly known as Prussians), Tapes, Stay Bindings, Hat Bandings, etc., etc. Also NAME LABELS, HANGERS, and LOOPS for Coats, Shirts, Mantles, etc.

*Prices and full particulars gladly furnished on request.  
Canadian Buyers are cordially invited to give us a call, either at our  
London house, or if possible at our Leicester Headquarters.*



WHOLESALE ONLY

FAIRE BROS & CO., LTD., LEICESTER.

19, Fore Street, London, E.C.2.

32, George Street, Manchester.





*THE Racine*  
TRADE MARK

## The Shirt You'll Be Glad You Stocked

With a smile on her lips, the finisher sews the Racine label to the neck-band of a shirt.

She knows what that label means to a million friends who know Racine quality. She knows that into the shirt she holds has been built the experience of over 34 years of specializing in soft shirt manufacture.

She takes pride in the knowledge that **here** is shirt perfection, and to slight any detail which would mar that perfection, to her would seem as wanton as destroying something near and dear to her.

This woman is typical of the hundreds of men and women—each one a specialist—who aid in the manufacture of Racine Shirts.

This heart-felt interest of contented employees, working in our modern plants—our 34 years of experience as specialists in soft shirt making—our facilities for producing in large quantities, and the high quality materials which enter into every shirt, are what have made the Racine Shirt truly "The shirt with a million friends."

Our Canadian sales representative will soon be announced.

*The Chas. Alshuler Mfg. Co.*  
RACINE WIS.



The *Genuine Cloth*



## PALM BEACH

THE yearly packet of PALM BEACH WINDOW and STORE DISPLAY is being completed.

Just as our campaign in the national magazines and newspapers will be more far-reaching, ambitious and dominating than ever before—so our display equipment for the coming season will be more comprehensive, more beautiful and more costly than those of the past.

These packets will be sent to reputable merchants, gratis, but only when specifically asked for—and upon receipt of written assurance that same will be used only in connection with Suits of Genuine Palm Beach Cloth.

Address our Publicity Counselor,  
L. S. GOLDSMITH,  
244 Fifth Avenue, New York.

THE PALM BEACH MILLS  
GOODALL WORSTED CO., SANFORD, ME.  
A. ROHAUT, Selling Agent, 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. NYC



MONROE  
*The New*  
ARROW  
COLLAR

CLUETT-PEABODY & CO.  
OF CANADA, LIMITED



**DISPLAY ASSORTMENT No. 01156**

containing 12 pairs Kum-A-Part enamel kuff buttons in individual cases as illustrated.

An assortment of varied patterns, contrasting colors, and shapes—enamel centers and backgrounds with platinoid overlaid designs and border.

**COSTS YOU \$18.00 COMPLETE**

Retail for \$2.50 per pair

## The Button That Completes the Comfort of the Soft Cuff

All men who wear soft cuffed shirts will approve the style, comfort and convenience of Kum-A-Part Cuff Buttons.

Kum-A-Part Buttons stay in place whether the cuff is open or closed, snaps together and apart instantly. There's a Kum-A-Part adapted to every customer's need; patterned to please every masculine preference.

Note the quotations on the assortment shown on this page. Mark the profit to be made by featuring the Kum-A-Part.

Write for illustrated price list showing twenty-four different assortments, ranging in price from \$4.00 to \$48.00 dozen pairs.

*DISTRIBUTORS FOR CANADA*

**C. H. Westwood Mfg. Co.**  
TORONTO



# 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.



# "Style Clothes"

We have had splendid displays before—but for superb styling, fine fabrics and high class tailoring woven into a line of *Suits* and *Overcoats* for *young men* we feel sure our Fall range excels all former efforts.

These are just the kind of clothes the boys returning from overseas will be glad to get into. They contain the elements of style, fit and material that appeal particularly to all young men who appreciate good clothing.

There is a *Style Clothes* salesman in your territory and he will be glad to show our new models.

## WEARBEST CLOTHING MANUFACTURING COMPANY

Makers of Stylish Clothes  
for Men and Younger Men

149 Notre Dame Street West  
MONTREAL



# WHERE IS CAPITAL TO COME FROM ?

IN reality, it is not more money that is wanted but more of the things which money can buy. The real question, therefore, is: What is necessary to increase the quantity of goods in proportion to the amount demanded by unanimous popular resolution? Incidentally to this is the further question: Where is the capital to come from to provide the factories, machinery, raw materials, etc., and who will furnish the extra labor required for the increased production?

To try and solve this important problem by a general investigation of ideas as they come along involves an attempt to discuss a perfect babel of voices, from that of the Bolshevik who cheerfully distributes blank forms undertaking to deliver the millennium according to details to be filled in by each applicant who will sign up under his leadership to that of the "good old time" pessimist who detects the seeds of ruin in every proposed change.

(That method of solving business problems belongs to minds content to "muddle along" on hearsay and sensational newspaper items.)

The method of an analysis of the essential features of actual economic conditions is likely to be much more effective and more within the bounds of time and space.

(This is the clear-headed business method with business problems of the regular reader of THE FINANCIAL POST.)

The main question affecting Canada and indeed the whole business world to-day and the sentences in plain type above are taken from a leading article by Prof. Adam Shortt in

## THE FINANCIAL POST

dated March 29th, an issue which contains, amongst other important business news, these articles on "Essential Features of Actual Economic Conditions" in Canada to-day.

The Menace of Confiscatory Legislation  
Shareholders of G.T.R. Entitled to a Better Deal  
General State of Business is Favorable  
Tariff Amendment a Poor Political Move  
Lord Shaughnessy on the Labor Problem  
C.P.R. Will Put Confidence in Public Opinion  
The Increase in Current Loans Still Continues  
West's Problems Considered by Loan Cos.  
New Steel Price List Evidently a Compromise

Construction Plans of C.P.R. Announced  
General Electric Coming Back to Peace Basis  
Suggests That Farmers Deal With Own "Kicks"  
Engineer Murphy Attacks Hydro Policy  
The Farmer, the Bank, and the Manufacturer (Edit.)  
Need for Closer Supervision of Municipal Loans  
Apartments Are Only Solution of House Problem  
More American Capital for Canada

TO the keen, well-ordered business mind the idea of "muddling along" on haphazard and sensational information which loses the essential business-building points while creating the excitement is totally unsatisfactory. When you "get down to business" you want the plain facts—all of them—without frills—and quickly. You get them like that in THE POST. Send for a sample copy or order subscription on this form:

The MacLean Publishing Company,

143-153 University Ave., Toronto.

Send me THE FINANCIAL POST every week till further ordered. I will pay subscription price, \$3.00 per year, on receipt of bill, or you may draw on me for this.

Name ..... Address ..... M.W.R.

## Wanted—

Is it another position, a new clerk, an agency, or, have you a business for sale, a store for rent?

Why not put these wants in the condensed ad. column of this paper—the natural medium of the Men's Wear trade? The charge is only 2 cents per word per insertion. Add 5 cents extra if replies are addressed to a box number.

Men's Wear Review

143-153 University Ave.

TORONTO



### CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

#### HIGH GRADE LINES WANTED

MANUFACTURERS' AGENT WITH WIDE CONNECTIONS, IS open to consider a few lines saleable to the jobbers, wholesale dry goods and large retail trade, commission only. Box 89, Men's Wear Review, Southam Bldg., Montreal.

#### FOR SALE

FOR SALE—FOUR TAYLOR DOUBLE BAR CLOTHING RACKS. good as new. A real bargain. Size and price on application. Smith & Kerr, Ingersoll, Ont.

Say you saw it in

MEN'S WEAR REVIEW

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# Dominion Raynsters

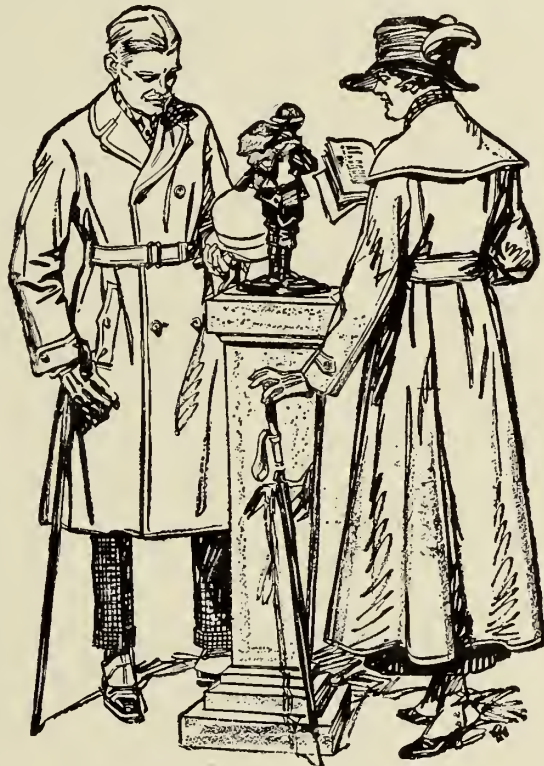
*"Made-in-Canada" Raincoats*

We do more than give you absolute waterproof Raincoats — of guaranteed quality and workmanship — in styles and sizes for men, women and children. We offer you a dealer service that gives you what you want when you want it.

Our Service Branches so cover the country that we are able to give a very prompt service to any point in Canada.

We pride ourselves on Dominion Rubber System Service to dealers—and ask you to put us to the test.

Wire, telephone or write your orders.



**Dominion Raynster Style Book and Price Lists mailed  
on request to nearest branch.**

***Dominion Rubber System Service Branches  
Located at***

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



“SEASIDE”

The Latest Novelty In  
**Tooke Soft Collars**

The Latest Novelty in Tooke Soft Collars for Spring. Made from fine Fibre Silk in Self Colors. Ribbed, Dotted and Fancy Patterns

Colors : Blue, Mauve, Pink and Tan.

Assorted, One Dozen To A Box

Price \$4.00 Per Dozen

Ready Now!

**Tooke Bros. Limited**

MAKERS

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

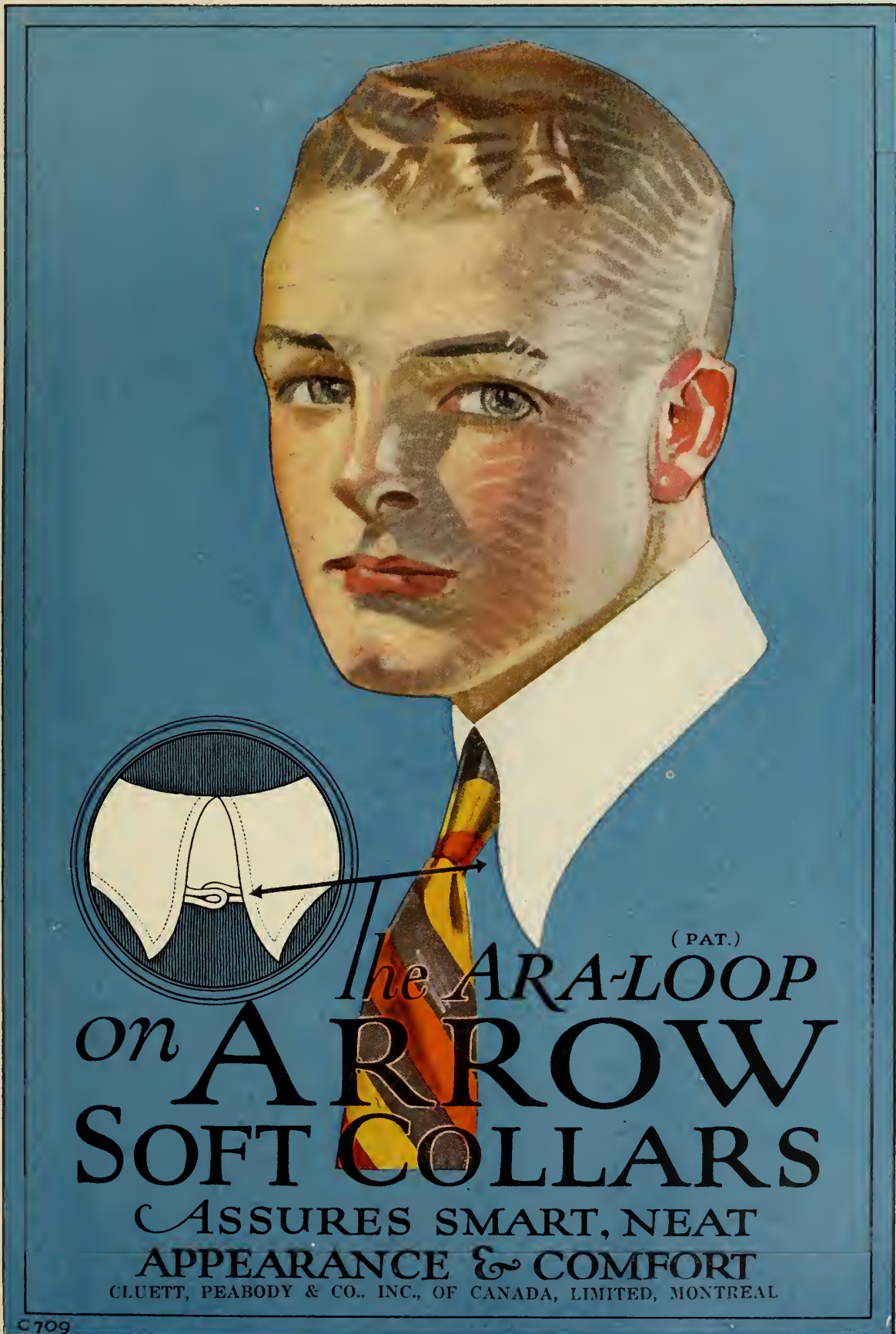
# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX.

PUBLICATION OFFICE: TORONTO, MAY, 1919

No. 5.



(PAT.)  
*The* **ARA-LOOP**  
on **ARROW**  
**SOFT COLLARS**  
ASSURES SMART, NEAT  
APPEARANCE & COMFORT  
CLUETT, PEABODY & CO., INC., OF CANADA, LIMITED, MONTREAL

C709



## ***Pull Together!***

***Man's Work Again—for Canada  
in good old Peabodys***

ASK Bill what he was doing a year ago: Building pontoon-bridges, chasing the fleeing Boche across the rivers he had held three years, straight into Hunland. You KNOW what Bill is doing TO-DAY: He is building real bridges for peace-time GROWTH, the commerce, the prosperity, the new happiness and content of Canada. And it's a man's job. The same boys whom we outfitted with fighting-clothes are back on the Job now Fighting the Bigger, Better Battle of Peace in good old Peabodys. Peabody Overalls and Peabody Gloves, worn wherever there's a big job being done by real men.

*So, Pull with Bill, Everybody—in good, old, honest Peabodys.*

**PEABODYS**  
SALES CORPORATION  
LIMITED  
**OVERALLS**

*Are  
Almost  
Everybody's.  
Are They  
Yours?*

WALKERVILLE    ::    ST. JOHN    ::    MONTREAL    ::    TORONTO    ::    WINNIPEG    ::    VANCOUVER

---

---



# DUPLIX

## SUSPENDERS

Now \$4.50 per Dozen

WITH this well-known brace now back on a 50-cent 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.

---

---

# Big Values Backed By a Big Idea

THE right qualities plus  
the right kind of values  
plus the right  
kind of selling  
co-operation.

That's what  
sells



## KITCHEN'S *"Railroad Signal"* OVERALLS AND WORK SHIRTS

to your customers. Our plans have been laid to help you sell Overalls and Workshirts that will stay sold to your customers. Judicious, consistent national advertising to the working men of Canada has spread the reputation of Kitchen Railroad Signal lines broadcast and has caused the Kitchen quality to be accepted as more than a mere name.

A reputation that is a big, dominant selling force. This stands for permanency and an influx of trade into your store.

*As for the "Big Idea" write us about it. It is our offer to help you sell goods that stay sold.*

**The Kitchen Overall &  
Shirt Company, Ltd.**

BRANTFORD - ONTARIO





## The Kind of Clothes That Will Appeal To The Returned Men

They are coming back—Canada's Fighting Men—and after so many years of khaki they are ready and eager to slip again into civies.

These men are good prospects. They've got the wherewithal to buy the kind of togs that appeal to them. And they're going to buy from the store equipped best to outfit them properly.

**College Brand Clothes** measure up to the Returned Man's requirements. Beautiful Fabrics—Properly Styled — Hand Tailored — Popularly Priced. Clothes that will give him that snug "comfy" feel so much desired.

*Our men on the road now—  
write for appointment.*

For immediate wants we have a well-selected stock of newest models in Suits and Spring Overcoats. Samples sent express prepaid on request.

# The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal

(READ BUILDING)



**Z**IMMERKNIT is GOOD underwear—otherwise it could never have attained the popularity it now enjoys.

**E**VERY suit is sold with confidence in good stores everywhere. Confidence that means profit for both the customer and the store.

**I**F you are not selling ZIMMERKNIT Underwear, we suggest that you get in touch with us.

**T**HERE is no doubt that it will prove the most satisfactory line of Underwear for your store to sell.

Above illustration represents one of our series of color display showcards. Supply is limited. Send your request early.

**ZIMMERMAN MFG. COMPANY, LTD.**  
HAMILTON CANADA



*A Winner  
in  
Caps*



Something new and nifty, the kind that will put "pep" in your business when you put them on display, and look at the price—\$9.00 to \$18.00 per doz. Reminds one of old times. Made in plain colors or tweed effects.

**CHAMOIS CAPS**

made in light and dark tan, light and dark grey, brown and greens. Well made and lined, in any style..... \$15.00 per doz.

If there is anything new in caps we have them. Always look at our samples.

**PALTER BROS.,**

*Manufacturers of Children's Hats and Caps  
and Uniform Caps*

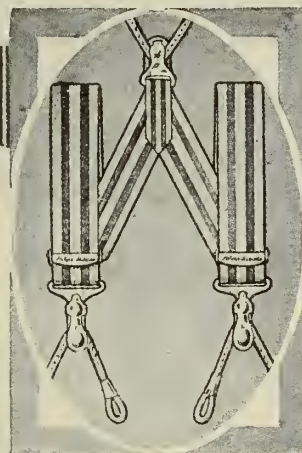
122 to 128 Wellington Street West

TORONTO

**Sphere Garters** □ **Sphere Braces**



*Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic 3/4" wide. Natural only.*



*Sphere Mikado Brace, a great improvement on the old Mikado style. Patent clip fastening is extremely simple and can be released with one hand.*

Sphere Specialties are noted for their quality and value. They are made by the largest firm of manufacturers in England making their own elastic webbings. Outfitters will find that they maintain the highest standard of British manufactured goods and invariably give long wear and complete satisfaction.

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

*Wholesale only:*

**FAIRE BROS & CO. LTD., LEICESTER, ENGLAND**

19, Fore Street, London, E.C.2.

32, George Street, Manchester.

WIDELY  
KNOWN



WIDELY  
POPULAR



## "A. R. C." Brand Working Shirts and Working Gloves

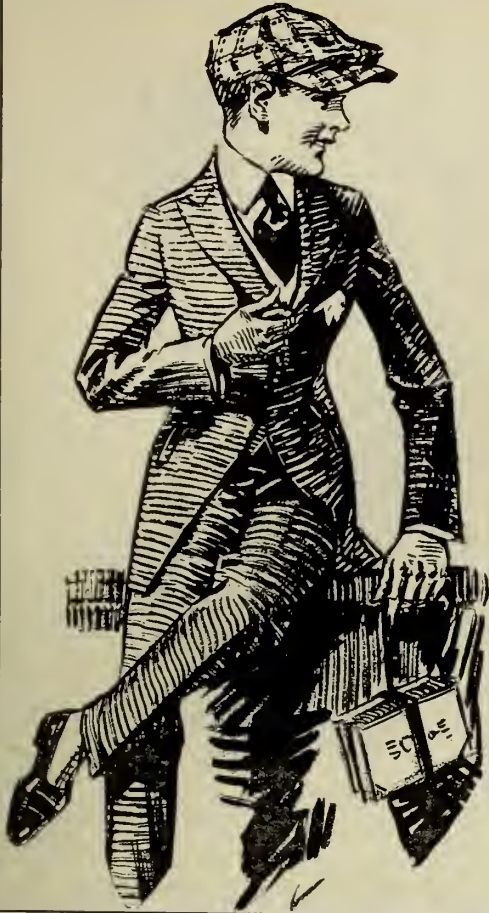
A.R.C. Brand Working Shirts and Working Gloves are known and liked because their staunch wearing qualities have been well proven during the years they have been before the public.

They are made in our big, well-equipped factory (illustrated above). Remember, **we tan our own leather**—one reason why we can offer you more attractive prices.

Let us quote you.

We also make Mitts, Moccasins, Sheep-lined and Mackinaw Clothing.

**A. R. Clarke & Co., Limited**  
TORONTO



## The Cream of New York and Rochester Styles for your youthful customers

Just the right ideas to win and hold the custom and the goodwill of the Boys and Youths of your town.

Our Boys' Clothes are well made in every respect—made to look right and to wear right.

In "First Long Pants" we offer a particularly attractive showing calculated to please from every angle.

Send a request to our new address—35 Church Street—and we'll have our representative call.

**York Clothing Company**  
35 CHURCH ST., TORONTO



## You can outfit the Boy also with Tower's Waterproofs

Here we picture for you one of our Waterproof Long Coats for Boys—a dependable weather resister, like the other Tower Waterproofs.

These Coats are made in seven different sizes, to fit boys from 6 to 15 years of age. Every Coat is fastened with Brass Clasps and the collars are lined with corduroy. Made in two colors, black and olive khaki.



*Coast to Coast Service*

**TOWER CANADIAN LIMITED**

VANCOUVER

TORONTO

HALIFAX

**"PROPER CLOTHES"**  
**For Men and Boys**

Clothes with the distinctive  
 individuality that "gets across"  
 with particular dressers



Every garment in the proper  
 Clothes assortments for Fall  
 and Winter is tailored and  
 finished in a way that will  
 focus attention on your win-  
 dow display.

And this applies to the  
 juvenile lines as well as to the  
 clothes for men.

Proper Clothes are fashion-  
 able without being grotesque  
 and are made of sound, well-  
 selected materials that promise  
 satisfactory wear.

Have our salesman call with  
 a full range.

**Coppley, Hoyer & Randall, Limited**  
**Hamilton, Ontario**

# Broadway

BRAND

CLOTHES  
for exacting men

UNUSUAL VALUES

MAY, 1919

You'll like the "Dress-Up"  
Spirit of the new Broadway offerings

Broadway styles are not only up-to-the-minute but are, if anything, a trifle ahead of the prevailing modes. Broadway designers anticipate the trend of fashion's decrees and Broadway tailoring materializes these ideas and expresses them in a way that appeals to the taste and the purse of the correct dresser.

A request from you will afford you an opportunity of seeing the latest Broadway assortment. May we expect it?



RANDALL *and* JOHNSTON, Limited  
TORONTO



## A Spring Suggestion

Stock up with a good assortment of "Everyman's" Trousers. They are a wonderful spring trade stimulator. We don't believe you can get as good values anywhere else, certainly you can't get better. Write us to-day.

## Davis Bros.

HAMILTON, CANADA

## Hanson's Socks



THIS MARK APPEARS ON ALL OUR SOCKS

We are anticipating your order and are putting forward every effort to fill it promptly.

Hanson's Socks are especially noted for general wearability and honest construction.

They offer more retailing possibilities than other lines. In every pair is the imprint of maintained quality and quick-selling propensities.

If for any reason you have not ordered through my representative send order direct to the mill. It will receive my personal attention.

### GEORGE E. HANSON

Manufacturer of

The Hanson Pure Wool Sock and Mitt  
FRONT STREET HULL, QUE.

## 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

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

# "SPERO" TAILORS' LININGS

TOP VALUE AT  
EVERY PRICE

BRITISH



MAKE

SUPER-STANDARDISED QUALITY  
IN COTTON GOODS.

"The Best in the World"

A TRIAL ORDER MEANS  
A RE-ORDER

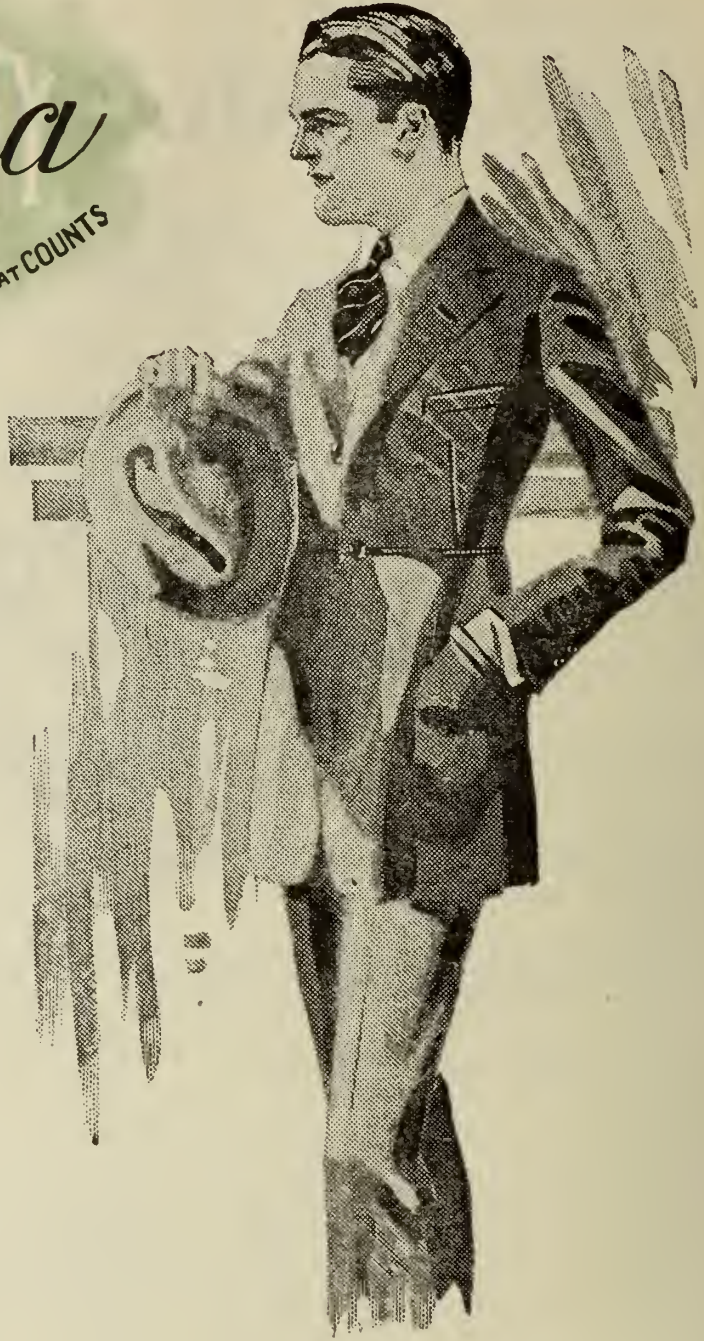
## SYNONYMOUS OF DURABILITY

RICHARD HAWORTH AND COMPANY, LIMITED  
MANCHESTER, ENGLAND

TRADE MARK REG'D  
*New Era*  
 CLOTHING  
 'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

Vigorous Styles  
 in Clothes for  
 Men,  
 Young Men  
 and  
 Boys

Every style studied by our Board of Designers. Every fabric carefully selected by our merchandise managers. Every suit and overcoat given that finishing touch of Quality that invariably goes into New Era garments.



'Tis the Quality behind the  
 Name that Counts

An Attractive Waist, Fine Model.

The Freedman Company

Sommer Building

Montreal





# Quality Shirts

and Nothing Less

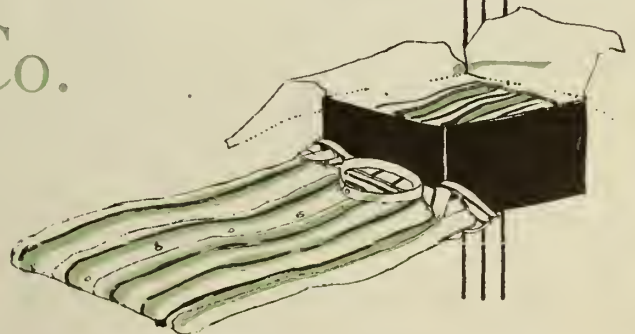
The many new ideas assembled in our present showing of LANG Shirts constitutes another powerful argument in favor of a LANG Season in your store.

A personal examination of these excellent fabrics and tasty designs will do more than any amount of advertising argument to convince you that LANG Shirts are real business-getters.

We are fully equipped to take care of your rush orders. Write or wire.

## The Lang Shirt Co.

Limited  
Kitchener, Ont.



# MERCURY

SUMMER HALF HOSE  
*in Silk and Mercerized*





*THE Racine*  
TRADE MARK

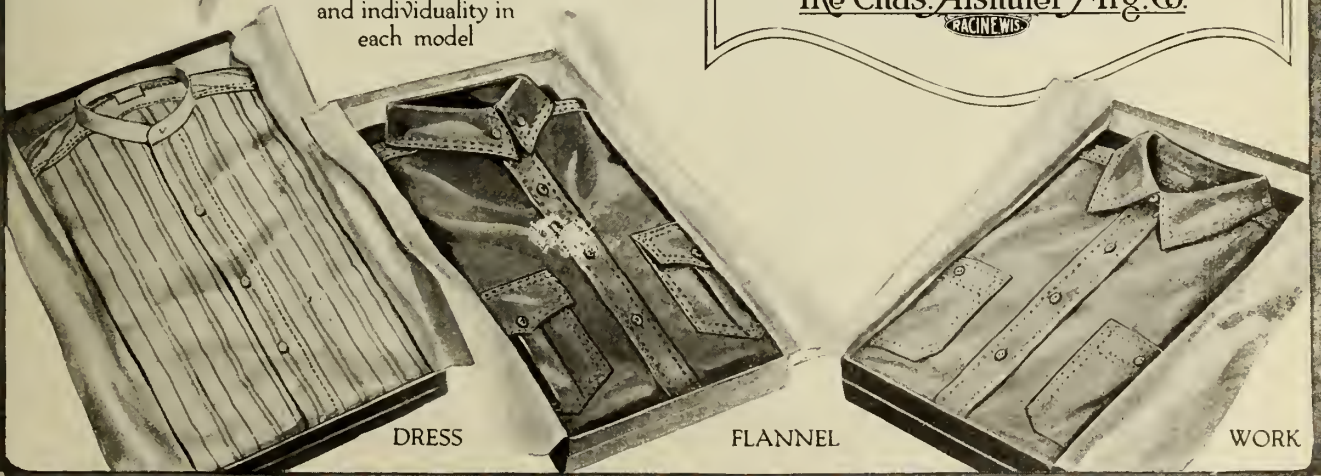
FLANNEL

The Shirt You'll Be Glad You Bought—

Whether you desire a shirt for work—for sport—the week-end—motoring—or just “lounging around”—indoors or out. Sold by dealers who place their customers' interest first.

The Chas. Alshuler Mfg. Co.  
RACINE WIS.

The same splendid quality and individuality in each model



This is the character of high-grade consumer advertising which reflects Racine Shirt quality, and will create a demand on your stocks. So be ready.



Our returning boys getting into mufti again will want something real "dressy." You can command their trade by featuring "Brock" and "Brock de Luxe" hats.

*Travellers now out.*

## *The* WOLTHAUSEN HAT CORP., Limited

TORONTO  
SALES ROOMS  
COSGRAVE BUILDING

Head Office and Factory:  
**BROCKVILLE**

MONTREAL  
SALES ROOMS  
MAPPIN AND WEBB BLDG.



## Are You Putting on a Special Sale?

If so, let us know, as we have some lines of fine and work gloves and gauntlets which we can offer in assortments of sizes, styles, qualities and leathers at specially attractive prices.

---

*Get in touch with us without delay.*

---

**THE HUDSON BAY KNITTING  
COMPANY LIMITED**

**Montreal**

# BRITISH MADE HOSIERY *and* UNDERWEAR *for* CANADA

**I**N order to provide closer and speedier service for our Canadian customers, and to increase their number, we have opened a branch in the Stair Building, Toronto, and Mr. Hugh D. Marshall, our Representative, is carrying 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 BRETTLER'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. BRETTLER & CO., LIMITED

MANUFACTURERS AND MERCHANTS

119 WOOD ST., LONDON, E. C. 2, ENGLAND

Factory: Belper, Derbyshire

*We want more Canadian trade—and will try to deserve it.*

*The DOMINION will dress up next Fall as it has never dressed up before.*

There lies, therefore, a responsibility upon every DEALER to prepare for the Fall and Winter of 1919 a stock of clothing for his customers that both in variety and quality will not disappoint; and we and our magnificent organization have been "ON OUR TOES" in eager desire to provide fabrics and create models of unapproachable style and excellence of craftsmanship.

Our collection of models in JUVENILE, BOYS' AND YOUNG MEN'S Clothing for Fall, 1919, will be unapproachable, not only for its tailoring, but equally important — **the moderateness of prices**—which will enable our customers to sell large quantities, with **profit to themselves** and **satisfaction to the wearers**.

Our representatives are leaving for the road shortly—write now for an appointment.

*Schwartz & Jaffee, Inc., sell more Juvenile, Boys' and Young Men's Clothing to the most discriminating buyers in America. There's a Reason.*

# Schwartz & Jaffee, Inc.

JUVENILE,  
BOYS' AND  
YOUNG MEN'S  
CLOTHING.

BROADWAY  
AT 19TH STREET  
NEW YORK

YOUNG MEN'S  
CLOTHING:  
CHAS. D. JAFFEE  
DEPARTMENT



*Star*  
BRAND

## Shirts For Fall

Now being shown by our salesmen, comprise an exceedingly interesting range of materials and designs, selected from the best manufacturers.

**STAR BRAND SHIRTS** are made in stout, slender and regular models with sleeves made in lengths as ordered. Beautifully laundered and boxed. Altogether a good selling line.

### Neckwear for Summer Trade

Keep your stock well assorted for May 24th holiday and Summer trade, as there is bound to be a big sale.

New Patterns constantly being added to our range, including Swiss Silks of rare beauty and design. Prices, \$6.50 to \$27.00. Bat Wings and all the Summer novelties.

# VAN ALLEN CO., LIMITED

HAMILTON

:::

CANADA

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



FIT WELL WATERPROOFS



## There never was a more popular Raincoat than "Fit-Well" Waterproofs

You'll find it an easy matter to sell "Fit-Well" Coats. They are neatly and correctly designed—classy looking in every detail—the right raincoat for the man who dresses well.

**Our Salesmen are now showing  
the New Season's Assortments**

Including some stunning ideas in Waterproofs for Ladies.

A full line of samples for prompt shipping.

**S. Rubin & Company**

*Mfrs. of the "Fit-well" Waterproofs*  
437 ST. PAUL ST. W., MONTREAL

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS

FIT WELL WATERPROOFS



**Always in Demand**

Nothing that you can stock will prove as ready a seller as an attractive bath gown or dressing gown. These chilly Spring mornings and evenings the man of the house wants a gown that will be serviceable as well as presentable. Then, summer bathing days are coming, and a gown is as indispensable as a bathing suit.

We have gowns and robes in a wide range of attractive styles and colors.

Have our traveller show you our new lines.

**CAULFIELD, BURNS & GIBSON, LIMITED**

60-62 Front Street West

TORONTO



12 to 19

**KANT KRACK**

Trade Mark

Registered



11½ to 18½



14 to 19

The linen-like composition collar with the instant cleanable features and extra wearing qualities will convince the wearer of its many economic advantages over any other collar. A style and a size for every customer.



11½ to 21

**The Parsons and Parsons Canadian Co.**

Est. in U.S.A. 1879

**Hamilton, Canada**

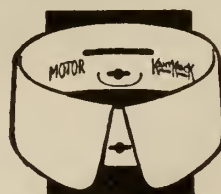
Est. in Canada 1907



13 to 17



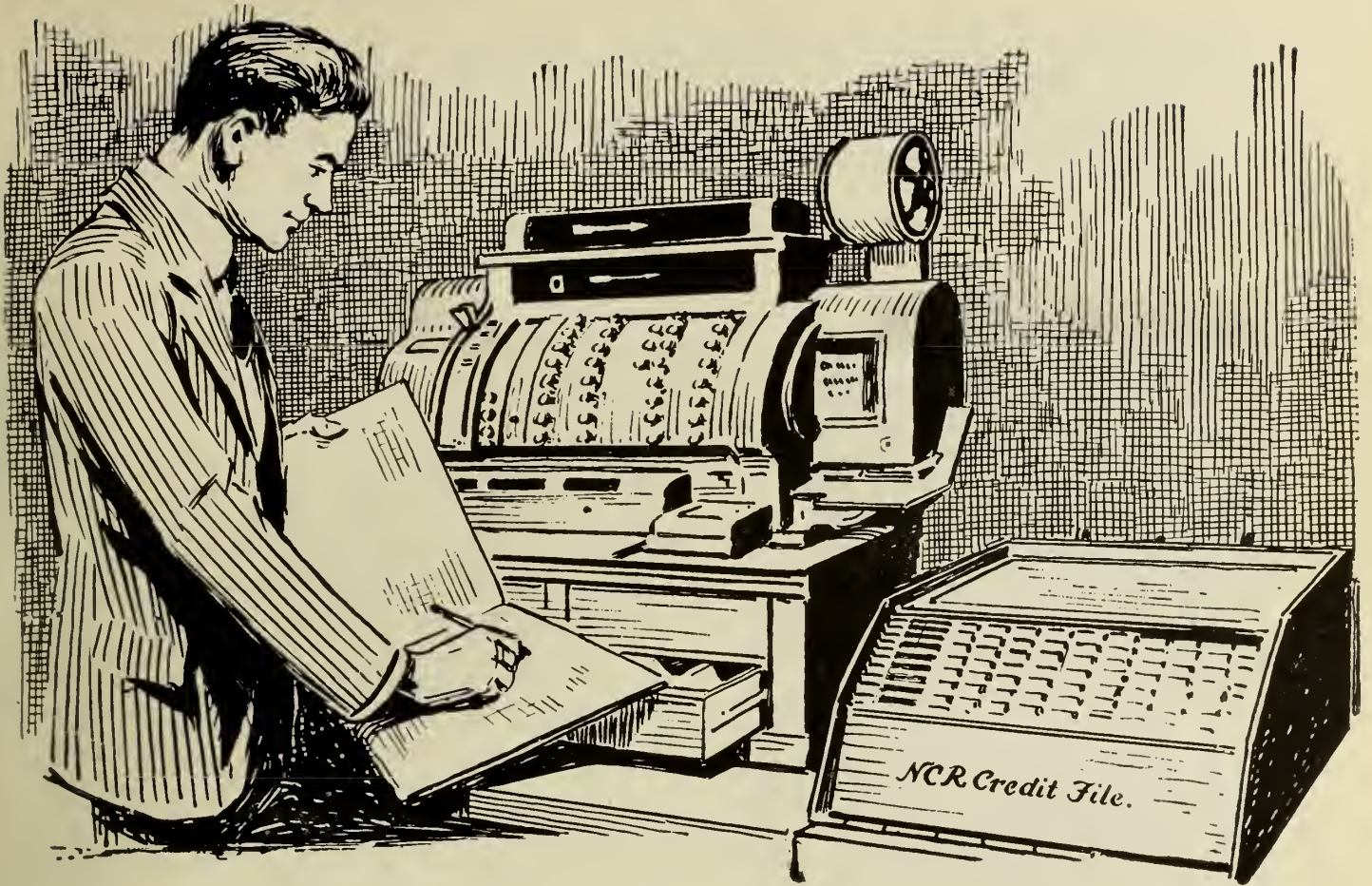
12½ to 18½



12 to 18½



12 to 18½



## Every merchant needs accurate store records for two purposes

1. Every day he needs a complete, accurate record of his store transactions to successfully control his business.
2. He needs these same figures every time his banker or wholesaler calls on him for a financial statement.

He also needs them to know how much money he is making, and what it costs him to do business.

Every merchant can get a record of his store transactions in two ways—slowly by hand, or quickly and accurately by machinery.

A modern National Cash Register will give him accurate, unchangeable records.

It will classify, add, and certify. It will save him work and reduce his expenses.

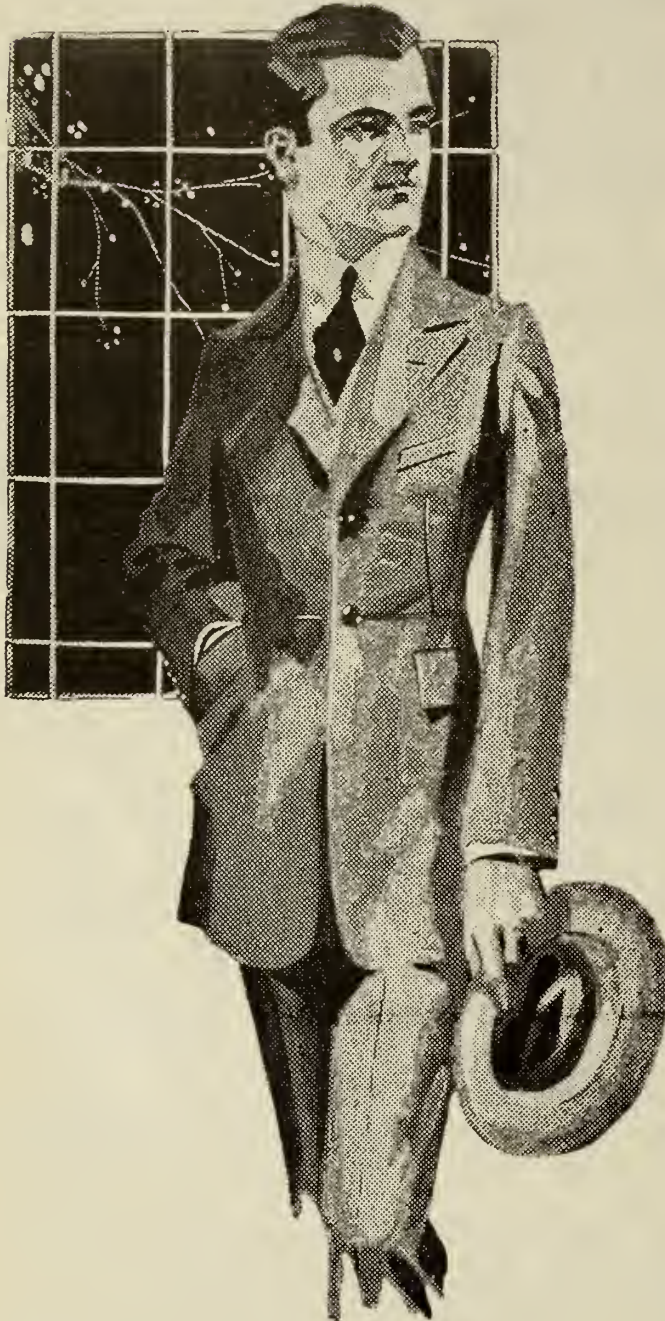
No merchant should keep records by hand that can be kept so easily by machinery.

A post card will bring full information about how an up-to-date National will take the drudgery out of keeping store records.

The National Cash Register Company of Canada, Limited  
Toronto, Ont.

Offices in all the principal cities of the world

# "Suiting" the Soldiers---your Opportunity



The man who fought for victory demands Good Clothing — ELK BRAND CLOTHES look well, wear well and give exceptional value.

Put yourself in a position to secure a big share of this money-making trade by looking over the unusual values we carry in stock and offer for immediate delivery, so you can take good care of this increasing trade.

Large assortment of Boys' Suits in stock for immediate delivery. We can ship the same day as order received. Take advantage of our service.

Have you placed that Fall order yet?

See our traveller—a postcard brings him.

***J. Elkin & Co., Limited***

MAKERS OF ELK BRAND CLOTHES

*Vitre Street* : : *Montreal*

# The Recognized "Best"

Many others have tried and are trying to imitate and equal the famous Kayser Chamoisette Glove. It is acknowledged among buyers that the one which creates envy in imitators is the recognized "best."

*"Kayser"*  
**GLOVE**  
 REAL CHAMOISETTE  
 MADE IN CANADA



CHAMOISETTE GLOVES FOR  
 LADIES and MEN

The originators of the well-known Chamoisette Glove and the owners of a registered trade-mark covering same are the Kayser Company, Incorporated, the largest manufacturers of silk and other fabric gloves, Hosiery, Underwear, etc., in the world.

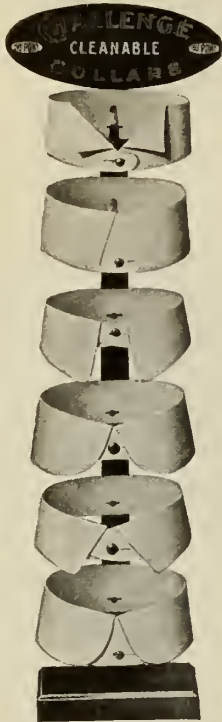
Merchants who wish to preserve their own reputation and that of high-class products should, therefore, be careful that only the real Chamoisette Gloves are sold under this name.

*All Kayser real Chamoisette Gloves bear  
 the above trade-mark and are for sale  
 solely in Canada by*

**PERRIN FRÈRES & CIE.**

SOMMER BUILDING  
 MONTREAL

DUPONT CANADIAN INDUSTRIES



## "Challenge Cleanable Collars"

WE want every dealer who sells "Challenge Cleanable Collars" to have one of our counter collar stands.

Place it in your window or on your counter, with a range of "Challenge Cleanable Collars," and watch your sales grow.

Finished in mahogany, they are designed to harmonize with your fittings generally.

*Write to-day*

**The Arlington Company of Canada  
LIMITED**

*Sales Offices: 63 Bay Street, TORONTO*

Montreal

Winnipeg



# "Craftana"

Registered No. 262,006

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.**

## The Regent Cap Manufacturing Company

have removed from 149 Notre Dame Street West to new and larger premises in

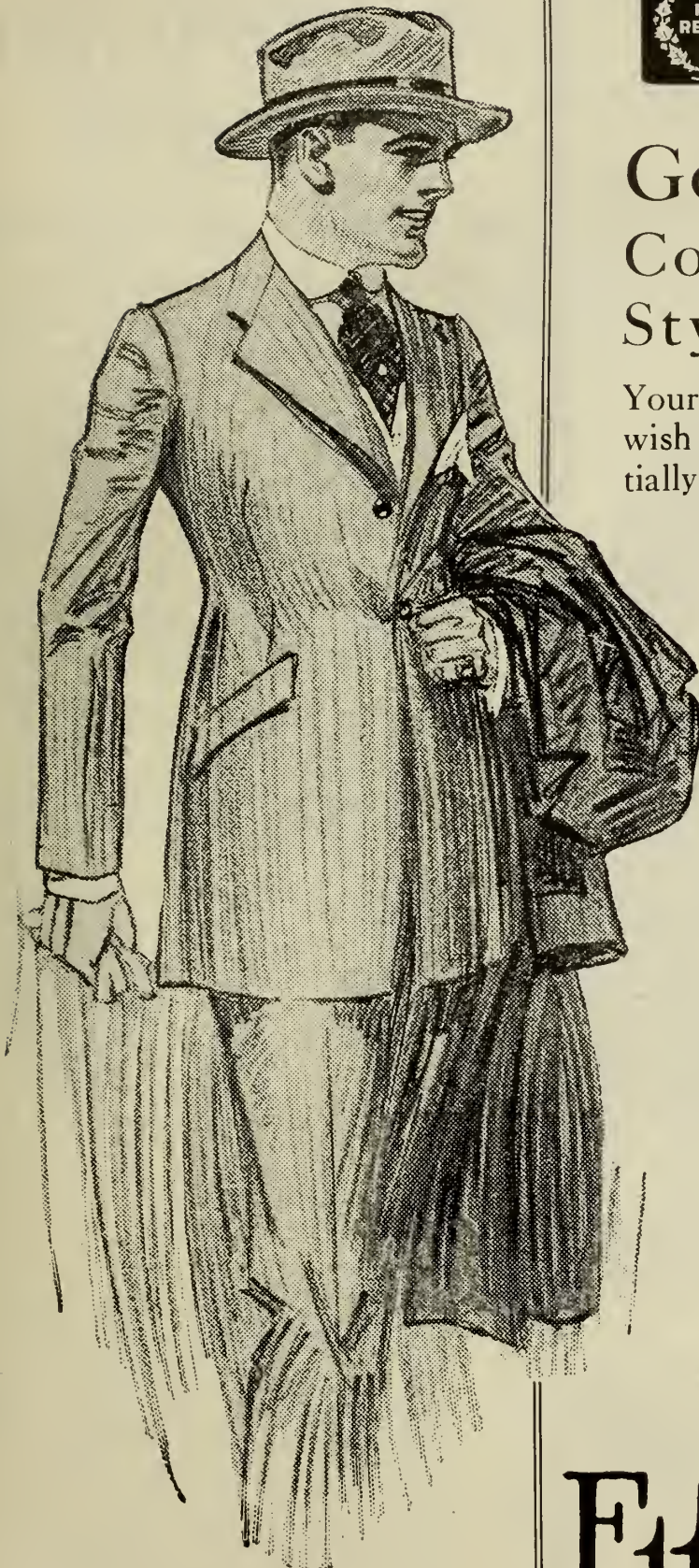
**THE JACOBS BUILDING**

282 St. Catherine Street West, Montreal

In our new quarters with increased floor space, more light and modern conveniences, also central uptown location, we hope to be able to give you a still better service than in the past.

**The Regent Cap Manufacturing  
Company**

Makers of Cloth Caps for Men and Boys



## Good Taste Combined With Style Correctness

Your young men customers, who wish to wear clothes that are essentially correct without being bizarre, will find their true ideal correctly expressed in the new creations now being shown under the Fit-Reform label.

Our styling staff have embodied in every Fit-Reform garment for Fall and Winter that ultra-distinctiveness and individuality that have made the name Fit-Reform the Synonym of Clothes Correctness.

The Fit-Reform Special Order proposition is worth connecting with.

Write for Particulars.

E. A. SMALL CO.  
LIMITED

112 BEAVER HALL HILL, MONTREAL

# Fit-Reform

# HEADLIGHT OVERALLS

(Union Made)

"A smile of satisfaction with every pair"

The Most Widely Advertised Overall Ticket in the World

Look for this ticket



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

Factories: Detroit, St. Louis, San Francisco and Port Huron.  
Mch. Canadian Factory, Sarnia, Ont. New York  
Office and Stock Room, 3 and 5 Waverly Place

You can now buy best quality "Headlight" Denim Indigo Blue

# HEADLIGHT OVERALLS

at \$27 per dozen

Here's our guarantee to you

Send us a sample order. When the goods come in, call your clerks together and examine the shipment critically. Go over the goods with a tape measure—try them on. If the consensus of opinion does not pronounce these HEADLIGHT overalls the *best that ever came into your store*, pack them up and ship them back to us, and *send us a bill for your trouble and expense*. It will be paid cheerfully and without a quibble.

Our guarantee to wearer

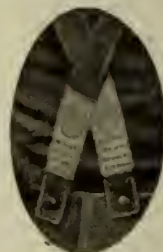
Every garment may be offered under the following guarantee:

"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."

What's the use of handling second grade overalls when you can buy the widely advertised, high grade HEADLIGHT at \$27.00 per dozen.



Made in Elastic Suspender Back and High Back Styles



Order now—beat your competitor to it

Date \_\_\_\_\_ 191

Ship to \_\_\_\_\_  
Address \_\_\_\_\_  
When to ship \_\_\_\_\_

Lot No. \_\_\_\_\_ **OVERALLS**

LENGTH	REGULAR SIZES				WAIST				EXTRA SIZES				
	30	31	32	33	34	36	38	40	42	44	46	48	50
30													
31													
32													
33													
34													
35													
36													

Lot No. \_\_\_\_\_ **COATS**

LENGTH	REGULAR SIZES				EXTRA SIZES			
	34	36	38	42	44	46	48	50

With this order include a complete assortment of advertising and dealer's selling helps



# Figure It Out For Yourself!



Isn't it good business to deal with a firm with a worthy reputation—a firm that can supply you with the **Right Goods at the Right Prices?**

Our record during past years is a mighty sure indication that we possess the confidence of the trade—that we know the market, and that we can furnish our clients with just the right kind of goods at prices that keep them moving.

### **We Carry an Exclusive Men's Department**

Complete Ranges of Men's Staple Furnishings, Men's Fancy Furnishings, Underwear, Sweater Coats, Waterproofs, Collars, Neckwear, Sox, Umbrellas, etc., etc., etc. Also

### **We Manufacture for This Exclusive Men's Department**

Complete Lines of Men's Dress and Negligee Shirts, Working Men's Wearables.

**Shirts**—"Racine" Working, "Hero" Fine, and "Strand" (Chemise de luxe).

**"Lifesaver" Overalls and Smox**—"Samson" Pants and "Record" Sox.

Our Letter Order Department is equipped to handle your urgent requirements promptly. Write, Wire or Phone.

*"The Beaten Path Leads To Racine"*

# 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

# There's going to be another great run this Summer on Carhartt's Allovers for Kiddies

**A**LTHOUGH we realized how good the garments were, how likely they were to "take" with mothers of little folks, it was very encouraging the way orders came in last year for this popular type of children's overalls.

However, when you come to think of it, this result is hardly surprising after all. Mothers for a long time have been looking for something that would save the youngsters' better clothes and at the same time keep them neat and clean in appearance. Carhartt's Allovers for Kiddies meet both requirements. They completely protect the children's clothes and stockings and at the same time look stylish and smart.

Dressed in a suit of Carhartt's one-piece Allovers the little ones can romp and play to their hearts' content. Roomy and neat in cut, Carhartt's Allovers are doubled stitched



throughout, while the pearl buttons are firmly sewn on. They are especially designed to stand the strain of rough-and-tumble play. They are made up in plain and fancy galatea in various sizes and only have to be shown to find a ready sale.

Carhartt's Allovers for Kiddies are now being extensively advertised in a list of women's magazines, circulating throughout the whole Dominion. Such publicity is going to stimulate further the demand for these popular garments and benefit the dealer who carries them.



Send along your order for a sample assortment. You'll like them and so will your customers. Prices have now reached rock bottom; the cotton market is stiffening up as a result of the abnormal demand for raw material, and prices far from going lower are

likely to go higher. Moreover, there is a large import business in sight, so that all in all it would seem good business to order now while we can supply your needs.

## Hamilton Carhartt Cotton Mills, Limited

*Manufacturers of Men's Overalls and Workgloves  
and Carhartt Allovers for Men, Women and Children.*

TORONTO

MONTREAL

WINNIPEG

VANCOUVER

**S. LEVINSON, SON & COMPANY**

(Clothing Manufacturers)

**HAVE REMOVED**

from 311 Notre Dame Street W. to

**THE JACOBS BUILDING**

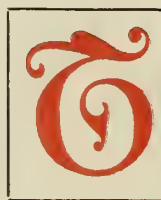
282 St. Catherine Street W.

**MONTREAL**

(in the heart of the uptown district)

With larger and more modern premises we hope to be able to give our customers a still better service than in the past.

# *A Large Range of the Better Lines of Shirts for Fall*



THE lines our travellers are showing for Fall are worthy to sustain our reputation as makers of the better class of shirts.

The cloths have been selected with care and include the finer grades of Percales, Scotch Madras, Silk Striped Taffetas, Fibre Silks, Pure Jap Silks of the heavier grades, English Silks and a variety of Novelty Cloths.

## SHIRTS WITH DOUBLE WEAR CUFFS

*Trade Mark*

*Patented 1918*

are the most popular on the market to-day. The demand grows greater all the time. The Double Wear Cuff—"The cuff that doubles the life of the shirt"—is the best selling feature and the only radical improvement in a shirt since we introduced the coat shirt to the men of Canada.

### The Williams, Green & 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. IX.

TORONTO, MAY, 1919

No. 5

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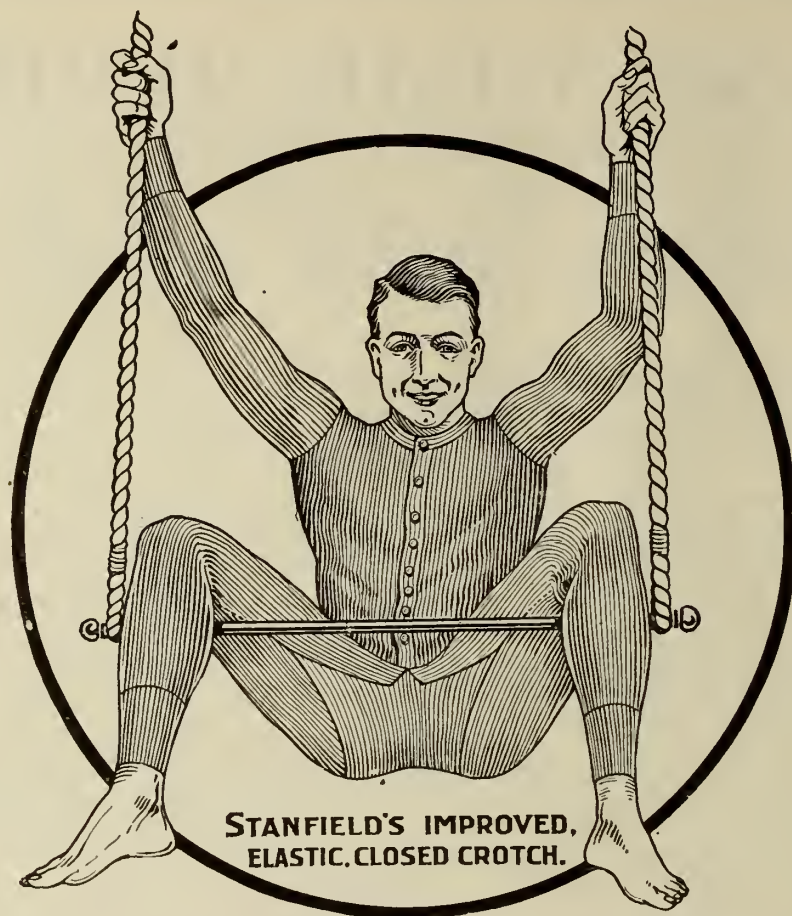
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Stanfield's travellers are swinging your way with samples of Stanfield's Unshrinkable Underwear for next Fall delivery.

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*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, MAY, 1919

No. 5

## NO ROOM FOR PESSIMISM IN CANADA

Business Better Than Most Optimistic Expectations—Clothing Factories and Other Industries Allied With the Men's Wear Trade Working to Capacity.

**T**O-DAY, where are all those persons who were loudest in crying retrench, conserve, prepare for the worst, for when peace is declared there will be a period of commercial stagnation? One may well ask where are they? And if the question was followed up by action, one would find them at their desks, busy, worried, irritable; not because their factories were idle, but on account of the difficulty they are experiencing in filling orders with the present staffs of operators, realizing that Canada has before it, is now in the midst of, a period of expansion instead of the stagnation period they had predicted, for when peace was referred to in those days, one meant cessation of hostilities, and if the present prosperity is due to the cessation of hostilities, is a fair example of what the future has in store for us, then we need worry, for we are just as unprepared for expansion commercially as we were for retrenching in 1914.

### Expansion

Canada to-day is an exporting country, not only in food products, but in manufactured goods. The war has taught the manufacturers one lesson—and that is in "unity there is strength." They have formed different associations, have sent representatives abroad, and have succeeded to a very great extent in securing Canada's share of the after-war orders. And it is through the publicity these associations are getting that we are reminded of the wonderful opportunity there is for Canada to expand.

### Confidence

The whole of Canada has more confidence in itself, fostered no doubt by the success of its troops in the spirit they displayed in getting what they went after, and what is more, getting it by fair-play methods; her commercial army is now out to do the same thing, with

the result that everywhere there is prosperity.

### Unemployment a Myth

Not so long ago we all were wondering what would become of the thousands of employees thrown out of the closing munition plants, skilled men and women. It was felt that public works should be started to take care of them until factories got back on a peace basis. Now with the shorter working hours, the loss in production caused by them, and the rapidity with which the factories have adjusted themselves to manufacturing of more peaceable production, the question has solved itself and today, labor is at a premium even with larger wages and shorter working hours. True there is a certain amount of unemployment, but in most instances, it is the fault of the wage earner who, having a surplus, hates to start in at a lower rate than earned in munitions plants.

### Reconstruction

A term that as far as Canada is concerned is almost an empty one, for reconstruction means to re-build. How much have we to re-build? A few munitions plants, that in most instances have been sold lock, stock and barrel, that community only within a very small radius being affected. Our reconstruction has been and is simply a passing from an era of uncertain prosperity divided amongst a few to a general prosperity scattered among the factories, the wholesale houses and the retail merchants over the whole Dominion of Canada, and this only the beginning, for shipping is not back to normal yet and only the fringe of the export business touched.

### Exports Affect Prices

As always or nearly always demand and supply govern prices, although of

latter years and especially now, labor has been a factor to reckon with. With the increased exports, creating a comfortable shortage and imports as yet small, prices are bound to remain stationary or if anything climb higher; add to this the labor conditions mentioned previously and it is safe to predict higher prices in all lines related to the men's wear store.

### The Consumer Pays

The merchant need not hesitate to ask a price that will return a fair margin of profit, for the average individual is reading in the daily press articles that refer to the higher prices of general commodities, and is prepared in most instances to pay the price. Sometimes he asks (as is natural) why he should have to pay so much, he has already been educated to expect higher prices of most things he buys and the act of enlightening his mind on the particular article you are trying to sell him should be a matter of simplicity, if you yourself are in possession of the basic facts relating to the higher costs of production on the lines you are stocking.

### The Soldier Business

Everywhere one hears that the business done with the returned soldiers buying civilian outfits has surpassed the most extravagant expectations. The prices paid have been good, and the quality demanded is usually the best. An outfit invariably runs over \$135.00 and is considerably more where the merchant carries a complete line from socks to hat as it were. Are we not right then when we say there is no room for pessimism in Canada to-day? And especially is this true in relation to the men's wear trade, for they are getting the cream of this desirable trade as well as sharing in the general prosperity of the times.

# THE TWO MACS CELEBRATE THIRTIETH ANNIVERSARY

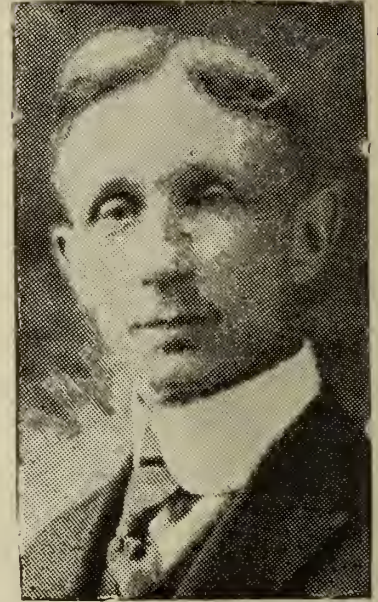
By Our Ottawa Correspondent



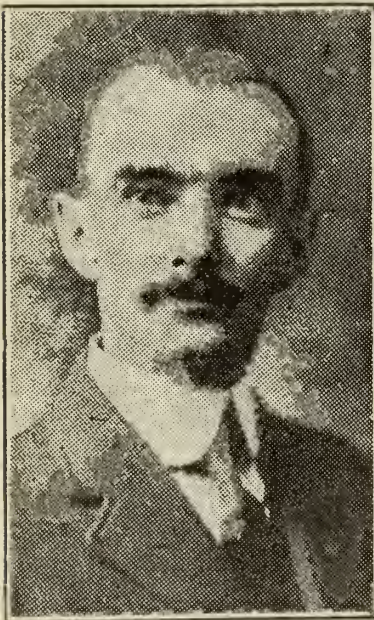
**S. McCLENAGHAN**  
President and Managing Director



**THE 2 MACS, LTD.**  
"The Busy Store on the Busy Corner."  
Established 1889



**W. H. HASLEY**  
Vice-President.



**FRANK BROOK**  
Treasurer



**S. L. McCLENAGHAN**  
Advertising Manager



**H. A. ROSE**  
Chief Designer

**T**HE old haberdashery and clothing firm of the Two Macs, Ltd., celebrated its thirtieth anniversary on St. Patrick's Day with a sale, which was nearly as big in its way as that one held a few years ago, advertised as "A Bird of a Sale," when the crowd was so great that they broke down the floors, and the sale had to be called off for several hours, until repairs were made. This St. Patrick's Day sale was a good chance to try the effect of the improvements recently made in the store, which has been remodelled, so as to make an arcade running from Sparks to Queen street, enabling customers to get quickly

from one department to another. The broad aisles in the new store give more room, show goods better, and provide for a quicker service.

In the store as remodelled, the hat department has been moved, so as to relieve congestion on Saturdays and other rush seasons. The made-to-order department being also by itself, given more privacy to customers.

The size of the present store is two hundred feet by sixty-six feet, fronting on both Bank and Sparks. There are six exclusive departments with a manager for each, run as separate stores, each man having his own clerks and doing his own buying, and having his rent charged up to him in proportion to stock and sales. Window space is allotted on the same basis. The present officers of the company are as follows: President, Stuart McClenaghan; vice-president, W. H. Hasley; secretary-treasurer, Frank Brooks; assistant secretary and advertising manager, Lyon McClenaghan; head cutter, Sergt. Rose.

Lt. McClenaghan and Sergt. Rose have recently returned from the front. The former has been given charge of

the advertising, and is making good at it. Mr. Rose, the cutter, came back with the Princess Pats, just in time to jump in and get to work at the big volume of business the returned men are bringing. The Two Macs recently gave a most enjoyable dinner in honor of the men who came back.

In speaking of present business, Mr. Hasley says it is extraordinarily good. The returned soldiers are bringing it along with a rush. "During the past three months," said he, "we have been seeing the old-time business, which some

(Continued on page 61)



# THE BUSINESS SITUATION—AN ANALYSIS

With Special Reference to the Clothing Industry.

By COHEN, GOLDMAN & CO., New York

**Editor's Note.**—The following article will somewhat offset the many rumors we hear about clothing being cheaper on the other side of the border. We have also heard that there is a large surplus of cotton and woollen goods, and some of us have felt that sooner or later these surpluses would affect our markets here and tend to ease the prices down. Although this forecast has special reference to the conditions of the clothing industry in the United States, similar conditions exist here in a more aggravated form, as there is no apparent surplus of wool at the present time, nor is there likely to be any within the next six or eight months.

**F**OLLOWING is a letter typical of enquiries we are receiving from all over the country, and as there is apparently a widespread desire for information, we have decided to again attempt a forecast of fall business conditions in the clothing industry, based on our analysis of the present situation:

"Gentlemen,—Rummaging through my desk to-day I found a pamphlet you sent out to the trade two years ago, analyzing business conditions at the time America entered the war. At that time business was very dull and the outlook uncertain.

"You predicted very accurately the extent of the Government's purchases, the rise in prices and wages, the great increase in the cost of clothing, and the big volume of business that would follow. As we are apparently facing another period of uncertainty I would like to ask you for your opinion now of the present situation.

"Business with us has been big. We are selling our Spring clothing at good prices even though they look inordinately high, and some of them are very poor in quality.

"But now some of our mills have slackened down and men are being thrown out of work. Besides there seems to be a softening of wholesale prices because manufacturers have made reductions to us on some of their Spring numbers. As the Fall clothing lines will soon be shown we would like to have opinion as to whether it is advisable for us to pursue a hand-to-mouth policy in buying, or whether we ought to place our usual advance orders for Fall.

"Any opinion you can give us bearing on the future will be very much appreciated.

"Very truly yours,  
"W. S. T. & Co."

## Contrasting Present Conditions

To begin with there is a great difference between a period of readjustment and a period of depression or reaction. Heretofore our experience has been with depressions or reactions, brought on by over-production, over-speculation, and over-extension of businesses and credit. In those times there were many business failures. Credits had to be watched with extreme care. Business men were pessimistic, and the periods were marked by a general lack of confidence.

In contrast to this we have just been through an era of remarkable prosperity, in which business industries have accumulated large surpluses and the rank

and file of our population have saved money. Instead of over-production there is almost a condition of under-production. A tremendous amount of business energy has been held in restraint during the war. Many enterprises have been delayed which ought to be undertaken, such as building operations, the production of farm implements, machinery, tools, railroad equipment, textiles, automobiles and hundreds of other things. In fact, the amount of work to be done is so large that it is hard for progressive firms to restrain themselves from going ahead and getting their share of it.

The one single thing that does restrain them is the question of deflating extravagant prices of commodities, or if that cannot be accomplished immediately, to at least get prices on a stable basis by eliminating the fear of further radical declines.

## Deflation of Prices

In studying the significance of the reductions recently made by manufacturers on Spring goods, we must be careful not to misjudge the situation. If we look for a too radical further decline we are apt to be misled.

The world is on a new price-level, controlled by high wages, heavier overhead costs, and many other influences. Prices can only be deflated to a point that is justified by new world conditions. After the Civil War it took ten years for general commodity prices to return to the pre-war levels, and it took seventeen years for clothing prices to get back to those prevailing in 1860.

## What the Problem Really Is

So our problem is simply this: It is not going to make a great deal of difference to any of us as far as Fall prices are concerned, whether Fall prices are radically lower or not. The thing of supreme importance is, "Will the opening prices be stabilized for the season or are we likely to encounter a series of violent slumps?"

## Controlling Factors

Inasmuch as it is generally known that labor and overhead costs will remain high, and as clothing will be marked on a narrow margin of profit right from the start, the only things remaining that can control Fall clothing prices will be the raw wool market and the piece goods situation.

## Raw Wool

The wool situation is this: The recent

sales of Government-controlled wool at auction show declines of 10 per cent. to 25 per cent. from the former high level, and are approximately now on the basis of the English price, and at least double that prevailing on wools before the war.

The price is controlled by that. All of Europe is practically without wool and will have to replenish its supply as soon as peace makes possible a resumption of International trade. It is true that in Australia there is a large accumulation due to lack of transportation facilities, but in spite of that the shortage in Europe should completely offset all of the accumulations in the hands of the Governments and the wool dealers. Some authorities predict that wool will go up as soon as peace is declared, and even the most pessimistic anticipate nothing more than a very gradual decline.

## The Peace Goods Situation

But regardless of the wool situation the whole piece goods market has been stabilized by the American Woollen Company, whose strong financial position gained during the war has enabled it to disregard profits, so, facing the necessity of providing work for its vast number of looms, its directors determined on a very vigorous selling policy by discounting a downward trend of prices. They therefore opened their Fall lines at substantial reductions which, in the opinion of the trade, represent a very small margin of profit, and the American Woollen Company has guaranteed these prices for the season. The result is that buyers have gone in and bought freely; in fact so freely that in some departments thus far opened the American Woollen Company has actually been compelled to reduce the size of the orders.

This has had the effect of compelling other woollen manufacturers to make their prices much lower than would otherwise have been made, and has resulted not only in stabilizing the woollen market but it has actually created a very firm tone that was wholly unexpected sixty or ninety days ago.

## Retail Fall Business

The prospects for Fall volume in the retail business look favorable. In most sections of the country the return of two million men to civilian life will greatly increase purchasing power in men's wear lines.

In manufacturing centres, mills will be operated because practically all im-

(Continued on page 60)

# CLOTHES IN ENGLAND LIKELY TO REMAIN AT PRESENT HIGH PRICES

From Our London Correspondent

**A**LTHOUGH the wool section of the War Office has announced a reduction in price, and the London wool auctions have been resumed, both facts tending towards a more plentiful supply of cloth, prices are not expected to be reduced this year. The principal causes operating in favor of maintaining high prices may be summarized as follows:—The Government have been commandeering civilian cloth and clothing to provide standard suits for the demobilized soldiers on a large scale to supplement the output of the army clothing stores which has been too small to meet the increased demand. The scarcity of raw material and the shortage of skilled labor has hampered the tailors. It has also been the practice of the latter to put up a great deal of their unfinished goods into the hands of out-door workers, a great number of whom were either women, or foreigners. The latter during the war have to a great extent become unavailable as enemy aliens, and the former have deserted their old occupation for more remunerative work. Of course a number of those who gave up tailoring for making munitions now figure amongst the unemployed, but until their out-of-work donations come to an end, they are unlikely to return to the needle.

As an indication of London prices for ready-made clothes West End stores are now charging about sixty dollars for high grade suits.

Demobilized soldiers are now given the choice of keeping their uniforms minus buttons and badges. Khaki is being dyed blue and brown—these being the favorite and most suitable colors.

## ENGLISH WOOL TRADE

At the end of the month skin wools will be decontrolled. Generally the clip is not expected to be a good one on account of the cold and abnormally wet weather experienced which has saturated the pastures.

Yarns for early delivery are reported to be in good demand, and the hosiery business has plenty of heavy fabrics on hand for delivery in the Fall.

The clothing trade is very brisk, and all available labor is well engaged.

## BRITISH LACE TRADE DEMANDS PROTECTION

Nottingham lace manufacturers have issued a report stating that the imported laces which compete most seriously with British industry are produced principally at Calais, St. Quentin and Lyons on machinery made for the most part in Nottingham. The French manufacturers enjoy the protection of tariffs, so that, whereas, British manufacturers are only able to export to France annually, roughly £250,000 worth of goods, French manufacturers, not being handicapped, are able to send us laces amounting to between £1,000,000 and £1,250,000 worth annually. Moreover, the wages paid in France are considerably below the British standard. Proposals to meet the situation are the imposition of an ad valorem minimum duty of 25 per cent. on all laces, nets, curtains, and embroideries imported, or, alternately, countervailing duties to adjust import prices in order to prevent competition arising from the cheaper cost of production abroad. It is recommended that a protective but not a prohibitive tariff be imposed both on goods and machinery for at least ten years.

## THE QUESTION OF JAPANESE COMPETITION

The late Director of the British War Trade Department, Lord Emmott, discussing the question of the ex-

port of cotton and woollen piece goods, has stated that Canadians tell him that they can buy cheaper from the Japanese than from Manchester. The removal of the blockade would enable manufacturers to deliver to customers in Scandinavia and Holland millions of pounds' worth of cotton and piece goods which have been ordered and made and cannot now be sent on account of the blockade. That would be a very real help towards the present stagnation. Business would get going again, and enable manufacturers to get fresh orders, start more looms, and employ more hands, and it would inspire a feeling of hope where now only depression exists. Part of the trouble in the cotton trade is, however, due to the absence of orders from India, which makes these European markets more valuable to the trade than ever.

## ENGLISH LACE FACTORIES CLOSED BY COAL STRIKE

The effects of the coal strike in Nottinghamshire have been severely felt at many local factories, including those of lace manufacturers and pressers, which have closed down. One works employing fifteen hundred hands has been suspended.

## BRITISH CLOTH FOR FRANCE

Until the spinners of Lille and Roubaix are able to deliver supplies again, the French Minister of Reconstruction promises to admit enough British cloth to bring down tailors' prices and to facilitate manufacture by French firms of a type of material which will make clothes generally 45 per cent. cheaper by July. This will give an opportunity to Yorkshire woollen merchants who were refused permission to import into France £10,000,000 worth of cloth made to French order. Parisians are at present having to pay £12 or £15 for a new suit of clothes.

## BOOM IN SILK HAT TRADE

Great activity is reported in the English silk hat trade. Manufacturers are already faced with difficulties of production. A fair quantity of material is on hand such as plush and shellac, but skilled labor is scarce. The work of a silk hatter demands many years' experience including an apprenticeship of seven years, and the young hatter is said to be a rare bird.

The reason for this phenomenal demand is said to be the expectation of the forthcoming peace celebrations, and the resumption of horse racing and other large social gatherings.

During the war many people declared themselves firm in the belief that the "topper" was as dead as the proverbial door nail, but the tendencies of the moment point to a vigorous resuscitation of the one-time aristocrat among hats. London newspapers are busy hunting the "topper" down and writing up his psychology. Apparently he is to be reckoned with amongst the immortals.

As regards other and less vexed types of headgear, velour hats are to be seen everywhere. Men of all classes are welcoming them with open arms. Three lines in great demand are light fawn, gold and silver with black as well as self-colored bands.



*Two Neat Window Trims Featuring Spring and Summer Lines*



*A novel arrangement of shirts, making use of show cards supplied by makers to brighten up display. The distribution of merchandise is good and this idea could be carried out in any size window.*



*An artistic display featuring advertised lines for Spring and Summer trade.*

## LESS FLOOR SPACE--BIGGER BUSINESS

Argue, McLean Store, Winnipeg, is Remodelled—Further Changes to be Made Later in Season—"Refund or Replace—Make Random Buyer a Steady Customer"—Maxims in Giving Satisfactory Service.

**T**HE remodelling into a modern men's furnishing business of the Argue, McLean Ltd. store, of Winnipeg, Man., follows ten years of business on the corner of Portage Ave. and Donald Street, during which time this business has been securely established. The introduction of the latest in store furnishings to secure maximum display value in space available, and the bringing of stocks to a basis on which best service and style can be given to

is compensated for by the greater accessibility of stocks and the compactness of display which has been attained by the use of the new fixtures.

A further change in the arrangement of the store is contemplated about August of this year. The company plans at that time to extend the display windows the length of the store facing on Donald Street. This will mean the removal of the present wardrobes on this side of the building. At the same time

At the present time a complete line of Society Brand clothing is carried. In this connection Mr. McLean states that up until recently he was never particularly interested in branded lines of clothing, but his opinion now is that "it more than pays."

The management of this store are firm believers in the showing of their goods and to the best advantage. After drawing attention to the manner in which the shirts are neatly arranged both on the



*An interior of the Argue, McLean store, showing the splendid arrangement of show cases of the latest type, display cases for collars and other up-to-the-minute fixtures that make buying and selling a pleasure.*

customers, comes at a time when the men's furnishings' business in the West is becoming very active with the return of large numbers of soldiers.

The remodelled store with its modern fixtures installed at a cost of \$5,000, its special lighting arrangement for illuminating the display windows after dark, its mahogany tables and stands and complete wardrobes, does not occupy as much floor space as prior to the change. This

the store will be extended in depth to its former size, giving considerable more floor space. At the same time the company plans to introduce a complete line of men's footwear as a separate department. Mr. B. McLean states that the present change, giving less floor space but an improved appearance, has brought good business returns, and the change contemplated later in the year is bearing out the same principle.

shelves behind glass windows and on the counter where they can be closely examined, Mr. McLean stated that what he wanted was for a customer, when he has been in his store for a few minutes, to know as much about the goods as the management itself.

"A man knows better what he wants when he can handle the various lines and give them a close examination," added Mr. McLean.

# INTELLIGENCE, NOT GUESSWORK, SHOULD GOVERN WINDOW TRIMS

Proper Window Dressing Means Good Salesmanship—Color's Place in the Window Display  
—Planning the Background—Show Goods as They Are to be Used.

From A Retail Druggist

**A**RRANGING a window exhibit to get the best effect is not a matter of guess-work. It requires the exercise of intelligence. Simple as it seems at first glance, it involves the whole science of salesmanship. Being essentially an appeal to human desires and necessities, the window display must take into account many principles of expression which come within the domain of psychology. The ways in which the human mind operates have been studied for centuries. The knowledge thus derived has been classified and systematized in the science of psychology. Broadly speaking, this includes a description of the methods by which the five senses are affected by instruments

for conveying ideas and emotions to the brain.

Painstaking experiments have disclosed the fact that human beings are susceptible to colors in varying ratio. Colors which are antagonistic to one another produce a disagreeable sensation. In turn, this sensation is extended to the articles embraced within the area of the conflict. Consequently, when arranging the background of a window exhibit, care should be taken to avoid a clash of colors which is sure to distract from the commodities displayed. Thus, for example, yellow and purple displease the eye when used in conjunction. Pink and brown do not go well together. Bright

red and heliotrope are not harmonious in combination.

Therefore, when you are planning the background for your window display be sure to choose such combinations of colors as produce the most gratifying impression upon the passerby. When you decide upon a color or set of colors, do not let your decision be final until you have tried out the color or colors in association with the goods which you intend to display. Bear in mind that the function of the window exhibit is to attract attention in the most favorable manner possible and to hold it long enough for the goods to make a strong appeal to the eye and mind of the observer.

Passing through the front entrance of the store, the eye falls upon a neat furnishings counter occupying a central position with broad rubber-matted aisles to left and right, down which customers pass to an ample space between walls fitted with clothing wardrobes for suits and overcoats. All the wardrobes and display fittings are in mahogany finish with attractive panelling. In the corner at the rear of the store is the office of the president and managing director, Mr. Bert McLean. Mahogany tables and stands for garments being inspected by customers, occupy a convenient place between the wardrobes.

On the right side near the entrance is located the shirt department. A great deal of attention has been devoted to the effective display of shirts in the showcases on the shelves and in unit trims above the shelves. The department seems literally to reach out and put its wares right in the hand of the customer upon entering.

Service is the keynote of the Argue, McLean Ltd. store, and each individual salesman plays his part in giving satisfaction to each customer. By service is implied not merely a complete transformation of the physical aspects of a man, but also in the sense of a wide range of choice as to styles and pattern, care in fitting methods, and, lastly, in

that sense of responsibility that places the firm back of even the smallest transaction with its solid guarantee.

A "replace or refund" guarantee is made on all goods sold and this has resulted in winning many permanent customers. A freedom in shopping, and the type of service rendered, combined with the fact that this store is located in the heart of Winnipeg's shopping district, are big factors in the success of the store. This service stands out particularly in regard to the courteous treatment of the type of customer who comes merely to look around and to possibly compare the goods of one store with those of another.

A specialty is made in this store of procuring for a customer any article asked for which at the time is not in stock. This is another form of service.

With regard to the policy followed by some stores in giving instructions to salesmen to allow no one to leave the store without making a purchase, Mr. McLean states that in his opinion reputable merchandise never needs to be pressed upon a customer.

"The instructions to every salesman in our store," says Mr. McLean, is "never to press sales. We are only too glad to have the opportunity of showing our lines, but as far as urging the customer to buy is concerned, we are content to leave that to the goods themselves. Good merchandise sells itself; poor merchandise has no business to be on the shelves of any store."

The personnel of the firm consists of Mr. Bert McLean, president and managing director; Charles N. Harris, secretary

and treasurer; Mr. Balmer, formerly connected with Ely's of Toronto, and also Stollery's of Toronto, is in charge of the men's furnishings department.

J. H. Blue, president of Walter Blue Co., Ltd., Sherbrooke, Que., has returned from a visit of inspection to their Winnipeg branch, and speaks enthusiastically of the sound business conditions prevailing in the West, and predicts good business in the clothing line this year.

Some of the United States clothing houses are now exporting American made suits of American styles and patterns to England. They are confident that merit and efficiency will develop a demand for American lines.

"History repeats itself, so the saying goes, and it may be that we will sometime find ourselves again wearing fig leaves, although it is my own opinion that they would be hardly suited to meet the demands of our Western winter climate."

## NEW BIGGAR BLOCK

H. Eamon, Biggar, Sask., intends building a brick block on the corner of Main and Second Streets. It will be 80 by 25, two stories, electric lighted, steam heated and modern in every way. He will open a men's furnishings establishment on the ground floor and the upper one will be fitted for offices.

# THE TOWN ON THE TROLLEY LINE

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

It's a good many years now since these trolleys first came to the fore, and the resigned merchants have had time to get over their surprise that despite the allurements of the large towns, and the ease with which they might be visited, nothing really happened. They have grown familiar with the electric car now and have ceased to think of it as a menace to business. As many merchants, however,

could not sleep at nights without something to fill that little niche, the automobile has more or less been elected to fill the place left vacant by the electric car. "There are a lot of cars in this section, they say, with hushed voices, and people are getting the habit of going to town, and it's cutting into business."

## Why Delay the Pooh Poohs?

Of course, ten or twenty years from now these same merchants will be vigorously pooh poohing the idea of the automobile ever doing business any harm. Equally, of course, they will be in the right twenty years from now.

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

James W. Wells, in speaking of the effect of this hourly service to a much larger place, didn't think it was a matter of great importance. They lost some business, of course, but they gained some as well. It's all a matter of perspective, as Mr. Wells sees it. You who live in Grimsby may think that it is a pretty small place with limited possibilities, but I who live five miles back on the mountain, or somewhere between Grimsby and the Beach, think it's a pretty brisk spot, and can't find it in my heart to believe that there isn't a wish

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

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

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

of mine that could not be satisfied within the town limits. There you have it, you see. Mrs. Humphrey Jones, hot foot after a new evening gown, will probably step on the car and go to the large stores in Hamilton to make her choice; but on the other hand, Mrs. Smith, wife of Heck Smith of the 3rd concession, or whatever concession it may be, is just about as sure to step on the car after the day's chores are done to do her purchasing in Grimsby. Now, when Mrs. Smith has been induced to visit the town, for whatever reason, everything is well—for there is little likelihood that she will save her business for a possible trip to the city. The things she actually wants are to be found here, and once within reach, the purchasing impulse is strong within her, and she will buy what she sees. Now, if this is true of Mrs. Jones and Mrs.

Smith, it is equally true, only more so, with Humph and Heck.

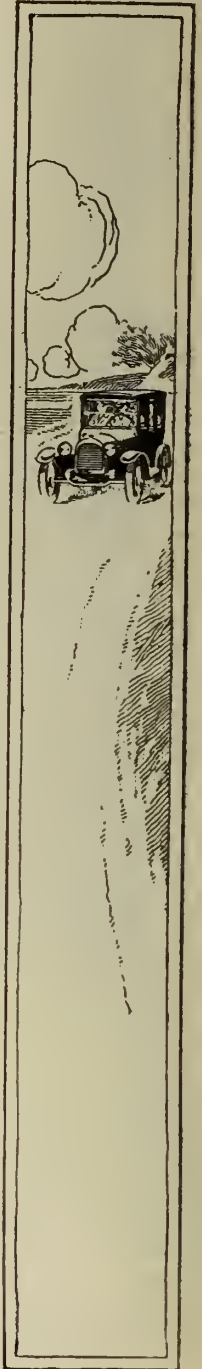
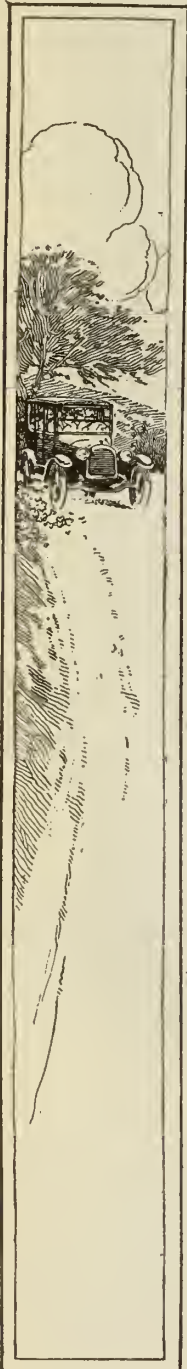
## Putting the Catalogue's Nose Out of Joint

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

## The Gospel of Making It Easy

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

Continued on page 60





*A new style of store front that for originality and general attractiveness cannot be surpassed.*

*The Dunfield store has now a frontage of twenty-six feet and the distance from door to street is fifteen feet, giving a total display space of forty-five feet. The display windows are seven feet high; the transom above windows is three feet nine inches high.*

*The dome-shaped roof entrance is a special feature that has a drawing power to the average individual. The base, although not appreciated by the ordinary passerby, is unique, being of hand-fitted mosaic marble.*

# THREE-CENT POSTAGE LIKELY TO REMAIN

War Tax on Letters Means About Six Million Dollars a Year and Looks Good to the Minister of Finance—Two Cent Postage to Become Effective Again in United States July 1.

By T. M. FRASER, Ottawa Representative of the MacLean Publications.

OTTAWA.—In the House the other day a member asked the Government if it was aware that the two cent letter postage rate and the one cent drop letter postage rate are to be restored to the United States on July 1? If so, was it the intention of the Government to adopt similar letter rates for Canada this year? Hon. Mr. Rowell replied that the knowledge had come to the Government's ears; and what they proposed to do would be made known when the budget speech was made. That is about all the satisfaction one ever gets when making inquiries as to what is to be done in the future on any matter of Government policy, particularly if involving revenue; so you have to turn to and dig up reasons which would make it probable that the Government might take a certain course.

## Works Out Well

The fact that the United States is about to return to the pre-war rate of postage need not necessarily affect us much, except as an example. They put the low rate in effect on Nov. 2, 1917, and it seems to have been a good thing for them, because the U.S. post office had a surplus of nineteen million dollars last year, about double the largest previous surplus on record, and surpluses over there are not the rule.

The additional cent postage imposed in Canada was not imposed by the post office department; it was a war tax, for which the Minister of Finance was responsible. It produces an extra revenue of about six million dollars per year; and six million dollars looks good to a Finance Minister who has over one hundred millions of a visible deficit between revenues and proposed expenditure. It seems extremely doubtful if that particular war tax will be dropped this year. No one has made very much complaint about it, and it does not bear very hard on anyone.

## Helped Materially

While the post office department showed a surplus of nearly three million dollars last year, when we recall that about six million dollars of its revenue comes from this war tax, it can be seen that it would have had a deficit of about three millions if the tax had not been on. The conditions during the war were very unfavorable for the department. Not only were there a large number of stamp consumers out of the country, at the war, but the immense business carried on with them through the post office was all done free; and in addition there was the fact that there was a double burden of expenditure on the department from the fact that employees overseas

were on full pay, and their places had to be provided for here as well.

## Has Been Resumed

Another vital factor in reducing the revenues of the department was the fact that the parcel post revenue was cut off. It was suspended during the war for various reasons, as, for example, the fact that it was found that Russia, Japan and some other countries were using it largely as a cheaper form of freight service than they could get on steamships. It has now been resumed to practically every place except Russia and some unsettled parts of the Balkans.

The expenses of the department have advanced very heavily in the face of the

decrease in revenue. Out of the total increase in expenditure of about a million and three-quarters for the year ending March, 1918, over two-thirds was for salary increases.

Great Britain did not put on a postal war tax as we did; she increased the rate to three cents straight. The rate in France was five cents, and by the rules of the International Postal arrangement could not be increased for foreign postage. Great Britain has shown no indication of returning to the old rate at present.

While nothing definite will be known until the budget appears, it is not considered probable that the war tax will be removed on stamps.

# ANNIVERSARIES THE ORDER OF THE DAY

Henderson & Cudmore Celebrate.

JUST five years ago Messrs. Henderson and Cudmore opened the "Haberdashery," and the business has grown from a baby to a healthy young infant in this short time, for to-day they rank as one of the leading men's wear outfitters in the province.

One year after the business was started the premises were found to be entirely too small, so the premises were extended to enable them to carry a complete line of men's and boys' clothing. Since then, and notwithstanding the Great War, which seriously affected the men's wear trade throughout Canada, this enterprising firm have made steady increases in sales day by day.

One is impressed, on entering the store, with the modern, newly-installed glass-fronted shirt cabinets, where every shirt is displayed in full view of the customer, making choosing a decidedly easy matter. These cabinets are equipped with disappearing doors, a very pleasing and convenient innovation.

The new display counters, just recently installed, are of the most modern construction. They are six feet in length, all plate glass, with cross band mahogany bases and run the entire length of the furnishing department. On the opposite side of this department the hats are displayed in two 15-foot glass-fronted show cases with mirror connections. The

lower part of these cases is fitted with dust-proof drawers in which the large stock of caps handled by the firm are kept.

The annex or clothing department is finished in tinted beaver-board with natural wood strapping and fitted throughout with the latest display fixtures.

The very appearance of the store is an attraction in itself. The firm have won local fame as artists in the window dressing line, and many visitors have commented on the various lines of goods, so tastefully displayed.

The interior of the store is no less inviting, being bright and attractive-looking throughout. Customers may always rely on receiving the most courteous attention at the "Haberdashery."

Their customers are always pleased customers.

R. H. J. Dowler Limited have opened their store after remodelling and reconstructing. Part of the improvements consist of a handsome Easy-Set metal store front, which cost in the neighborhood of \$6,500. The store front is supported on a foundation of marble, and all fittings and panels are in finished quarter-cut oak. These alterations make the Dowler store one of the most up-to-date in St. Thomas.

The Banzley store at Listowel was gutted by fire on April 7. The stock was badly damaged by fire and water. Loss is estimated at \$25,000, and is covered by insurance.





# NINE DOLLARS FOR A CAP

An Incident With a Timely Merchandising Moral.

THE American "Hatter" has an article on a \$9 cap sold by Weber & Heilbroner, of New York City. It is not just a story, but has a forceful, timely, merchandising moral. Here is what A. E. Pope, hat buyer for Weber & Heilbroner, has to say about the seven days' wonder.

"I bought but two dozen of them and displayed them in our 44th street store only. Most of them sold in one day. In three days the last of them went out.

"As for the caps themselves, they were beautiful, made up from shawls woven in Paisley, Scotland, of the hair of the Kashmir goat. Aside from their novelty and style value, they were really worth the money intrinsically as pieces of unexampled fabric.

"I bought them because I wanted to do something unusual—something to start 'em talking—and yet something founded on common sense and constructive merchandising. But even I was surprised at the way they sold.

"In not one case was argument or persuasion used to sell the cap. We displayed two caps and the price, \$9, in the window. Men saw them, and the minute they touched the fabric, knew that here was something extremely desirable. It is no figure of speech to say that the caps sold themselves. That is exactly what they did. After the first day, we took the caps out of the window, because there were only a few left and we did not want to display something on which we had no representative stock."

"Our stores cater essentially to the sensible business man—the sportsman—the commuter. These caps were perfect for distinguished sports apparel. A man wearing one of them, with a \$25 sweater and a set of golf sticks would be a sight anyone would turn to look at.

"I had them in two colors—light tan and brown. The light tan were favored.

"What is the limit in a hat or cap price? The sky! No, I won't say that. The limit is the reason you can find for charging the price. By that I mean that if you can find stuff that is worth the money, men will be found to pay you what it is worth, no matter how rich or luxurious it may be. The trouble is to find the stuff new enough and appealing enough to command the price."

Examination of the cap proved Mr. Pope's enthusiasm to be justified. Light as though made of silk, the fabric was yet thick and mellow to the touch, and in coloring and texture a delight to the eye.

Charles S. Merton, of Charles S. Merton & Co., New York and Rutherford, N. J., who created the caps, sends following information regarding the material from which they are made:

"The caps which Weber & Heilbroner have been showing were made from "Hanshee" cashmere shawls.

"We are not quite sure as to the meaning of the word "Hanshee," whether this is a trade name or whether it designates the particular part of Kashmir that the wool used in these goods comes from. We do not know whether the word "cashmere" is the trade name or the proper name of the wool used in these shawls, which wool comes from Kashmir, India, where it is known locally as "pashm." It is really a fine kind of hair obtained from the down or under fleece of a handsome species of goat that thrives on the hills and in the valleys of Kashmir and Tibet. This wool or pashm is cleaned and treated with rice paste and then spun into yarn by spinning wheels. We are not sure whether the yarn in these shawls was spun in India or not. We do know that the shawl itself was woven in Scotland from the cashmere wool either in yarn form or in the cleansed form of

raw wool. This for the reason that in late years many of the best weavers have left Kashmir and settled elsewhere, while others have taken to carpet making or embroidery, due to the fact that cashmere shawls, formerly so very much worn by women, have gone out of fashion, which change of style practically put an end to the weaving industry in Kashmir, excepting for inferior goods, and the industry then practically discontinued in Kashmir was taken up by the weavers in Paisley, Scotland, who produced most wonderful fabrics from the cashmere wool or pashm.

"Therefore, the Hanshee cashmere caps are made from cashmere wool or hair from the Kashmir goat of Kashmir and Tibet, woven in Scotland into the cloth from which the caps are made, or into shawls from which the caps are made.

"We know of no finer species of wool than the cashmere referred to above.

"In the Special Consular Report of the U.S. Department of Commerce, No. 72, date 1915, appears the following reference to these shawls:

"Kashmir has been famous for its shawls from the remotest antiquity, and until about 40 years ago the shawl trade gave employment to over 60,000 people, whose products brought into the country over \$1,000,000 per year. During the last few years, however, this industry has seriously declined, owing to change of fashions. France was formerly the best market for Kashmir shawls, and the setback to the Kashmir shawl industry may be dated from the calamities that visited France during the Franco-Prussian war."

"Thus we again see the German nation as a destroyer of a former profitable industry and what one might conscientiously and properly term an art."

But the cap itself is but a detail of the idea. The moral Mr. Pope has expressed. "If you can find hats and caps that are worth the money, men will be found to pay you what they are worth, no matter how rich and luxurious they may be."

## CLOTHING WORKERS STRIKE

Three hundred and fifty clothing workers went on strike from the Tip Top Tailoring and its affiliated companies for a union shop and an increase in wages. The men are asking for a thirty per cent. increase in wages, time and a half for overtime and double pay for legal holidays. The schedule of wages which the clothing workers presented to the company is similar to the schedule which has been signed by many other tailoring concerns with the union of which the strikers are members.

## THE CLOTHING SHORTAGE



Mobilization, 1914.



—London "Opinion."

Demobilization, 1919.

# SHARING THE BUSINESS WITH CLERKS

New Business Presents Difficulties—Penalties for Failure to Meet Conditions—Keeping the Store Bright and Clean—Preventing a Rowdy Atmosphere in the Store.

**T**HE question of getting the best results from every agency of the store is one that is of vital interest to every merchant. To have the store clean and attractive at all times, have goods so arranged that they may be ready for instant sale, to have deliveries out promptly at the time promised, and more than all, to have the employees of the store constantly on the alert, constantly on the lookout for business, working with the real interest of the store at heart, is certainly the pathway to an assured success.

"I started in business in Grandview Man., last September, with a general stock of about \$18,000. Beside myself I employ two clerks.

## New Business Presents Difficulties

"Starting business in a new place presents a good many difficulties. With a new store, more than ordinary care is required if business is to be built up to a satisfactory basis; the store must be bright, attractive and well ordered. A hundred little details have to be looked after, details perhaps small in themselves but that added together make the conditions that bring customers to deal at the store. While I understood the importance of these things and did my best to see that everything was kept in the best possible condition, I found that under the system I was using it was impossible to achieve this result. It was either a matter of doing the things myself or of getting a habit of changing clerks every week or so, for they soon developed careless habits. But changing clerks frequently is bad business for the store. To have strangers constantly behind the counter is not the way to success, for it takes time before the customer will learn to trust the clerk and to put confidence in his judgment. I spent a lot of thought in trying to devise some plan that would overcome these difficulties, and finally I adopted an entirely new system that seemed to show some chance of success.

## A Bonus System Devised

"Under the new plan I employed the same two clerks, paying them a good salary and providing board and lodging. The head clerk gets \$15 a month more than the junior. Each clerk is expected to sell \$1,500 worth of goods a month. On business they do over and above that amount they each get a bonus of 2 per cent. Then to provide the element of competition, in addition to the incentive of the bonus, and to keep the junior clerk always on his tip-toes for business, I give him an additional bonus of 5 per cent. if his sales exceed those of the head clerk. In order that this bonus may not be too easily earned it is one of

the conditions of the new plan, that if the head clerk is beaten in sales he loses his 2 per cent. bonus. He has then two chances to redeem himself, but if in the two following months the junior's sales again exceed those of the head clerk then their positions are reversed, the head clerk becomes the junior, and the junior the head clerk with the additional \$15 a month that goes with that position.

"I have found that this scheme works splendidly. There is now no necessity for the bonus, and I am glad to pay them all the bonus they can earn, for while it pays them it also works greatly to my advantage.

## Penalties for Failure to Meet Conditions

"Then there is the matter of looking after the store. They each have their own department to look after. For instance, the junior has the groceries, hardware, crockery and paints. It is his duty to keep everything spick and span in this department. He must always have enough 10, 25 and 50 cent packages of rice, sugar, dried fruits, etc., and 5 cent packages of candy.

"As a penalty in not having fulfilled these duties, and having sufficient stocks of these goods ready, he loses his counter check book. Even if it is in the midst of the busiest day I simply take the book away from him and put it in the register and he loses his chance of selling, and must then and there get to work parceling up the number of packages required. When he has done so he has his book returned and can resume his selling.

"The head clerk looks after the dry goods, gents' furnishings and boots and shoes, and somewhat similar conditions apply to his work.

## Keeping the Store Bright and Clean

"Now in the matter of keeping the store swept and the counters and shelving dustless and bright, they are each given this duty for a week at a time and are required to keep the store as clean and bright as the day on which it was opened. If this standard is not absolutely maintained then the penalty is that they lose their sales books until the condition is set right. This keeps them constantly alive as they are both looking forward to the end of the month in their endeavor to increase their bonus and to endeavor to beat each other's sales.

## How Carelessness is Discouraged

"In regard to goods that are damaged through carelessness, I have also thought out a way of making the clerk feel his responsibility. I do not attempt to sell these goods to the customer. I simply make out a bill for these goods to the

clerk as though they had been sold across the counter, and this bill is of course deducted from his bonus. By this system the clerk gets a certain part of the profits of the business, and it is only right that he should be made to share the loss in the case of avoidable waste.

"Then in regard to the important matter of deliveries. Where deliveries are promised for a certain hour they must be delivered at that time. If a customer refuses goods on account of them being delivered late then the same policy is adopted, the goods are confiscated and the clerk responsible is given a bill for them and this amount is again deducted from his share of the profits.

## Preventing a Rowdy Atmosphere in the Store

"Then we have adopted a system to prevent the use of profane language in the store. We have a charity box in the store, and if anyone swears they have to put five cents in the charity box and the proceeds are given to the Red Cross. This of course is a matter of mutual understanding, and is scrupulously observed.

"That is the general framework of the system I have adopted to keep the store running smoothly and at the highest possible level of efficiency, and it has worked wonders with us. All the difficulties that caused so much trouble and dissension under the old system, where the clerks were merely clerks with no interest in the success of the business, have vanished, and you would hardly recognize it for the same store. We are giving better service, and the clerks are more contented and more interested than they ever were, even at the best of times under the old method.

"This system has certainly proved itself of value in the case of our store."

## DEMAND FOR HOBIERY IN NEW SOUTH WALES

According to the "Weekly Bulletin" issued by the Government there is a good demand for hosiery, ladies' artificial silk ankle and cotton leg, also all silk. Colors required are black, white, and fancy. There is also a demand for some denims in grey or blue for workmen's overalls, also blue drill for shirts, also cotton gloves.

## NO DECREASE IN PRICE OF CLOTHES THIS FALL

Chicago tailors state that there will be no decrease in prices of medium and better-grade clothes, although there may be a slight modification in charges in lower grades containing reworked wool (shoddy) and cotton. Continued high price for raw material and increased labor cost are the factors concerning these prices.

## SWEAT-SHOP CONDITIONS NO LONGER NECESSARY IN CLOTHING MANUFACTURING

Clothing Manufacturing Establishment Credit to Canada.

Cuts loaned through courtesy of The Hobberlin Mfg. Co., Ltd., Toronto.



*The four illustrations above are an education in themselves, as a great many of us familiar with the old sweat-shop conditions can hardly realize that clothing can be manufactured in such clean, bright, business-like surroundings.*

*These illustrations are of one clothing industry. There are plenty of others in Canada, and the amount of money invested in modern buildings and plants takes second place to no other industry in Canada.*

# HOW ARE YOUR STRAW HAT STOCKS?

If the Months of June, July and August are Normal, Will You be Able to Supply the Extra Demand the Returned Soldier Will Create?

IT does not seem to be generally appreciated, or known, that, of all the trades, the one which stood practically alone in its efforts to prevent advancing prices during the war, was the straw hat industry. All other apparel lines advanced prices by leaps and bounds, whereas straw hat manufacturers made no advance in their prices for the season of 1918, excepting on late duplicate orders, although they had to stand the same advances in cost of material and labor which applied to all industries. For the business of the present season, 1919, they were forced to readjust their prices because they could not maintain pre-war prices, but the advances in price have not been nearly so drastic as that of most other lines, and it will be possible for the retailer to sell his goods at prices in the coming season which, compared to other merchandise, are exceedingly reasonable. Anyone will be able to buy a good, serviceable straw hat for \$2.50 or \$3. Of course the hats worth more will command higher prices, and on the other hand it will be possible to buy a straw hat for less than \$2.50, which will be a satisfactory, durable article of headwear.

One great item of cost, which enters into all articles of manufacture, is the labor. Labor costs are higher now than during the war, and it would not only be impractical, but unpatriotic for the employers of labor to force reductions of wages at this time. Hence it follows that the cost of manufacturing will not be lower this season. Second, the cost of materials to the straw hat manufacturer is higher to-day than at any time in the past twenty years. Some slight reductions are now apparent in the prices of certain chemicals, but the cost of chemicals is a very small item—whereas the cost of straw braids has advanced very materially, and the cost of the braids is the big factor in the cost of the hat. There has been practically no reduction in the cost of hat bands, sweat leathers, linings, packing cases or any of the other numerous items which enter into the cost of the goods. In line with the economic policy of the country, the hat trade bought, for the coming season, straw hats as lightly as possible, with the result that stocks are below normal rather than above, and if the weather conditions are favorable there will be a greater shortage of goods, so that the demand will be unsatisfied. Probably in no other industry has economy in making purchases been more pronounced than that of straw hats. All indications point to a very much larger market than was anticipated, as the buyers were guided by the belief that the war would continue at least throughout the year 1919,

and that so many of our young men would be drawn upon for service in the army and navy, thereby reducing the demand for straw hats this year, but owing to the unexpected ending of the war in November, 1918, instead of the decrease which was looked for, not only have these men not been drawn from their usual vocations, but thousands will have returned to private life before the heat of next summer is upon us, there-

by increasing instead of decreasing the demand.

It is therefore to be expected if the weather conditions in May and June are normal, there will be a great call for Summer hats, and it is advisable that the trade now look into their stocks carefully and if they can place orders now, to fill in the weak spots so as to be prepared, they will exercise good business judgment.

## WHY CAMOUFLAGE SIZES?

Retailers Should Insist on Proper Marking of Sizes by Manufacturers.

Dear Sir,—May I use some space in your valued paper to air some wrongs that are costing the merchants handling children's outfits thousands of dollars through the returning of goods and dissatisfied customers ordering from mail order firms in the hope of getting what they want? I refer to the method of marking sizes on children's outfits. It is a well-known fact to experienced buyers of clothing that in ordering for children they should be ordered two sizes larger than actual age calls for. For instance, in buying for an average normal child of three, a suit marked for three-year-old will be found to be entirely too small, likewise that marked for four years old the one that ordinarily fits is marked for five years. The customer only learns through experience and after a great deal of explanation on the part of the salesman, and it is hard to find a reasonable excuse to justify this method of marking.

On discussing the matter with a customer (a mother of six children), she said she did not think any of her children were over size for their ages, and in ordering for them she finds that she cannot go by the sizes marked but always orders for a year or two older to make sure of the clothes being large enough, and in the case of Summer clothing to allow for shrinkage, and even then they are not always correct, as for instance she ordered a pair of pants size 6 years, for her four-year-old boy; the legs were the right length but the belt was entirely too small; also, instead of side pockets there were only two small hip pockets, thereby showing an utter disregard to proportions. Another time she ordered a suit of combinations for her six-year-old girl; my salesman gave her size eight; these were found to be a size that would not be any too large for a four-year-old child; needless to point out that this garment was returned, and we came in for the ragging, not the manufacturer.

Another line which customers experience difficulty in getting right are

children's hosiery; the legs very often are not long enough for the size of the foot, another disregard of proportions; shirts, too, are often found to have short bodies and long arms, necessitating a tuck or some other makeshift.

I ask you, why cannot the manufacturers mark the sizes correctly for the years intended, having in view an average normal child as a basis.

Trusting this letter will start a much-needed reform by showing how and where the shoe pinches and what put the word "swear" in men's wear.

I remain, yours very truly,  
W. L. T.

## CHANGES IN MONTREAL

For ten years past the only stores in the old down-town district on St. James Street have been occupied by stores catering to the men; now the financial district is broadening out and has taken over the properties formerly occupied by the R. J. Tooke and Semi-Ready stores. The Tooke store will be located in store adjoining Richard Hemsley's jewelry establishment after extensive alterations necessary to fit and equip with latest styles of fixtures and cases.

## WHISKY LABELLED RUBBER COATS

In view of the rush that is said to be on due to Quebec Province drying up on May 1, the police are watching every shipment from Montreal; a consignment labelled rubber coats was opened, and the coats were conspicuous only as far as the label was concerned, five cases of Scotch being the most prominent commodity. The cases were shipped by the Imperial Rubber Manufacturers, probably a fictitious firm organized for that purpose.

Messrs. Fleetwood and Wilson have opened their new men's wear store on the opposite corner to their present men's drygoods store at the corner of Bank and Somerset Streets.

# MEN'S WEAR REVIEW



Vol. IX.

MAY, 1919

No. 5

## BRIEFS

THE burning question is, will we, or will we not?—What?

Display straw hats on the 24th of May.

\* \* \*

STOP thinking about it. If you have something to sell—go ahead and sell it. If you need anything—go ahead and buy it. *You will not be able to buy or sell at the price level of five years ago.*

## REPATRIATION

THE vice-president of Semi-Ready Limited has the following to say in regards to employing returned soldiers:

"In the 500 Semi-ready stores in Canada, a number of which I have visited in a flying trip across the continent, I met many returned soldiers who had found billets in our stores—all good men who had done their bit, and modest regarding the fact that they had done work for freedom and justice for which mankind would be in their debt forevermore.

"I met one gentlemen, the captain of a British cruiser, who, after twenty-one years in the Royal Navy, had retired while still young and in his prime. Why? I asked him. His reply was that under the League of Nations plan the navy would be a police force, and 'I don't want to be a blooming policeman!'

"In Galt, in Winnipeg, and in several other Western cities, I found our Semi-ready merchants holding vacancies on their staff for some particular soldier friend who was still overseas.

"In two particular cases the owners had promised full partnership to boys whose return they were waiting.

"This is the practical way to solve the problem of repatriation and reconstruction—to act and not to talk.

"All the boys who went from our shops on Guy street will get back their positions, with promotion and time allowance.

"Whilst I was in the West, the local Legislature were passing meaningless resolutions. In one Province there had been a change of Government and the new administration flatly refused to abide by the promise made by its predecessor to give back the positions in the Government service to men who had

enlisted. Being pressed by the Opposition, the Premier of the Province consented to a resolution with a rider attached which made the promise innocuous. This was in British Columbia, the Province which sent overseas the most men per capita of any part of Canada."

## SOME SERVICE

THE Men's Furnisher in the United States has installed shower baths for the tired and dusty business man. He claims that the average man after he is washed, groomed and clothed in his sane mind is an ideal prospect for a new tie, a collar, a shirt, or a piece of jewelry. It also makes a friend out of the customers and he buys there in appreciation of the extra service rendered.

Still another merchant supplies free smokes, has two or three covered-in boxes on the counter, labelled for customers' use. This retailer says that the purchaser is made to feel at home and very often stays in the store longer, and sees other lines, so that even if he is not wanting them now, he knows where to get them when he does.

## CANVASSING FORBIDDEN

RECENTLY a military order has been put into effect prohibiting salesmen canvassing the returning soldiers as they arrive at Exhibition camp. Some merchants have employed returned soldiers to greet their comrades as they stepped off the trains, hand them a card with their employer's name on it and offer to drive them to their homes, cash their checks at the store and individually outfit them with clothes. It's time this practice was stopped, for the expenses incurred in this method of getting business must either be put on the cost of the outfit or a higher price charged for inferior goods.

## UNDESIRABLE METHODS

IT has come to your editor's notice that merchants in a number of cities are offering special inducements to the returned soldiers, having them met by one of their own men before and after they get their discharge papers. The inducement consists of allowing them a hat, shirt, or other article free if suit of clothes or overcoat is purchased from their particular store. This is a practice that should be discouraged by the better class merchants all over Canada, as the soldier in most instances wants to buy the same way as any other civilian if only given a fair chance.

It is true that some people think that if a merchant is smart enough to think of this he should be entitled to the business that results, but they are only looking at it from the merchant's point of view, not the soldier's.

# SELLING SAFETY RAZORS IN MEN'S WEAR STORES

A Side Line That Requires a Very Small Outlay.

THE safety razor is distinctly a men's specialty or rather was until the last few years; for nowadays if one misses said razor it is not out of order to give "My Lady's Boudoir" the once over, the search very often ending there. However, be that as it may, it is an article that is sold to men, it takes up very little shelf or display room and the cases and advertising matter supplied by the manufacturers go a long way towards introducing the goods for you.

Safety razors have been sold for years in the hardware stores and also the drug stores and it seems that the men's furnishers are just awakening to the fact that they can sell them just as well as the other fellow and that once the decision has been made to stock them they wonder why they did not do so before.

These lines have been well advertised and the advertising has created a very large demand. Witness the fact that the Pullman Company have had numbers of complaints that travellers are unable to get near the wash basins owing to the increased use of safety razors and the extra time consumed in men shaving themselves who formerly allowed the bristles to accumulate till they hit the nearest barber shop. Most of the returned soldiers are confirmed safety razor users; this means a large business to be done in repeat blade orders on which there is a very good profit to be made.

As for display windows a men's wear store is much more attractive to the ordinary man passerby than displays of assorted hardware or drug lines, and then again,

the location of the average men's wear store is better than that of the hardware store, as it is usually in a prominent part of the down-town district, or if up town, occupies a corner position. This latter applies also to the drug store, but as there are so many small lines to be displayed, the safety razor as a rule does not get a great deal of prominence, whereas, a small article can be picked out immediately amongst a window given over to displaying suits, ties, shirts and collars. Especially is this true if display cards are used in connection.

All of which goes to show that your chances of selling safety razors are as good as, if not better than, any other class of merchants. There is a good profit to be made on the complete outfit, and also the blade repeats; it's a line that is not out of place, but distinctly connected with the men's trade, and in stocking safety razors there seems to be an opportunity for additional sales that should not be passed by without going into the matter thoroughly.

There are of course quite a number of men's wear merchants already stocking one or other of the advertised lines. The writer noticed an attractive display in the window of Max Beauvais Limited, St. James St., Montreal. The floor was suitably arranged with purple plush and cloth, colors that show this class of goods off to the best advantage; the razors were neatly distributed over the bottom of the floor and with blades interspread here and there the effect was excellent. Use was also made in a moderate way of the splendid class of advertising matter that is supplied to the dealers handling this line.



The latest link in the Applegath chain. New store at King St. East, Toronto

# SIMPLE BOOK-KEEPING FOR MERCHANTS

## How to Take Out a Trial Balance—Proof That All Entries Have Been Accurately Made—Totals of Amounts Due and of Amounts Owning Easily Ascertained

By C. J. MORRIS

(Third Article)

FOR a proper understanding of the explanations given in the present article the reader must have before him the ledger entries given in our April issue. Those entries represent a small but complete ledger. The period covered by it is only four days but the principle is the same as if it covered a full year.

The only account not yet explained is the final one headed Capital Account.

In order to keep our accounts correctly we must know exactly what our capital is and of what it consists. For the purposes of the present illustration we will assume that our total capital is \$2,800, made up as follows: Fixtures, etc., \$500; cash, \$300; goods on hand, \$2,000. Our cash is split up into two portions, \$100 being cash in hand and \$200 at the bank. These items we enter on the credit side of the Capital Account and corresponding amounts are entered as the balances on hand with which we start our business at the top of the debtor side of the Fixtures, Cash and Goods Accounts respectively. The Furniture and Fixtures Account was inadvertently omitted from our ledger last month and we therefore include it at foot of this column.

At closing time on January 4 our ledger stood with all the accounts open, no balances entered, and no totals shown. As we are now going to check our books we have closed all the accounts by entering in the various balances so as to make the totals on each side correspond, and by showing these totals.

These balances should at first be written in pencil only in case mistakes are discovered, which it will then be easy to rectify. Moreover before we can make up our final balance sheet we shall have one or two further entries to make in some of the accounts at the end of the ledger. These balances therefore as at present shown are only interim balances for the purpose of taking out a trial balance which we will now proceed to do.

As explained in the previous article every transaction we have had has been entered twice, once on the debit and once on the credit side. If therefore all our entries have been correctly made the total of the debit balances will agree with the total of the credit balances. It will be seen that the page number in the ledger is given at the top of each account. It

will, therefore, facilitate matters if we refer to each account by the page number.

Firstly, we take the debit balances which are as follows:

Page	201 .....	\$37 10
	" 202 .....	20 65
	" 203 .....	24 00
	" 204 .....	22 30
	" 306 .....	1 59
	" 308 .....	2800 00
	Total .....	\$2905 64

On the credit side we have

Page	1 .....	\$ 3 85
	" 2 .....	7 50
	" 3 .....	2 40
	" 4 .....	4 30
	" 5 .....	5 70
	" 6 .....	1 30
	" 7 .....	9 38
	" 8 .....	3 59
	" 9 .....	17 63
	" 301 .....	242 83
	" 302 .....	236 47
	" 304 .....	1825 14
	" 305 .....	25 00
	" 307 .....	20 55
	" 309 .....	500 00
	Total .....	\$2905 64

Here we see that the total balances on each side agree and we are therefore satisfied that all our entries have been correctly made and that any calculations as to profit, etc., based upon these accounts as they here stand will be correct.

The novice at bookkeeping must not expect, however, that his totals will always balance like this at the first attempt. On the contrary the probabilities are that he will have to go over every entry and tick it off, checking it with the journal and then with its corresponding entry on the opposite side of the ledger before his totals will agree. One frequent source of error is the omission to make two entries for each transaction. For instance, goods sold will be debited to the customer, but the corresponding entry in the Goods Account is forgotten. To guard against this as far as possible it is advisable to rule a column on the left hand side of each of the two cash columns in the ledger, and in this column to enter the page of the corresponding entry. For example: Just to the left of the \$5.55, first entry Dr. side of page 1 we should enter the page No. 304, and

by the side of item No. 12 Cr. side of page 304 we should enter page No. 1. The entry of these page numbers will provide a check that corresponding entries have been made. But even then an error is not impossible. The merchant knowing the page number of the Goods or Cash Account enters it up in the Customer's Account and then may be interrupted and the other entry is omitted. Mistakes of this kind are sure to occur and it is therefore well worth while, before attempting to draw up a trial balance, to go through the ledger and check every entry.

Having thus verified our accounts we will now proceed to find out how much is owing to us from our various customers. This we do by totalling the various balances from pages 1 to 200. Should a debit balance appear on any of these pages as would be the case if a customer had paid us a sum of money and had not yet had the goods to the full amount, that balance would not be included but would be deducted from the total of the credit balances. It will be seen that the total credit balances of pages 1 to 9 amount to \$55.65, and this is therefore the amount due to us from our customers. Similarly the total of the debit balances from pages 201 to 204 is \$104.05, which is the amount due from us to our wholesalers.

To facilitate finding the various accounts it will be necessary to make an index to the ledger, for which purpose a few pages at the back of the book may be used. The probabilities are, however, that a proper ledger will have such pages allotted for the index.

A correspondent writes asking how he should deal with a typewriter he has purchased also with some weighing scales. These are not Sundry Trade Expenses but must be regarded as additions to capital. They would therefore be entered on the left hand side of the Furniture and Fixtures Account and on the right hand side of the Cash Account.

Another asks where he is to enter some goods which have become a total loss through being spoiled. These should be entered on the right hand side of the Goods Account as "By Profit and Loss." and again on the Dr. side of the Profit and Loss Account as "To Goods (damaged)."

In the next article we shall show how to draw up a Profit and Loss Account which will tell us exactly what profit we have made on the transactions thus far recorded.

(To be continued)

	Page 309
Dr.	Cr.
FURNITURE AND FIXTURES ACCOUNT	
Jan. 1. To fixtures, etc., \$500	Jan. 4 By balance, \$500

# ATTRACTIVE FIXTURES A SELLING ARGUMENT

A Prairie Firm Pins its Faith on Quality Goods Well Displayed—Have Nothing to Fear From the Mail Order House, Who Cannot Show the Goods—One of Saskatchewan's Most Attractive Store Features Fixtures as an Aid to Sales.

**P**ROPER display is one of the most important factors in developing sales." This is the contention of Stevenson Brothers, Shaunavon, Sask. This is not merely a matter of theory with the firm, but a belief in which they have been ready to prove their confidence by no small expenditure of money to display their stock in a way that will call it to the attention of the buying public in the most favorable way.

"Quality goods and poor fixtures," says Mr. Stevenson, "are like a diamond in a poor setting, much of their real media and effect are lost."

On June 10th. 1918, the store in which the firm had done business for some five years was burned down. This was a serious loss, but with it came the opportunity to improve their surroundings, and to put in practice the belief recorded above. Now they have a thoroughly up-to-date store, a solid brick building 120 by 50 feet, with a full sized basement for storage purposes. The store is steam heated throughout, and has its own electric plant, and is equipped with solid oak fixtures throughout. The store does a business in Groceries, Dry Goods, and Boots and Shoes. William Stevenson, who is affectionately known by the men on the road as "Bill," has complete charge of the Grocery Department.

## Interesting the Farmers

The store, which is situated on the Weyburn and Lethbridge line, draws from a fine farming community, and the farmers have not been slow to appreciate the attractive setting and the quality of the service rendered.

In addition to a belief in attractive display, Stevenson Brothers believe it is good business to carry a large and varied stock, believing that these two factors will result to their benefit in the end. In all their advertising they feature the slogan "Stevensons Always Have It," and live up to this slogan to the best of their ability by carrying everything that their trade is likely to require and carrying always the best grade of goods obtainable, and by giving the best of service.

They keep the store before their customers, among other ways by distributing at Christmas time a large pad calendar showing a very fine picture of their store. By this means the store is kept constantly before the attention of prospective customers; it has been a help in holding trade and in interesting new customers.

## No Fear of Mail Order Houses

As far as competition from Mail Order Houses goes, a factor that is more

or less of a nightmare with many merchants, they do not feel that they have anything to fear. Against the Mail Order Catalogue, they advance the telling argument, of quality goods always on hand, and always well displayed. That is an argument that such businesses can never meet, the opportunity to see the goods before purchasing, and no amount of service in the way of receiving back goods that are not satisfactory can compete with this essential factor.

## Making Friends of Customers

"We do not trouble ourselves about this competition," says Mr. Stevenson. "We get our business by making friends of our customers, and of others in the district who may become our customers, and we retain it by gaining their confidence, and by justifying this confidence in the service we render. When we ask a dollar for an article a dollar is paid without any question. Our customers have come to know that "Stevensons" go on the market for the best goods they can buy, and add only their legitimate profit, and they know that a firm that has the confidence to build a fine store, and to equip it in the best style, have everything to gain by fair dealing and conscientious buying.

"We have made it a practice to handle only the best goods, and to make them as attractive as possible, and having done so to tell the people about it, and to keep on telling them, so that they will come to believe it both from experience and from force of habit.

"This to our thinking is the modern and only successful way of doing business."

## NATIONAL ASSOCIATION OF CLOTHIERS SENDS INFORMATION ON FALL CONDITIONS TO RETAILERS

In its campaign of information regarding conditions in the wholesale clothing trade, the National Association of Clothiers is sending Bulletin No. 3 to 16,000 retail clothiers and department store clothing buyers. The present bulletin takes up the question of market conditions with relation to the Fall season of 1919. The bulletin, which is signed by the president of the association, Ludwig Stein, in full is as follows:

"The successful merchant always anticipates his needs.

"He is a natural seller. He sees merchandise in the light of its turnover.

"Business to him means the consumer, for whose requirements he actively provides.

"He knows that we cannot immediately return to a pre-war basis in prices.

"He knows that the mills are late in opening their lines. He knows there will be an exceptionally short season allowed the manufacturer to take care of advance orders.

"He knows that a 44-hour week in the clothing trades and reduced hours for textile workers means curtailed production, which must add to the already high costs.

"But while the 'overshrewd' buyer is temporizing with theoretical conditions, the successful merchant is studying the consumer.

"There is more mercantile genius in knowing the public than in worrying about the market.

"That is why this season will see no departure from his usual methods of buying. And it is the predominance of this successful merchant that will do more than anything else toward the return of normal times and good business. He will be aiding the general business health by sanely providing for his own prosperity."

Letters have been received by the association from clothing buyers in all parts of the country commending the association for the information which has been received by the retailers in the two previous bulletins. The general tenor of the letters is to the effect that the statements contained in the bulletin are not only concise, but that they give in a few words exact current conditions, and probable future conditions.

## ROUMANIA ORDERS SHIRTS AND OVERALLS

The executive of the Canadian Association of Garment Manufacturers has secured confirmation from the Roumanian and Canadian Governments of an order that will amount to \$1,600,000 for shirts and overalls, to be shipped to the Roumanian Government, W. R. Deacon, president of the Deacon Shirt Co., of this city, and treasurer of the association, stated to-day. The Roumanian order is for one million garments, one-half shirts and overalls, of strong, serviceable kind such as are used in rural parts of Canada. The order was apportioned among various manufacturers of this province. The order will mean increased activity for a considerable length of time.

The Scottish Rubber Co., Montreal, has been turned into a limited company, following the death of Mr. Solomon Vineburg, and is now under the management of Messrs. Adelman Bros., both very capable and experienced men.



# LARGE STORES HAVE SHOWCARD SYSTEM

Smaller Cards Used for Higher Grade Merchandise—Each Store Should Use Cards Best Suited to Class of Merchandise Carried.

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

LARGE American stores have gone into the question of showcarding their stores very thoroughly. They have made a thorough study of it to find out the best kind of show cards they should use, and the way they should be used to be in keeping with the class of trade to which they cater.

As you make a study of each store in the large centres in the United States, you will find that each city and each



merchant in each city has worked out their own showcard system.

Large city merchants such as those in New York and Chicago, where a great transient business is transacted, can afford to be more exclusive and use showcards very sparingly; while the smaller city merchant uses showcards more after the order that the Canadian city merchants use.

But all have their own system of showcards, varying more or less. Each of these systems are the result of many years of study in which the showcard writer figures largely. He being the man on the job has been able to make a close study of what his particular store really requires, in order that the best results may be obtained from them. He has had the opportunity of trying out various ideas, both in system and cards, until he has found out what was the best for that particular store for which he worked.

The result has been small, neatly-lettered cards as being the best for the high and medium class store. They leave the large, highly colored, heavily lettered showcard to lower class stores.

You can find some stores using a dark card with white letters, or grey cards with black letters with printed border and white underlining the letters. But white cards are more prevalent, owing to it being cleaner and brighter looking, but, of course, this must be changed oftener in order to keep them clean.

1. *Shirts marked down in price to help you keep up an appearance.*
2. *A small skimpy price but a big roomy shirt.*
3. *Fancy neckwear but not fancy prices.*
4. *Our new hats will change your appearance. Have a look at yourself.*
5. *Combination underwear that combine quality and price.*
6. *A deluge of rain coat bargains for Spring showers.*
7. *Odd trousers at old prices; your size too.*
8. *Gloves of distinction for distinctive people.*
9. *The price should, but the wear will, bring you back.*

This is the condition that prevails at the present in New York City, and we Canadians can glean many helpful points from our American friends. The main lesson that we can obtain is not so much a copy of their particular style of showcards, or a copy of their particular showcard system, but a copy of their system of finding out what is best for our stores. We should study the conditions in our stores and in our towns and the lines along which the masses of our customers' minds run. With these settled up, work up show-



cards that will attract and appeal to them. We think that if you work in a store in a small town and you find the brighter cards are best, why, by all means, use them, but use it intelligently. Use the color on the card sparingly and in an artistic manner.

The two samples of showcards illustrated here are not meant to illustrate that which is used in New York, because they are not. They are of a simple style of showcard that is quite effective in our Canadian towns. The lettering and designs, as you will note, are all done on dark surfaces, with various pastel colors. Combinations of blue-grey and cream, salmon pink and white, pale blue, pea green, are only a few that can be worked over these dark colored cards to good effect.

The card with the light, broad border has a cut-out centre, and the dark centre is mounted on the back of it.

The other card has a smooth black surface. This variety also comes in maroon, dark green, both of which can be used to make splendid showcards. On this latter card use a heavy opaque color, so as to ensure the ground not showing through.

## MERCHANT FINED FOR KEEPING OPEN AFTER HOURS

Every haberdasher, especially those situated in the cities where daylight saving has not been adopted, and, in consequence there are what is known as "mixed times," will be interested in an occurrence in which T. Henry, who conducts a men's wear and bargain store in St. Thomas, Ont., was the victim, and which incidentally brought him to the Police Court, where he paid a fine of \$5 and costs.

Mr. Henry had not adopted daylight saving, and there happens to be a by-law in existence in the city which compels every business man to close his store at 7 p.m. As a natural sequence, when Mr. Henry's clock was at 7 o'clock the city timepieces registered 8 p.m. He was caught the other night, and, as above stated, paid a fine of \$5. The magistrate held that the time, while enacted by the City Council might not be legal in the province, must be law in the city, or the by-law would also not be valid.

Mr. Henry and a number of others are now out with a petition to quash the by-law. It will be presented to the City Council this month, and the city fathers will be asked to rescind the early-closing law for all time. There are a number of merchants, especially gents' furnishers, who are making every effort to oppose any change. The law was passed by a two-thirds vote of the City Council a couple of years ago.

The Regent Cap Mfg. Co., 149 Notre Dame Street W., are moving to new and larger premises in the Jacobs' Building, necessitated by the increased business.

# The Retailer's Field and Its Business Possibilities

By JOHN C. KIRKWOOD

THE retailer's local community, as shown by the accompanying diagram, may be confined to the area of the inner circle, designated "0," or it may overflow into the surrounding territory designated "1," "2," "3" and so on.

In the diagram, "0" represents a territory two miles in diameter, containing 3.14 square miles, or 2,010 acres. A town occupying this area may have a population of from 3,000 to 5,000, or from 600 to 1,000 families—say, on an average, 750 families.

The belts of territory surrounding "0" have a breadth of one mile. In the case of cities, their area will take in one or more of these belts. The acreage area of each belt is indicated in the accompanying table. Allowing 4 to 5 families per acre, on an average, the approximate urban population of each belt in the city area can be computed. In the table following a town of 750 families is assumed, all contained within the circle designated "0." The rural territory begins with belt No. 1, and extends, in the diagram, to a distance of 21 miles out from the retailer's store.

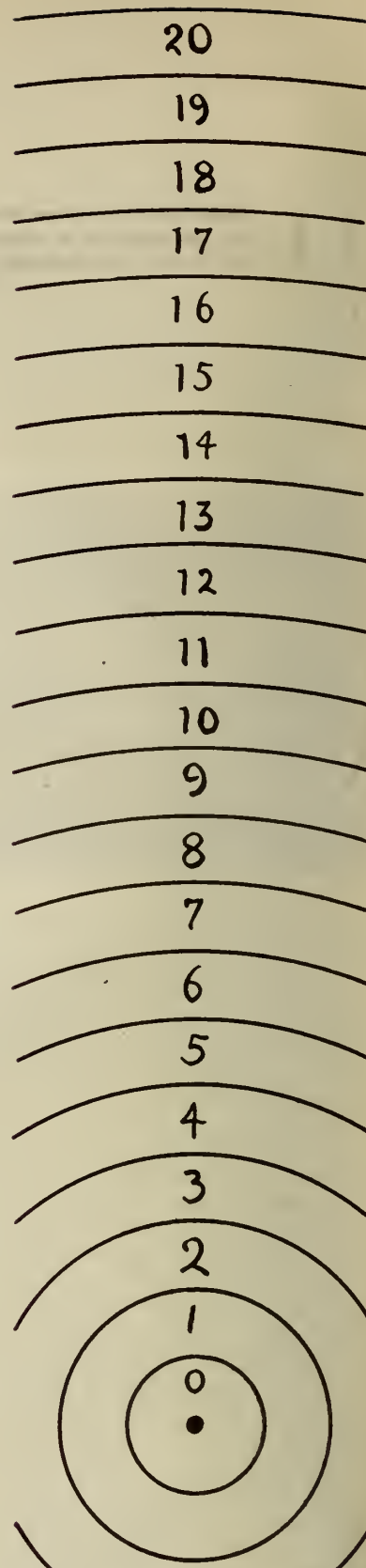
The retailer's field, before serious competition from other neighboring towns or cities is encountered, will almost certainly take in Belts Nos. 1, 2, 3, 4 and 5, and may take in a number more. Each retailer will know just how many of these mile-wide belts he can fairly count as his own field.

The table following will suggest to each retailer the approximate number of families residing in his field; and suggests the amount of their probable annual consumption of the particular class or classes of merchandise sold by the retailer. It is for the retailer himself to ascertain just how many of the families in his field he is serving regularly, and how close he comes to doing all the business which his field is able to yield him.

Belt or area marked	Having a breadth of one mile, contains:		And has a population, on the basis of 1 family to each 100 acres:		The retailer's annual business with these families on the basis of annual sales as under can be:		
	sq. miles	acres	Total No. of families	Total No. of families in whole territory:	\$50 a year	\$100 a year	\$200 a year
0*	3.14	2,010	750	750*	\$ 37,500	\$ 75,000	\$ 150,000
1	9.42	6,031	60	810	40,500	81,000	162,000
2	15.71	10,052	100	910	45,500	91,000	182,000
3	22.00	14,073	140	1,050	52,500	105,000	210,000
4	28.08	18,094	181	1,231	61,550	123,100	246,200
5	34.56	22,115	221	1,452	72,600	145,200	290,400
6	40.83	26,136	261	1,713	85,650	171,300	342,600
7	47.13	30,157	301	2,014	100,700	201,400	402,800
8	53.41	34,178	341	2,355	117,750	235,500	471,000
9	59.69	38,199	382	2,737	136,850	273,700	547,400
10	65.98	42,220	422	3,115	155,750	311,500	623,000
11	72.76	46,241	462	3,621	181,050	362,100	724,200
12	78.54	50,262	502	4,123	206,150	412,300	824,600
13	84.82	54,283	543	4,666	233,300	466,600	933,200
14	91.10	58,304	583	5,249	262,450	524,900	1,049,800
15	97.38	62,325	623	5,872	293,600	587,200	1,174,400
16	103.66	66,346	663	6,535	326,750	653,500	1,307,000
17	109.94	70,367	703	7,238	361,900	723,800	1,447,600
18	116.22	74,388	744	7,982	399,100	798,200	1,596,400
19	122.50	78,409	784	8,766	438,300	876,600	1,753,200
20	128.78	82,430	824	9,590	479,500	959,000	1,918,000
Totals	1385.45	886,656	9,590				

\*Local field, containing, by assumption, 750 families.

Note: The figures indicating the amount of business possible can, and should, be divided by the number of retailers competing for the business—2, if there be two retailers in the same general line of business; 3, if there be three, and so on. The point is that these figures indicate that there is a volume of possible business for each retailer much larger than he may now be having.



The significance of this diagram is interpreted in the reading matter accompanying. The centre of the inner circle, marked "0," represents the retailer's store, or the heart of the local business community. The circular strips or belts, marked 1, 2, 3 and so on, represent mile-wide areas surrounding the local business community. The area of each of these belts, expressed in square miles and acres, is given in the table accompanying, as is also the probable population by families. The amount of business which the retailer's field should yield is likewise indicated.



# MARKET REPORTS



## CLOTHING

It is not now a question of price that the manufacturer is up against, but of skilled or even unskilled labor, either of which seem almost impossible to procure. Conditions are the same all over Canada. Our Montreal representative informs us that the Eastern factories are working to capacity and are behind in deliveries. The same applies to Ontario clothing manufacturing plants. The manager of one of the largest told a MEN'S WEAR REVIEW representative that they were behind eight hundred suits in deliveries.

The consensus of opinion is that this condition will remain all through the Summer months as most of the firms are filled up with rush orders as well as those for Fall delivery.

The shorter working hours are also doing their share to help reduce the output.

The average retailer has been caught with small stocks of the more standard sizes and the business from the returned soldier has turned the most ardent pessimist into a rush-by-return-express optimist. Prices remain firm on woollen goods and Canadian mills are refusing new customers, and according to reports only filling orders on hand fifty per cent. complete. One has only to remember that Great Britain is ordering hundreds of thousands of yards of Canadian tweeds for their standard suits and the reason for short deliveries is apparent.

## NECKWEAR

It was generally expected that the price of tie silks would show a decline in price before this but a neckwear manufacturer who is in close touch with European and American markets says that prices will still be higher and goods hard to procure. One dollar will be the popular price for a cravat and the retailer need not expect to give as good value for that amount as formerly. This condition has been brought about largely on account of scarcity of operators. Notwithstanding that the wages have been increased and hours of labor shortened it is almost impossible to procure labor of the proper kind. One large firm said they were not looking for orders for future delivery but were shipping everything just as manufactured. This is getting to be a general rule now with manufacturers, and retailers will do well to bear this in mind when ordering. Made-up stocks were never so light as at the present time with the manufacturers. They find it very difficult to get out their orders on time and have no surplus stock. With the approach of warm weather the ever-popular bat-wing will make its appearance, and would be a general favorite if more people

could master the mystery of its make-up. There is a tendency for a smaller shape tie, and several manufacturers are showing for fall a full range of reversible Derbys made up in this once popular shape.

## COLLARS AND SHIRTS

"Soft collars simply cannot be turned out fast enough to meet the demands," said one manufacturer and that view seems to sum up the general situation. In addition to large orders the manufacturers say they are getting many repeat orders. They are handicapped in filling these by slow deliveries of materials from the mills. Recent purchases on the part of the buying public, stimulated by the needs of the thousands of soldiers who are returning, have nearly cleaned out many stocks in the hands of the retailers. Prices are firm, and it is stated, will continue so, especially for the better grades.

Heavier orders than usual are being placed for fall deliveries of shirts. Business all along the line has been good and one of the big troubles of the manufacturers is to maintain their supplies of materials. The mills are loaded up with orders, some of which were placed by the Government and many others given by firms whose stocks have been low and who see steady business ahead and are trying to get ready for it. The general fine weather that has prevailed, the purchases being made by returning soldiers who are getting back into civvies and the general seasonable demand has made big inroads into the stocks available.

"My advice to retailers is to place their orders as quickly as possible," said one manufacturer. "Prices are certainly not going to come down any. It is impossible to get the materials and deliveries are going to be slow at best. The men who hold off buying will find that when they want to place orders later it will be impossible to get the goods and the man who ordered early will have the stock and get the business. There has been a big trade in sorting orders recently, which indicates that many of the retailers who were buying from hand to mouth are realizing that Canadian trade is going to be good and that they have to have the stocks to take care of it. My advice to dealers who are holding off buying is to place orders for at least eighty per cent. of their requirements now. The chances are that if they do not they will not get the goods when they need them."

The silk shirt seems to be gaining in popularity, judging by orders that are being placed. The general demand is for neat patterns and not too loud colors, with a decided tendency to get away from a lot of the extravagant designs.



**EXTREMISTS IN MEN'S WEAR**

A London representative of MEN'S WEAR REVIEW, discussing the immediate future of men's fashions with the manager of a leading firm of west-end tailors, found that gentleman quite unperturbed at the suggestion that jazz suits, dazzle trousers and futurist hats, combined with the introduction of the American cut would possibly feature among the new vogues. It is thought quite possible that all these things may figure in the wardrobes of certain classes of people, and the phenomenal call for light-colored suitings gives ample warning for developments along these lines which may be expected. Such extremes, however, are not likely to disturb the equilibrium of the first-class trade.

The idea of clothing of a gayer hue for men is not altogether new. Before the war quite a quantity of color-blended cloth was manufactured, and would, no doubt, have been introduced to the market with success had it not been swamped by khaki. Fresh patterns of this kind are now being prepared and will shortly be shown in London in first quality cloth. A piece of mulberry-colored cloth of the blend variety was seen by MEN'S WEAR REVIEW, and the effect was certainly a trifle startling, but made up, of course, it would be less arrestive.

Blue dress suits will also have to be reckoned with this season. Quite a number are being fitted and are expected to become popular, if not competitive with the sombre conventional garment which has so long clad the male in his pleasure hours.

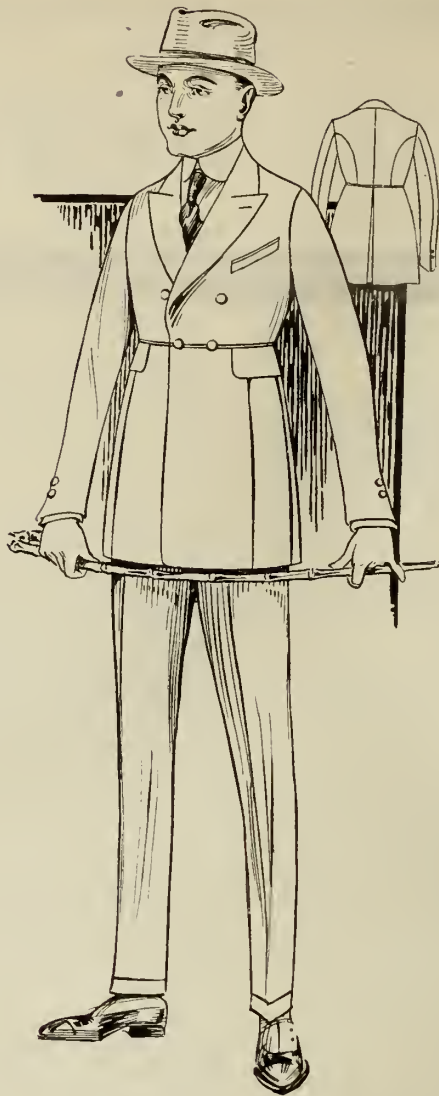
**WHAT IS WHAT IN MEN'S FASHIONS**

In conversation with a prominent Montreal men's outfitter, Mr. Henry Marks expressed the opinion that men who are discarding the Canadian uniform for the civies of everyday life, will find exceptionally smart styles for Spring and Summer featured this year. Soft colorings that bespeak Springtime are especially evident in shirts, socks, and spats.

White, purple, grey, green and brown stripes predominate in the silk shirt this season. As for materials, the new cotton and fibre mixture has already won favor for its excellent wearing qualities. English Madras, zephyrs, silk and wool taffetas, have also come to the fore as popular materials for Spring shirts.

For Summer suitings Palm Beach cloth in green, brown, and in tans will be extensively used. Although difficult to obtain, flannel and duck trousers will continue to be favorable for sport wear.

Spring topcoats range all the way from the Burberry and gabardine to the slip-on in fawn shades. Many of these coats have the military touch that is especially in vogue this season. The military trench coats and the belted leather motor coats promise to carry off honors for outing wear. Chesterfields



*A new style fancy coat, made by College Brand Clothes, Montreal.*

in three-quarters and box lengths, in gray green and in heather mixtures, and the imported Bannockburns will be especially smart.

The golfer will require for the accessories of his wardrobe chamois gloves with pores or fingerless gloves. He will doubtless note the excellent quality of the smart golfing hats in Scotch makes in tans and white with a green backing for the protection of the eyes from the sun.

There are numerous designs and colors in the wide assortment of ties from which the man of fashion may choose this Spring. Four-in-hands, derbys and batwings will predominate. Wide open collars, especially in the lower shapes, have attained the pinnacle of popularity and the soft collar, in shapes new and interlocked, will be the prime favorite in the sultry days that lie ahead.

Spats in light fawn, fawn, gray and white will be extensively worn this season. Silk socks will claim an equal share of favor, especially the hose with silk clocks in different colors, buffalo

browns, Russian calf and in all shades of champagne, grey, white and green. Gloves of silk and fabric will replace leather gloves in a great degree on account of the high price of the latter.

**HIGH PRICES TO PREVAIL FOR GOOD CLOTHES**

R. J. J. Broderick, merchant tailor of Sarnia, has the following to say in regard to the woollen situation: "A decrease in the price of pure woollens is not likely for probably a year and a half, and an increase is likely before there is a drop. Owing to the war, millions of yards of khaki were used in the uniforms of the soldiers, thus creating an acute shortage of raw wool before hostilities ceased.

The British woollen men have not exported any of their goods to European countries for the past three years, but now that the embargo has been removed by Great Britain the demand for goods has increased to such an extent that the woollen market is practically depleted. The price of raw material has been set for the next eight months by the British Government, and this coupled with the increased price paid to spinners precludes any likelihood of a decrease in the price for some time to come.

"The tailoring business was never better," said our informant, "and we have never been as busy in our history as we are at present. While it is almost impossible to secure woollen goods, I prepared for the future by buying heavily, and as a consequence have been able to supply my customers with the best that the British woollen mills can turn out, and at present have the largest stock since embarking into the tailoring business. The greatest drawback is the shortage of skilled labor, but we have been particularly fortunate in this respect, and have on our staff the most capable mechanics we have ever had, and all our output is completed on the premises.

"Nearly 33 1-3 per cent. of our business is out of the city, and our mail order business has increased wonderfully, as has also our local trade. The people demand better goods than they ever did before, and are not averse to paying the price, providing the class of goods is right."

Replying to a question as to the quality of the dyes being used, Mr. Broderick had no hesitancy in saying that the British dyes are the equal to any dyes ever used in the dyeing industry, the German dyes included. Soldiers returning to civilian attire are buying the best goods on the market and the styles this season are not as militaristic as one might imagine. Greys and blues are the popular colors and most used by smart dressers.

# THE RETAIL ADVERTISING PAGE

Suggestions That Will Help the Ad-Writing Man

## Don't get your wires crossed on the CLOTHES QUESTION



That quiet restraint—that self-evident refinement—that sure-fire becomingness—does your sense of dress dote on these important essentials of correct clothes? Then see our spring lines. Folks will "receive" you at first glance. They'll "transmit" hearty approval—they'll know you are on the right "line" if that suit is selected here. What is your "number" please? We have all sizes—and can give you a quick "connection."

Use Space This Size  
for Items or Description

YOUR NAME HERE

*It is our intention to run a series of retail advertisements that are correct in layout, with interesting, up-to-date descriptive matter.*

*These two suggestions are reproduced from full-page ads. Cuts are 12 to 15 inches in length. We can supply all cuts shown on this page at actual cost. We shall be pleased to have you take advantage of this service.*

## SPRING SUITS with that graceful, stylish aspect

There's a new idea in men's suits for spring wear. You will observe a tangible, free and easy air, an aspect of solid comfort, a feeling of positive becomingness. Our assortments embrace every preference.



Use Space This Size  
for Items or Description

YOUR NAME HERE

## NOTES OF THE TRADE

Messrs. Schwartz & Jaffee, Inc., one of the largest manufacturers of juvenile, boys' and young men's clothing in America, advise us that they have decided to open a special Canadian department to cater solely to the requirements of the Canadian merchants. In this way they believe the interests of the clothing buyers of the Dominion can be better cared for. Mr. Henry Moritz will be in this country in the month of May to book orders.

S. Levinson, Son & Co., clothing manufacturers, have removed from 311 Notre Dame Street West, to the Jacobs Building, 282 St. Catherine Street W., where they have secured larger and more modern premises. This is another move of an old established firm in connection with the general march of the clothing business to the uptown centre of Montreal.

### ROBBERS BUSY IN CORNWALL, ONT.

The clothing and gents' furnishing store of Dover's, Limited, was entered and \$300 worth of high-class clothing, shirts, socks, collars, hats, caps, ties, etc. were taken. Entrance was effected by prying out the lock on the front door and breaking the connecting rods between the inner and outer locks. A couple of young men claim to have seen the thieves leave the store with their plunder, going around the corner and up First Street, but by the time the night officer was located, though only half a block up street, there was no sign of the robbers. The police were notified and word was sent along the line east and west of Cornwall. Shortly after noon on Saturday, Chief Smyth received a telephone message from Detective Tisdale, of the G. T. R. force, Montreal, informing him that he had been given the custody of two men who had been taken in charge by a brakeman named Burke at Coteau. It appears that when Burke's train stopped at Coteau he noticed two men get off, and he followed them. They went behind a building and were preparing to change clothing when Burke came upon them. He asked them where they got the new clothes, and was informed that they had found them in the freight car in which they had ridden from Brockville. Mr. Burke did not like the sound of their story and took charge of the pair and took them to Montreal and handed them over to Mr. Tisdale. The name of Dover's, Limited, was on some of the articles and this connected the men with the Cornwall robbery. One of them claimed to be from Cornwall and the other from Windsor, Ont. Both are returned soldiers. Officer John Uren went to Montreal on the early train on Monday and brought the men back to face the charge. They appeared in the

police court on Tuesday morning, and at the request of Mr. J. G. Harkness, County Crown Attorney, they were remanded to jail until Thursday afternoon.

Dovers, Limited, only purchased their present business a few months ago from Mr. N. J. Fraid, who, with his family, is moving to Westmount in a few weeks to reside. Less than two years ago Mr. Fraid suffered a heavy loss by midnight visitors at his store, and since then S. W. Jacobs' gents' furnishing store on the opposite corner, was also burglarized.

### A. A. FOURNIER, LTD., OTTAWA

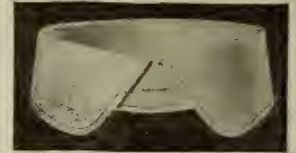
THE fine new department store of the A. A. Fournier Co., Limited, corner of Bank Street and Laurier Ave. W., has been laid out with special attention to the men's wear section. A separate entrance at 159 Bank Street gives the department the distinction of a complete men's shop which has been the intention of the firm, as they find some men have an aversion of going into a dry goods store. This door does away with a possible objection and will draw such customers in without difficulty.

The entire left-hand side is given over to a series of clothing cabinets, dust-proof and sanitary, keeping all the goods in perfect condition. In the centre of the cabinets a veritable hall of mirrors has been installed. This is triangular in shape with the mirrors reaching from the floor to the top of the cabinets. Adjoining this is a dressing room. A customer more than usually hard to please can enter, and, in perfect privacy put on the suit complete, then he can view himself in the mirrors from head to foot, can assure himself of correct fit; and as the firm will guarantee the quality, it only remains for him to sell himself the clothes.

On the right-hand side will be found a pleasing collection of underwear of all kinds, while down the centre is a row of silent salesmen, each tastefully

decorated with the very latest articles of men's wear, correct in color, style and quality. Hats and caps are here in pleasing variety, making it hard for any customer to leave the store without securing something suitable to his tastes and pocket.

At the far end of the store the main dry goods department can be entered by turning to the right, and by turning to the left an archway opens up a view of the up-to-date boot and shoe section, where every member of the family can get shoes to fit.



THE "CURRIE"

The new W. G. & R. collar for spring and summer. Follows the general lines of the "Somme," but is cut back a little more.

Prompt delivery of all purchases is an important point insisted upon. The city is divided into several districts for delivery purposes, and any article bought is soon on its way home either by motor delivery, horse and rig, or special messenger.

The general management is in the capable hands of Mr. M. Willis, whose long experience in some of the leading stores in Canada is now at the disposal of the Ottawa public.

The management point with pride to the fact that their employees are helping them to the best of their ability, and each is trying to advance the firm's interest. There is an air of welcome about the whole store, which speaks well for all concerned.



A new style in Caps. Although made in the regular shapes, the pencil seams give it a very nifty and smart appearance. Made in both plain and fancy tweeds and is one of the new lines shown by Palter Bros.

**FELTS EXPECTED IN THE FALL**

In common with everything else, straw hats are going up in price. The cheapest lines will be retailed at prices varying from \$1 to \$1.30. The increase in price is put down to the scarcity of raw materials. As regards styles, there will be little variation from the vogue of last season. There is perhaps a tendency for crowns to be a trifle higher and brims slightly narrower.

A leading London house informed the MENS WEAR REVIEW that they were looking forward with confidence to the return of the hard felt in the Fall. The price of high-grade hard hats is likely to be rather alarming unless the skilled labor questions solves itself.

**MORE COLOR AND VARIETY IN MEN'S DRESS**

There is a tendency now to foster enthusiasm for a greater variety of color in men's dress fabrics. Cloths of startling hues are finding their way to London tailors and being readily accepted by youthful customers. The trade and the customer are quick to take advantage of the release from khaki to fly new and brighter colors.

It is predicted that the new "dazzle" cloth will be popular, and that light grey will also be worn very much this Summer.

**COMING CONVENTION**

The second regular convention of the newly-formed Canadian Association of Garment Manufacturers will be held at the King Edward Hotel, Toronto, May 12 and 13. In view of the extraordinary conditions of trade at the present time this will be a vitally interesting meeting for the membership of this association, which at the present time includes eighty-five per cent. of the total cutters-up of overalls, work shirts and men's working clothing in Canada. The executive committee will have to report at the convention the results to date of the efforts to secure export business. Mr. H. M. Levine, vice-president of the association, who is in London at the present time acting as the representative of the association on the Canadian trade mission, of which Mr. Lloyd Harris is chairman, has already closed orders with the Roumanian and Belgian Governments for shirts and overalls.

It is expected that seventy-five per cent. at least of the entire membership of the association will be present at this meeting. The officers of the association are as follows: President, Horace B. Peabody, Walkerville, Ont.; vice-president, H. M. Levine, Montreal, Que.; treasurer, W. B. Deacon, Belleville, Ont.; secretary J. A. Haugh, Toronto, Ont.; asst. secretary, W. F. Corbett, Toronto, Ont.

**CONVENTION PROGRAMME**

In connection with the convention of the Canadian Garment Association which will be held May 12 and 13 at the King

Edward Hotel, Toronto, an elaborate program has been arranged by Mr. Chas. F. Fell, of the Hamilton Carhartt Cotton Mills, Ltd., who is chairman of the committee on arrangements, which includes a banquet at the King Edward the evening of Monday, May 12, a discussion of the Standardization of Trimmings, by Mr. P. M. Poaps, of the J. B. Goodhue Overall Co., Rock Island, Que., chairman of the standardization commit-



9531

*New shape soft felt Monarch hat shown by L. Gnaedinger & Son.*

tee, and a discussion of the standardization of shirt patterns by Mr. W. B. Deacon, of the Deacon Shirt Co., Belleville, chairman of the shirt standardization committee.

An address will also be delivered by Mr. F. George Dodshon, of the General Motors Corporation, Detroit, Mich., who is one of the best known experts in patterns and designs in the United States, and has full charge of the General Motors Corporation top and trimming factory. Mr. Dodshon's talk will be illustrated and will be of great value to the trade.

At the close of the convention Tuesday night a special sleeping car has been chartered to take those members of the convention who are members of the International Association of Garment Manufacturers to Chicago, where they will arrive the morning of Wednesday, the 14th, in time for the opening of the International Association convention on that date.

**COTTON GOODS**

The market is still very uncertain but the downward tendency of the last few weeks has been checked and prices are firmer than they have been for some time. The little flurry of this week was only a flurry and not of a permanent character, although it indicates a stiffening of prices. Manufacturers report business fair, and while placing orders has not been up to the average, this being caused by the general view that there would be a decline in prices, and this not being realized they have great hopes for the largest assorting business in years.

Trade in overalls has been slow, and this has been caused not so much on account of prices, but rather the policy of retailers to unload, and get their stock back to pre-war proportions.

If cottons decline considerably it will not make any great difference to the retailers for some considerable time as the manufacturer is always 6 to 9 months ahead of the markets. Underwear is selling freely and at prices that should

enable the retailer to take a good profit, and there is nothing to indicate any great change for this season.

**WOOL**

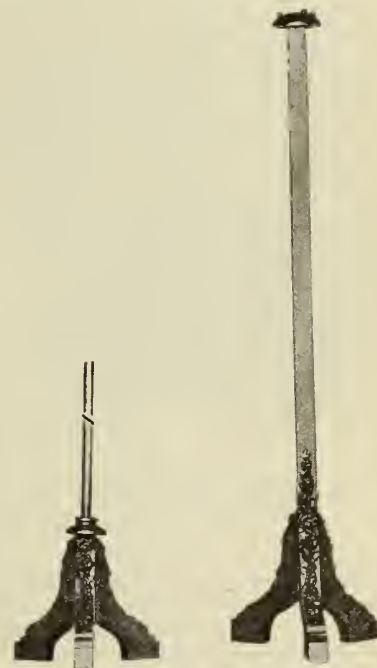
**Prices High at U. S. Auction**

Active bidding marked the government wool auction which was carried on in the latter part of March, and buyers seemed anxious to secure wool. There was good competition displayed at the sale and buying was well distributed. Prices usually ran high and in some instances were above the government's upset figures.

The hundred and forty-nine lots were auctioned, comprising approximately 3,300,000 pounds of domestic fleece wool and about 450,000 pounds of rubbed grease wool. Of the offerings over 94 per cent. were sold.

**PRIZES FOR CATALOGUE COVER DESIGNS**

Mr. Curtis C. Westland and Mr. Stanley F. Turner, of Toronto, were adjudged equal winners of the first prize in the competition among Canadian artists which was arranged by the T. Eaton Co. for Jubilee cover designs for their Fall catalogue. The total value of the 13 prizes offered was \$2,500, the first being \$750, second \$350, and the others ranging down to \$75.



**ART DISPLAY FIXTURES**

*Something entirely new and made in Canada for the first time by the Dale Wax Figure Co. of Toronto. They are very artistic and really works of art, being surrounded by floral relief work and finished in many colors such as Old Gold, French Grey, Pearl Grey, White, Etc., with gold relief. They are made to display all kinds of Men's Furnishing Goods.*

## PULL TOGETHER

Optimism the Order of the Day—Canada's Future Bright.

I AM beginning to learn that we have a good many optimistic, cheerful men in this country after all. I am meeting more and more of them day after day in business transactions, men who have faith in Canada, who believe in Canada, men who are not turned aside because of a temporary lull in business, men who believe in the future, men who can see great possibilities everywhere in this country, men who are men. These are the type of men who are helping to make Canada—men with a vision. I am firm in my own belief also that the future is promising. Already we have passed the worst stages of the disorganization brought about by the transition from war to peace. The future looks promising. For four years we have not been doing any public work of importance; we have been patching here and there. In construction work we are years behind the wants of the country, but the Governments are providing a big spending programme. Millions are to be spent in public works,

and thousands of men are to be employed in building and construction. Moreover, there are thousands of small contractors all over the country awaiting the opportunities to complete contracts that have been held up. Then we have to feed, clothe, and transport whole armies of our returned men. Hundreds of factories will be running soon day and night to supply the demand for merchandise to feed and clothe the hungry and naked nations of Europe. There will be employment for every man. The hum of industry is gradually giving place to the work of making munitions of war; we are gradually getting back into legitimate avenues of trade and manufacture.

The darkest days are gone, now let's all pull together—as partners, manufacturers, farmers, workmen, bankers, retailers, and citizens generally; we must all work in the common cause for the best good of all.—Extract from "Bob's Booklet," issued by R. G. Long & Co., Ltd., of Toronto.

### THE TOWN ON THE TROLLEY LINE

(Continued from page 42)

#### Won't Become Human Pack Mules

In the case of the grocery store, the danger of losing trade because of any such facilities of travel, trickles away to absolutely nothing. As Mr. Wells sees it, the people of a locality will buy either from their locality grocery or from the mail order house. They are not likely to go far afield to make their purchases of flour and sugar, and spoil a day's outing in the city by loading themselves down like pack mules, with commodities they can get as cheaply at home. No, it is either the town store or the catalogue, and everything that makes it easier for the rural population to get to the town makes the road of the catalogue the harder. And making heavy travelling for the mail order catalogue is one of the greatest pleasures that brightens the life of the town merchant. The trolley car and the automobile do just that, according to Mr. Wells.

"That may be all right for the grocery store," someone interjects. "We all know that a pound of sugar bought in Winnipeg would taste the same as a pound bought in Montreal, and the difference in price would hardly be a consideration. But what about the general merchant? There are more chances of his losing trade than there are with the specialized grocery store."

To meet this objection let us continue the parable from the viewpoint of Humph and Heck. The electric car began the work that the automobile is continuing—the destruction of that died-in-the-wool idea that a white collar and a

tie were an infallible sign that it was Sunday or a funeral or a wedding. In other words, Heck is a prospective buyer, not once every ten years or so, but about on the same average as the city man. The electric car, and later the automobile, brought Heck and his like into touch with the man who wears a collar and tie as part of the appointments of the day. It made mixing with other folks easy, and it did away with the delightful simplicity of pioneer days.

Unquestionably the more you mix people the more complicated become their needs. Heck, living away off there on the third concession, or thereabouts, is quite satisfied with his baked beans and bologna, and the world's larder, as far as he is concerned, contains only a dozen or so commodities, and his other needs are as simple as his diet.

#### Humph's Elaborate Needs

Not so the needs of Humph, however. He lives in the town, and reads the newspapers, and the products of the Carnegie cold storage libraries, and he knows what the world is doing, and he knows also what the world is eating and wearing, and, in a measure, thinking. Now, there can be no question of a doubt that as a buyer Humph is twice or three times as interesting a prospect as Heck. But let Heck get to town regularly, mix with Humph and his like, and little by little things change out on the third concession. "The God Bless Our Home" picture, beautifully knitted by Heck's deceased great aunt, gives place to more modern examples of art. Mrs. Heck removes the cream with a crank instead of a skimming spoon, and the bologna

ceases to be a daily visitor at the festive board. In other words, the closer the third concession man is brought to the influence of the town, the more numerous will his needs become, and the more will the merchant profit thereby.

That at least is the opinion of Mr. Wells. There is no suggestion that the above is a literal translation of Mr. Wells' opinions on the matter, but it at least follows in a sketchy manner his views on the dangers or lack of danger to be found in the prevalence of trolleys, tin Lizzies, and automobiles.

But when all these arguments have been thoroughly discussed, the strongest one yet remains, and that is the matter of the personal element in salesmanship. There can be no question of the fact that the knowledge a merchant has of his customers, and the confidence that they have in him, is the greatest asset he can possibly have. It is the large factor that puts the town store beyond any casual danger from such agencies as suburban lines and automobiles.

### THE BUSINESS SITUATION—AN ANALYSIS

(Continued from page 37)

portant lines of business are now going through the same process of stabilization as the woollen industry.

The inferior wearing quality of many fabrics sold during the war will make necessary the purchase of a considerable volume of new wearing apparel. Lastly, the new colorings and the new models that will be shown for Fall will give everything a novelty tinge as compared with the sombre effects and simple styles that prevailed during the war.

#### Fall Purchases

Now to sum up. This is of course no time to speculate in merchandise. On the other hand the Fall season will not be a strictly buyer's market. Clothing in the lower grades that contain shoddy and cotton will sell at a substantial reduction from last Fall's prices. Overcoats even in all-wool goods will sell perceptibly lower, but suits, particularly in all-worsted materials and serges, will probably open up very close to the opening prices of last Fall season, because good suitings have declined less than other fabrics and high labor costs will almost absorb the difference.

However, with the stabilizing influences that have already exerted themselves in the raw wool and woollen industries, the opening prices on clothing for next Fall will be on a basis from which further declines will be slight, if any, and will certainly not be sufficient to deter the retailer from providing his reasonable conservative Fall requirements at the earliest opportunity he has to buy them.

In substantiation of the soundness of this prediction is the fact that clothing manufacturers have bought freely and with the utmost confidence of piece goods at these prices.



# HOW A VELOUR HAT IS MADE

A New British Trade Captured From the Austrians.

By A. R. THACKRAH, London Editor.

The present vogue of the velour hat marks an epoch in the history of the British hat trade. Many a Briton today carries on his head the soft, slightly



FIG. 1

fluffy and very attractive outward symbol of a great war victory, bloodlessly won by the British hatter, who, inside the four walls of his business, is by no means as mad as tradition would lead us to believe.

The story runs as follows: Once upon a time the manufacture of velour had its home in Austria, where for many years a thriving trade was carried on, and much skill and experience in production was gained, likewise much money. In fact the Austrians, not content with holding the market on the continent of Europe, were doing a big trade in the United Kingdom. This business would have continued to grow and flourish but for two things. The first was their ducting experimental work in the hat trade, and a considerable sum of money has been voted for this purpose. Failure to turn out London shapes and styles; the second they brought upon themselves, and that was the war. The elimination of Austrian competition dur-



FIG. 2

ing the past four and a half years has given to the British trade the impetus it required. Factories have been enlarged, new machinery has been installed, labor troubles have been successfully overcome, and there is a firm resolve in the trade that what they have captured they mean to keep.

There are still many points which have to be investigated in respect to the velour hat. The Worshipful Company of Felt Makers, in conjunction with the Felt Hat Makers Confederation, have joined hands in a scheme for the organization of a scientific laboratory for con-

The following is a description in outline of the principal steps in the manufacture of a velour hat. It is not possible to set out here in detail all the processes, which number about twenty, but the accompanying illustrations will serve to indicate the most striking phases during its birth, or rather growth, to use a word which fits the occasion still better. The reason for making this distinction will be appreciated when it is stated that the dunce's hat or hood, shown in Figure 1, which is roughly about 2 feet high, was grown in a few

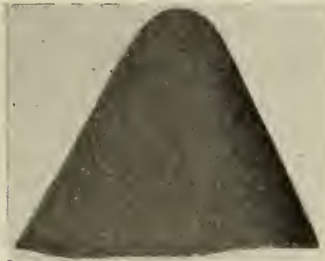


FIG. 3

minutes from two ounces of hare's fur. This trick is performed, according to the manufacturers, by blowing the fur on to a perforated, revolving cone, where it is fixed in position by having fine jets of boiling water sprayed upon it.



FIG. 4

The hood is then removed from the cone, and is given the name of the "form." It is wonderfully light and strong, and of even texture.

The next process is the reduction in size of the form, and at the same time the concentration of its mass. This is effected by what is termed planking, which consists of rolling and shrinking it to half its original size in boiling, acidulated water. During the process of planking, the velour is brushed to produce the required surface.

The form thus shrunk and treated is seen in Fig. 2. It is then placed upon

another revolving cone, and the outstanding hairs are carefully shaved, or clipped to a uniform length and thickness. Looking closely at Fig. 3 it will be



FIG. 5

seen that the surface is much finer and more even than that in Fig. 2.

After planking, brushing and clipping the hat-to-be is dyed.

In the fourth stage we arrive at something approaching a civilized hat. Fig. 4 shows the form after being pressed into shape by hydraulic pressure in an iron mould, or dish, with the brim ready framed. Fig. 4 shows a still more perfect shape, ready for framing and curling.

Fig. 6 shows the completed article, trimmed ready for wear as exhibited by Messrs. Lincoln, Bennett & Co., Ltd., of London.

The various colors for velour hats in favor at the moment are castor, shades of gray and larva. The prices are advancing owing to the increased cost of felt and labor. The hare's fur used in making the genuine velour is fetching as much as twelve dollars per pound.



FIG. 6

## TWO MACS CELEBRATE THIRTY YEAR ANNIVERSARY (Continued from page 36)

people thought was gone forever. We are not only putting our men who went to war back in their positions, but taking on new men. We find that the returned soldier almost invariably wants the best class of goods. Money is no object with them, when it comes to buying their civilian outfit. One man, who came in the other day, said that he had been trying on a coat in another place, where they tried to impress him with the cheapness of the price. 'What do I care whether it's cheap or not,' he said. 'I want something that fits me and is good and stylish. I have been wearing cheap clothes for the past four years. Now I want to look like the rest of the boys, and get the best you have in the place.'

# MANY NEW BILLS AFFECT RETAILERS

Legislation Now Under Consideration at Ottawa Will Have Important Bearing on Merchandising in All Its Branches—Aim is to Make For Better Conditions in Business Generally

By T. M. FRASER, Ottawa Representative of the MacLean Publications.

EVERY year a large amount of legislation, or proposed legislation, comes before Parliament or its committee, of more or less importance to the retail trade, and this year is no exception to the rule. E. M. Trowern, the Dominion Secretary of the Retail Merchants' Association, always keeps a watchful eye upon the bills going through Parliament, and usually has a number to steer through himself; and whether he is promoting legislation or preventing it, it is all with the idea of forwarding the interests of the retailers.

MEN'S WEAR REVIEW in a recent issue gave an account of the meeting of the Dominion Executive of the retailers, and referred to several matters which it was proposed that the Government should deal with in one way or another. In a previous issue a full account was given of the proposed Bankruptcy Act, now before a committee of the House.

## Legislation Needed

The following is the full agenda prepared to lay before the members of the Commons and Senate, as subjects requiring legislation: Bankruptcy Act; Requiring Merchants to Keep Books; Sale of Articles Left for Repair; Amendments to the False Advertising Act; Carrying of Parcels and Catalogs by Mail; Fire Insurance Act; Weights and Measures; Price Maintenance Legislation; Fixing of weight of contents of Cereal Packages; Adulteration Act; Inland Trade Commission; Government Employees to Come under Garnishee Act; War Stamps on Patent Medicines; War Profit Tax on Luxuries; Purchasing of Goods on Sabbath; Daylight Saving; Customs Confiscating Automobiles; Co-operative Societies.

## Now Being Considered

A number of other items enumerated have been dealt with in one form or another. The requiring of merchants to keep books, amendments to the False Advertising Act, and Price Maintenance are now all before the Department of Justice for consideration. The sale of articles left for repairs has been dropped for the present. The carrying of parcels and catalogs by mail is being dealt with by a special committee. The Adulteration Act is before the Cabinet. Nothing will be done on the Inland Trade Commission this year. A bill will be introduced to deal with the matter of the weight of contents of cereal packages; and it may be noted that the weight of contents of salmon and lobsters and

other canned goods has been discussed before the House at some length and legislation regarding it will likely be introduced.

## Matters of Policy

There are several matters, such as co-operative societies and the confiscation of automobiles carrying liquor, which are a matter of policy and cannot be dealt with by legislation, but strong representation regarding them has been made to the Government and some action will likely be taken.

The Senate has now before it a bill entitled an Act to Amend the Criminal Code, respecting prevention of fire. This provides that everyone is guilty of an indictable offence who negligently causes fire resulting in the loss of life or property, or who refuses to make alterations, remove materials or supply apparatus when ordered to do so by the proper authorities.

A bill now before the House deals with the weight of contents of canned goods, referred to above. It provides that there shall be four sizes of cans for lobsters, containing not less than three, six, nine or twelve ounces avoirdupois respectively of dry lobster meat. No other size of can shall be used for lobsters without permission of the Minister. Such permission shall state the minimum amount of dry lobster meat packed in each size of can so authorized.

The Minister of Trade and Commerce has a resolution before the Committee of the House to amend the Fertilizers Act in several respects. The phosphoric acid contents in the guaranteed analysis of a fertilizer must be plainly stated in connection with each package sold. The vendor must affix stamps to the value of one cent for the value of each one hundred pounds sold, with other provisions regarding analysis.

A very lengthy bill regarding Canadian copyright is also before the Senate, and is being both urged and opposed by rival interests.

Dr. Sheard, M.P., has introduced a bill to incorporate the Wholesale Grocers' Association, which is now before the Committee.

One of the most important matters of legislation to the retailer is that dealing with the war tax stamp duty on patent medicines and articles in bottles and packages.

## Pressing Problems

The Government has got some other problems on its hands that are pressing for settlement, and on which action is being taken. There is the demand of the

postal employees for more wages, and various threats as to what is going to happen if this is not attended to immediately. This is a problem that involves the whole commercial world, and those who had a taste of the delays that followed the trouble in Toronto last year when the men went out learned just how much inconvenience and loss it meant. In Montreal 1,200 employees of the Montreal Light, Heat and Power Co., Ltd., are on strike. It is understood that the main points at issue are the refusal of the company to recognize the union and wage differences. The settlement of this trouble is perhaps more important than appears on the surface owing to the number of firms dependent upon the power company for power.

## Express Men, Too

In addition to these troubles the Canadian Express Employees have refused the award of the Labor Board and are expected to walk out. Some twelve hundred men are affected, and this may prove a more or less serious handicap at a season when business is increasing and express shipments growing larger from day to day. The recommendations of the Labor Board, although granting some concessions and increasing pay schedules, were not acceptable to the men.

## FROM FIG LEAVES TO FASHION CRAFT

The evolution in styles in gentlemen's dress from the time of the Garden of Eden, through the Stone Age, the Crusader period, the Cromwellian age, and on up to the present day, formed the basis of an interesting address given by Harry Clarke at the occasion of a luncheon of the Moose Jaw Rotary Club.

"There has been very little change in the style of men's dress," said Rotarian Clarke, "during the past fifty years. From time to time the coat may be made tighter or looser in fit, more or less buttons may be used, the trousers may be wider or narrower, and cuffs may be the style or not, but in the main the style remains just as it was fifty years ago. One authority is reputed to have said that the styles came here from New York, New York got them from London, London from Paris, and Paris from the devil. Just now, however, we are informed that President Wilson is setting the style in Paris, and that anything which he wears is immediately adopted by the Parisians.

# A TALK ON THE HISTORY OF THE UNION JACK

## Definition of a Flag—The Beginning and Development of the Union Jack—The Cross of St. George—The Cross of St. Andrew—The Cross of St. Patrick

By "SEA-CAPTAIN."

**T**HE subject of this article will be the "Union Jack," not flags in general.

Now, first of all, what is a flag? Let us say that it is something made to display or fly, so that it can be seen; and we have flags made of silk and bunting. For Royalty, silk is used often, and bunting generally. Of course some cheap flags are made out of linen, and such like. Bunting is the best as it stands the strain and is most desirable in many ways.

### Our "Union Jack"

From the earliest records we read of such national emblems as banners and ensigns, and all through the Bible we have an ever-recurring allusion to them.

In the early centuries when the Church and not the State was supreme, we find the Cross a prominent figure and recognized as the highest symbol of dignity and honor.

The Red Cross of St. George of Cappadocia—the redresser of wrongs, the protector of women, the model of Christian chivalry—is still the visible sign to us all that his glorious name would suggest wherever floats the British Flag.

The St. George Flag alone is made up of only two colors—white and red. Until the year 1606 the Red Cross was the flag of England, and its subsequent position on the Union Jack indicates the predominant share the English nation bore in creation of the Union, and the powerful position it now holds in its Councils.

Some of you have read of the Spanish Armada, and it was under this flag England defeated Spain, and became proud mistress of the sea.

Her Union Jack, which now floats over more than four hundred million people, comes to us as the record of the growth of a great Christian nation, and traces through centuries of adventure and progress, the gradual development by the British people of constitutional government over a world-wide empire.

Three years after the union of the two Kingdoms, i.e. in 1606, a new ensign was used by order of James I, in which the Cross of St. George was blended with the diagonal cross on a blue ground, of St. Andrew, patron saint of Scotland.

As first in the Union Jack it occupied the place of honor in the upper quartering nearest the staff, these two crosses combined, forming what is known as the first "Union Jack."

With the Union of Ireland and Great Britain on January 1st, 1801, came the final addition to our national flag. This was accomplished by blending with the former designs, the red diagonal cross upon a white ground, generally known as the cross of St. Patrick, and thus

forming the meteor flag of England. In its invincible red, white, and blue, we learn how these sister nations are united by courage to build their realm on the sure foundation of purity and truth.

As Canadians, and citizens of no mean country, in the Greater Britain, we share in the glorious achievements of the Union Jack. We are of a race that never counted the number of its friends, nor the number of its foes, when freedom, loyalty, or God was concerned. This is our flag, symbolizing the highest thoughts that have descended from heaven to earth. Ours, too, is the King whose virtues transmute the sacred principles of loyalty into a personal affection. Ours, too, be the daily prayer: "God bless our Church, Our King and Empire, and keep us loyal."

Such is a brief history of our Union Jack. Now let me touch on a few pointers re the combination.

### "St. George"

The patron saint of England—St. George for Merry England. Wherever ships have sailed, there the Red Cross of St. George has been carried by the sailor-nation who chose him as their hero. This knight was born, the son of noble Christian parents, in the Kingdom of Cappadocia, and was beheaded for his faith, on the 23rd of April A.D. 361. His memory has always been greatly revered in the East, particularly by the Greek Church.

The form of his cross is that known as the Greek cross, the four arms being at right angles to each other, in this case as a red cross on a white ground.

England is, however, the only nation which has adopted the Red Cross of St. George as its special national ensign.

St. George, the redresser of wrongs, the protector of women, the model of Christian bravery, and a saint of England, was not a sailor, but it was after and in memory of their sailors' victory near the scene of his exploits that the seafaring nation adopted him as their patron saint. It was under this St. George's Cross that Richard the Lion-Hearted, after proving their seamanship in victory, showed the mettle of his English Crusaders in the battles of the Holy Land, and led them to within sight of Jerusalem.

Ye mariners of England,

That guard our native seas,

Whose flag has braved a thousand years,

The battle and the breeze.

### "St. Andrew"

The patron saint of Scotland. Tradition runs that the saint, considering himself unworthy to be crucified on a cross of the same shape as that on which his Saviour had suffered, had, by

his own choice, been crucified with legs and arms extended upon a cross of X shape, and therefore it has been accepted as the emblem of his martyrdom. How St. Andrew came to be adopted as the patron saint of Scotland there are varied ideas and opinions. Some say that in the early centuries some relics of the apostle St. Andrew were being brought to Scotland and although the vessel carrying them was wrecked, the sacred bones were brought safe to shore at the port in the County of Fife, still called St. Andrews. St. Andrew is also venerated by the Russians as a national saint, they believing that it was through the apostle St. Andrew that the gospel of Christianity had been brought to their people. Russia's highest order of Knighthood (created in 1698) was the Order of St. Andrew, and the national flag of Russia, borne by all their people, and on their navy, was the St. Andrew's cross. It was also displayed in the Russian navy at the mast-head, as indicating the rank of admiral.

### "St. Patrick"

The banner of St. Patrick is a white flag having on it a cross the same shape as St. Andrew's cross, but red in color. St. Patrick was the Christian apostle of the Irish and thus became their traditional patron saint. The history of his life is that he was born in Scotland, at Kilpatrick, near Dumbarton on the Clyde, and being taken prisoner by pirates when a child, was carried into Ireland and sold there as a serf. Having learned the language, he escaped to the continent and afterwards became a Christian, and having been ordained to service in the Church returned to Ireland for the purpose of converting the people.

From such in brief have we a lesson of the crosses placed together in the one flag of 1801. That it is a beautiful flag with its three crosses, its white borders and eight blue triangles, tells a story of our present Empire, and clearly does the position of the crosses teach us the lesson how the three sister nations, supporting each other, are all united in COURAGE to build our realm on the sure foundation of PURITY and TRUTH. Such a flag becomes an inspiration, not only to our hearts, but to the mind, and men may well be willing to risk all even their lives, for its honor. Such a flag is the Union Jack of our Canada. And now I cannot end my remarks in better words than those written by my true kind friend, Barlow Cumberland, who wrote a history of our Union Jack—"What I have said is the story in a very brief form of the meaning of our UNION JACK"—the emblem of combined constitutional government, the proclaimer of British liberty, the Union sign of British rule.

# The Publisher's Page

TORONTO

MAY, 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.



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Men's Wear Review

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MACLEAN'S MAGAZINE

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Financial Post—*Weekly commercial newspaper.*

**The MacLean Publishing Company, Limited**  
143-153 University Avenue - - - TORONTO

*Largest Publishing House in Canada*

# Mackinaws

from Canada's Greatest Mackinaw House

Mackinaw  
the Coat of  
Comfort



GRANT-  
HOLDEN-  
GRAHAM  
LIMITED  
OTTAWA  
CANADA

"G.-H.-G." brand Mackinaws are guaranteed to be made from the finest Canadian fleeced wool.

They are good looking—well cut and well fitting as the two models illustrated would indicate.

See the complete line in our illustrated list. Ready to mail you on request.

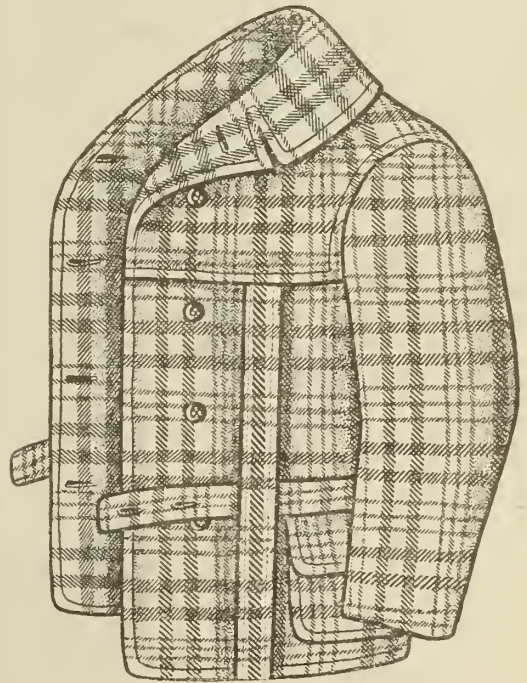


No. 609  
"Town" or "Young Canadian"  
Brand Mackinaw Coats

Made for the boy in the exact same style as Daddy wears. They give ample protection, look smart, neat and classy. Made double breasted, have shawl collar and with or without yoke.

"G.-H.-G." "Naidanac" Mackinaw

No. 608—Another example of our celebrated G.-H.-G. "Naidanac" Mackinaw Sporting Coat in fancy plaids and stripes. A very handsome garment for pattern, cut and fit. "Naidanac" Mackinaw is made up in exclusive patterns for our use alone.



GRANT - HOLDEN - GRAHAM  
LIMITED  
OTTAWA - CANADA

## A personal study of the British Markets emphasize two facts

1. You can again get good qualities in MEN'S WEAR—Shirts—Neckwear—Fancy Hosiery—Coat Sweaters—Travelling Rugs—Ulsters and Mobile Coats—Fur and Velvin Hats—Sporting Caps in Homespun Harris Tweeds.
2. That there is no general reduction of prices in sight, and that there will be scarcity, rather than plethora of reliable goods in the Fall.

We have visited all the principal markets and can offer you latest designs from following British manufacturers for whom we are sole Canadian agents:

Tress & Co.—High Class Hats, Caps—the "Tress" Cap is unrivalled.

Young & Rochester—Shirts, Pyjamas, Neckwear, Dressing Gowns, Fancy Dress Vests.

R. W. Myhill, Leicester—Hosiery Manufacturer.

John Skelton & Son—Manufacturers of Cardigan Coats, Sweaters, Mufflers.

G. Glanfield & Son—Raincoats, Ulsters and Sport Clothing.

Among our stock lines we would specially mention—Travelling Rugs from \$5.00 to \$12.50, Emcordine French Coats, Knitted Vests in Hard Knit and Brushed.

There are still several towns in which our lines are not fully represented. If you are doing business in one, please write us.

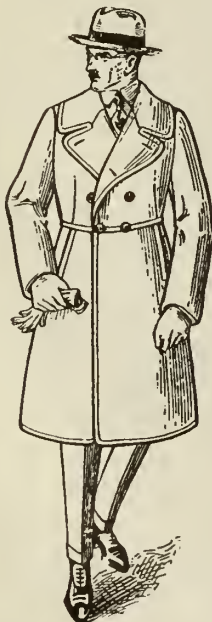
### Wreyford & Company, Toronto

Manufacturers Agents and Wholesale Men's Furnishings

Ottawa and Eastern Provinces—C. D. WREYFORD

Ontario and West—J. C. WREYFORD

## Stock up now for Fall with Tailor Craft Men's Suits and Overcoats



Here you can obtain the very neatest styles and the latest shades in a big assortment of attractive looking fabrics.

### Schoolboy Suits

A grand line for your juvenile counter. Well designed and made to wear well.



## DOMINION Clothing Co.

157 St. Paul St. West, MONTREAL

## The Dale Wax Figure Co., Ltd.



Goods well displayed are half sold. Our forms are the most up-to-date as well as the most durable on the market. They are made by Canadians who know how.

### Dale Wax Figures

are just what you require to keep your stock moving.

Tell us your wants. We have fixtures for every line of men's goods.

### Dale Wax Figure Co., Limited

TORONTO

Montreal: P. R. Munro, 150 Bleury St.

Vancouver: E. R. Bollert & Son,  
501 Mercantile Bldg.



Down to the smallest detail the workmanship is perfect

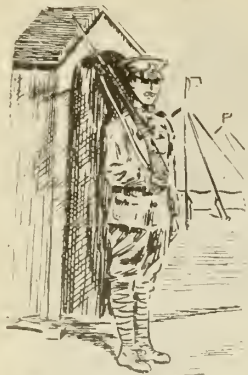
Don't take our word for it. Let Atlantic Underwear speak for itself.

Judge Atlantic Underwear in the light of critical comparison and convince yourself that here you have an underwear not excelled anywhere at the price.

The real wool feel, the comfortable fit, the non-shrinking, long-wearing qualities of Atlantic Underwear are points that win and hold the approval of men who know.

See Atlantic Underwear values before you stock.

**Atlantic Underwear**  
 Limited  
 MONCTON, N.B.



# RECONSTRUCTION

We are entering upon the greatest period of Reconstruction Canada has ever known. Industries which have been restrained in order to give precedence to War Work, are resuming their pre-war activity.

Our Boys are rapidly returning from "Over There" and stepping from the ranks to swell the civilian work-a-day populace. They will demand **Canadian-Made Goods**—and rightly so.

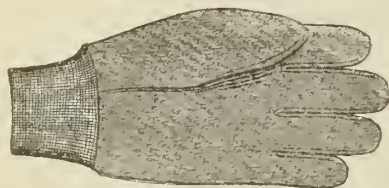


## THE DEMAND FOR TAPATCO GLOVES WILL BE GREAT

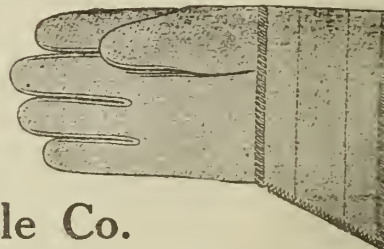
Leather Tip  
Leather Faced Gloves  
Jersey Gloves and Mitts

Heavy, Medium or Light-  
weights  
Tan, Slate or Oxford

Gauntlet, Knit Wrist and  
Band Top Styles



**TAPATCO**  
REGISTERED BRAND TRADE MARK



The American Pad & Textile Co.

CHATHAM, ONTARIO, CANADA

Sell

## LION BRAND BLOOMERS

Boost your sales of juvenile lines by a good display of the biggest thing in Boys' Bloomers—LION BRAND

Our assortment at the present time is very complete. Write us for your requirements.



The Jackson Mfg. Co., Limited  
CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

## Wanted—

Is it another position, a new clerk, an agency, or have you a business for sale, a store for rent?

Why not put these wants in the condensed ad. column of this paper—the natural medium of the Men's Wear trade? The charge is only 2 cents per word per insertion. Add 5 cents extra if replies are addressed to a box number.

Men's Wear Review

143-153 University Ave.

TORONTO



Shirts for  
Spring and Summer  
1919

*Dufferin*

Our Aim  
Service, Style  
and Quality

**W**E are showing an unusually attractive range of Pyjamas, Bath Robes, Lounging Robes, House Gowns and House Coats for Fall, 1919.

The Dufferin Shirt Co., Ltd.

TORONTO, ONTARIO



*The*  
**“CIVILIAN”**  
*a winner*  
*by*

**Style-Craft**  
 TAILORED CLOTHES

THIS new Style-Craft model is proving to be a great favorite this season. Its smartness appeals especially to young men getting back into “civies.” There is “life” and character in every line of it.

Of course, there are many other Style-Craft models of equal merit in various types to suit all ages and tastes.

Style-Craft special order service is a complete service and thoroughly dependable. Ready - for - Service models for Fall and Winter are now on the road.

**E. G. HACHBORN & COMPANY**

50-54 York Street, TORONTO

## Special Values

Direct from Mill to Clothing Manufacturers Through Selling Agents.

On and after May 1st we shall carry a Stock in Montreal of

**"Pure Wool Scotch Tweeds"**

ON ACCOUNT OF

**HEATHER MILLS Co.**

SELKIRK, SCOTLAND

From which we shall be in a position to supply the Manufacturing Trade.

ENQUIRIES SOLICITED

**C. E. ROBINSON & Co.**

IMPORTERS AND COMMISSION MERCHANTS

10 VICTORIA STREET

MONTREAL

## HONOR ROLLS

CONSULT US FOR  
A BEAUTIFUL  
TRIBUTE OF ART  
TO YOUR FALLEN  
:: HEROES ::



### Real Facts

The only man that can get ahead of Vineberg Pants is a Scotchman when he wears Kilts.

Made-to-fit and fit to wear.

Our salesmen are out for immediate and Fall delivery with select styles and patterns.

# OVERALL INSURANCE



GET RIGHT DOWN TO  
FACTS AND FIGURES

AND

INSURE YOUR OVERALL TRADE

BY KEEPING  
WELL STOCKED  
WITH

**GOODHUE'S  
"STAR BRAND"**

**OVERALLS  
SHIRTS  
PANTS**

SAMPLE ORDER PREPAID  
ANYWHERE.

**THE J. B. GOODHUE CO.**

LIMITED

**ROCK ISLAND, QUE.**

MONTREAL

211 Drummond Bldg.

OTTAWA

76 O'Connor Street



**THE SCOTTISH  
RUBBER CO.,  
LIMITED**



**Under New Ownership**

We hope to give still better service than in the past.

MEN'S and LADIES' WATERPROOF MOTORING and TOP COATS, Up-to-the-minute Styles.

LATEST FABRICS  
SKILLED WORKMANSHIP  
VALUES UNEXCELLED

*BE SURE AND SEE OUR SALESMAN OR  
WRITE FOR SAMPLES AND PRICES.*

**THE SCOTTISH RUBBER CO.,  
LIMITED**

316 Notre Dame Street W.

**MONTREAL**

**Finding What You Want**

**I**F YOU DON'T FIND what you want in the advertising pages, write "Inquiries Department,"

**MEN'S WEAR REVIEW**

When your customers ask for a trade-marked line and you do not know where it can be procured, write us. We will do our best to get the information for you promptly.

We want you to feel this paper is being published in your interest.

*MEN'S WEAR REVIEW*

For Subscribers

143-153 University Avenue  
TORONTO

**INFORMATION WANTED**

Date.....191

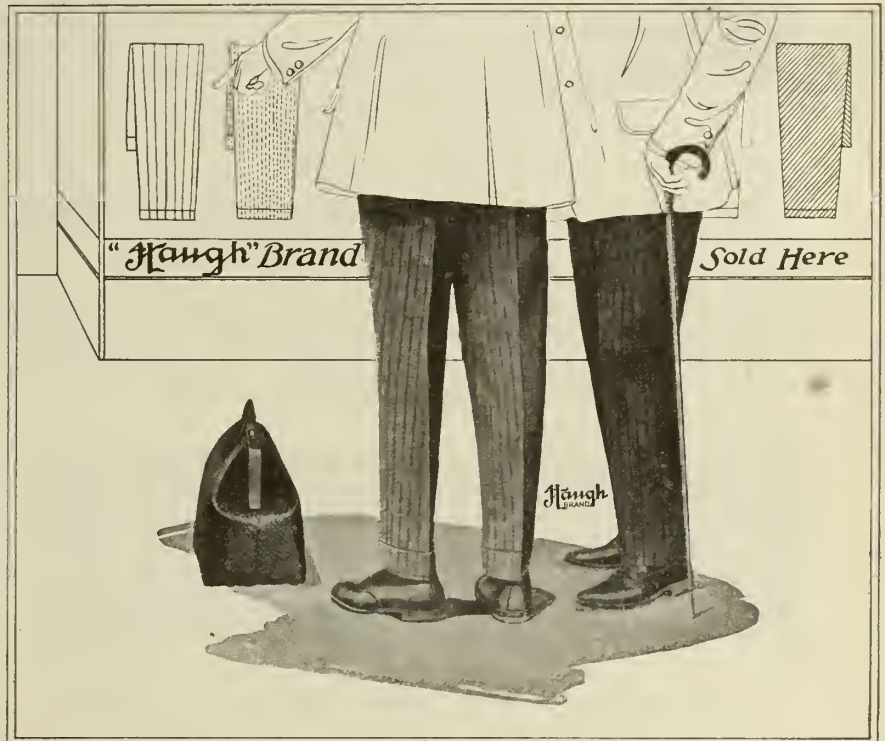
Please tell me where I can procure.....  
 .....  
 Name .....  
 Address .....

# VALUES

that will please  
him and profit you



Sell a man a Haugh Brand Trousers or an Overall or Shirt bearing the Arm and Hammer Trade Mark and you may rest assured he is going to be fully satisfied with his purchase. For these lines are made to please by giving the wearer an easy fit and excellent wearing value.



And for your juvenile counter

## COVERALLS

—The most sensible thing in Children's Garments. A practical protection for the youngster's clothes.

Coveralls are made to fit Boys and Girls from 2 to 7 years of age.

**The J. A. Haugh Mfg. Co., Ltd.**

TORONTO, CANADA

# "CEETEE" Reflects Quality in your Shop

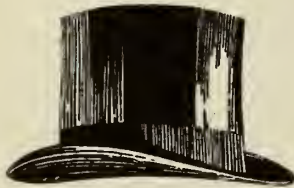
**THE PURE WOOL  
UNDERCLOTHING  
THAT WILL NOT SHRINK**

There is no manufacturer in Canada except ourselves making full-fashioned underclothing—such as Turnbull's "CEETEE," which requires special machinery. Our only competition is from imported articles.

But remember—there is **no low grade** "CEETEE" made—only the very finest quality and highest grade underclothing bears the famous "CEETEE SHEEP" trademark.



CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE



Prices Moderate

## 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**

166b. St. Elizabeth Street

MONTREAL

Established 1894

## WALL CASES WORTH WHILE



This sectional case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want. Glass or solid front doors.

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

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

## New Clothing Factory Moving

Fashion Brand Clothing Co. of Toronto—although only established a few months—find their present factory too small for their constantly increasing trade, and have secured premises at 34-36 St. Patrick St., near Queen St., where they hope to be able to take care of their growing trade and maintain the standard that has made "Fashion Brand" bring so many repeat orders. Our designer has had experience in the largest clothing firms of the United States which means that we are leaders and not followers. Should our travellers not call upon you write us and we will send samples prepaid. In order to get into the market our prices are lower than the average.

**FASHION BRAND CLOTHING CO.**

34-36 St. Patrick Street (near Queen)  
TORONTO

"FASHION BRAND"





TO-DAY is a "young man's period" in the clothing business — the big demand is for young men's styles—your business will profit by featuring garments designed and tailored by specialists.

The makers of Style Clothes — the fastest growing—most talked of Clothing House in Canada—are recognized as "the Young Men's House" —and the range of woolsens for Fall—mostly exclusive patterns—is the greatest since pre-war days.

*"Style Clothes"*

CHARACTER & INDIVIDUALITY

THE WEARBEST CLOTHING MFG. CO.  
149 NOTRE DAME WEST  
MONTREAL

# WILSON FEARED THE BRITISH

THE American President crossed the Atlantic in the first place with the idea in his mind that his ideals would be thoroughly in accord with those of the French statesmen; but he was rather afraid of a conflict with the British delegates. He found in reality that his plan for peace terms was as far removed from the French plan as the two poles. Then he crossed to London and was surprised to find that the ideas of the two Anglo-Saxon powers were identical.

This situation, according to J. W. Dafoe in the May issue of MACLEAN'S MAGAZINE, explains much that has developed at Versailles. Further, it contains the promise of a close *rapprochement* between the two great English-speaking democracies for all time to come.

Mr. Dafoe has contributed a remarkably interesting article to this number of MACLEAN'S, lifting the curtain on many of the puzzling situations that have arisen overseas. As editor of the *Manitoba Free Press*, he is the dean of Canadian newspapermen; as the representative of the department of Public Information on the Canadian Mission to the Peace Conference, he was in a special position to learn what was transpiring. He tells of the really big part that Canada has played in the Proceedings and points out that Canada's status as a nation was firmly established in the eyes of the world when she was allowed separate representation.

## A Dozen Other Features---Nationally Important

This May issue is full of articles of unusual significance for Canadian readers.

### "SOLVING THE PROBLEM OF THE ARCTIC"

—By Vilhjalmur Stefansson

The second instalment of his remarkable story of the four years of exploration that he undertook for the Canadian Government in the region of the "Pole of Inaccessibility"—a harder place to reach than the North Pole.

### "ORGANIZING FOR PEACE"

—By George Pearson

An article of the Great War Veterans' Association by a well-known author-soldier.

### "THE CANADIANS IN SIBERIA"

—By Capt. W. E. Dunham.

A graphic story of what our forces did in combating the Bolsheviki, by an officer who has just returned.

### "SAFE IN THE SADDLE"

—By J. K. Munro

A review of affairs at Ottawa in which the opinion is expressed that Union Government for the time being is safely entrenched.

Four capital stories by famous authors—W. A. Fraser, Lloyd Osborne, Frederic S. Isham and C. W. Stephens.

### The National Idea

The articles in this issue of MACLEAN'S reflect the national idea—Canada's part in the Peace Conference, the political situation at Ottawa, the exclusive report of Stefansson's national explorations, the national organization of our returned men, the work of our forces in Siberia. The reader of MACLEAN'S gets a broad idea of what Canada as a whole is doing. The value of this issue—and of all issues—is very great, therefore, from an educational standpoint.

MACLEAN'S is the one magazine that should be selected for young Canadians to read.

## The Review of Reviews

An unusually fine array of articles is given in this department, selected from the best in magazines and periodicals the world over. Some of the titles are:

Planned to Destroy British Fleet.  
How Mackensen Was Caught.  
Events of War Foretold by Stars.  
What is Life Like Beyond the Grave?  
A High-born Bolshevik.  
The New Life in Dry America.

Germans Were Ready to Capitulate.  
Japan's New Foreign Policy.  
The Many Kings of Jerusalem.  
Is British Foreign Office Against League?  
Ambassador Tells Story of Peace Ship.  
Hindenburg—After the Armistice.

Over 65,000 Canadian Families Buy

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

**MAY 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 newsdealers in your town, or if your newsdealers 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.





# Miller Clothing Specialties

## are always saleable

You'll know no "quiet" months when you're handling our Specialties. Because they appeal to a wide field. Every butcher, grocer, doctor, dentist and barber in your town is a mighty fine prospect for Miller-Made Duck Coats. Just let them know you sell these dependable, well-made Duck lines and their business in this line is assured you.

White Duck Pants,  
Khaki Pants,  
Flannel Pants,  
Lustre Coats,  
Palm Beach Clothing,

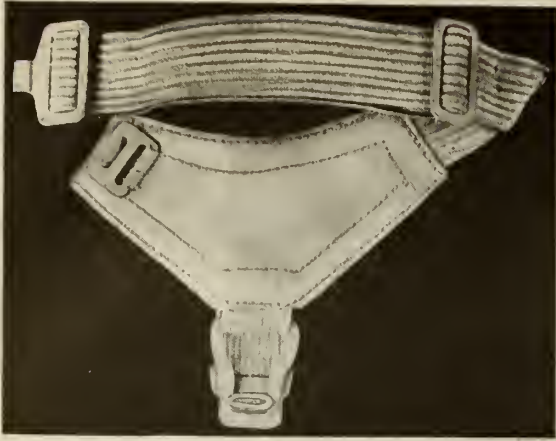
Flannel Shirts,  
Tweed and Worsted  
Pants,  
Boy Scout Uniforms and  
Equipment.

Miller-Made Specialties are consistently and aggressively advertised to the consumer—another reason why you'll find them quick sellers.

## The Miller Mfg. Co., Limited

*Makers of "Master Made" Clothing Specialties*

44-46 York Street - - Toronto



## Hessco Garters

Retail at 50c and 75c

A good looking good value garter. Has all ivory clasps and buckles. No metal to rust or scratch. Has a patented catch simple and reliable.

Your stock is incomplete without the Hessco Garter.



REGISTERED

Kitchener Suspender Co., Ltd.  
KITCHENER, ONT.



Model Form  
No. 2014  
Note the Neat  
Fitting of Coat

## THE NEW FORM FITTING MODEL

These and many other up-to-date fixtures, including

**Bust Forms for Men's and Boys' Display Stands, etc.**

illustrated in our new folders just off the press.

Although we have mailed many of these folders we may have missed some customer or friend and if you have not received one, a postcard will bring it to you. Our fixtures are up-to-date as any American make.

**DELFOSE & COMPANY**

247-249 Craig Street W. Factory: 1 to 9 Hermine St.  
MONTREAL



## CONDENSED ADVERTISEMENTS

Two cents per word per insertion. Five cents extra for box number.

WANTED — MEN'S CLOTHING AND FURNISHING BUSINESS. Manitoba or further West. Must be A1 proposition. Can put up \$3,000 to \$4,000. Would consider general business. Box 38, Men's Wear Review, 143 University Ave., Toronto.

# WHERE IS THE CAPITAL TO COME FROM?

IN reality, it is not more money that is wanted but more of the things which money can buy. The real question, therefore, is: What is necessary to increase the quantity of goods in proportion to the amount demanded by unanimous popular resolution? Incidentally to this is the further question: Where is the capital to come from to provide the factories, machinery, raw materials, etc., and who will furnish the extra labor required for the increased production?

To try and solve this important problem by a general investigation of ideas as they come along involves an attempt to discuss a perfect babel of voices, from that of the Bolshevik who cheerfully distributes blank forms undertaking to deliver the millennium according to details to be filled in by each applicant who will sign up under his leadership to that of the "good old time" pessimist who detects the seeds of ruin in every proposed change.

(That method of solving business problems belongs to minds content to "muddle along" on hearsay and sensational items.)

The method of an analysis of the essential features of actual economic conditions is likely to be much more effective and more within the bounds of time and space.

(This is the clear-headed business method with business problems of the regular reader of THE FINANCIAL POST.)

The main question affecting Canada and indeed the whole business world to-day and the sentences in plain type to the left are taken from a leading article by Prof. Adam Shortt in

## The Financial Post

dated March 29th, an issue which contains, amongst other important business news, these articles on "Essential Features of Actual Economic Conditions" in Canada to-day.

The Menace of Confiscatory Legislation  
Shareholders of G.T.R. Entitled to a Better Deal

General State of Business is Favorable  
Tariff Amendment a Poor Political Move  
Lord Shaughnessy on the Labor Problem  
C.P.R. Will Put Confidence in Public Opinion

The Increase in Current Loans Still Continues

West's Problems Considered by Loan Cos.  
New Steel Price List Evidently a Compromise

Construction Plans of C.P.R. Announced  
General Electric Coming Back to Peace Basis

Suggests That Farmers Deal With Own "Kicks"

Engineer Murphy Attacks Hydro Policy  
The Farmer, the Bank, and the Manufacturer (Edit.)

Need for Closer Supervision of Municipal Loans

Apartments Are Only Solution of House Problem

More American Capital for Canada

TO the keen, well-ordered business mind the idea of "muddling along" on haphazard and sensational information which loses the essential business-building points while creating the excitement is totally unsatisfactory. When you "get down to business" you want the plain facts—all of them—without frills—and quickly. You get them like that in THE POST. Send for a sample copy or order subscription on this form:

The MacLean Publishing Co.,

143-153 University Ave., Toronto.

Send me THE FINANCIAL POST every week till further ordered. I will pay subscription price, \$3.00 per year, on receipt of bill, or you may draw on me for this.

Name .....

Address .....

M.W.R.-Ap.

# WHEN the World Talks in Billions A Dollar Doesn't Seem Much

**B**UT saved by substituting inferior materials in the hidden parts of a coat may mean the difference between satisfaction and dissatisfaction. When you make a sale it does not necessarily follow that you have made a customer—but when that sale proves unsatisfactory you can count on it that you have lost a customer.

Leishman Clothing is not only good in appearance but so tailored that shape-keeping qualities are built right in and customer-satisfaction assured.



*Wm. H. Leishman & Co.  
Limited*

*68 Temperance St.  
Toronto*

*Makers of the best tailored garments for men.*

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# DOMINION RAYNSTERS

*"Made-In-Canada" Raincoats*

## Does Your Store Stand for "Quality" and "Service?"

Then "Dominion Raynsters" will help you to hold your reputation for handling thoroughly dependable goods.

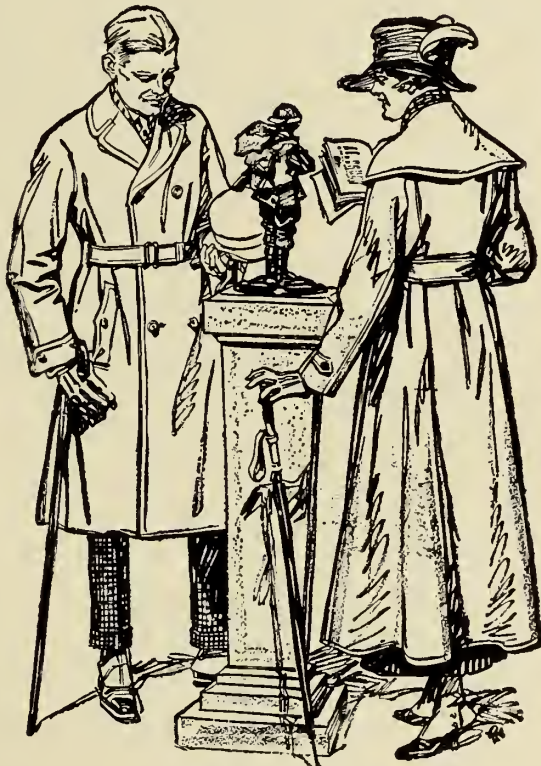
First of all, you can sell "Dominion Raynsters" with our guarantee that they are *absolutely waterproof*.

Show each customer our "Guarantee Label" in the coat. Explain that the cloth is not "treated" or made merely "shower-proof," it is reinforced with an inner lining of rubber, which makes the entire coat, even to the seams, *waterproof*.

Have customers examine every detail of the workmanship and see how thoroughly, how carefully, it is made.

In appearance, "Dominion Raynsters" are very attractive coats. The fact that they are *absolutely waterproof* and guaranteed, are two strong reasons why they are such splendid sellers.

May we send you our Dominion Raynster Style Book and Price List? Write the nearest Service Branch for a copy.



***Dominion Rubber System Service Branches  
are Located at***

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



*Tooke*

## Kum-Sealed Summer Under Garments

*A Better Athletic Underwear Sold  
in a Cleaner Way*

Goes from maker to wearer in a freshly laundered and absolutely hygienic condition.

The crotch and waistband are finished in balbriggan, conforming to every movement of the body, thus affording added comfort to the wearer.

Tooke Kum-Sealed Underwear is highly tailored from the finest materials in two likeable styles — Combinations (sleeveless). Two pieces (quarter-sleeve), in all sizes, to retail at all popular prices.

**Ready for immediate delivery.**

### Tooke Bros. Limited

MONTREAL - TORONTO - WINNIPEG - VANCOUVER

# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX.

PUBLICATION OFFICE: TORONTO, JUNE, 1919

No. 6.



The Guaranteed  
*Forsyth*  
UNDERWEAR



## Sawing Wood

*He's on the Job Again—Building Greater Canada in Good Old Peabodys*

**A** YEAR AGO he was building emplacements for the guns that shattered Hindenburg and broke the heart of "Heinie." To-day his saw and axe are heard again in the depths of his beloved Canadian woods. Blazed trail, tote-road and trout-stream know him again. He's enrolled with Peace and Prosperity. All these Incomparable Boys for whom we build Fighting Clothes for the Over-Seas Job are again slipping on Peabodys overalls and gloves, a man's togs for a man's job—for the Big Work of Peace—Home here in Canada.

*Let us all Saw Wood together for Canada—in good old Peabodys.*

**PEABODYS**  
SALES CORPORATION  
LIMITED  
**OVERALLS**

*Are  
Almost  
Everybodys.  
Are They  
Yours?*

WALKERVILLE    ::    ST. JOHN    ::    MONTREAL    ::    TORONTO    ::    WINNIPEG    ::    VANCOUVER





## The Big Demand

Someone in your locality is going to go hard after the increasing trade in Kitchen's overalls and shirts. The returned soldiers getting back into industry will double the demand for these garments. Let your store be the first to be identified with

**KITCHEN'S**  
*"Railroad Signal"*  
**OVERALLS**  
 AND  
**WORK SHIRTS**

This line is noted for real, honest quality and workmanship. Built for service and comfort. Double reinforcing where the pulls come, double and triple stitching where the wear is

hardest. Overalls have plenty of pockets and high bib. Open front work shirt—handiest ever made.

Take hold of this strong line and capture the profits.

**The Kitchen Overall and Shirt Co., Limited**  
**Brantford, Ontario**

# DE LUXE PALM

To take care of sorting orders we have manufactured and laid aside a large stock of Palm Beach suits for the exclusive use of our Canadian customers.

We will be able to supply Palm Beaches in the two-button young men's model, the three-button conservative men's model, the young men's belt-back model, the young men's form-fitting model with

# Cohen,

# BEACH SUITS

slash pockets, the single-breasted waist seam suit and the double-breasted waist seam.

We will have them in all sizes including regulars, stouts, slims, shorts and extra sizes.

They can be ordered either through our Canadian representative, Mr. E. N. Dimbleby, Box 566 (Phone St. Louis 2125), Montreal, or telegraph your order direct to us, charges collect.

**Goldman & Co.**  
NEW YORK



## Get the Good-will of the young fellow with these snappy, vigorous models

These "First Long Pants" Suits are the very essence of New York and Rochester styles—well cut—well tailored—well finished garments that will meet the approval of the most critical youth.

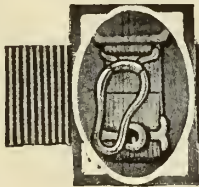
See these offerings before you stock and ask to be shown our big sellers in Boys' Suits and Overcoats.

We seek an opportunity to show you how we please our patrons. Write us.

### York Clothing Company

35 Church St., Toronto

## Sphere Garters Sphere Braces



*Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic 3/4" wide. Natural only.*



*Sphere Mikado Brace, a great improvement on the old Mikado style. Patent clip fastening is extremely simple and can be released with one hand.*

Sphere Specialties are noted for their quality and value. They are made by the largest firm of manufacturers in England making their own elastic webbings. Outfitters will find that they maintain the highest standard of British manufactured goods and invariably give long wear and complete satisfaction.

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

*Wholesale only:*

### FAIRE BROS & CO. LTD., LEICESTER, ENGLAND

19, Fore Street, London, E.C.2.

32, George Street, Manchester.



## Slip a Suit like this on a Returned Man

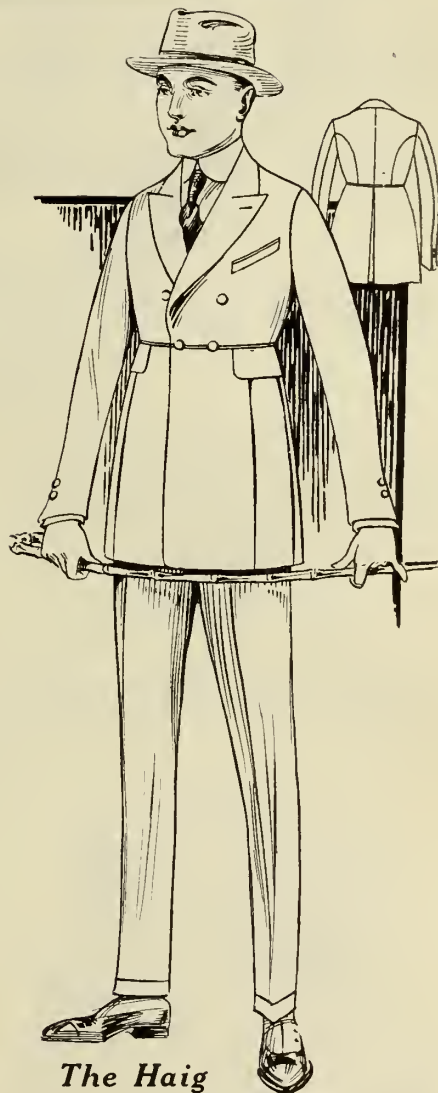
and note how well he'll like it. The fabric, the design, the hand tailoring, the all-round correctness of these garments will more than satisfy.

### COLLEGE BRAND CLOTHES

are popularly priced, too, and every suit is cut to give that snug, comfortable, non-binding "feel" that the returned man looks for in his "civies."

We can take care of your immediate requirements.

Two-piece suits for Summer wants now in process for shipment June and July. Very moderately priced.



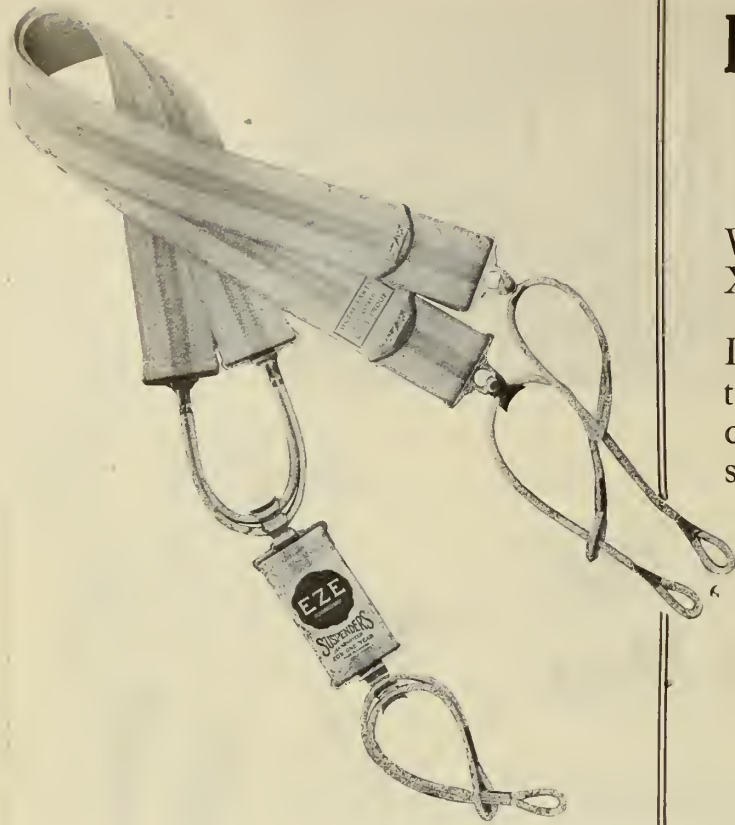
*The Haig*

New Novelty Young Man's Suit

(Note the Inverted Pleats)

# The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal  
(READ BUILDING)



## Big Xmas Special! "EZE"

SUSPENDERS

In Fancy Holiday Boxes  
Ask Our Travellers About It!



# PREPARE NOW FOR XMAS!

We advise you to place your Xmas order *NOW*.

Last year we found it difficult to handle all our Xmas business comfortably on account of the scarcity of materials and labor.

This year will see a repetition of these conditions—the scarcity of labor is even worse than before.

*Do not take the chance of being disappointed. Place your Xmas order at once and give us an opportunity to prepare ahead for prompt shipments!*

## We Do Not Look for Any Drop in Prices!

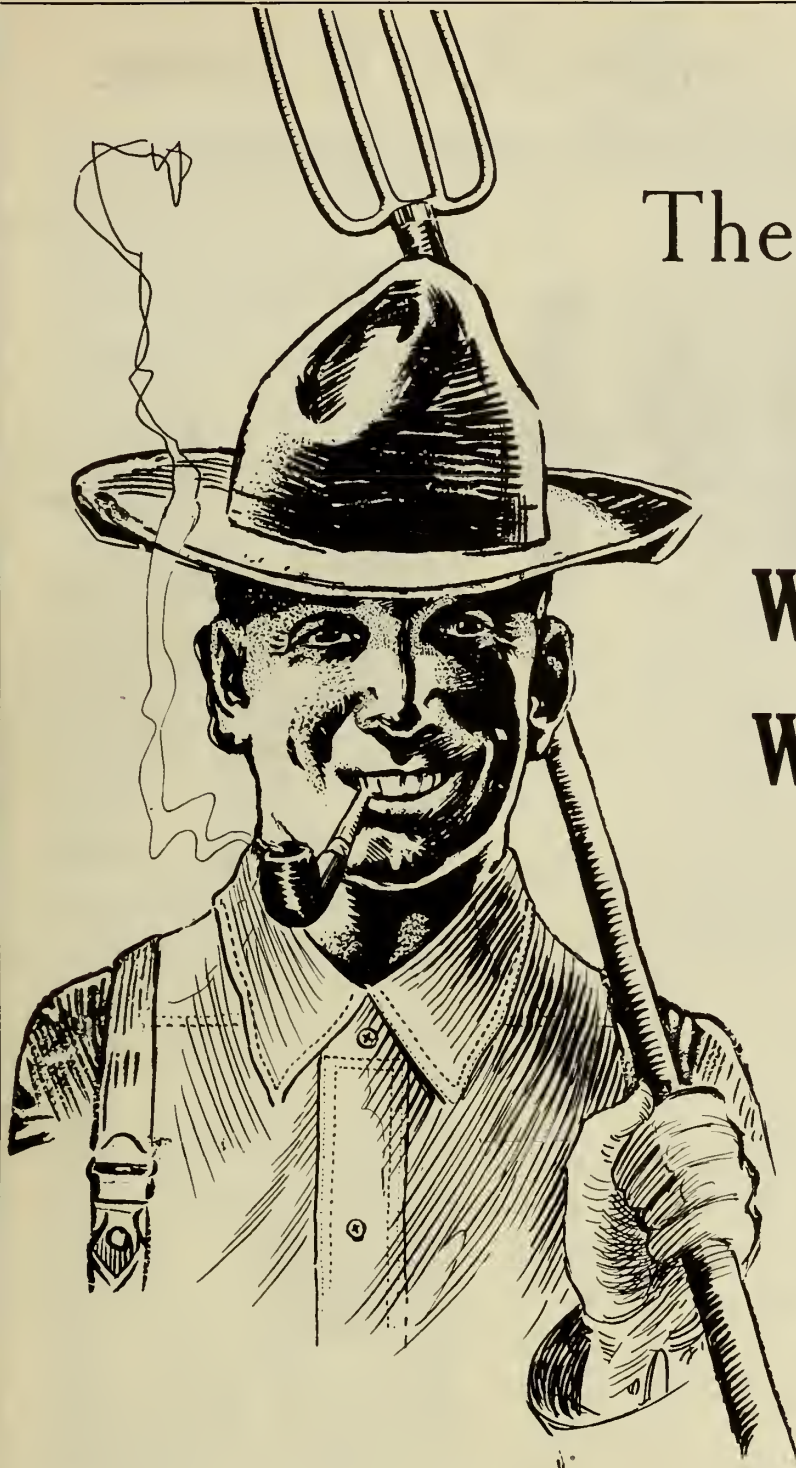
The shortage of raw materials and the increasing cost of experienced labor will not allow of any reduction for some time to come.

*Our travellers will show you all the "King" lines in nifty holiday boxes. Ask particularly about our special Xmas "EZE" offer!*

**The King Suspender and  
Neckwear Co.**

TORONTO - CANADA

**Do It Now--And Make Sure!**



For  
The Harvester  
“A.R.C.”  
BRAND  
Working Shirts  
and  
Working Gloves

Strongly made, roomy, well-wearing working togs from a factory long famous for the merits of its products.

In buying your stocks from us you save money. Our prices are attractive. We can afford to make them so because *we tan our own leather*. That's a big item in the cost of production and you get the benefit.

Let us quote you on your Fall requirements. Anything you need in the line of Working Shirts, Working Gloves, Mitts, Moccasins, Sheep-lined and Mackinaw Clothing we can give you.

**A. R. Clarke & Co., Limited**  
TORONTO

# Stores using a complete N. C. R. System can give the public good service



**W**HEN a customer goes into a store and sees an up-to-date National Cash Register on the counter, he knows at once that he is going to get quick, accurate service.

If the proprietor of that store is asked why he uses a National Cash Register he will reply that it is a labor-saving device that helps him just the same as labor-saving machinery helps the manufacturer, railroad man, farmer, and mechanic.

When a customer makes a purchase in a store using an up-to-date National, he can not help but notice how quickly the clerks hand out parcel and change. He notices how careful they are—the smart, modern appearance of the store—the good service and prompt attention that he gets.

Customers are also quick to notice the good values that such stores are able to offer; the accurate printed cash register figures; the freedom from disputes; the absence of errors.

**A modern N. C. R. System is a business necessity because it does so much to increase business and reduce expenses**

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

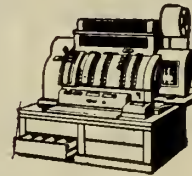
Offices in all the principal cities of the world

## Without a cash register

Keeping store records by hand is as out of date as traveling by stage or fighting with bows and arrows.



## With a modern National



The most progressive stores all over the world are using and endorsing National Cash Registers.

## Machine-made records

National Cash Register records are printed and accurate. They protect merchant, clerk, and customer.



## Careful, accurate clerks



An up-to-date N. C. R. System is a powerful force in training clerks to be careful, accurate and quick.

## N. C. R. quick service

Cash register service is the fastest in the world. It makes shopping quick, pleasant, and convenient.





**NEWEST GOODS  
In HUNDREDS  
of PATTERNS**



LOOK FOR  
THIS  
TRADE  
MARK  
INSIDE  
OF THE  
WAIST BAND

Hundreds of Patterns of the newest trouserings are used in making

**EVERYMAN'S  
TROUSERS**

When buying extra trousers to wear with your suit—ask for "Everyman's." Look for the label inside of waistband. "Everyman's Trousers" fit better, look better and wear longer than the ordinary separate trousers.

UNION MADE



Our motto is to compete with quality, rather than price. There is a difference in materials and workmanship. "Everyman's" Brand assures you of satisfied customers.

**DAVIS BROS.**  
Hamilton, Canada

**DU PONT**



**Challenge  
Cleanable  
Collars**

For Sale Here



**A Reminder**

This new metal sign placed on your counter or in your window will constantly remind your customers that you have

**Challenge Cleanable  
Collars**

in stock. Write for one to-day. They are neat and attractive in design, and as silent salesmen will help you out considerably.

Write for our catalogue and store helps. They are free for the asking and well worth having.

**The Arlington Company of Canada  
LIMITED**

63 Bay Street, Toronto

Sales Offices: - Montreal - Winnipeg

## The Dale Wax Figure Co., Ltd.



**MOVES TO**  
**Larger Premises**

Visit our new show rooms at 86 York Street (opposite Prince George Hotel). A very convenient locality for you. With double our former floor space, brighter show rooms and increased facilities, we will be in a position to look after your requirements in

**DISPLAY FORMS AND FIXTURES**  
(Made by Canadians)  
*Better Than Ever Before*

A cordial invitation is extended to every merchant to visit the most up-to-date plant of its kind in Canada.

**Dale Wax Figure Co., Limited**

TORONTO

Montreal: 150 Bleury St.  
Vancouver: E. R. Bollert & Son,  
501 Mercantile Bldg.



## In the Good Old Summertime

there is always an increased demand for Garters.



**WELL MADE and WELL ADVERTISED**

The greatest Garter value on the market to-day. Sells 25c, 50c, 75c, with good profit.

**ARM BANDS**

**LEATHER and ELASTIC BELTS**

*Ask for Samples and Prices:*

**ARROW GARTER MFG. CO.**  
489 St. Paul St. W. - Montreal



THIS MARK APPEARS ON ALL OUR SOCKS

## Socks? Get Hanson's

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 favorite everywhere.

We have maintained our standard even under war conditions.

*If for any reason you have not ordered through my representative, send order direct to the mill. It will have my personal attention.*

**GEORGE E. HANSON**  
HULL, P.Q.



**STOCK**



## Men's Suits

and meet the demand for a popular-priced suit for the returned soldier trade. We carry a wide range in stock ready for immediate shipment.

### School Boy Suits

Durability and service is the foundation of this department. The boy will pick them every time.

**ORDER NOW FOR FALL.**

**Dominion Clothing Co.**  
157 St. Paul St. West Montreal

# Have you ordered?

## Now is your best time

If you're still hesitating---waiting---act now!

One thing is certain, goods will not be cheaper this year than they are now. Stocks are rapidly diminishing; the cotton market is stiff; and export business is making heavy and increasing demands upon available supplies of raw and manufactured materials.

Our suggestion, therefore, offered with a view to serving your interests as well as our own, is to send in your order at once rather than risk having your shipments held up indefinitely.

Just now we are fortunate in being able to fill orders in all lines for immediate delivery.

## Hamilton Carhartt Cotton Mills, Limited

Manufacturers of Carhartt overalls, khaki work pants, cottonades, corduroys, also work gloves in splits and horse-hide, khaki and galatea allovers for women, khaki knickers and allovers for children, in khaki and galatea materials.

Toronto

Montreal

Winnipeg

Vancouver



## ARE YOU PUTTING ON A SPECIAL SALE?

If so, let us know, as we have some lines of fine and Work Gloves and Gauntlets which we can offer in assortments of sizes, styles, qualities and leathers at specially attractive prices.

Get in touch with us without delay.

---

THE HUDSON BAY KNITTING  
COMPANY, LIMITED  
MONTREAL



## New Season's Assortments Now Ready

And they are *real* rain-coats. Both in appearance and serviceability the "Fit-Well" Waterproofs are the kind that well dressed men prefer.

"Fit-Wells" sell easily. They are cut correctly to get the eye of particular men.

And for the ladies we offer some remarkably neat designs in "Fit-Well" Waterproofs.

Send for samples.

### S. Rubin and Company

*Mfrs. of the Fit-Well Waterproofs*

437 ST. PAUL ST. W.

MONTREAL



# KANTKRACK COLLARS

They look like  
linen collars, but they  
outwear eight of them

Consider it for a moment, Mr. Retailer. Here is a Cleanable Composition Collar that looks and feels like a real laundered linen collar, never requires laundering, and always ready for instant use. A collar that any man will be pleased to wear, and in which he can get the style and size that his fancy calls for.

That is the KANTKRACK Collar—the best cleanable collar for you to sell. Every KANTKRACK sold is a customer satisfied.



13 to 18



12 to 19



12 to 18½



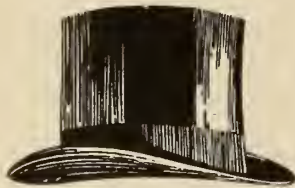
12 to 18½

The  
Parsons & Parsons Canadian  
Company

HAMILTON - CANADA

ESTABLISHED IN U.S.A. 1879

ESTABLISHED IN CANADA IN 1907



Prices Moderate

## 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

166b. St. Elizabeth Street

MONTREAL

Established 1894



# "CEETEE" Reflects Quality in your Shop

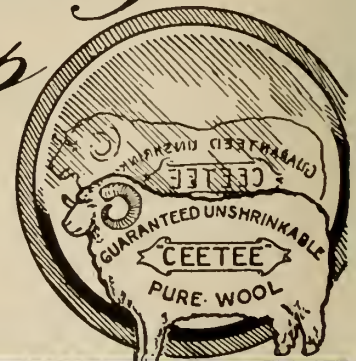
THE PURE WOOL  
UNDERCLOTHING  
THAT WILL NOT SHRINK

There is no manufacturer in Canada except ourselves making full-fashioned under-clothing—such as Turnbull's "CEETEE," which requires special machinery. Our only competition is from imported articles.

But remember—there is no low grade "CEETEE" made—only the very finest quality and highest grade underclothing bears the famous "CEETEE SHEEP" trademark.

The C. Turnbull Co. of Galt, Ontario

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.



CEETEE

CEETEE

CEETEE

CEETEE

CEETEE

CEETEE

CEETEE

# MERCURY

SUMMER HALF HOSE

*in Silk and Mercerized*



MERCURY MILLS, LIMITED, HAMILTON, CANADA







Look for this Label your  
safeguard against imitations

## Two "P.B.'s" Spell Economy

**F**OR two PALM BEACH Suits cost no more than one good worsted, and they bring you variety in dress, as well as the maximum in style and comfort.

Every time a PALM BEACH Suit comes back from the laundry, it brings with it that same novelty and freshness that distinguished it the day you told the Clothier he might send it home.

And—when it's on its trip to the tub, it's nice to know there's Number Two waiting to be slipped on.

The Genuine, bearing the trademarked PALM BEACH Label, is shown in a wonderful exhibit of smart patterns—in every conceivable shade. At your Clothier's.

THE PALM BEACH MILLS  
GOODALL WORSTED CO., SANFORD, ME.  
A. ROHAUT, AGENT, 229 FOURTH AVENUE, N. Y.

*A fac-simile of the center color spread to appear in the LITERARY DIGEST (June 28)—similar center spreads in the SATURDAY EVENING POST (July 10)—and in COLLIER'S WEEKLY (July 12).*

*Use these dates in making your own Palm Beach Advertising doubly profitable*

# Four Seasonable Lines That Meet The Present Demand

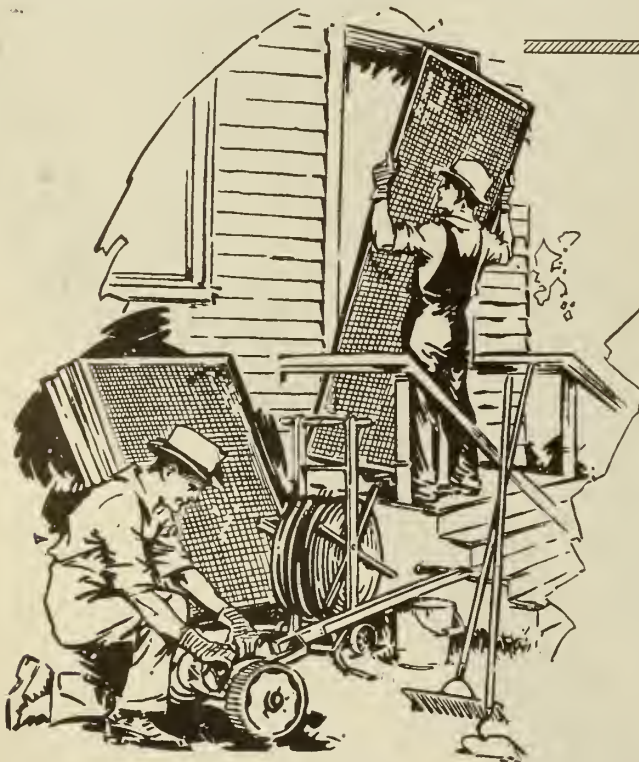
The store that is always ready with the goods that are most in demand attracts a profitable trade.

Right now, many of our customers are making a special feature of these four seasonable lines and find them good sellers:

Auto Dusters  
Lustre Coats, Black and Grey  
White Ducks  
Bathing Suits

Write us and we will have one of our salesmen show you these quick-selling lines.

Caulfeild, Burns & Gibson, Limited  
60-62 Front Street West, Toronto



Ask your jobber.

## TAPATCO

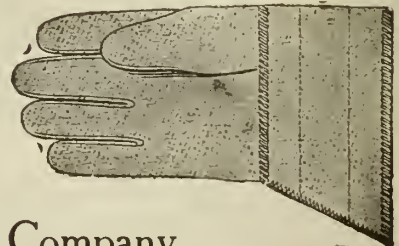
REGISTERED BRAND TRADE MARK

### GLOVES

Every Man In Your Town  
Needs a Pair

Whether he works with his hands all day or just potters around in a backyard garden in the evening, a man needs a well-made, easy-fitting work glove like TAPATCO.

There are many styles of TAPATCO Gloves. The range is ample to meet the wants of every man. TAPATCOS can be had in Gauntlet, Knit Wrist and Band Top Styles (heavy, medium and light), Leather Tip, and Leather Faced Gloves. Jersey Gloves and Mitts in Tan, Slate and Oxford.



The American Pad & Textile Company  
CHATHAM, ONT.

All the buying  
public desire  
to know is

that it is

# Fit-Reform

with this label attached



either in a Suit or an Overcoat

Fit-Reform were leaders over  
a quarter of a century ago  
just as Fit-Reform are leaders  
to-day.



E. A. SMALL COMPANY  
LIMITED

112 BEAVER HALL HILL, MONTREAL



## This is just one *of* twenty different Kum-a-Part Cuff Button Assortments

Any man wearing a soft cuffed shirt will appreciate the handy convenience of Kum-a-Part Buttons.

The Kum-a-Part snaps quickly and easily into place and cannot loosen or fall out.

Kum-a-Part Cuff Buttons are varied enough in price to suit every man's pocket-book.

\$4.25 to \$48.00 doz.

We also supply the trade with Soft Collar Pins, Summer Suspenders, Arm Bands and Garters. Quality lines correctly priced.

Let us quote you.

**C. H. Westwood Manfg. Co. Limited**  
108 Wellington St. W., TORONTO

# Important Announcement To The Trade

Many customers in Canada will be pleased to learn that DELPARK PRODUCTIONS, INCORPORATED, with Headquarters in New York City, have concluded arrangements with VAN ALLEN COMPANY, LIMITED, MONTREAL and HAMILTON, for the exclusive patent rights for Canada for their Famous



## PRODUCTIONS

including:—

UNDERWEAR

PYJAMAS

NECKWEAR

SOFT COLLARS

NIGHTSHIRTS

QUICKLOCK DRESS TIES,

Etc.

This means that after July 1st all these High Class Productions will be obtainable right here in Canada in exactly the same style and quality as now produced in the United States.

Merchants can rely absolutely on the Style and Workmanship of every garment bearing the DELPARK CANADA BRAND.

For the convenience of our customers arrangements have also been concluded whereby all invoices and accounts will be handled from the Canadian offices, under the name—DELPARK, CANADA, INCORPORATED.

**DELPARK CANADA, INCORPORATED**  
**VAN ALLEN COMPANY, LIMITED**

HEAD OFFICE : : : 153 NOTRE DAME STREET WEST  
**MONTREAL**

FACTORIES: HAMILTON, ONT.

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



## What does the name "Chamoisette" mean to YOU?

The use of the term "CHAMOISETTE" has been so widely abused that we have found it advisable to acquaint the Trade, and subsequently through them, the buying public, of the origin and only proper use of this name.

The KAYSER COMPANY, Incorporated, the largest manufacturers of Silk and other Fabric Gloves, Hosiery, Underwear, etc., in the World, were the Originators and Producers of the first, last and only **Chamoisette Glove** ever placed on the market.

This is the Registered Trade Mark which they hold for this product.

*"Kayser"*  
**GLOVE**  
REAL CHAMOISETTE  
MADE IN CANADA

The name "Chamoisette" was given by them to a high-class fabric, perfected by a special process, and obviously suitable for use in the manufacture of Gloves for Ladies and Men.

The Chamoisette Glove was confidently placed on the Market by the Kayser Company, for with their unparalleled experience in Glove Manufacturing they knew what the public wanted, and appreciated. Recognition of its superior finish, wearing qualities, uniformity of fit, and style, was spontaneous. Its popularity was assured from the very first.

Other manufacturers becoming acquainted with the increasing demand for "Chamoisette" Gloves, began to produce imitations, which came to be generally known also as "Chamoisette," and sold everywhere as such.

In order to protect yourself and your customers from these inferior lines, the above trade-mark will be a guarantee to you of the one and only Chamoisette Glove obtainable.

Maintain your own reputation for goods of only the highest quality, and retain the confidence of your customers by stocking the "KAYSER" Brand, bearing the above trade-mark.

**PERRIN FRÈRES & CIE.**  
SOMMER BUILDING  
MONTREAL



The Shirt You'll Be Glad You Bought

Designed by soft shirt experts, made by master workmen, Racine Flannel Shirts reflect an individuality with regard to durability, style and comfort—the result of over thirty-four years of exclusive high grade shirt manufacture. Sold by dealers who place their customers' interest first.

**The Chas. Alshuler Mfg. Co.**

**THE Racine**  
TRADE MARK  
FLANNEL

The same splendid quality and individuality in each model

DRESS

FLANNEL

WORK

This attractive page advertisement in full colors—a reproduction of an oil painting—is another unit in our big series of advertisements reaching shirt buyers all over the country. Note that in every instance the consumer is referred to the better-class dealers who sell Racine Shirts.

*The DOMINION will dress up next  
Fall as it has never dressed up before*

There lies, therefore, a responsibility upon every DEALER to prepare for the Fall and Winter of 1919 a stock of clothing for his customers that both in variety and quality will not disappoint; and we and our magnificent organization have been "ON OUR TOES" in eager desire to provide fabrics and create models of unapproachable style and excellence of craftsmanship.

Our collection of models in JUVENILE, BOYS, AND YOUNG MEN'S Clothing for Fall, 1919, will be unapproachable, not only for its tailoring, but equally important — **the moderateness of prices** — which will enable our customers to sell large quantities, with **profit to themselves** and **satisfaction to the wearers**.

Our representatives are leaving for the road shortly—write now for an appointment.

*Schwartz & Jaffee, Inc., sell  
more Juvenile, Boys' and  
Young Men's Clothing to the  
most discriminating buyers  
in America. There's a Reason*

# Schwartz & Jaffee, Inc.

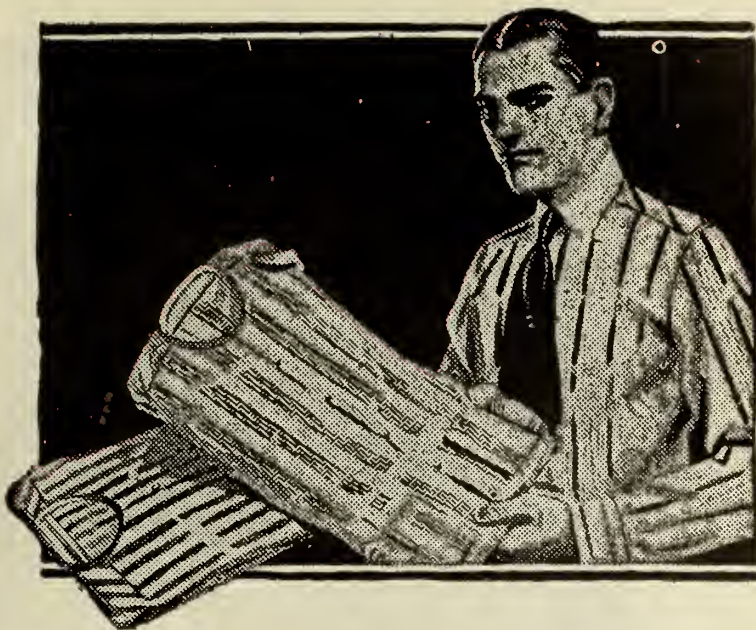
JUVENILE,  
BOYS' AND  
YOUNG MEN'S  
CLOTHING.

BROADWAY  
AT 19TH STREET  
NEW YORK

YOUNG MEN'S  
CLOTHING:  
CHAS. D. JAFFEE  
DEPARTMENT



Shirts  
you can stock  
in the knowledge  
that you and  
your trade  
can put firm  
reliance in their  
unfailing quality



*THE*  
*Lang*  
*SHIRT*



Original in pattern, coloring and design — with an originality that will appeal to men who seek exclusiveness in every article of apparel.

If you wish we will put your own name on every shirt in your order, which will serve to identify your store with Lang quality and reliability.

Send us your sorting orders. We promise prompt and satisfactory service.

The  
**Lang Shirt Co.**

Limited

Kitchener - Ontario



*The* **ARROW** *Under* Suit.

A comfortable Union Suit. Made to give satisfactory service. Produced in styles and qualities to retail at \$1.50, \$1.75, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00

Prompt Shipments from Stock, carried  
at Montreal, Toronto, Winnipeg, Vancouver

**CLUETT PEABODY & CO. of CANADA, LIMITED**  
**MONTREAL**

*Makers of Arrow Collars - Shirts and Handkerchiefs*

# BRITISH MADE HOSIERY *and* UNDERWEAR *for* CANADA

**I**N order to provide closer and speedier service for our Canadian customers, and to increase their number, we have opened a branch in the Stair Building, Toronto, and Mr. Hugh D. Marshall, our Representative, is carrying 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 BRETTLER'S are known throughout the world for Men's Outfitting of the better-to-best kind.

## DEPARTMENTS

Hosiery and Underwear in Silk, Cotton, Lisle and Wool	Shirts Dressing Gowns	Collars Bath Robes	Ties Pyjamas	Rugs
--	--------------------------	-----------------------	-----------------	------

*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. BRETTLER & CO., LIMITED

MANUFACTURERS AND MERCHANTS

119 WOOD ST., LONDON, E.C. 2, ENGLAND

Factory: Belper, Derbyshire

*We want more Canadian trade—and will try to deserve it.*



**Z**IMMERKNIT is Good underwear—otherwise it could never have attained the popularity it now enjoys.

**E**VERY suit is sold with confidence in good stores everywhere. Confidence that means profit for both the customer and the store.

**I**F you are not selling ZIMMERKNIT Underwear, we suggest that you get in touch with us.

**T**HERE is no doubt that it will prove the most satisfactory line of Underwear for your store to sell.

Above illustration represents one of our series of color display showcards. Supply is limited. Send your request early.

**ZIMMERMAN MFG. COMPANY, LTD.**

HAMILTON

CANADA

# Mackinaws

From Canada's Greatest Mackinaw House



"G.-H.-G." brand Mackinaws are guaranteed to be made from the finest Canadian fleeced wool. They are good looking—well cut and well fitting as the two models illustrated would indicate.

See the complete line in our illustrated list. Ready to mail you on request.

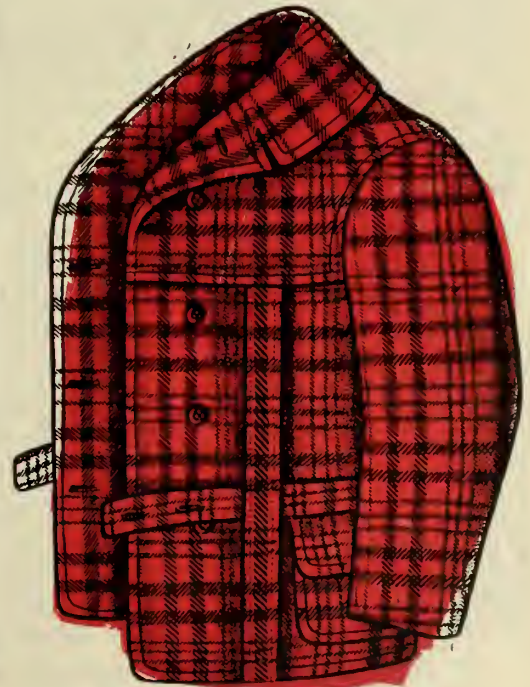


No. 609  
"Town" or "Young Canadian"  
Brand Mackinaw Coats

Made for the boy in the exact same style as Daddy wears. They give ample protection, look smart, neat and classy. Made double breasted, have shawl collar and with or without yoke.

"G.-H.-G." "Naidanac" Mackinaw

No. 608—Another example of our celebrated G.-H.-G. "Naidanac" Mackinaw Sporting Coat in fancy plaids and stripes. A very handsome garment for pattern, cut and fit. "Naidanac" Mackinaw is made up in exclusive patterns for our use alone.



GRANT - HOLDEN - GRAHAM  
LIMITED  
OTTAWA - CANADA

# 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



Send us  
Your  
Sorting  
Order on  
**Wash Goods  
For Boys**

Be prepared for the Summer trade in this regard.

Our wash goods for Boys are well made of sound materials and are sure to meet with the approval of both the youngsters and the Mothers. Specialties in Cotton Bloomers and Fancy Overalls.

Write or wire to

## The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

# "Craftana"

Registered No. 262,000



THE HALL-MARK OF  
**Maximum Comfort and Durability  
at Minimum Cost.**

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

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

**A HALF HOSE  
FOR HARD WEAR.**

**Absolutely Seamless  
Perfect in Fit  
Guaranteed Unshrinkable**

**THE HOME OF PERFECTION IN FOOTWEAR.**

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



**I AM THE MAN**  
—who put **Popular Prices** on **Pants** and they have been popular ever since.

**POPULAR  
BRAND  
TROUSERS**

Made by the  
**Vineberg Pants Co.**  
Montreal, P.Q.

160 McGill St.  
Montreal

Manufacturers of all kinds of Men's Pants and Boys' Bloomers.

# BACKGROUNDS

and Built-up Models

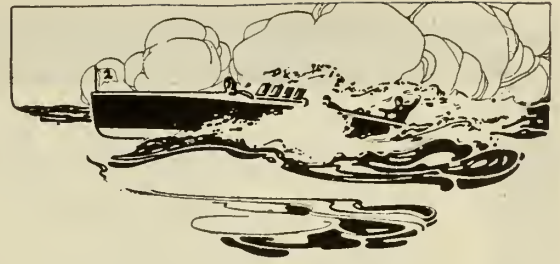
FOR

**CANADIAN  
NATIONAL  
EXHIBITION**



31 RICHMOND EAST  
TORONTO

# Get in Line For the Summer Season



This summer will see renewed activity in sporting circles, following the removal of war-time restraint and the return, from military life, of many of the best athletes and sportsmen.

## Summer Goods will be in Great Demand

We can meet ALL your requirements, as our stock is always comprehensive and anticipative of the needs of the times.

### DEPARTMENTS:

- F—Men's Staple Furnishings.
- I—Men's Fancy Furnishings.
- L—Men's Fine Shirts (Factory No. 1).
- M—Workingmen's Wearables, Overalls, Smox and Working Shirts (Factories No. 2 and 3).

SPECIAL LINES of our own manufacture and sold only by us:—

Complete Lines of Men's Dress and Neglige Shirts, Workingmen's Wearables.

Shirts—"Racine" Working, "Hero" Fine, and "Strand" (Chemise de Luxe).

"Lifesaver" Overalls and Smox—"Samson" Pants and "Record" Sox.

### BEST QUALITY ONLY

Attractive goods at attractive prices. We are anxious to be of Service to you. Your orders will receive immediate attention.




---



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# ALPHONSE RACINE, LIMITED

DRY GOODS JOBBERS AND MANUFACTURERS  
SPECIALISTS IN MEN'S FURNISHINGS

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

Sample Rooms:

Ottawa, Quebec, Three Rivers, Sherbrooke. Sydney, N.S., Toronto

Factories:

Beaubien Street, Montreal, St. Denis, St. Hyacinthe



Made in various cloths, some of  
which are:

CHECK NAINSOOK  
SHADOW STRIPE MADRAS  
STRIPE DIMITY, CHECK DIMITY  
DOBBIE MADRAS  
ATLANTA SILK  
SILK



*One button opening  
down the leg; adjust-  
able waist band.*

*Cooltex*  
*W.G.R.*

*The most sensible  
of Summer  
garments.*

*Ready for immediate delivery*

**The Williams, Greene & Rome Co., Ltd., Kitchener, Ontario**

MONTREAL

TORONTO

WINNIPEG

VANCOUVER



# MEN'S WEAR REVIEW

*Published Last Wednesday in Each Month*

VOL. IX.

TORONTO, JUNE, 1919

No. 6

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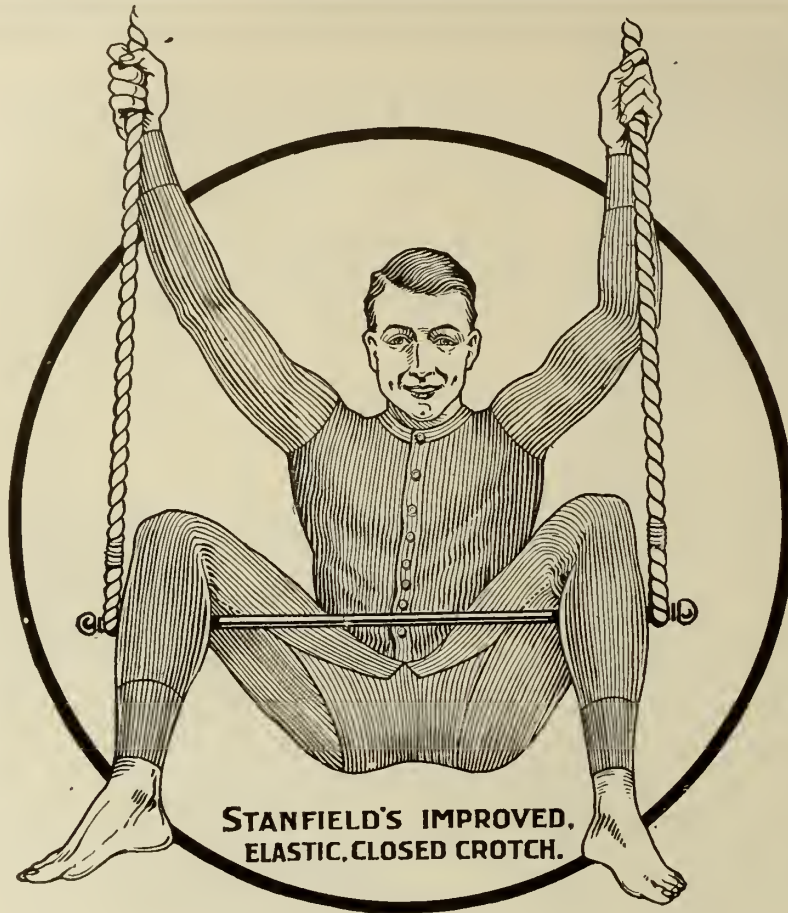
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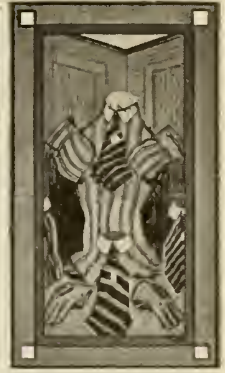
The Quality *of*  
**STANFIELD'S**

RED LABEL  
BLUE LABEL  
BLACK LABEL

IS BETTER THAN EVER.

HAVE YOU PLACED YOUR FALL ORDER  
FOR

**STANFIELD'S**  
*Unshrinkable*  
**UNDERWEAR**



# Men's Wear Review

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

VOL. IX.

TORONTO, JUNE, 1919

No. 6

## CHEAP SUITS A THING OF THE PAST

Garment Workers' Higher Wages and Increased Cost of Materials Blamed.

ANY man who supposes that because the war is over clothes are cheaper or soon will be, is due for a shock. Everybody in the clothing business says that the present record prices for men's suits will be maintained through this year at least; that next Spring may bring slight relief, but that prices existing before the war will never return. This applies to both tailor-made and ready-made habiliments.

Having got your Victory Bonds paid for and having come to suspect that there is something in your wife's assertion that the good old suit you bought last year or the year before and have been living in exclusively through the heroic age of wartime economy would disgrace even a Belgian refugee, you go into your favorite clothing store, as the majority of men are doing these days, and ask at the door for your favorite salesman.

### \$45 to Get Good Value.

"Mr. Allwool!" calls the floor manager. "Oh, Mr. Allwool!" Allwool the salesman presents himself, inquires after the family and in not at all an accusing way suggests that you're quite a stranger. You prance up the aisle with him, remarking that you'd like to look at the \$30 suits, three piece, summer weight.

"Fine," says Mr. Allwool as he swings a multiple hanger full of coats out of a glass case for your inspection, "except that we haven't a \$30 suit in the house. Yes, I remember the grade you used to get. It was \$30 and is \$40 now or maybe a little more. It is almost as good as it used to be, though you know it's pretty hard to get absolutely first-class woollens now.

"You used to ask me to advise you, so I suggest that if you want value you'd better make up your mind to pay \$45 or \$50." Meanwhile he is running the row of coats through his fingers, and pre-

sently he says, "I'm sorry, but the cheapest thing we've got in your size is \$50. There were several yesterday at \$40, and \$45, but I guess the soldiers got them."

It's all true, but you protest: "Why, I can have a suit made for \$50. I think I'll go to a tailor." Being a good salesman, your friend doesn't try to dissuade you, but grins and shoots a "See you later!" at you as you walk out.

And at the shop of the "medium price" tailor who used to make you up a good suit for \$42—it was \$35 back in 1914—whenever you yielded to the temptation to get away from hand-me-downs, you are greeted with a cheerfulness which on close inspection reveals a vein of melancholy. The tailor speaks of labor troubles, of doubling costs, of the scarcity of first-class woollens, of rents and tariffs and trimmings, and ends with an apologetic, "I'll have to charge you \$65 this year."

"If you want to sit down with me I'll go over every item with you and prove that I am not making as much profit at \$65 as I did at \$42," he goes on. "Did you know that the journeymen tailors got two raises of wages in the past winter, on top of everything before that? Ten years ago I paid \$6 for having a coat sewn together; now I pay \$12, with the other garments in proportion. Fine woollens that cost from \$3.75 to \$4 a yard before the war are now from \$8 to \$10, and as a matter of fact the same quality is not to be had at any price. A simple trimming for which I once paid 7½ cents is now 42 cents a yard.

"Some of the things that go into a suit of clothes have gone up much more than 100 per cent. And the dickens of it is that I can't guarantee the same workmanship that you used to be sure of here. Labor is absolutely uncontrollable, it's that independent. If a coat isn't right and I tell the coat maker so, he may tell me to have someone else

fix it, then, or if he's a reasonable man he explains that he is too badly rushed to give a job close attention and can't get any helpers because the helpers all went to war or else have been kept from emigrating to America on account of the war.

### Workers to Demand Shop

"My partner here, who has been in business for thirty years and, like myself, has old-fashioned standards of workmanship, is retiring to-day because all the trouble he has had in getting clothes properly made has given him nervous prostration. There's worse to come, I hear, for the clothing workers are getting ready to strike in the fall to enforce a demand that the merchant tailor shall supply workshops for them near his shop, so that they won't have to take the cloth home."

This merchant tailor gave a visitor a copy of a letter he had just received from a woollen importing firm of Boston, part of which was:

"The British Government is not releasing much wool for civilian purposes and will not release any large quantity until they know exactly how much wool it is going to take to clothe the demobilized men of the British and allied armies, and also how much wool is going to be required to keep the armies of occupation in Germany and elsewhere clothed and equipped. They are releasing some of the finer qualities of wool that cannot be used for these purposes. The result is that it has been possible to buy considerable quantities of really fine goods.

"The price at which this wool has been released, the high cost of labor and the shortening of the workingmen's hours throughout Great Britain, coupled with the tremendous demand over all the allied and neutral countries for woollen goods has not only kept the price of goods up to where there were a year ago,

but on the average has increased the price from three to four shillings a yard.

"From all the information the writer could obtain from manufacturers and others in the industry, there does not seem to be any immediate prospect of reduction. The demand for goods is very great and most of the countries that have been at war or on the border of warring countries have been so short of woollens for the last four years that they are willing to pay any price to get them.

"The result is that if we wish fine imported goods in the United States, we must follow along with the other countries and pay the price. Prices will ease off, we believe, gradually in the next year or two, but the general impression is that there will be no slump and that there will be a big shortage of British goods for the next four or five years.

#### Lower Domestic Grades Cheaper

"Certain grades of domestic goods have dropped in price considerably, but chiefly the lower grades, such as wool suitings, wool overcoatings and suitings and overcoatings containing a percentage of waste wool. Fine quality domestic worsteds are just as high and in some cases higher than at this time last year, and the same applies to fine overcoatings. There has been no great reduction in the finer grades of wool, and the extra cost of labor has more than offset any reduction in the price of material. We therefore see no reason for much reduction in price on the finer grades of domestics. We believe the prices will ease off gradually but they certainly will never come to the price they were in 1914.

"In seasons when woollen cloth was more plentiful and cheaper than it is now the big manufacturing retailers always bought enough cloth for the next year's normal demand. This year the demand is away above normal, not only on account of the returning soldiers, but from civilians as well. Last year comparatively few suits were bought. Many men were in olive drab, many made their old suits do another season because they thought they might be called in the draft, many others wore old clothes for reasons of economy or patriotism or because the money was going into bonds.

"On the other hand, most of the mills were manufacturing only cloth for the Government until the war ended. Spring and Summer suits are manufactured in the Fall and Winter. Last Fall the mills were two months later than usual in turning to civilian production for this Spring and Summer. So the supply of woollens is away behind the demand.

"Moreover, there have been textile strikes and garment makers' strikes, and I don't know what to delay the game. The garment makers, with their new forty-four hour week and higher wages, are producing less than they did before.

This not only increases the visible cost items but the factory overhead. All these factors figure in the cost of a suit to-day.

#### Abnormal Demand Reported

"I wish that we could sell them cheaper. Only to-day I saw in one of our stores a two-piece golf suit of imported tweed that sold a year ago for \$35. It is marked \$52.50 now, and the proportion of profit has not increased. You can count on prices being no lower in the Fall, and I doubt if there's much of a change by next Spring."

An officer of another manufacturing and retailing company especially popular with army officers who are getting back to mufti, remarked that one might expect some of them would have found their old civilian suits hanging up at home awaiting their return, but apparently their whole wardrobe had been sent to the Belgians in their absence. For the first time in its history this store has to turn customer after customer away because the stock of suits is so low, and it cannot be replenished fast enough to keep up with the demand.

"If you'll look in in a week or ten days we may have something, but cannot promise," says the salesman.

For many years this store had a suit for as little as \$20. Before the war the minimum advanced to \$26 and then to \$28. Now the \$28 suit, if the store happens to have any on hand, is \$38, but the common price is \$45 to \$50 or higher. The proprietors find that not only has the price of woollen cloth jumped tremendously, but that certain "lines" are not in the market at all. In the past ten years wages of the makers have just about doubled.

"We are able to get good woollen cloth, but not always as good as we want." I recall, too, that some silk we ordered in 1916 has not arrived yet. The chief reason for the high price of woollen cloth is the scarcity of wool, though labor figures importantly. I do not believe that prices will ever return to the old levels."

There is a "little tailor" who formerly had a shop in the middle zone of Manhattan, but now does his work in the front room of his uptown flat. Two years ago he was making a really good all wool suit for \$35. As he is his own cutter, coatmaker and busheller and has no rent to pay except the rental of his home, the reporter thought that here would be the tailor least affected by the sweep of war-created prices. But the tailor, after showing his best samples and rubbing them lovingly between a thumb and forefinger, mentally added a row of figures as he sat meditating, and then said:

"Sixty dollars, sir; that's the best I could do."

At that he did not seem anxious to take an order, for he said, "I would not make a cent."

#### SOMETHING NEW IN PLACE OF, "WILL THAT BE ALL?"

Good-bye old stereotyped phrase. Here's how a wide-awake haberdasher put the lid on the phrase, "Anything else to-day?" which invites, "Nothing, thank you"; and "Will that be all?" which just naturally starts a customer looking for the door while he answers, "Yes, thank you." He gathers his salesmen together every morning at an informal conference at which they decide what article is to be pushed during the day.

As a general rule it is some accessory of dress, not very expensive, but usually in considerable demand. One day it will be garters, on another day belts or suspenders will be the item selected, while a special design of cravat or handkerchief will be chosen for another day's business.

Under this plan, when a customer has purchased or looked at the article he had in mind upon entering the store, the clerk does not have to ask a general question, but says, "May I show you these garters (or belts or cravats)? I think you would like them."

A record is kept of the different things pushed during the week, and of the total number of sales made by each clerk—both general sales and sales of the selected goods. The clerk who sells the largest number of the "special items" during any one week receives a small cash prize and the proprietor is authority for the statement that this plan has resulted in an extremely large percentage of "suggestion sales."

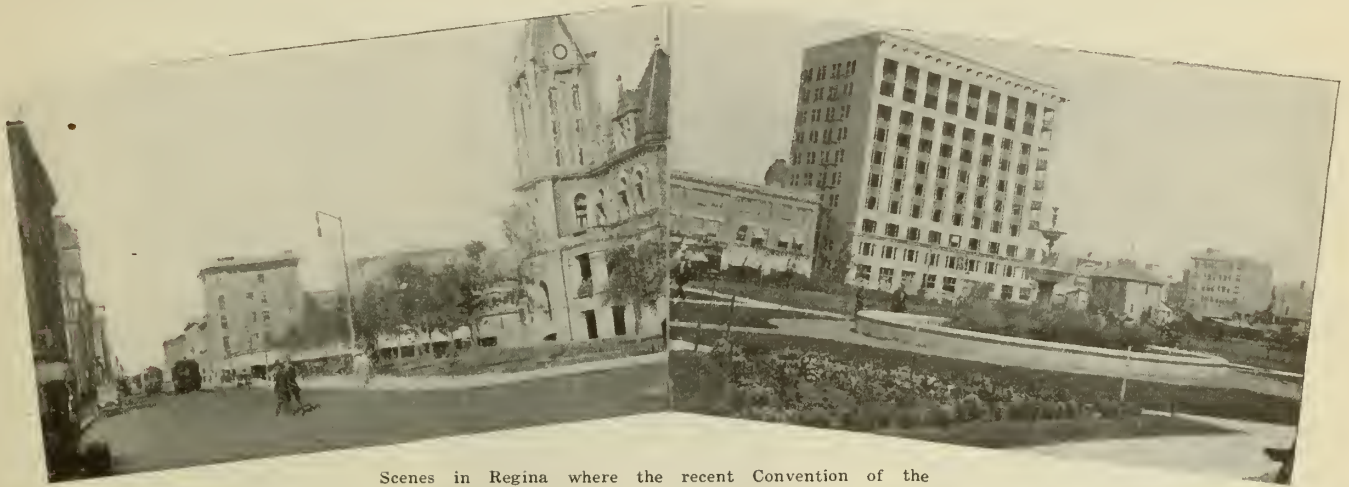
"In fact," says Mr. Richards, "It has worked so well in my store that I don't see why it couldn't be tried in every retail establishment—drug store, grocery or hardware store. The very fact that the clerks themselves select the items to be pushed each day gives them an interest in the plan, and the stimulus of competition is afforded by their eagerness to capture the prize each week."

#### SHOULD SHARE PROFITS

"We employers have missed our particular war lesson if we have not come through with the firm determination to see that there shall be a somewhat different division of the profits of industry," said Mr. Horace Peabody, of Walkerville, himself a large employer, in giving the presidential address at the convention here of the Canadian Association of Garment Manufacturers.

Continuing along this line in more definite terms, Mr. Peabody said: "We must see that invested capital shall give up a larger share of the returns from industry, and that the piece-worker and the hour-worker as the real workers in the management also—in a word, the producer—wherever he is found, either with hand or brain, shall have a larger share of the returns from the joint effort of capital and labor."

President Peabody claimed that his trade had not indulged in profiteering at the expense of the country during the war. Overalls were sold in Canada, he said, at prices ruling for similar grades in the United States.



Scenes in Regina where the recent Convention of the Saskatchewan Branch of the R.M.A. was held.

### LESSONS FROM THE WEST

**A**T the present time the eyes of the Retail Merchants of Canada are turned toward the West. Out in that country west of the Great Lakes the organized retail merchants are becoming a strong factor. The convention that has recently closed at Regina, at which were represented the merchants from all parts of Saskatchewan and outside points as well, is but an indication of what may be expected at the Manitoba Convention to be held in Brandon within less than a month's time. The merchants of all those provinces, clear through to the Pacific, are exerting themselves to become better merchants, to keep pace in every way with the marvelous developments of that great country.

At the present time the West is faced with serious problems. There are strikes and rumors of strikes in the air. Serious as these conditions may be, they are still indicative of real growth, a growth into a larger viewpoint that must ultimately come to Capital and Labor alike.

But these are only passing phases that will be forgotten before long. All the time the country is prospering.

Her fabulous wealth, as represented by her endless wheat fields, not only means money for the conduct of industry, but means food for a hungry world. Her mines and forests and fisheries are hardly surpassed throughout the world. It is a big country with big ideas and ideals, and its merchants are measuring up to their opportunities. Their activities are well worth watching.

# A DISCOURSE ON AFTER-THE-WAR PROBLEMS

One of the Important Addresses Delivered at the Recent Saskatchewan Convention of the R.M.A. by Frank Stockdale, the Noted Advertising Expert.

“ALL the problems of retail merchandising are soon to be after-the-war problems, but these do not commence yet. These problems are going to come about when reconstruction comes, but they are going to begin.

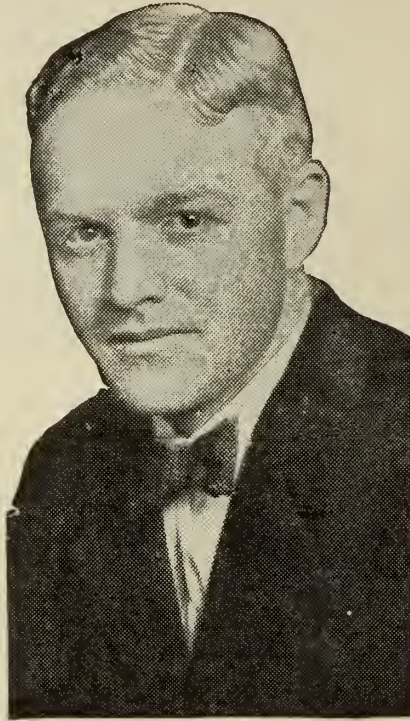
“Back in your home town there are a number of retailers who have an idea that the only way to learn this business is through experience. In an Ontario town someone handed me an enquiry along this line: ‘Which is more important in business, theory or experience?’

“I ask you, which is more important, the blackboard or the chalk? We have to have some theorists. Theory has a different meaning for each individual. To lots of people anything they have not used in their business is theory. A lot of retail merchants shut themselves in or they try to shut the other fellow out, but they are imprisoned to that extent. Some think they can shut competition out, but when you do this you may as well call in the gravedigger. All we want is fair treatment. When a man asks for more than that you have to grant it to the other fellow as well. There are two types of merchants. One throws open the door and goes out after things. Japan went to all the countries of the world and investigated, and adopted the best ideas and methods which she could find. To-day Japan is a first-rate power, while China is a third-rate power. Japan has profited by the experience of others.

“The science of arithmetic has come up through the ages of experience, yet while many public accountants do not know much about the important question of percentages, many retailers will dive into this involved matter without forethought. There is much truth in the saying, ‘Fools rush in where angels fear to tread.’

“These conventions are great idea markets. The trouble is that we take only the ideas that we recognize as our own. You have a hazy idea about a lot of things but not a definite one. You have a lot of wobbly ideas and you are not really sure of them. When you have them strengthened you feel like building on them and putting a real roof on the construction. You come to conventions to get your wires connected. Many merchants have their wires crossed.

“After-the-war prices may be one of the after-the-war problems. This phase of the matter has been in our minds for some time, owing to a changing market, but I will not say what prices are going to be. The opinion of some long-headed merchants is that now the armistice has been signed, the war is over, and yet we find prices in some lines increasing. There is apt to be a sense of false security. For a while



FRANK STOCKDALE,

The noted merchandizing expert whose addresses were among the feature events of the Regina Convention.

the tendency was to hold back for a decline in price. Other merchants think that as prices have not dropped since the armistice was signed that prices are not going to drop. There are not many people who think that prices are going back to 1914 standards. There are at least two big reasons for this. One is that the price tendency for years has been upward. The reason for this tendency is still at work and the last five years would represent a substantial increase. If wages stay up, prices must stay up. Labor says wages will stay up. But the retail merchant who gives too much attention to prices now is going to be left. The decline from present levels will be very gradual.

“We have had some fictitious values in merchandising, and this is going to be squeezed out for a while. Retailers are responsible in some part for the high prices. An actual shortage combined with the fact that stockrooms have been stored with goods, creates an artificial price.

“Stores show the things the retailer is most proud of. I saw the stockroom of a certain store recently. The retailer pointed to certain goods selling now at \$1, which he bought early and could sell profitably at 50c. There retailers proudly point out their ‘good buys,’ but it is a fact that the poorest buyers have won the biggest stakes under recent conditions. On an up market the retailer makes most who sells out before the

market drops. Inefficiency has been patting itself on the back, and if some of you have been doing this you should do something radical.”

Mr. Stockdale at this point referred to a recent visit to another store wherein he found the stock to be very low, and ragged. The merchant had been buying bankrupt stocks.

“There are not many bankruptcies lately,” said Mr. Stockdale. “This merchant was placing his bet that the bankruptcies were only postponed. There are lots of bankruptcies in this country which have been postponed. As soon as the market begins to level off there will be a great many changes in business. People are looking for a world readjustment. As long as the market was creeping up there was coming in an extra profit to take care of any possible loss, and a lot of merchants have eaten up that profit. An increase in dollars of sales is no good, but an increase in volume of business transacted is required.

“If 90 per cent. to 95 per cent. of the merchandise is bought at a certain price and then the price jumps and only about 5 per cent. of the merchandise changes hands in a season at that price, I claim it is more or less of a fictitious price.”

At this point Mr. Stockdale spoke of another retailer who had increased his sales recently from \$60,000 to \$80,000 per year. He had been making a net profit of about \$3,000 recently while in 1917 he made a net profit of \$8,000. He had recently been selling close to the real market and not a fictitious market.

“The extra \$5,000 which this merchant made in net profit in 1917 is a fund he holds in trust owing to a changing market. He will lose when the market declines and it may take \$500 one year and \$1,000 another year to balance things up. Merchants should keep money from such a source as this to take care of down market losses.

“Many men who can run a retail store well, do not know how to look after money when they get it. If a merchant has a particularly good season he should put the extra money into a reserve fund. At all times if you have not money for a reserve fund there has been something wrong with your business and you should straighten it out.”

Hereupon a problem of buying, for wartime and after, was outlined by Mr. Stockdale.

He cited two cases. In one the average stock on one annual turnover was \$400, whereas in the other store with a turnover four times a year, the average stock at each turn was \$100 during the year. Sales amounted to \$600 with a profit margin of 33 1-3 per cent.

Mr. Stockdale explained that margin

was an opportunity for profit and also an opportunity for loss.

"The sales in the foregoing case were \$600, but the sales at stock were \$400 in the case of the single turnover. In the second instance the sales were \$600, but sales were \$400 at cost where there are four turnovers to the year.

"The quintessence of merchandising is to carry as many of the \$100 lines as possible, and to be careful on the other lines which run a high average stock, and only turn once or so in the year."

Speaking further regarding this illustration Mr. Stockdale pointed out that if prices dropped 10 per cent. the first merchant would lose \$40 by carrying an average stock of \$400 on one turnover during the year, while the second merchant would lose only \$10 because he carries lines which turn four times a year at an average value of \$100.

"Carry more lines in quick turning merchandise. The losses will be on the slow turning lines," said Mr. Stockdale.

In regard to the matter of deciding which are slow turning lines, Mr. Stockdale stated that the man who knows how to buy goods for quick turnover will win, and that the best way to tell is to have records. Each merchant should have a good stock-taking system.

"Merchants spend their money taking care of their money, but they do not give the same attention to their merchandise which represents the investment of their money. It is much more important to look out for the cash in your merchandise, and sooner or later I hope we will all have stock records in our stores for this purpose.

"One merchant says he buys goods for 60 cents and sells for \$1, and thinks he is getting a long profit. The successful retailer is one who gets the best profits, not the best margin. The jeweler gets a long margin on goods sold, but his turnover is very small. Margin does not tell what profits you have. You must know the cost of carrying and selling an article before you know what your profit is. It costs a lot to handle and sell long margin goods."

At this point Mr. Stockdale quoted the following definition for turnover: "Turnover answers the question, 'How long does the merchandise stay?'"

A rule for figuring turnover was outlined as follows: "Divide the sales by the average stock carried at the selling price."

A question as to whether margin should be figured on the sales price or on the cost price, and why, was answered by Mr. Stockdale as follows:

"It should be figured on the selling price because it takes an expert to do it any other way. The average retailer cannot do this because in getting his cost of doing business—say 25 per cent.—he gets the figures by dividing his sales into his own expenses. Therefore having got the percentage you say the cost of doing business is 25 per cent. of the sales. Then add 10 per cent. for profit and figure on cost price and you haven't anything.

"The percentage of an apple cannot be

compared with the percentage of an egg. Twenty-five per cent. of a big apple is not equal to 25 per cent. of a small apple.

"What does more harm than anything is the manufacturer who tells you you are making 25 per cent. on his goods, whereas you are only making 20 per cent."

A rule for figuring margin was as follows: "Subtract margin from 100 per cent. and then divide it by the cost."

This point was illustrated as follows: \$2.40 is the cost of certain merchandise. It was required to mark the goods to give a margin of 27 per cent. Subtracting 27 per cent. from 100 per cent. it leaves 73 per cent. to be divided into \$2.40, giving \$3.28 as selling price.

Question: Is it proper to keep stock at the selling price or at the cost price?

Answer: Ninety-five per cent. of retailers keep it at the cost price, but the department stores are keeping stock at the selling price. It is easier to take stock at the selling price and it works all right as far as turnover is concerned. It is best to keep stock at the selling price, but unless the margin is uniform you cannot keep your stock at selling price and get back to cost when necessary.

Question: Would it not be necessary to keep stock records of each department in order to keep stock at selling price?

Answer: For the purposes of merchandising the department store says that stock at selling price is best. For purposes of financial statements of the business and for insurance you could not have stock at selling price. The department stores have this because they merchandise, and the average retailer doesn't know what that means.

Question: A merchant gets an invoice of mixed goods. Freight and handling expenses amount to a certain sum. In figuring profits he has to start with the laid-down cost in the store.

Mr. Stockdale figured out a test case as follows in establishing the laid-down cost of the various articles in a mixed consignment as outlined. The invoice of goods was for \$200; cartage and other expenses were \$20; laid-down cost was \$220 for the shipment of various articles. Taking among the consignment to be 10 bags of rolled oats at \$10, the cost of which is \$100, the cost of cartage, etc., of \$10 was added, making a total of \$110. The cost of doing business in the previous year was 25 per cent.; adding 10 per cent. to cover profit, making a total of 35 per cent., this was subtracted from 100 per cent., leaving 65 per cent. to be divided into the laid-down cost of \$110, giving selling price of \$170 in this case.

Question: How much should a retailer make on groceries at present?

Answer: If he makes 3 per cent. net on groceries he is receiving a good return if his stock is turning an average of 10 to 12 times a year.

#### CONVENTION BRIEFS

It did not take long for J. J. Polson, late first vice-president of the Saskatchewan R.M.A., to show his musical

capabilities, and, in company with the late president, H. D. MacPherson, prove their ability to stir up enthusiasm by drawing forth song from the assembled delegates.

"How I hate to get up in the morning," was the title of the introductory song of the convention, and it was noted that J. A. Banfield, the Dominion president, led J. J. Polson a close run for the honors of greatest volume.

H. D. MacPherson proved he could do something else besides run a men's furnishing business and a retail merchants' meeting, when he assumed the role of musical and athletic director.

Judging by the groans made by the delegates when called upon to go through a few simple exercises after sitting for an hour in session, the hotel must have sounded like a zoological garden in the early hours. No wonder they all joined heartily in the singing of the song, "How I hate to get up, etc."

Every prosperous looking retailer in the audience raised his hand when Mr. Stockdale called for a showing of retailers who were regular readers of a trade paper.

Are YOU a reader of a trade paper?

One retailer asked Mr. Stockdale what the margin of net profit should be on groceries. "As much as you can get under present conditions," was the reply.

Mr. Stockdale says the merchants who come to conventions are the progressive ones, and those who want to know more about their business. These are the kind who also read trade papers.

Do you go to conventions?

A by-law is being prepared by Regina providing for the compulsory closing of stores at 6.30 p.m. all the year. This is to take effect on June 1. Regina claims to be the first city in Canada to have such a law.

As usual the convention went on record in opposition to the liquor traffic. It has not made much difference in the past year or two, but this legislation is of more importance when the present ray of hope is coming over the horizon.

Professor W. W. Swanson, Professor of Economics in Saskatchewan University, delivered a very able address on "Thrift."

"Buying from a Hebrew and selling to a Scotchman" is Mr. Stockdale's opinion of efficiency in retail merchandising.

"Buy in cold blood and sell with enthusiasm," is a splendid maxim.

A delegate visiting the convention declared that he personally himself, single-handed, swallowed three-fourths of the townsite of Saskatoon. The wind was blowing.

Much to the disgust of S. McMicken, the delegates were called upon two or three times a day to stretch their legs and incidentally shake the dust from their brains.

"Smugosity" is a new one on us. Mr. Stockdale coined it to represent the attitude of the average community.

# SALESMAN DECIDING FACTOR IN CONVINCING BUYER

Well-Trained Salesman Can Usually Switch Customer From One Article of Merit to Another

From *Advertising and Selling*

IT was a dingy store, under the forbidding shadow of the "L" tracks. I was in a hurry, on my way to the train, it was my last chance to buy that much needed tube of toothpaste and so I risked going into the unattractive little drug establishment.

A big pudgy individual who had been busily engaged in sweeping an entirely too large, it seemed to me, amount of rubbish toward the door, laid down his floor brush and ambled slowly over my way. "If there ever was an example par excellence of the slow, lazy, easy-going non-salesman type," I said to myself, "here he is in the flesh."

"A tube of Colgates," was my request.

And from that moment on things developed rapidly.

He had a large stock of Colgates near where I stood. He ambled over to it, took down a tube, handed it to me—and then—note this—AFTER I had the tube of Colgates firmly in my own grasp and was feeling for the necessary change, this fatty degenerate gave me the surprise of my selling life. He took down from the shelf just above Colgates another brand of toothpaste. It was not an advertised brand. It was not even a private brand of the owner of the store. It was a brand made by some near-by local manufacturing druggist of limited distribution.

"Have you ever tried this brand," he said, naming it, and handing me the box.

"No," I replied and was ready with my change for the Colgates I already possessed.

## How The Clerk Sold An Unknown Brand

Then he launched into a fine though brief selling argument as to the unknown brand of tooth paste. Said how it could be highly recommended. He did not mention any other brand. He did not make a slighting remark of any other brand, either direct or by innuendo. He merely made the most he could of the selling points of this unknown brand. He wound up his short sales talk in this way: "Sometime I believe if you will try this unknown brand you will like it very much. I recommend it without a qualification."

Then he calmly put it back, though very slowly, towards the shelf from which he took it, and as slowly started to take my money for the tube I had bought.

"What did I do?"

What would you have done under the circumstances?

What would you do—and from a little investigation I find this is what most people who are met by that salesman do—you would without a doubt do just as I did. "Oh, I might as well try it this time." And I did. And I like it!

Let me interrupt myself right here to say that this little screed is intended in no way to reflect upon the House of Colgate. They are doing as well in this particular as any other advertised dentifrice I think, but isn't it a fact that not only dentifrices, but almost every other thing we eat, wear, possess, or inhabit is sold to us by the man on the ground.

"Millions for publicity, but not one cent for training the sales clerk," is the way I would put it.

## Such Occurrences Frequent

Following my "L" drug store experience I have made careful tabulation of what has happened in half a dozen different stores in almost as many cities.

In Chicago I walked into a confectionery store. On the window I saw emblazoned in a fine sign, "Morse's, the preferred chocolate," and I came out with a \$1.35 box of Lowney's.

In St. Louis it was hot and I was thirsty. A call for Welch's grape juice brought me a fine glass of Armour's.

It was my intention to send a telegram via Western Union. It was to that office that the hotel clerk directed me within five doors of the hotel itself. Yet I dropped in to the postal telegraph office on the way and sent the five telegrams from there. Behind the desk was a youngster about seventeen. I predict right here that he will rise in the telegram world. He was courteous, he was a salesman.

In response to my query, "You still send night-letters the same as the Western Union I suppose, and at the same rate?" he instantly, with a smile, countered, "Yes sir, and we do not mail them to the addresses in the morning; we deliver them by our regular messenger as we have always done."

In a flash I recalled the half hour argument I had with an office of the Western Union in another city, endeavoring to get the original copy of a night letter that I needed to attach to a voucher draft.

I shall patronize the postal more frequently because consciously or unconsciously that youngster was a salesman.

"You must be easy to be substituted upon," someone remarks here. On the contrary I have walked many blocks to get a certain brand of tooth brush that is advertised and lives up to its advertising. Though I use the shaving brush made by another manufacturer and it has lasted seven years, I know from experience their tooth brushes do not give the service of their shaving brushes. I believe I am an average buyer, perhaps more than average. for I am also an advertising man and keen to use advertised brands.

## One Attempt That Failed

There are times when these salesmen who attempt to sell you something else mar instead of make the sale. I recall well going into a haberdasher's with another advertising man who was rushing for a train.

"Do you keep B.V.D.'s?" was his query, and receiving an affirmative answer from the man at the door he repeated his request to the clerk at the counter, and gave his size and the style he wished.

The clerk turned, took down a box and began wrapping them up when the buyer said, "Those aren't B.V.D.'s are they? They are branded something else." Then with a smile he added, "You know when I ask for B.V.D.'s I want that and insist upon it." "Oh, I know that's what they say in their advertising," replied the never-will-be salesman behind the counter, but these are just as good if not better," and then he turned again, reached a shelf higher and got down a box of real B.V.D.'s, closing his tactless talk with, "We have the real ones for those who insist upon them."

By this time the buyer was bolting for the door muttering, "I have a grain of intelligence; when I ask for B.V.D.'s I want them, and I'll do without before I buy here.

Though hurrying for a train, we stopped in at another place and bought the real brand, getting it at the first request.

Contrast the action of this latter specimen of would-be salesman with the slow-moving fat man I tell of in the opening paragraphs.

But what does all this lead to? It leads to this, if my opinion is worth anything, and I could give you hundreds of instances similar to my own. The average national advertiser is literally spending millions for publicity, but rarely enough cents surely to train the dealer's sales clerk to complete the sale when the customer walks in. Oh, yes, I know you have heard this before, but it is perhaps more prevalent to-day than ever before with so much "Buy My Brand" advertising being done by so many firms without completing the sale either by so thoroughly selling the customer that he will FIGHT the dealer's clerk to get the one brand he wants or to so thoroughly sell the dealer and his clerk that they serve what is asked for.

## The Solution

To my mind one of the big, unworked possibilities of the field of publicity to-day is to actively sell not only the consumer but the consumer's salesman—the dealer's clerk.



# WILL APPOINT WESTERN BOARD

Saskatchewan Convention Accepts New Basis of Constitution—Four Provinces Represented by Western Board—Ottawa Office Unsatisfactory—Favor Half Holiday—Oppose Bank Mergers.

**R**EGINA, Sask.—One of the most important resolutions adopted in the early sessions of the sixth annual convention of the Saskatchewan Retail Merchants' Association, was that providing for the acceptance of the basis of the constitution as it now exists, it having been altered by the Dominion Executive at Ottawa to provide for the compulsory appointment of a Western board representative of the four Western provinces, and the optional appointment of an Eastern board comprising the Eastern provinces. Settlement will be made by the new executive for the per capita tax which the association has been holding back for the past year, pending a settlement of this difficulty. A Dominion Secretary will be elected by the Western board and will have no vote.

The passing of this resolution followed an exhaustive report by J. J. Polson, on the recent Dominion convention. The change in the constitution further provides that the Western board will be responsible for half the expenses of the Ottawa office and that Western members

will pay their fees to the Western board, but until this board is formed fees will be paid to Ottawa.

While in Ottawa, Mr. Polson informed the Dominion board that there was a strong feeling that the Dominion office

## NEXT CONVENTION AT MOOSE JAW IN JUNE, 1920

A motion was adopted by the Convention establishing June as the month for the next convention, instead of in May. It was decided to accept the invitation of the City of Moose Jaw to hold the next annual convention in that city.

had been very unsatisfactory for some time, and that if the trouble could not be traced to situations in the East which hindered the secretary, then that official should resign his office. Mr. Polson pointed out that the East had fought the change because the West would have charge of its own affairs, and because they did not want a board representa-

tive of all the Eastern provinces owing to the likelihood of encouraging friction.

In the discussion following this report it was contended that as Saskatchewan was one of the strongest supporters of the Dominion organization, that it should therefore receive good service from Ottawa. Mr. Polson stated that the feeling between the East and West was becoming more harmonious and that representatives of the West can get from the Dominion executive anything which is reasonable.

"Eastern merchants are reasonable, and we have a chance to cement the retail trade of the whole country in a live, harmonious organization."

The Ottawa office had promised this year to hold the annual meeting in Vancouver, to assist the growing organization in that district. As it was impossible to arrange this matter at the last minute an alternative has been suggested, namely, to run a retail merchants' train from Halifax to Vancouver for a three-day conference. This is planned for August of this year.

J. A. Banfield of Winnipeg, president



A scene on Scarth Street, one of the main thoroughfares of the Convention City of Regina.

of the Dominion Retail Merchants' Association, confirmed the fact that Eastern Canada is now desiring to work in closer co-operation with the West.

"As a unit we will do something, but disintegration will get us nowhere," added Mr. Banfield.

W. C. Paynter, Tantallon, supported the motion, stating that unity of action cannot be secured unless the West is joined with the Dominion organization.

**Favor Half Holiday**

A great deal of discussion centered around a resolution empowering the new executive to secure legislation for a universal Wednesday half holiday throughout the year. The convention was in favor of this legislation and action will be taken to have Wednesday afternoon observed where it is the practice to observe a half holiday. The general acceptance of a half holiday is, however, optional. Moose Jaw delegates favored a half holiday throughout the year.

H. E. Sample, Kerrobert, suggested that the Government be asked to name a day to be universally observed in Saskatchewan. Another delegate thought it would be difficult to establish a certain day in a small town where the farmers have the habit of coming in whenever they take the notion. Other country merchants thought the matter should be left to the municipalities to set a day for the holiday.

G. W. Stockton, Carlyle, stated that in the country no one observes a holiday as is done in the city. He contended that the country customers must be accommodated and offered the suggestion of alternating the clerks on duty in the store in order to give them needed recreation. He added that the Grain Growers has passed a resolution asking country dealers to remain open to accommodate the farmer owing to a scarcity of farm help.

Price Hughes, Regina, pointed out that unless the association took action, a similar situation will arise here as in England, where inspectors have to be employed at big expense, to enforce the law.

W. C. Paynter amended the resolution, making the observance of the half holiday optional, but declaring Wednesday to be the day for the half holiday where a holiday is allowed by the Village Act. S. McMicken, Moose Jaw, thought the association should not seek Government action, intimating that this might cause trouble between the East and the West.

A straw vote of delegates present indicated that a compulsory half holiday in the summer was favored.

The association went on record as protesting against further bank mergers being permitted. It was pointed out that bank mergers were fairly numerous recently, resulting in credit passing into the hands of a few. A clause providing for the appointment of a special commission to investigate the whole financial situation of Canada was voted down. J. J. Polson was emphatically against the appointment of commissions to investigate anything under the blue sky.

Mr. Banfield followed in an address dealing with the problems affecting retail merchants. A vigorous attack was made upon the operations of the Canada Food Board, figures being quoted to show the enormous expense and burden that the board had been to the country and to the merchants, inasmuch as the license fees paid by the merchants financed the board. Mr. Banfield quoted the following figures from the report of the board: Total revenue in fees amounted to about \$491,000. Of this amount \$202,847 was spent in salaries; \$52,000 in travelling expenses, \$90,833

in printed matter and advertising, and \$29,790 for office expenses.

Mr. Banfield declared that it took much of the time of the staff of the association at Ottawa to watch Director Thomson of the Canada Food Board, and his staff.

"A list of fifty-seven subjects is now before the Government for action," stated Mr. Banfield, adding that one of the important ones provided that the Garnishee Act. should apply to civil employees in future. This action was thought necessary to protect retailers, especially in view of the taking over by the Government of additional railway lines.

**One Insurance Policy—One Business**

**Executive of R.M. Mutual Fire Ins. Co. Will Settle This Problem—Membership Necessary for Each Store to Get Protection at Present—No Increase in Risk Allowed**

**T**HE Wednesday afternoon session of the convention was devoted to the Retail Merchants' Mutual Fire Insurance Company, reports being given and officers elected. The financial statement showed the net insurance carried by the company to be \$882,200; expenditure, \$17,850.87; assets, \$48,064.13; liabilities, \$48,064.13. The total amount of insurance written during 1918 was \$991,900.00 and policies in force, December 31, 1917, \$554,935.70.

The election of directors resulted in J. C. Nichol, Radisson; and E. Wright, Kerrobert, being elected for a three year term and W. P. Ball of Assiniboia for a one year term.

A. E. Fisher, superintendent of in-

urance for Saskatchewan, gave a brief address on fire insurance, congratulating the R. M. Company on the low expense ratio and the low loss ratio shown. He emphasized the need of every merchant scrutinizing his policy carefully to eliminate any difficulty in making settlement. He stated that during the past year there had been a fire loss of \$2,250,000 this being a per capita loss of over \$3.

The question of whether merchants should be given protection on more than one store in return for the payment of insurance fees on a single membership in the association was discussed. At the present time a merchant must have a membership for each store in order to have each store covered by insurance in the Mutual company.

S. McMicken, Moose Jaw, opined that that the R. M. A. was not so much for the individual but to help the store situation. He favored one policy—one business.

On the motion of S. T. Brown, Simpson, the matter was left with the executive committee to deal with.

**CLOTHING MEN TO MEET DESIGNERS**

Clothing manufacturers of Montreal have offered to co-operate with local designers in entertaining delegates of the International Association of Clothing Designers, who will come from all parts of the continent for the annual convention to be held here on June 26, 27 and 28. The manufacturers have offered the use of their private motor cars to take the visitors about the city, and much enthusiasm is displayed in arranging the details of the convention at the weekly meetings of the Montreal designers which are being held in the Old Colony Club rooms at the Windsor Hotel.

The Fashion Brand Clothing Co. are removing from 22-24 Wellington St. West to larger premises at 34-36 St. Patrick St. They expect to be settled by 1st week in June.

**OFFICERS FOR 1919**

Following officers were elected for the following year:—

Honorary President—H. D. MacPherson, (men's furnishings), Regina.

President—S. McMicken, (grocer), Moose Jaw.

1st Vice-president—W. P. Ball, (general), Assiniboia.

2nd Vice-president—J. C. Nichol, (general), Radisson.

Treasurer—S. E. Fawcett, (hardware), Saskatoon.

Hon. Secretary—J. W. Creswell, (men's furnishings), Regina.

Constitution provides the Acting Secretary will be appointed by the Executive Committee.

J. J. Polson, 1st Vice-president of the Association last year, declined the office of President this year owing to the fact that his business is developing a wholesale department and he did not feel justified in standing for the office in a retail organization.

W. P. Ball was elected to represent the Saskatchewan Association on the Western Board, with the remainder of the Executive as substitutes.

# SASK. R.M.A. CONVENTION GREAT SUCCESS

Enthusiastic Gathering Starts Convention Off With Enthusiasm—Very Satisfactory Conditions Represented by Financial Statement—Money and Membership Both Increasing—Some Interesting and Important Discussions.

*By Special Representative of Hardware and Metal.*

**E**ARLY Tuesday morning of convention week the delegates to the Saskatchewan convention of the Retail Merchants' Association began to arrive, and the convention hall presented a busy scene, marked by enthusiasm and high spirits, that promised well for the success of the gathering.

Early in the session some interesting questions were considered, and a brisk discussion, tinged with flashes of humor, was the order of the day.

Among the points discussed was the suggestion to hold the next convention at the Coast, a suggestion that was received with a good deal of favor on the part of many of the delegates, though the final decision was left to a later session of the convention.

The prevalence of guessing contests in the West in connection with the retail store aroused a good deal of interest, and the methods of a firm located in Regina, which stages a gigantic guessing contest, was gone into in detail. It was shown that for the sum of \$50 the merchant would be supplied with guessing coupons on a bowl of beans, either in Saskatchewan or Regina, depending on whether he was in the northern or southern portion of Saskatchewan. Although one large firm in Regina received their contract gratis in order to act as a bait to the rest, it is estimated that at least 500 dealers fell for the scheme to the tune of \$50 apiece. If this estimate were correct it would appear that with the \$25,000 realized Chevrolet cars could very well have been afforded, one for the south and one for the north. The infinitesimal chance of any one of the customers of drawing that car may be imagined. The convention recommended most strongly that the Government take whatever means necessary to make any kind of a straight guessing or gambling scheme in connection with business illegal.

The mail order houses were touched on when deprecating the fact that some manufacturers, though they depend on



MAYOR BLACK

of Regina, who welcomed the visiting delegates on behalf of the city.

the legitimate retail trade for the major portion of their distribution, will still put the mail order houses on their jobbers' list, and thus assist in unfair competition with them.

## Favor Credit Business Rather Than Cash

Considerable discussion was given to the problem of conducting retail business on a strictly cash basis. It seemed to be the consensus of opinion that this was strictly a matter for each merchant's individual decision. One speaker stated that while indiscriminate credit was, of course, absolutely ruinous, that a legitimate credit business can be done by those who keep closely in touch with all accounts, and that a pointblank refusal on the part of retailers generally to extend this accommodation to those of their customers who were good risks would

simply be playing into the hands of the mail order houses. This was specially true as regards rural communities, in that farmers especially would find it very inconvenient to pay for each item as they received it; in fact, if they were required to do so, they would be more likely to use the catalog.

## Loss on Gasoline

The hardware merchants and those of the grocers who operate gasoline stations complain that they have had great difficulty and considerable loss owing to the present system by which they buy their gasoline by weight and dispense it by the gallon. One retailer stated that the last filling of his five barrel tank, even though sold carefully, for checking purposes, showed him a loss of 15 gallons. One of the gasoline companies explained that the average merchant did not realize what a volatile substance petroleum product was. A change of 20 degrees F. in temperature resulted in a 1% difference in volume above or below 60 degrees F., at which temperature presumably the barrels were filled. The association would recommend as a remedy to this that the gasoline be sold by gallons, as the specific gravity explanations seemed to always break the wrong way for the retailer.

The members of the association apparently view with concern the number of bank mergers which have been effected in recent months, and seriously deprecate the concentration of capital and credit in the hands of a few.

## To Make Weekly Half Holiday Provincial Enactment

It was also decided that the Government be approached with a view to making the weekly half holiday a Provincial enactment instead of, as at present, a local matter, the decision as to the most suitable day on which to close being, of course, left for settlement by local option.



Group of Delegates to the Saskatchewan Retail Merchants' Association, held in Regina, Sask., on May 13, 14 and 15.

our ideas of what we should pay for it, is your very difficult problem. I am sure that these and many more problems will be nearer solution when this body have subjected them to their discussion."

### The President's Address

H. D. McPherson, the president, in his opening remarks, expressed regret that the illness of A. A. Evans, honorary president, had made it necessary for him to discontinue his former business activities, and to seek a less rigorous climate.

After touching on the progress made in membership, Mr. McPherson continued: "One pleasing feature in this connection is the increased interest taken in our work by our members in general. They are more and more coming to look upon the association as a clearing house for all their troubles, as is evidenced by the ever-increasing amount of correspondence covering a great variety of subjects, some of which tax the ability of those of us expected to deal with them, to the limit. In order to meet this situation it has been necessary to increase the staff in the provincial office from time to time, until now eleven people, including the secretary, are employed and their time is fully taken up day in and day out. We also found it necessary last fall to engage the services of another organizer, whose full time is devoted to the Province of Alberta, thus giving our two men in Saskatchewan more time to talk over matters in general with our members in this Province. This makes a total of fourteen persons in the employ of the association, which fact in itself is some indication of the growth of the organization since the start of our work in 1913, at which time the secretary, with one stenographer, and an organizer, constituted the entire staff. In spite of these increases in staff and also slight increases in salaries, and although our membership fee has remained the same since 1915, when it was raised from ten to twelve dollars, we are still able to show a balance on the right side of the ledger.

"At our last convention the formation of District Advisory Committees was suggested, it being left with your executive to put the arrangement into effect, which was done. The Province was divided into four districts, and a chairman appointed in each district, with whom it was left to select his own committee, with the exception that a retail implement dealer was named in each case to act on the committee at the request of the executive of the Implement Dealers' Trade Section.

#### Better Organization Needed

"We feel, however," he continued, "that the time has come for a more complete system of organization, which involves the formation of district branches with a permanent paid secretary in charge of each branch, who will give his entire time and attention to the work of the association in his particular district. While this may mean an increase in the provincial membership fee, your executive is of the opinion that the returns from the improved service that will be available to the merchants individually and collectively, will far more than offset any additional cash outlay that may be necessary. An additional advantage will be that we will be able to get a better expression of opinion on any matter of importance with which we have to deal. The full details of this plan will be placed before you for your consideration during the course of this convention.

"At a meeting closely following our last convention, James Clinksill and George Hazen, of Saskatoon, and R. A. Magee, of Wolsley, were named to act with your executive in making representations to the University of Saskatchewan regarding the establishment of a course in Commercial Education. At a meeting held in August, between this committee and Dr. Murray,

president of the university, the matter was thoroughly discussed with the result that Dr. Murray agreed to recommend to the University Senate that the course be established, and we are, during this convention, to be favored with a series of lectures by Mr. Frank Stockdale, retail commercialist of Chicago, who has been engaged by the university for the purpose. It is the intention of the university to install a regular course in Commercial Education as soon as a suitable man can be found to conduct it. In the meantime an effort will be made to secure the services of some person qualified to fill the position, to travel through the Province on behalf of the university, for the purpose of addressing the merchants locally and giving what assistance may be possible in the interests of better business. Our thanks are due to the university authorities for their action in this respect and it is to be hoped the business interests generally will cooperate with them in making the undertaking a success. In this connection I would like to mention that I think we should have a committee on Commercial Education representing all branches of commercial undertaking instead of the committee being confined to retail merchants alone. This, it seems to me, will have the effect of making the courses more far-reaching in their effect, to the ultimate advantage of all concerned.

"In December last a general meeting of the retail implement dealers of the Province was held at Regina, at which many of the grievances peculiar to that business were thoroughly discussed and ways and means devised by which they might be overcome. Part of the day was devoted to a meeting with representative wholesale implement dealers from Regina and Saskatoon, before whom many of the injustices with which the retailer has to contend were placed. Facts and figures showing an intolerable state of affairs as regards the margin of profit allowed on the sale of agricultural implements and repairs had been prepared, and were placed before the meeting at this time. The wholesalers admitted the unfairness of existing conditions, but were not prepared to offer any solution. They asked for a copy of the resolutions that had been placed before the meeting and suggested that another meeting be called after they had been given a chance to consider them. In the meantime, and up to the present, our provincial office has been giving a great deal of attention to this matter with



H. D. McPHERSON

Retiring President of the Saskatchewan Retail Merchants' Association, who presided at the Convention in session at Regina last week.

### The Address of Welcome

His Worship Mayor Black, in welcoming the delegates, stated that it had been his pleasure to welcome the citizens of the other prairie cities and municipalities on many previous occasions, and under the auspices of many different organizations. These "get together" movements, which had become so popular with all different trades and associations, were having no small effect in cementing all communities into a fellowship of good will and mutual understanding.

He stated that he felt sure that though the general public were greatly exercised concerning the high cost of living, and would eliminate all other persons except the consumer and the manufacturer, whom they generalized under the all-embracing title of "the middlemen," this convention, among other results, would tend to educate the public as to the valuable and very necessary service which the retailer, in every line of merchandising, gave for value received.

That day has passed in which anyone with the necessary capital can launch out into the retail business, be it grocer, hardware, dry goods, men's wear or any other line, and conduct it profitably and satisfactorily without practical experience. Each retail trade has become a science, and the successful merchant has learned that conventions such as this, and his trade papers, are the secrets of keeping up with the march of progress.

"You have much, gentlemen, to discuss. I am sure that we consumers demand much more service than we understand. We demand elaborate deliveries. We demand plate glass windows and expensive fittings. We demand our food put up in very artistic and very expensive manners. To give us what we want, and at the same time attempt to reach



J. L. S. HUTCHISON,

Who presented the very satisfactory Treasurer's report of the Saskatchewan Retail Merchants' Association in Convention at Regina this week.

a view to meeting the wholesalers again at an early date.

"Our success in bringing this or any other matter affecting any other line of trade, to a successful conclusion, lies to a very large extent in point of numbers. If we have the merchants back of any such undertaking, not only as members of the association, but with their moral support as well, we can accomplish almost anything we set out to do. This is a fact that does not seem to be appreciated as much as it should be, and merchants generally are too often satisfied to "let the other fellow" fight their battles, when as a matter of good business, they should look upon any effort to improve conditions as a personal affair, requiring personal attention,—which means that if a general meeting of the merchants engaged in any particular line of business is called, each one should make a point of attending even at some sacrifice if necessary, so that those with whom we have to deal may see that we mean business.

"Just previous to the last session of the Provincial Legislature your executive met the Government ministers and laid before them our requests for legislation we were anxious to have passed at the forthcoming session of the House.

"These included an amendment to the Village Act regarding assessments. Previous to the second session of 1917 it was left optional with a village council as to what form of taxation they adopted, that is, whether a single or a general tax, but at the session it was made compulsory for them to adopt a general tax on lands, (100 per cent.), buildings and improvements, (60 per cent.), personal property (100 per cent.), and income. According to information received by the association this worked an undue hardship on many merchants, increasing the amount of their taxes by several hundred per cent. We requested that the amendment be repealed and it again left optional with the village as to what they do in this respect. We were not successful in having the amendment repealed, but an additional amendment was passed exempting personal property including stock in trade, and fixtures in connection with the business in cases where a merchant is paying a license fee in respect to his business. This is of no advantage, however, as the Village Act does not contain authority for the council to license retail businesses. This matter will receive further attention.

**To Regulate Hours of Trading**

"We also requested that the Village Act be amended, giving the council authority to pass a by-law regulating the hours of trading including provision for a weekly half holiday. We are pleased to say that this amendment was passed, and the village council may now put such a by-law into force upon receipt of a petition signed by 75 per cent. in number of the occupiers of shops in the village.

"One other item of legislation in which a great many of you will doubtless be interested," Mr. McPherson continued, "and one which has received a considerable amount of our attention during the past three years, is that of an amendment to the Chattel Mortgage Act regarding the status of chattel mortgage on the growing crop, or a crop to be grown, covering the purchase price, meat, groceries, flour, clothing and binder twine. We understood at the time this legislation was passed in 1916 that this mortgage would take precedence over any other claim, except seed grain liens, and were so sure of our ground that we entered an appeal against a decision that was given in one of our district courts contrary to our understanding of this matter. We lost out in our appeal and consequently approached the Government again requesting that a crop mortgage be made a prior claim, second only to seed grain liens, and you will be pleased to know that this is now the case—that is to say, one of these mortgages now takes preference over any other claim except seed grain liens and seed grain advances

under the seed grain advances passed at the last session, whereby any mortgagee of land in Saskatchewan may make advances to the owner of the mortgaged land to enable him to purchase seed grain for use in sowing the land for the crop of 1919,—the advance is not to exceed \$250 on any one quarter section, and where the



F. E. RAYMOND,

The energetic Secretary of the Saskatchewan Association, who has been largely responsible for making the Convention such an unqualified success.

mortgagee makes such an advance he may add the amount to the mortgage. In view of the extensive use being made of these crop mortgages we are sure that the fact that they now rank as a preferential claim will be appreciated.

"During the past number of years, since the beginning of our work as an association, we have been holding annual general conventions which have been appreciated more or less by those who have attended them, but at the same time at a convention of this nature there are bound to be subjects up for discussion, which while they may be vital to the interests of some one or perhaps two sections of trade, are of no interest whatever to the others,—consequently they do not become interested or do not feel that they have any part in the discussion. In order to overcome this and to make our conventions more interesting, it has been proposed that we hold trade section conventions,—for instance a convention of hardware dealers; a convention of jewelers, etc., etc., at different intervals throughout the year, which perhaps need not take up more than a day or two days at the outside. It is felt that this method will not only prove more interesting but that it will be much more beneficial to all concerned. I am merely mentioning this now. You will see by your programme that this matter and that of the formation of district branches will be up for discussion on Wednesday morning."

In conclusion, Mr. McPherson said: "I just wish to say that while we consider that we have made fairly satisfactory progress during the past year, we believe that the programme we have mapped out for the future will, if adopted, be the means of not only creating greater interest in our work, but it will enable the association to render a more efficient service in every way to its members, and not only this, but we feel that our service will then be such that no retail merchant would think of remaining on the outside.

**Increases in Money and Membership**

J. L. S. Hutchison, in presenting the financial report of the association, stated that the association had ground for satisfaction in the very satisfactory showing that it had been possible to make during the past year. So satisfactory had conditions been that the financial year closing December 31, 1918, showed a surplus of \$3,211.63. Not only had the association prospered in a monetary sense, but it had also shown a very encouraging growth in membership, and in the interest taken in its various activities. At the end of 1917 the total enrollment showed a membership of 1,590, while the present membership was well over 2,100, a significant indication of the way the association was finding favor with the retailer. The comparative statement of the past two years also indicated a very satisfactory growth.

December 31, 1917—	
Assets .....	\$4,615.84
Liabilities .....	1,190.79
Balance .....	\$3,425.05
December 31, 1918—	
Assets .....	\$8,328.74
Liabilities .....	1,692.06
Balance .....	\$6,636.68

**The Financial Statement**

The current financial statement which was then presented more than anything else went to show the very substantial position which the Saskatoon branch of the association now enjoyed.

The report is as follows:

**INCOME**

Dues,		
Saskatchewan .....	\$20,624.75	
Alberta .....	4,586.00	\$25,210.75
Commissions on collections		856.51
Commission on freight claims .....		211.00
Convention advertisements ..	\$ 792.50	
Less convention expenses ..	641.00	151.50
Sundry receipts .....		54.78
"Retailer," advertising .....	\$ 2,936.28	
Subscriptions .....	652.50	
	\$ 3,588.78	
	2,655.02	938.76
		\$27,418.30

**EXPENDITURE**

Office salaries .....		\$ 7,599.78
Organizers' salaries and expenses		
Saskatchewan .....	\$ 6,149.93	
Alberta .....	1,645.68	7,795.61
Executive meeting expenses		273.16
Dominion association for dues		2,090.00
Stationery, printing and office supplies .....		1,633.80
Traveling expenses .....		587.90
Office rent .....		685.00
Legal expenses .....		177.00
Interest and exchange .....		34.81
Alberta R.M.A. accounts .....	\$ 1,152.69	
Grant to Edmonton local .....	225.00	1,377.69
Grants to Regina and Saskatoon locals .....		583.50
Sundry expenses .....		1,011.03
Depreciation written off furniture and fixtures .....	\$ 178.09	
Automobiles .....	184.30	357.39
		\$24,206.67
Balance, income exceeds expenditures by .....		3,211.63
		\$27,418.30

## R.M.A. Fire Insurance Report

Mr. Hutchison, of Saskatoon, gave the financial statement of the Retail Merchants' Mutual Fire Insurance Co. A few of the outstanding features of this report follow:

Net Ins. carried to Dec. 31, 1918.....	\$882,200
Net Ins. carried to Dec. 31, 1917.....	554,935
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Showing an increase of .....	\$327,265
Assets to end of Dec. 31, 1917.....	\$ 30,637
Liabilities to end of Dec. 1, 1917.....	19,737
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Balance, 1917 .....	\$ 10,900
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Assets to end of Dec. 31, 1918 .....	\$ 48,064
Liabilities to end of Dec. 31, 1918.....	29,032
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Balance, 1918 .....	\$ 19,031
A substantial increase.	
Also another interesting analysis was submitted:	
Savings .....	25.00%
Expense (a low expense) .....	23.15%
Losses .....	22.25%
Surplus .....	29.60%
<hr/>	
	100.00%

In any other company than a co-operative, only this 25 per cent. savings would be included as surplus. This arrangement shows that the company is operating on a 75 per cent. basis altogether. In concluding the report of the four years' operations, Mr. Hutchison expressed confidence in the coming year even exceeding the past records, which had been good.

## The Secretary's Report

One of the matters that F. E. Raymond, the secretary, brought up for discussion, at the convention, concerned the joint liability of the husband and wife for bills contracted for the necessities of life. It has occasionally happened that the husband has contracted bills for food, hardware, clothing, etc., even to the extent of several hundred or a thousand dollars, and when approached for payment has frankly stated that he has no money, and, upon investigation it has been disclosed that everything had been made over in his wife's name. The Government will probably be asked for legislation making this particular class of evasion impossible by making both parties individually responsible for such accounts.

Another matter that the secretary brought up for discussion was in connection with the Small Debts Act, the fact of the matter being this, the reading of the Act, "The summons shall be returned not less than six days, nor more than twenty days from date of issue," which simply means that at present a debtor, after being handed the summons, if he is so disposed, can continue to sell his available assets and probably have them all sold before his time limit for making appearance before the J.P. The Legislature will be asked to make some provision, so that in a matter of this kind, pending appearance after the issue of a subpoena, any sales that will affect the collectibility of an account will be illegal.

"Another matter," he continued, "which received our attention was rela-

tive to the village assessments. Previous to the second session in 1917, it was optional to each village council which method they employed in collecting their taxes; whether on the single tax basis or on a general taxing scheme. Now, however, it has been rendered compulsory for them to tax lands, improvements, personal property and incomes. The effect, as found among the retail trade, has been this, in the few cases mentioned:

1917 tax, \$96, same property 1918, \$278; 1917 tax, \$76, same property 1918, \$279; 1917 tax, \$27, same property 1918, \$503; 1917 tax, \$71, same property 1918, \$408; but possibly the most notable one to show the difference when the rates of taxation on a man's personal property or stock-in-trade was assessed was this: in 1917 \$24, 1918 \$688. Of the assessed amount \$300 was the value put on his lot, \$6,000 on his building and fixtures, and \$25,000 on that retailing stock.

"Recommendations were made, when the effect of this action became evident, that the Government revert to status quo in this matter. However, the Government could not see their way clear to do this, and asked your association to consider the matter further and submit further schemes. The association at that time asked them then to eliminate stock in trade, which the Government did in this matter.

"An Act to Amend the Village Act:

"14. (s) subsection (3) of the said section 198 is amended by adding thereto the words 'and no person who pays a license fee in respect of a business shall be assessed upon the stock in trade or personal property used in the business.'"

"They also raised the permissible rate of taxation to 15 mills on the dollar, whereas it had been ten. It will readily be seen that this amendment was a joker, from the fact that the Government does not permit villages to levy a business license. Therefore at present none of the sufferers received that exemption of taxation on their stock in trade. Your association will, however, endeavor to have the Legislature grant the villages this authority when this amendment will become effective. And furthermore, in many cases, the villages realized less than in previous years because the assessed value of unimproved lots was decreased too much."

Mr. Raymond continued: "Another very important matter that is receiving considerable attention is the establishment of regular courses in retail merchandising in the Universities of Saskatchewan and Alberta. The scheme which Manitoba adopted, and which is in its second year, is not considered by the members as suitable for these provinces at present, as it is felt that it would be almost impossible for the various merchants in the outlying communities to spend an entire week away from their businesses. As for a permanent course being established in these Universities, it is considered impossible at present, owing to the faculty not being procurable to conduct such courses. In three or four years there will be graduated from Harvard experts along each line

of merchandising, as the result of the courses being conducted there, and the University authorities hope to be able to procure the necessary teachers from that class. In the meantime, it is recommended that the lectures which will be conducted by Frank Stockdale, of Chicago, in the various centres of Alberta and Saskatchewan, following this convention, be well attended by the merchants in those districts, as they will be the nearest approach to the short course in up-to-the-minute merchandising that will be available to them at present.

"Your association has a tariff department at your disposal, where your freight bills, etc., are carefully checked, overcharges located, and damage claims, etc., carried through to completion.

"Your insurance department also is ready at all times to check your policies, and to make sure for you that wordings mean what you understand them to mean.

"Your mutual fire insurance company has made great progress in the last three years, and has given you good protection at 25 per cent. less than board rate.

"We are in hopes at an early date of having this entire territory sub-divided into units of 250 to 300 members, with a paid secretary in charge of your interests in each one. He will, of course, be in intimate touch with all matters pertaining to your business, will have the accurate credit reading reports of all your customers, and this service will ultimately almost dispense with the need of a collection system. Our collection system has collected many thousands of dollars for you simply with our first letters to delinquents, which are supplied by the association at a free service to members. Failing any results from this source, the accounts are handed to the association collection department, to be followed up on a commission basis, and even those accounts, which have been considered hopeless, have been made to yield you over \$6,000 in the past year.

"We propose also to hold separate trade conventions at different times of the year, at which we propose to have, for instance, hardware experts for the hardware man, matters of concern to jewelers for jewelers' conventions, etc., considering that each trade can go into their various problems more thoroughly when they feel that they are not boring fellow members, who have absolutely different interests.

"I am also of the opinion," said Mr. Raymond, "that merchants in all lines of business do well to read their respective trade papers. The very latest thoughts of the best experts are to be found there.

## J. J. Polson Tells of Dominion Convention

J. J. Polson of Regina, the delegate to the Dominion convention, said that while leaving a general survey of the convention to J. A. Banfield, of Winnipeg, the Dominion president, there were a few points which he would take up.

## Favor Trade Sections in Convention

First Two Days of Future Conventions Devoted to Trades—  
Third Day for General Convention—Will Try Out  
Division of Province Into Sections With  
Paid Secretary

**T**HE proposed holding of trade section conventions, and the division of the province into district branches, were important matters which brought forth much discussion in the Wednesday morning session. After consideration it was decided that the



S. D. McMICKEN,  
Moose Jaw, Sask., elected President of the  
Saskatchewan R.M.A.

first two days of future conventions will be set aside to the trade sections, the general convention being held on the third day. An amendment to exempt trades not included in general stores and hold their conventions at some other time of year was voted down.

W. L. McQuarrie, Saskatoon, supported this division into trade sections, stating that during the first two days the sections could decide on important matters to be considered and there would then be something to work on in the general convention.

S. McMicken saw difficulties ahead, and issued a grave warning. "We have got the Retail Merchants' Association into one association. We have been fighting for twenty years to keep away from individual associations of the various trades. This convention is held for the good of all. There should not be sectional meetings. Do not get the conventions separated, for as soon as you do you are going to have fifty-five conventions held separately and the Retail Merchants' Association will go out of business."

In speaking to the amendment another

delegate contended that the general merchants would thereby be given preference in being allowed to attend the general as well as the sessional convention, whereas trades not represented in the general store would be restricted.

A motion to direct the executive to pick out a certain district in the Province of Saskatchewan in which to try out for the period of one year the plan of appointing a local paid secretary responsible to the provincial association, was adopted. In this connection it was decided to give returned soldiers preference in appointments to the position of secretary in such districts. The secretary will make a report at the next convention on his work in the trial district, which will include 200 to 300 members of the R.M.A. The work of the secretary of the proposed sections was outlined by F. E. Raymond as follows:

Insofar as a credit rating system is concerned, it will be possible for such secretary to make a credit report on everyone in the district. A credit rating card will be provided for each merchant and a complete summary covering the district supplied to all members of the provincial association. This system is designed to prevent dealers who have exhausted credit in one district to move on to another and secure credit facilities. An interchange of summaries will cover the entire province.

In regard to collections, the credit system would lessen the need for collecting. The secretary could give personal solicitation and the fact of his being a member of the R.M.A. would carry weight in such matters. The usual rates for collections would be charged, so that the system would not be taken advantage of and the secretary deluged with unnecessary work.

Another phase of work for a secretary would be the encouragement of the community idea. It is felt that a man in such a position could do much to better the feeling between towns and cities.

The district secretaries would be employed by the provincial association, care being exercised to choose men who can win and hold confidence.

The plan will necessarily involve increased expenditure and it was suggested that a fee of \$25 to \$30 per year might be necessary. It is planned to have men selected for these positions spend a month in the Saskatoon office to get in closer touch with the work of the association.

Delegate Moulton, Kelliher, suggested that the province be divided as the Grain Growers' Association into thirty-six sections, allowing each section to

pick their own secretary and pay him according to the amount of work involved.

G. W. Stockton, Carlyle, stated that the plan would involve a great expense. "I believe it is necessary to do something along this line, but it is questionable if we should stand the expense of a secretary paid by the association in each district at the outset."

C. Williams, Moose Jaw, suggested that the sum of \$50 be paid to some responsible merchant in each district to handle the secretary's work.

Another delegate stated that the work done by the provincial association is not sufficiently close to the country merchant. The city dealers had their own secretary giving personal attention, and the country dealers would appreciate the association more if they had an equal service.

J. J. Polson stated that in the Regina R.M.A. there was no organization under the plan where the secretary devoted only a part of his time, and that it was necessary to open an office and devote a man's whole time to secure any beneficial results.

Suggestions by other delegates were that the plan was all right for large cities, but that country merchants could figure up their customers themselves. In another large district there were very few members of the R.M.A., and a secretary's traveling expenses would be heavy in proportion to the amount of work which could be done.

H. D. MacPherson, Regina, stated that the association had come to the limit of what it could do under prevailing circumstances. It was in response to his request for a trial in one district that the motion was adopted. The provincial association will bear the expense of the trial in one district, and it will be necessary to use some of the funds at present on hand for this purpose.



J. C. NICOL  
Radisson, Sask., appointed Second Vice-President  
of the Saskatchewan R.M.A.

# CANADIAN ASSOCIATION OF GARMENT MANUFACTURERS

## DIVIDE \$1,600.00 ORDER

Will Take Three Months to Complete Contract Made with Roumanian Government Through Canadian Trade Mission.

AT the semi-annual meeting of the Canadian Association of Garment Manufacturers, held at the King Edward Hotel, Toronto, on May 12 and 13, orders for work shirts, cottonade pants and overalls, placed by the Roumanian Government were distributed among fifty-nine manufacturers. It was stated to a MEN'S WEAR REVIEW representative that seventy-five per cent. of the order was for shirts, and the balance about evenly divided for cottonade pants and overalls. Some dissatisfaction was expressed by firms equipped to make both overalls and shirts receiving only shirt orders. This was due to the fact that some of the overall factories were equipped only for manufacturing overalls and these were given the preference over factories capable of making shirts as well.

The convention on the whole was a huge success. Matters of factory costs were delved into thoroughly, and judging from the questions that were fired at the accountant, many members will get busy when they get home and re-organize their cost systems. In case the retailer at this point suffers serious apprehensions as to the extent to which he will have to pay for the new system of costing, it would be as well to state here that the main objects of the association are to establish by education the most scientific, efficient and economical methods of producing garments, and as a result, prices would be more likely to come down than to go higher, when the full results of co-operation are felt.

Mr. H. B. Peabody, of Walkerville, president of the association, occupied the chair, ably assisted by J. A. Haugh, the secretary. The president impressed upon the members that a high standard of quality was desirable and to make the finished goods superior to samples, if this were possible.

Inspections will be performed by representatives of the trade mission now in the various factories where the goods are being produced.

### Returnitis, Cancellitis

At the meeting some of the members protested that these two diseases were of a catching variety, and something should be done to protect the manufacturers against the merchant who placed an order at high prices and then cancelled when prices went down, and against the merchant who placed orders without the least intention of accepting delivery of same when goods were shipped. The president pointed out that the remedy lay with each individual manufacturer and that the idea of the association taking it up contained dynamite, as it practically involved the keeping of a blacklist.

### Standardization Plans

A plan to standardize buckles, loops, etc., was put before the gathering and approved, the association guaranteeing that to place big initial orders would enable the Canadian manufacturers to handle this business in the future. Formerly most of these orders were imported but with standardization Canadian plants will be able to turn out all buckles and loops needed.

A resolution committee was formed and the following resolutions were adopted by the association:

### Resolution on Government Orders

The Canadian Association of Garment Manufacturers assembled here to-day, representing at least 80 per cent. of the shirt, overall, pant and allied industry in Canada, having as its objects (1) To establish by education the most scientific, efficient and economical method of garment manufacture, (2) To furnish by close co-operation and mutual understanding, the means of meeting successfully the problems of reconstruction, and (3) To help to secure by Canadian industry, the full fruits of victory by providing continuous well paid employment in the needle trade, and whereas the Government of Canada has, by means of credit agreement with allied Governments, made it possible for Canadian factories and workmen to be fully occupied during this trying period of readjustment through which we are now passing, therefore appreciating this important action by the Government, we, the Canadian Association of Garment Manufacturers of Canada, do pledge ourselves to do everything in our power to secure and maintain the opportunity for foreign trade being offered, and to make "Canadian products" a mark of quality, value and fair dealing.

Conditions in the Canadian needle industry to-day, both in regards to labor conditions and export business, make it absolutely imperative for all manufacturers to plan their output with the greatest possible degree of accuracy.

It therefore is resolved and carried unanimously that all members of the association respectfully urge upon their customers the utmost necessity of only placing such orders, whether for immediate or later delivery, that they are definitely prepared to take delivery of, thus eliminating all blanket orders and unnecessary cancellations, so as to enable the Canadian manufacturers to fulfil their obligations to the home market and those of devastated Europe, now being negotiated by the Canadian Trade Commission.

Whereas the Dominion Government, through the Repatriation Committee,

has asked for the co-operation of the manufacturers of Canada to assist in the training of the returned soldiers who at the time of their enlistment had no special training, not only that they may be able to improve their position as wage earners, but also to add to the productive capacity of the country, we, the members of the Canadian Association of Garment Manufacturers, hereby pledge ourselves to co-operate in every possible way and to assist in the training, and to give employment to at least 75 men willing to enter our trade.

### BRITISH GLOVE FABRICS

#### Old Country on the Way to Recapture Lost Industry

The glove fabric industry, which, until the outbreak of the war, was a German monopoly, is being rapidly recaptured by Nottingham manufacturers. It originally had its home in Nottingham, but the success of German chemists in discovering the method of dyeing olack on cotton, known as the Hemsdorff process, which not only produces a permanent black, but makes the gloves suede-like in appearance and touch, spelt ruin to the English manufacturers. The Germans before the war exported 30,000,000 pairs of these gloves, valued at three-quarter of a million sterling, to England.

The dyeing and finishing of lace and hosiery by Nottingham firms has, however, reached such a high standard of late years, and has revealed so many German secrets, that the manufacturers are now entering again into the glove fabric trade. So successful are they proving that whereas in 1913 England only made 880,000 yards of glove fabric, that figure is now being quadrupled.

Nottingham firms are spending large sums of money on chemical research and are turning out gloves equal to anything produced by Germany, but they are appealing to the Government not to allow the trade to be killed once more by Germany, where labor, which represents one-third of the cost, is less well paid.

### SHIRTS FOR SOUTH AFRICA

South Africa is in need of large quantities of shirts and overalls of the workingman's type. Cloth of from 8 oz. to 12 oz. is mostly needed. While the reconstruction business with Roumania is taking up much of the attention of manufacturers, the attractions of what may prove a permanent market for the Canadian garment makers are likely to appeal to the cutters-up.



THE RETAIL ADVERTISING PAGE

Suggestion for the Ad-writing Man.

—The Closer You Get to These

**Begg & Co. Clothes**

—The More You Appreciate Their Merit



To-day we wish to again emphasize that this MERIT IN OUR CLOTHES is composed of three very important factors, Quality, Service, Price.

**Price,**

Begg & Co.'s prices are always consistent with the quality of the goods. Our store is systematically and economically conducted and therefore we can and do sell our goods for less than others.

**Service,**

Begg & Co. service is a part of every sale. You must realize that a store that provides under one roof complete assortments whereby men can get outfitted economically from head to foot is certainly giving a service to a community. Much more could be said.

**Quality,**

The Begg & Co. store is widely known as the place where "Quality-First Clothes" alone are sold. During these war times this store has taken a real pride in standing between the public and the many lines of shoddy clothes thrown on the market. We demand "Quality-First" always in order to safeguard our customers.

With these three planks in our selling program, we are ready to emphatically state that after you have made a careful investigation, you will, as many hundreds before have, decide that—

**Begg & Co. "Quality First Clothes" are the best buy!**

**Begg & Co. "Service" is satisfactory, and yet economical!**

**Begg & Co. "Prices" at all times save you money!**

WE ARE SPECIALLY EMPHASIZING JUST NOW—

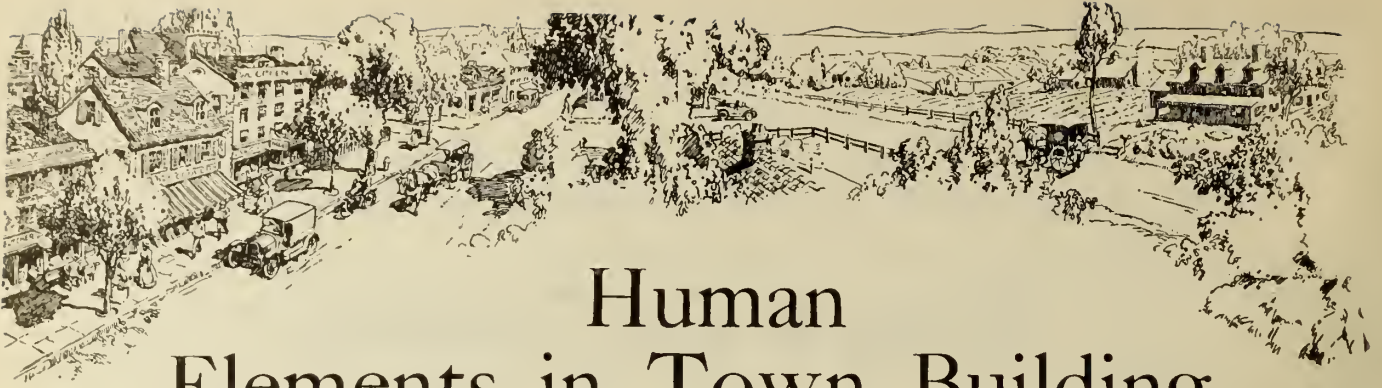
**MEN'S and YOUNG MEN'S STYLISH SPRING SUITS**

Spring Suit or Overcoat  
**\$18.50 to \$35**



Spring Suit or Overcoat  
**\$18.50 to \$35**

The above advertisement is exceptionally well thought out, the general arrangement of copy with cuts is good. The message is timely and is an example of correct, attractive business-pulling phraseology.



# Human Elements in Town Building

By A. H. Melville, Madison, Wisconsin. Chief Bureau of Civics and Commerce and Associate Professor of Business Administration, University of Wisconsin.

IN the discussion of problems of town building, problems that are being considered by many municipalities at the present time, there are material considerations to be taken into account without doubt, but above these factors is the far greater factor of the men behind the cities. The accompanying address that strongly urges these points was delivered at the Second Annual Short Course on Merchandising held at the University of Manitoba, Winnipeg.

A TOWN is just as large as the territory it draws business from. No longer can a city hide behind the cloak of its city limits and say—I am not interested in anything except what is within my gates. City limits are only boundaries for municipal government. In building a city, therefore, we must recognize in a constructive way the interests of all the people we serve in commerce, in trade, in agriculture, in recreation, in matters of health. I believe it was the veteran Cyrus McCormick who recently remarked to a group of bankers and business men that the prosperity of farmers in their community is the measure of their sales in business, and the late Theodore Roosevelt, who recently writing in connection with the League of Nations, said: "If this old world of ours is going to be a good place for some of us to live in, it has got to be a pretty good place for all of us to live in."

Our civic, commercial and educational interests are so interwoven and interlocked that we can scarcely consider the welfare of one line of business without reckoning with all the others. If we have factories with efficient working men, they must have sanitary, cleanly homes to live in. They must have recreation for themselves and their families. If we have progressive, contented, satisfied farmers, good farming implements, markets to care for their grain, and modern stores to take care of their household needs are implied.

## The Human Touch

In this busy hurly-burly world of ours, this age of wireless telegraph, 100 miles an hour automobiles, 70 miles an hour trains, fast aeroplanes, 90 miles an hour business and three editions a day newspapers, men are losing the personal contact of man to man and the human interest that goes with it. We rush hurriedly to business in the morning and back again at night, to committee meetings, speaking for a moment first with this man and then with that man, but never knowing really the man with whom we meet and deal. We are busy in our stores, we cannot cultivate friendship of our customers. The other day, to my surprise, I learned that a prominent man with whom I have been sitting on committees lived only a stone's throw from my own door. The magic touch of personal interest so common a few years ago seems gradually to be slipping away. And yet, if we are to build our cities constructively, not for to-day or to-morrow, but for years to come, we must know the men who live in

them and their capabilities, for it is men who make cities.

The other day some misguided man in Minnesota caused the failure of a chain of fourteen banks. The newspapers heralded it half way across the continent. Not a few people immediately said to themselves, "I wonder if my bank where I do my business is safe? How about my savings and earnings, are they all right?" and again we see how interdependent business is and how much the success or failure of one unit affects all the others. And not only that, but it affects the town or city in which the failure takes place and its reputation, for cities have a reputation and character just as individuals and firms have.

Now towns are competing with one another for business just as business men in the same line of business compete with one another. A town is known by the reputation of its business men, by the reputation of its schools, by its libraries, by its health, by its recreation facilities and judged accordingly. If we are to build a town, we must know its resources and liabilities. We must take stock of what it has to offer to the people who live there and who come there to trade, just as the merchant takes stock every so often to see what he has and what he is out of that he must supply. We must analyze our own community critically, face the facts and act according to what the analysis shows. One town is short a good retail store, another a blacksmith shop, another a good hotel.

## A Need for Executive Action

A meeting of this kind here to-night fifteen years ago would have been absolutely impossible. Business men did not get together then as now. They feared each other and were not willing to trust their competitors. Perhaps they did not realize the necessity for collective action. No town, or city, or community can be really and truly prosperous and contented unless the people get together frequently in social intercourse and exchange ideas and opinions on matters of public interest and business. Rome and Greece had their public forums at Rome and Athens where the wise and unwise gathered together and debated matters of public policy. For centuries 2,500 to 3,000 years ago this custom prevailed, and who shall say they were not the most progressive cities of their age? The creed of the Athenian youth, the free born British youth can be proud of to-day:

"I am a citizen of no mean city.

"I will never bring dishonor or disgrace

upon my city, nor desert my suffering comrades in the ranks.

"I will fight for the sacred ideals and standards of my city both alone and with many. I will respect and obey her laws and seek to impose a like obedience and respect upon the part of those above us who are prone to annul them or set aside. Thus in all ways will I seek to transmit my city, not only not less, but greater, more beautiful and better than it was transmitted to us."

The winning of the world war is the finest example of collective co-operative effort that is recorded in history. One nation could not win the war. Nor could two nations. It took the combined effort of all the liberty loving nations directed under central leadership to strike the blow at militarism which has made the world safe for Democracy. The fruits of the victory we shall enjoy and shall we not carry this lesson of constructive co-operation into our constructive city building?

Two years ago, John Barrett got the Central American Republic together for monthly meetings in the beautiful Pan-American Building at Washington, where the representatives of these countries could meet and know each other, rub elbows, sit at a common table and discuss common interests and common problems in a frank and honest fashion. The result is that instead of a new revolution or war breaking out somewhere in Central America every morning before breakfast, they haven't had a war for two years and a half.

But we must organize if we are to get results. I have noticed that there are three types of institutions in towns that are supposed to represent the business man's, and incidentally the town's, interests:

1. The small business organization designed to give credit information and undertake collections.

2. The business men's organization for developing trade and commerce only and which usually includes the one already named.

3. The big, broad, institution which includes all the interests of the other two and which is big enough and broad enough to include every interest of the country; its commerce, trade, education, recreation, health and agriculture. This is the kind of a body that is building towns for not only to-day, but for the future.

Call the roll of cities in the United States and Canada that are doing things

Continued on page 58

# Getting the Trade That Passed the Door

*He was a clerk in a big store, and he saw good trade that passed the door. He figured that there was business enough there for another store, and he knew he need not fear the big store's competition. He built a business on the trade that was left over, and this is how he did it.*

*By Edward Dreier*

WHEN he told them that he was going to open his store right next to their large establishment they laughed at him. "Why, man, you're crazy," they told him, "you'll never make a success. Do you think that people are going into a little store when they can come to our fine big department? You won't be able to last six months. Why not save your money now and start in the other end of the town where you'll have some chance?"

And the little man smiled. "Don't you lose any sleep over my failure. I'll take a chance and I'll get business that you never thought of. I'll put in as good a line of groceries as you have in your big department and I'll have just as good a variety. I may not carry everything that you do, but I'll have what my customers want. As I find that I can add other things on which I can make a profit I'll put them in."

He had a plan in his head, worked out from years of study of conditions as a clerk in the grocery department of the big store. This plan he took to a grocery salesman, and it was so good that he got a fair amount of credit so that he could make a start.

## Intensive Cultivation of Customers

Right back of the big store for many blocks was a foreign settlement—workers in the mills. A few blocks in another direction was a district of office help, men whose salaries were not very large. And right here in these districts is where the little man began his intensive cultivation for customers. He went right out and personally canvassed the homes. The result was surprising—far beyond anything he had expected. He invited the women to come to his store and personally pick out the things they wanted. He asked them to carry home their own parcels and save a certain discount which he would allow them. He wanted to get out of delivering to people so close to his store. This discount appealed to the people and his business grew.

He never let a customer enter or leave the store without a greeting or a "good-bye," "come again." He made his store an intimate sort of a place where every purchase was appreciated.

His business grew to such a volume that he decided he would have to move into larger quarters, but his friend the grocery salesman advised against it.

"Don't you do it," said he. "You've got your business established here and the folks like the way you treat them.

If you move it will mean a re-education of your customers. The nearest store that you can get is several blocks away from here and you'll find that many people won't follow you. I'll tell you what to do. You've got a big warehouse out back of the store and you've got a basement. Get your proprietors to fix up the basement and put some light into it. Use that for your warehouse. Turn the back room into a shipping department and use the front part of the store for a show room only. That will enable you to get rid of some of the cases, and you can put in chairs and tables where your people can give their orders."

So the changes were made after talking with many of his customers, and the business was carried on in a more efficient way.

The manager of the big store dropped in one day and made the little man an offer to come back and become manager of his grocery department. "I don't know how you've done it, but you seem to be doing a wonderful business. What gets me is the fact that our business is just about the same as it was before you started."

And the little man told him. "I feel so sure of my customers that I am going to tell you how I got the business. I picked my clients from right under your nose. When I was a clerk in your department I often wondered why you didn't get the trade of these thousands of working people right around you. You seemed to feel that distant pastures were the best ones and you went after that trade. I went around to these workmen's homes and found that they were over-awed by the big show you made in your grocery department. They didn't think that they could get the common things that they wanted. So they bought their groceries farther down town and either carried them home or had them delivered. That gave me my idea for opening this store. I felt that I could develop this business right around here, and you see the result.

"I offer them a discount if they come

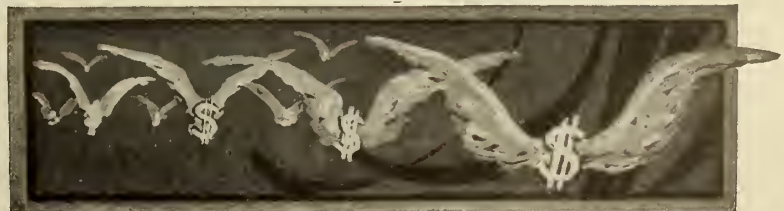
to the store and carry home their purchases. That cuts down my running expenses. I keep a motorcycle outfit for any deliveries I have to make and one of my shippers looks after it. I find the up-keep very low and I can make my deliveries quickly and efficiently. I give my customers the best personal service that I know how and they not only buy all their things from me, but they are getting their friends to come to me. When they want something I haven't got I send over to your store for it until such time that I find sufficient demand to warrant me stocking it. In that way I keep them from going to other stores. As you will see, my store is neat and clean. It is arranged so that everything is tastefully displayed. A customer can see everything that we have to offer—and yet there is no overpowering show about it.

"You come in here some day and give an order to one of my clerks. You will find that every one of them has an interest in the work. They know what they are talking about and they are real human beings—not mere order-takers. I find that some women like to buy from men while others would rather buy from a girl. So I split my force fifty-fifty. That is service again. You see, I have no hesitation in telling you these things because I know that so long as I give my people the service they are now getting they will stick to me. It is good of you to offer me that manager's position, but I'm enjoying this work too much to give it up."

## DISCOVERIES IN OLD MEN'S WEAR

A London newspaper claims to have discovered a straw hat twenty-seven years old, and a beaver hat 68 years old, which is worn daily by its owner and was handed down to him by his grandfather.

Another "find" is an overcoat more than forty years of age, which continues to do good service, and is worn in conjunction with a pair of shooting boots over 50 years old.



# REMEMBERING NAMES AND FACES

Personal Interest in the Customer Secret of Stamping Name on Memory.

As a salesman it is important that you learn to remember the names and faces of your customers. When you meet a customer whom you have not seen for a long time and at once call him by name, you have made a favorable impression. Favorable impressions count for much in selling.

All things to the contrary notwithstanding, everybody on earth likes to be flattered. We are all susceptible to flattery if it is done properly and tactfully. We rebel only when the flatterer lays it on too thick. It pleases our vanity to be remembered—to have people whom we have met perhaps only casually remember our name.

You may say it is possible for you to remember faces but not names. They slip away from you. Well, I'll tell you the secret of remembering names. It's a simple little secret—so simple it may surprise you.

Now, why is it that you can remember the names of your friends without any difficulty? The young man doesn't have to look in the telephone directory every time he calls up his sweetheart either. He remembers the number. Or, if he writes her a letter, he doesn't have to look up her street address. He remem-

bers it. And numbers are harder to remember than names.

"Oh, well," you say, "that's different." But IS it different?

The reason you can remember the names of your friends easily, the reason you can recall certain telephone numbers and street addresses without effort is because you are personally interested in them. The more interested you are the easier it is for you to remember.

That's the secret, and it is, in very fact, the whole secret of all memory training. We remember most easily those persons and things in which we are most interested.

Suppose you meet a customer for the first time and learn that his name is Mr. Fleming, we will say. How are you going to impress that name on your mind and associate it with the face of the customer so that the next time you meet him you will remember that he is Mr. Fleming? You can do it by becoming, for the moment, personally, intensely, overwhelmingly interested in Mr. Fleming. Let him become, for the time being, the most interesting person in the whole wide world.

When you become earnestly interested in him you are not only accomplishing

your purpose of remembering his name and face—you are striking a responsive chord within him. It is human nature to warm up to those who appear interested in us.

Your interest must be natural, however. People are quick to detect and resent a sham. After all, why shouldn't we be honestly interested in everybody with whom we come in contact? We are all, in a sense, brothers and sisters on this earth. Besides, studying human nature at first hand is the most fascinating pursuit in the world.

If you will just make it a rule to become intensely interested in every single person you meet you will have no difficulty in remembering their names. When you meet a person for the first time, look squarely into his face for a moment and forget everything else in the world. A little practice will enable you to stamp his name on your memory so that you can really SEE it as clearly as if it were printed on paper before your eyes.

Then be honestly interested in the personality of the person before you. That's all there is to the simple secret of remembering names and faces.

## POSTMEN TO SET THE STYLES FOR SUMMER COMFORT

Stetsons, Khaki Shirts, Dotted Ties, no Coats, Feature of Warm Weather Dress for Postmen.

DAME Fashion this Summer will be led into the daring arena of lavender socks, noisy hatbands and a new medley of ties and silk shirts by the man who carries the mail. Five hundred and twenty-three dainty shapes that hover about the streets of Toronto bringing glad tidings of the boy who is on his way home to mothers, sisters and sweethearts, will somewhat disturb the traffic when they start on their way after June 15.

The joyous news that "Postie" was going to have a real Summer suit in nifty design, caused a flutter of excitement at the General Post Office this morning. Only during the war came the first relief for the tired mail carriers who have been dragging their heavy bags in the hot, dusty months for years, in a uniform that attracted warmth like the German delegation at the Peace Conference. A beneficent Government, in the years of war, attired the mail carriers in alpaca coats, blue serge trousers and straw hats. But this year a definite uniform is laid down in the way of restitution by a department that has long sinned.

The idea conveyed by the uniform is

decidedly American, and the fact that they are being manufactured by a factory close to the border, in Niagara Falls, Ont., probably explains this. Nevertheless it surpasses all previous attempts to keep the postman cool.

His hat will be an expensive Stetson, made something after the American army pattern, in light khaki, guaranteed to last two years and keep its shape in rain or sunshine. The crown will be somewhat higher than the American model and the brim more generous. A high band of dark khaki will adorn the postman's millinery.

A shirt somewhat similar to those worn by British officers will be in vogue, according to Mr. Robert Durston, superintendent of deliveries, who told the Times that the uniforms would be ready about June 15. He said the polka-dot tie would be encouraged. Coats will only be worn on cold days.

The trousers will be light blue serge of excellent wearing material, with dainty thin red stripes down the sides. Two pairs of these will be issued so that a smart crease may be a daily possibility. Wrist watches and snappy pocket handkerchiefs will complete the uni-

form, if the postman cares to add such frills to his equipment.

Black boots will be continued. The post office authorities have found that tan boots do not look so smart after a month's wear as black shoes. Another addition to the outer equipment of our "Postie" is the rain coat, a frail looking but durable rubber covering, weighing from six to eight ounces, and guaranteed for two years. It will be gay in color. The usual heavy black cape used in heavy storms to protect the mail will only be worn during violent Summer weather.

Mr. Durston stated that the boys were very pleased with the change. The new hat, he declared, would be an improvement over the straw worn previously. Towards the end of the Summer, the superintendent of deliveries said, straw hats became very hard, shabby and dilapidated looking. The new style will look smart and keep its shape well for two years, he declared.—From the Times.

LARGE HATS FOR P. O. MEN  
Carriers to Wear Also Khaki Suits and Shirt Waists

The Dominion Government has decided to dress letter carriers in khaki, sombrero hats and shirtwaists during June, July and August, and Mayhew Hats, Ltd., has been given a contract to make 10,000 hats. They will somewhat resemble the United States army hat.

# MEN'S WEAR REVIEW

THE RECOGNIZED

AUTHORITY OF

THE CANADIAN

MENS WEAR TRADE

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## EDITORIAL BRIEFS

ACCORDING to reports from reliable sources there will be an unusually large demand for Palm Beaches and Summer suits of light materials. Retailers who encourage this demand by good advertising and window displays will undoubtedly be amply rewarded.

\* \* \*

MAKE the most of the Summer and holiday lines by concentrating upon intensive selling campaigns. Use every means of publicity to get your message "across."

\* \* \*

IN spite of strikers and rumors of strikes the men's wear stores are doing a "land office business" all over the country. And the holiday season yet to come.

\* \* \*

ADVERTISING of the right kind shortens the distance between human minds just as surely as the railroad shortens the distance between places. It is still possible to walk from Toronto to Montreal, and it is still possible for a business to get along without advertising. But—why not use modern methods of "getting there?"

## CUTTING PRICES ON STRAWS

LAST year a number of merchants became impressed with the idea that there would be no warm weather and started cutting prices on straws and Panamas on or before June 15th, which ordinarily is the height of the season. The warm weather came later and the straw hat business was transacted with very little profit. The warm weather this year has come in on schedule time and already reports indicate a big season in straws at the top prices. The returned soldier business will greatly augment sales,

both of straws and felt hats, as they will require one of each; at least this is the experience of a number of hatters and furnishers. There should be no real necessity to cut prices until after the 15th of July.

## FALL DELIVERIES

IN discussing the question of deliveries for Fall with several manufacturers, the opinion formed from the general information gathered lends itself to the idea that the retailer will have to be prepared to accept goods at a later date than has ever been the case before. There are a great many reasons, but chief amongst them is the phenomenal trade the average men's wear dealer has been experiencing since the first of the Spring season, necessitating in a good many instances complete re-stocking of outfits of the more popular styles and regular sizes. This has kept, and is keeping, the clothing manufacture working on immediate delivery goods, when ordinarily at this time of year they are manufacturing for stock or on account of Fall orders placed.

It is fairly well understood amongst the trade that 100 per cent. deliveries can hardly be expected and it is likely a system will be worked out whereby certain percentage of orders placed will be delivered, in July say thirty per cent., August thirty per cent., September twenty per cent., and October twenty per cent. The first percentage will include most of the suits ordered and the later deliveries Fall coats and later still, Winter overcoats. In this way the selling seasons would be covered, with probably a much larger sorting order business to be taken care of. Beside the fact that prosperity has to a great extent upset the regular season deliveries, the labor question has been aggravated considerably since the first of the year. Skilled labor is almost impossible to secure and the staffs now on the pay rolls are working shorter hours, which of course affects the normal output adversely.

Manufacturers and wholesale houses do in a great many instances have to accept part deliveries of piece goods and other supplies going into the manufacture of clothing and it is reasonable to expect the retailer to make the best of circumstances beyond individual control.

The demand for Fall and Winter will not be as brisk as the Spring and early Summer business records show, but at that there will be little room for pessimism and lots of room for optimism.

## IT HAS COME—THE SCARFETERIA

An Exclusive Shop for Neckwear and Collars Opened in Chicago on Self-Serve Principle.

From *Men's Wear*

**H**ARRY JACOBS and Fred B. Becker announce the opening of their self-service shops in men's neckwear.

"A modern idea of merchandise conveniently displayed and plainly marked which permits you in quietness and at ease to make your selection, free from persisting salespeople.

"Quality and exclusiveness combined with special Scarfeteria prices urge your inspection. Regular visits will prove instructive and interesting."

Unheralded by any blare of trumpetry or newspaper advertising, the Scarfeteria, "Chicago's Exclusive Neckwear Shops," modestly announced their opening in folders bearing this message. Two of these shops were opened recently in Chicago's downtown district, one at 154½ West Jackson boulevard and the other at 103 West Monroe street.

Chicago's purchasers of masculine neckwear, passing down these busy thoroughfares, are attracted by the name, "Scarfeteria." It undoubtedly appeals to many from a gastronomic standpoint first, for the simple reason that cafeterias abound, but hunger for food vanishes, and the curiosity appetite is whetted when it is quickly noted that here one may serve himself neckwear instead of bodily sustenance.

Anyone spending a few moments in the shop and seeing the ease and rapidity with which sales are made cannot but help believing that here is a merchandising plan which is certain to appeal to many men. The novelty is attracting many people, for an exclusive neckwear shop is something new in Chicago, and the self-service feature in such stores doubly new.

The Scarfeteria shops are shining examples of how a small space may be effectively adopted to the sale of men's furnishings. The Monroe street store measures about 13x16 feet and the other about 10x14 feet. Small display windows, about seven feet wide and two feet deep, front the streets, and every portion of the interiors is made to match in color.

In the color scheme are included a light gray ceiling, French gray walls, cabinets and tables of gray green finish on quarter-sawed oak, gray marble bases, and gray linoleum covered floors. On the cabinets built against the walls of the room are laid out various grades and patterns, while the drawers of the cabinets, which are slightly drawn out, reveal a still greater number of scarfs.

Wood stripes are fastened on the walls above the cabinets, and more neckwear displayed on black mission hardware

fixtures secured to the strips. In the centre of the room is a rectangular cabinet, the drawers of which also display scarfs. In this way the shops are able to offer a wide range of neckwear despite their small space.

Each group of neckwear is plainly marked, and the customer after selecting what he wants hands it to the girl, who puts it in a bag and collects the money. Men who have come into the store express the conviction that the idea ought to work fine. Most of them know from the name of the store that they are to help themselves, but a great number require a little service for the present at least, because they have been accustomed to it heretofore.

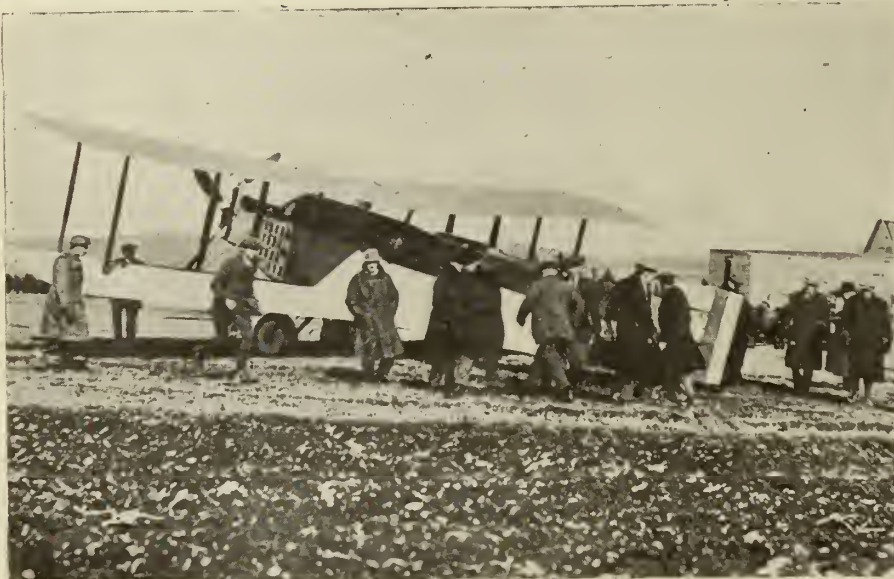
The display of cabinets around the room hold a mirror and a special electric lamp which shows the scarfs in their true colors, and makes it unnecessary to go to the window.

The prices are from 50 cents up, and the province of neckwear is not overstepped in the showing of soft and starched collars, for which the shops have an appreciable demand.

The sponsors of the Scarfeteria shops know full well that improvements will have to be made in the arrangements of the merchandise and in the handling of the customers before the self-service idea in neckwear approaches perfection.

At the same time, they have full confidence in their proposition, as evidenced by their opening two shops at the same time. They are appealing to a public that quickly responds to anything with intrinsic merit.

## Current Events in Photograph



### GREAT ADVENTURERS

The accompanying photo shows the machine in which Harry Hawker and Mackenzie Grieve made their unsuccessful attempt to cross the Atlantic. After accomplishing rather more than half the journey they were forced to alight on the ocean and were picked up by a Danish vessel. Despite the fact that the attempt was not a complete success, their achievement places them among the pioneers of aerial trans-Atlantic navigation. The figure facing to the front is that of Harry Hawker.

# CLOTHING DESIGNERS TO MEET IN MONTREAL

Local Associations Will Entertain the International Association.

**F**OR the first time in its history the International Association of Clothing Designers will meet in Canada next month.

While women are keenly interested over the important rulings of straight and tight skirts, mere man bestows his attention on the fit of the waist of his coat, whether his ulster shall be belted or not, and if and at what point the hem of his trousers will turn back. Hitherto the semi-annual decisions as to whether the lapels are to be wide or narrow, and the shirt to have a decided flare or otherwise, have been decided at conferences of designers held at New York, Cincinnati, Baltimore, Atlantic City and Chicago. But the clothing industry in Canada has been making immense strides in recent years, and now occupies such an important place in the trade of this continent that the great group of clothing designers scattered throughout the United States and Canada has found it feasible to choose the City of Montreal for their important gathering.

On June 26, 27 and 28 Canadian members of the association will act as hosts to some 250 designers from the United States and Canada, and with the designers will come a number of their wives, sisters and sweethearts, so that the total representation will be 400.

The convention will be held in the Windsor Hotel.

The entertainment committee is busy planning social functions, which will be interspersed with the more serious business of solving the problems of design. A banquet, followed by a dance, will be one of the more formal functions. Trips by motor to summer resorts about Montreal, and boat trips, including the shooting of the famous Lachine Rapids, are also being planned.

The Clothing Manufacturers' Association and prominent retailers are naturally interested in this gathering of the specialists, who are such a necessary part of their great selling organizations, and the Montreal branch will assist in the entertainment of the designers.

The committees who are arranging the convention are composed as follows:

Style committee—Emile E. Volpe, chairman; Henry Horowitz, R. Mandato, L. D. Levine, E. Atkinson, Chester Mack, E. Fennell.

Program committee: J. C. Atkinson, chairman; C. W. Maguire, E. Regal.

Banquet committee — R. Mandato, chairman; H. Jaques, E. Volpe, Geo. Armstrong, J. C. Atkinson.

Entertainment committee—L. Samuelson, chairman; J. D. Asner, E. Levy, J. F. Mehling, E. Regal, E. Funnell.

Publicity committee—L. D. Levine,



LYON COHEN

*President of the clothing manufacturers' Association and one of the chief speakers at the coming convention of Designers.*

chairman; E. Regal, J. F. Mehling, P. Dunnet.

Reception committee—M. L. Rosenberg, chairman; C. W. Maguire, W. Wilkins, A. Christie.

Invitation committee — Harry Vosberg, chairman; C. W. Maguire, W. Regal.

Designers are expected from every part of the United States and Canada.

President Ed. Mack of the Canadian Retailers' Association has been invited to be present, and the speakers will include notable men, who will speak on a number of interesting subjects.

A representation of trimming men, canvas front manufacturers and other allied industries have been invited. New labor-saving devices in connection with the clothing industry will be exhibited and demonstrated.

The designers are at present busily engaged preparing models that are to govern the fashions in men's clothes for the next six months. Garments by the best designers on the continent will be on view, showing styles for juveniles, boys' "first longs," young men's, and regular men's clothing. The far-reaching effect on the trade that the decisions of such a convention will make, may be measured by the fact that upwards of

\$700,000,000.00 is represented in the men's clothing industry in the United States and Canada; about \$60,000,000.00 of this sum represents the capital of Montreal clothing industries alone.

## OFFICIAL CONVENTION PROGRAM

Wednesday, June 25, 8 p.m.

Meeting of the board of governors.

Thursday, June 26, 10.30 a.m.

Business session. Report of the board of governors, election of new members, reports of officers, appointment of style committee.

Thursday P.M.

Lecture and demonstrations.

Friday, June 27, 10 a.m.

General business session, unfinished business, report of style committee, discussion and adoption of style committee's report.

Friday Afternoon and Evening

Montreal membership will entertain visiting designers.

Saturday, June 28, 10 a.m.

Business session. Selecting time and place for next convention.

Saturday P.M.

Style exhibit.

Saturday Evening

Nineteenth semi-annual banquet,



E. E. VOLPE

*Associated with the B. Gardner Co., Limited, and Chairman of the Style Show in Connection with the Designers' Convention.*

which will be held in the Rose Room, Windsor Hotel.

All garments will be displayed on living models.



# MARKET REPORTS



## Shirts

RETAILERS express the opinion that they could sell more shirts with bright, neat patterns. One merchant, in speaking to MEN'S WEAR REVIEW representative, said that it was very difficult to obtain those bright, neat goods in sufficient quantities to supply his trade. He claimed that the better dressers wanted to buy bright goods if they could get them in the neat patterns, but that they refused to buy the wide stripes in varied colors as shown in most men's stores to-day.

The new fibre and cotton mixture has already caught the public fancy, and is selling well and should be a good trade winner on account of its wearing qualities. It is predicted that silk shirts are going to be very popular again this season with prices ranging from \$4.50 to \$8.00 each.

For all there is a tendency for the shirt with colored starched collar to match, a few lines have already been placed on the market and manufacturers report demand greater than present supply of this novelty line. One manufacturer stated that shirts of light blue with dark blue stripes and collar to match have been very popular; they were forced to take samples away from travellers owing to inability to secure material to complete orders already placed.

It is hard to judge what class of buyers have been attracted by this novelty, but the retailers handling these lines state that they could have sold many more than they were able to get. Patterns on regular lines will be about the same as last year, with perhaps green and brown a little more to the front than usual. Boys' trade in shirts reported to be above average, sizes selling being mostly 13 and 13½.

## Straw Hats

PRICES for straw hats will remain about the same as last year, while some retail merchants who did not order their stock last year will have to pay from \$2 to \$4 a dozen more to-day than last July prices. This will not affect the retail prices to any great extent. The popular price will be \$2.50 for Sennets and they will be just as strong as ever. In Panamas the Fedora shape will have the call both for young and older men, and

it looks like a big year for this comfortable head-piece. The manufacturers and importers report trade excellent and orders quite up to last year and expect to receive many repeat orders on account of the thousands of returned men who will be buying their first straw in several years.

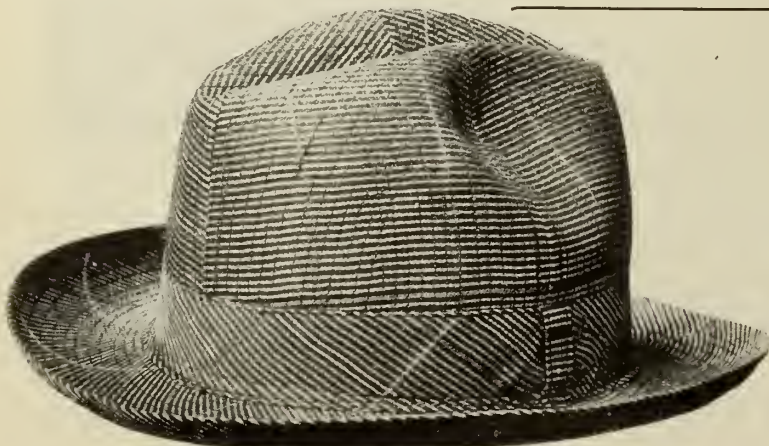
## Cotton and Cotton Goods

THE market is very uncertain, but the general tendency is downward notwithstanding that strikes and rumors of strikes and a general demand for shorter hours and higher wages are everyday occurrences amongst the clothing and allied industries.

The retail trade is in a very healthy condition and this condition is not confined to cities or any particular province, but is the case all over the Dominion. While the season has been backward and warm weather has not yet put in an appearance the trade is very optimistic and expect a big Summer business. Their expectations are based upon their experience with the returned men in other lines of merchandise. The continued cool weather has enabled the retailer to dispose of many heavy garments that he otherwise would have had to carry over to next season had the warm weather arrived on schedule time.

Overalls and work shirts are remaining firm and are expected to for the balance of the Summer season, at least, on account of large orders placed by the Roumanian Government with the Canadian Association of Garment manufacturers. In all, the amount of contract placed amounts to \$1,600,000, about 75 per cent. of this amount being for shirts, and the remaining 25 per cent. being divided about evenly for overalls and cottonade pants.

The manufacturers are asking for the co-operation of the buyers to place only those orders for immediate or later deliveries that their trade necessitates, so that the orders for Allied countries' needs and those for home consumption may be taken care of. Labor is scarce and it will take all the combined ability and resources of the associated manufacturers to fulfil the contract within the specified time of three months from date order is placed. Generally speaking, conditions point to a Summer trade of greater activity than has been experienced at any time during the war and for many years prior to the beginning of hostilities.



*A new light-weight fibre silk hat for Summer wear being shown by Palter Bros., Toronto.*



# HOW F. W. WOOLWORTH BUILT HIS WONDERFUL DISTRIBUTING MACHINE

He Built Men and They Built the Business.

By G. M. NICHOLS, in *Printer's Ink*

**A** VERY truly great merchant contributes something to the business of the country as a whole who builds up others as well as himself. He works against precedent and takes chances so as to execute some bold forward idea that others did not think of or were not courageous enough to attempt. When his idea has arrived, others take it up and add to it, helping the pioneer while the pioneer helps them.

The contribution of F. W. Woolworth, who died last week at his home in Glen Cove, Long Island, was the establishment and consolidation for all time of the low-price principle in retailing. Out of this has grown a multitude of things promoting the prosperity of everybody engaged in the production, distribution and selling of merchandise.

Mr. Woolworth's career, which in forty years brought him up from an underpaid clerk to the world's greatest retailer, is such a study in contrasts as rightfully to be regarded as a business romance. When it is considered that his success is measured entirely by nickels and dimes, it is not remarkable that some people look upon it as a modern-day miracle. But there are few thrills in his story. There is little of the spectacular. There is on the other hand plenty of the hardest kind of constructive work, patient planning and courage that would not be denied. And behind all this lay Mr. Woolworth's ability correctly to interpret the psychology of buying from the standpoint of the consumer.

Some way or other—just how he never was able to explain—he decided people would buy goods more readily if the goods could be displayed so they could be easily seen and handled. He thought the lesson of value could be driven home more strongly through placing at the disposal of buyers an assortment of merchandise at a uniform price. He reasoned if price was to be the selling point, then the price should be so plainly indicated by price tickets that the goods themselves would fairly shout out at the buyer what they could be purchased for.

## Profited by Failure of First Store

This was as far as Mr. Woolworth could see his idea, when in August, 1878, he induced his employer, W. H. Moore, a drygoods merchant in Watertown, N.Y., to let him try it out.

Mr. Moore, like most other retailers even of this day, had a lot of odds and ends in his stock that seemingly would not move at any price. Mr. Woolworth grouped an assortment of them on a table one Saturday and put on a price

card, offering customers their choice at five cents each. It was something new, but the people responded and about one-third of the stock of leftovers was sold that day. From this it was a logical step to establish a department of five-cent goods in Moore's store—to display them openly and to have plenty of price tickets. Many items already in stock were placed in the new department and others were purchased especially for it.

A store selling nothing but five-cent goods was the next development. This Mr. Woolworth started in Utica, N.Y., in 1879. He had \$300 worth of five-cent goods with which he had induced Mr. Moore to trust him. The venture fell flat. Something evidently was wrong. After the sales had dwindled down to \$2.50 a day, Mr. Woolworth decided that his trouble lay in the fact that he did not have a wide enough variety of goods to give him sufficient volume of sales. People would buy if the goods could be had. From this grew the revolution in manufacturing methods which to-day places at people's disposal a multitude of lower priced items.

The Utica store was closed and Mr. Woolworth induced Mr. Moore to back him again a few months later in Lancaster, Pa. Only five-cent goods were sold at first, but the range was wide enough to bring in sufficient volume. This store was a success, the sales for the first year amounting to \$6,750. From it grew the present F. W. Woolworth Co., which sold last year in its ten hundred and thirty-eight stores, \$107,175,000 worth of merchandise, all in nickels and dimes with the exception of some districts west of the Rockies and in Canada, where the 15-cent limit prevails.

After adding ten-cent goods to his Lancaster stock and calling to his assistance his brother, C. S. Woolworth, and his cousin, S. H. Knox, Mr. Woolworth established several other stores. It was here that came the parting of the ways. Should he go along and be just an ordinary success with a well-paying chain of five- and ten-cent stores, or should he reach out and develop his idea in accordance with all its mighty possibilities as he saw them?

The other day in speaking of Mr. Woolworth's career some of the newspapers referred to him as a dreamer. It would be more correct to say that he was a man of vision and of vigorous action. He saw that his idea was sound. It had justified itself. But to develop it to the extent of its powers two things were necessary.

He needed men.

He needed merchandise — boundless quantities of it. The merchandise had to be low priced and yet of quality and of wonderful value. He could not afford to sell trash. Trash, he decided, was expensive at any price.

Upon the way Mr. Woolworth handled these two essential needs rests the present greatness of the F. W. Woolworth Co., and its still greater promise for the future.

As a trainer and finder of men, his achievements were more than remarkable. In addition to his brother and cousin he called in and trained such men as F. M. Kirby, Earl P. Charlton, Carson C. Peck and later men of the type of J. F. Nutting, H. T. Parson, C. F. Valentine and C. T. Newberry.

C. S. Woolworth, Mr. Knox, Mr. Kirby and Mr. Charlton went into the five- and ten-cent business with Mr. Woolworth in its infancy. They developed in it to a point where each felt justified in starting a chain of his own. In each of these chains the old Woolworth idea was worked upon and developed until it reached a point of near perfection. Each of the original five went ahead establishing new stores and training new men, all working absolutely independent of each other so far as management was concerned and yet in the closest harmony in method, policy and ideals.

This went along until 1912, when the five men were running 596 stores. Here it seemed best that another radical change should be brought about so as to force to its supreme consummation the idea—or, perhaps, the newspapers will call it a dream—cherished by Mr. Woolworth soon after his Lancaster store venture proved a success. The five merged their resources, their knowledge, their experience and their organizations into the present F. W. Woolworth Co. Into the new organization was taken the cream of the trained men that had worked each of the competent companies so far up the scale of achievement.

The reason behind the organization was the need of centralized direction and of last word efficiency in operation on a large scale. The producing cost of merchandise was steadily advancing. It became necessary to offset this by more economical operation. The wisdom of the union is shown by the fact that since 1912 the number of stores owned by the company has nearly doubled and the yearly sales more than doubled. The joining together of the master minds of the five and ten cent business has at least brought about a perfected machine that can go right ahead with steadily increasing momentum, even

though death has taken the master hand off the wheel.

A couple of years ago Mr. Woolworth pronounced his finely geared operating machine complete. He said he could leave it for a day, or forever, and it would go on and on.

To bring about a condition of this kind is, as every business man knows, the crowning triumph of a truly great executive.

"Go in and make yourself at home," Mr. Woolworth once told a Western manufacturer who called to see the Woolworth private office of which he had heard so much. "I can't stop to entertain you as I leave for Europe in half an hour."

He could go at any time on the shortest of notice and the machine would not even falter.

### High Morale Within Organization

A remarkable thing about the Woolworth organization is that the surviving founders and such employees as stenographers and clerks are the only ones that receive salaries. After the consolidation F. W. Woolworth, as president, received \$25,000 a year. C. S. Woolworth, S. H. Knox, Earl P. Charlton and F. M. Kirby, vice-presidents, each received \$10,000 per year. This was all the compensation the founders got with the exception of dividends upon their stock which they received the same as any other stockholder. Everybody else gets his pay on a commission basis and settlement is made once a year. The commissions paid the officials in the executive offices in New York are computed on the basis of the earnings of the entire organization. The earnings of the men in each of the eleven district offices are based on what the stores in that district earn. The managers and assistant managers of stores get commissions on their store's business. No one man in the company ever owned a controlling interest. No single stockholder in fact controls even 25 per cent. of the capital. Every man from store manager up has begun at the bottom, and in every position there are one or two understudies. Each place is won by merit, and the rule is never to go outside of the organization for a man to manage a store or to take a higher position. All this brings about a condition of the highest industrial morale. Each man rightfully concludes that he is working for himself and that he is going to get the fruit of his efforts.

The merchandise production problem which Mr. Woolworth was called upon to solve—and which now has reached its triumphant consummation—involves the closest kind of constructive co-operation with manufacturers. In many an instance Woolworth buyers have shown manufacturers possibilities for their goods which they did not dream existed.

It has been said that Woolworth's low prices have been brought about by beating manufacturers' profits down to the

vanishing point. The exact opposite is the case. Woolworth, in common self defence, wants the manufacturer to make a profit. Instead of trying to force him down, therefore, he shows him how he can increase his efficiency and save in his operating cost. This saving combined with the advantages of unlimited outlet afforded by the Woolworth stores enable the manufacturer to sell his goods profitably within the five and ten cent limit.

Mr. Woolworth related to a "Printer's Ink" representative just a few weeks ago how some of these seeming miracles in merchandising were brought about, and how a profit could be gained in selling remarkable items for ten cents without diminishing the quality.

A certain popular finger ring came on the market and was retailed at around fifty cents. A Woolworth buyer approached the manufacturer to get the ring as a ten-cent seller. The man pronounced the proposition as the last word in absurdity. His output was very satisfactory, he explained—more than four hundred and fifty dozen already that year. The Woolworth buyer offered to take 5,000 gross of the rings during the next year and made certain suggestions as to how they could be produced at a saving and of the same quality. The manufacturer quickly saw the idea and the result to-day is seen in the ten-cent gold-filled rings that can be bought at Woolworth stores.

When the war broke out Woolworth could no longer obtain from Germany a certain iron toy it had been selling at ten cents. An American manufacturer after the closest kind of figuring and taking into consideration the huge quantity ordered, declared he could not work his production cost down so as to make a profit on the toy as a ten-cent

(Continued on page 65)

### HUMAN ELEMENT IN TOWN BUILDING

(Continued from page 50)

and you will invariably learn that back of them are bodies of educated men that are giving their time unselfishly and generously to building up their cities. Such men have in mind that boys and girls have value in a community as well as wheat and oats, lumber and other commodities. A town which is a better place to rear a family in, a town which is a better place to raise boys and girls in, to develop manhood and womanhood, to build character in, without which business would be as unstable as a rope of sand, is a better place to do business in. And these same men are willing to give some of their time, some of their energy and some of their money to get these results.

Most towns have an idea that a factory is the only thing that can build a town. They forget that towns develop from within out. They want trade and so they buy a factory to come to town to furnish employment for labor and more business. In nine cases out of ten, the factory that wants a location will come to your town if you have the physical requirements for it to run without buying it. And if you buy it, later on the chances are you will find it "a fly by night" and you must pay the fiddler.

A live business men's organization furnishes the facilities for looking into these matters carefully. Let us pass rapidly among our large cities and see what problems they have had to meet and how they met them:

Chicago got her boulevard and park system through the efforts of one of her citizens who appeared before the City Council persistently for ten years. It has been built up commercially largely through an active business men's organization.

Cleveland has become a great city of play grounds through organization. More homes are owned in this city for its population than any other in the United States. A great Union Depot was the result of seven years' effort.

Memphis, through its agricultural committee, is changing the State from cotton to diversified farming. They found that milk was being shipped from Wisconsin to Memphis because they did not have dairy cattle in the State to meet their requirements.

Little Rock—The agricultural committee found that two years ago in Arkansas they were receiving sixty million a year for cotton but were spending seventy-two millions a year for feed that she should have been raising. Since then, 2,900 meetings were held in one year to bring about a change.

In Waukesha, a city of 10,000 people, the business men and bankers loaned farmers money six years ago to buy pedigreed dairy stock and erected a stock pavilion. In 1918 the farmers of this district sold 180 carloads of pure bred and grade dairy cattle amounting to \$320,000.

In Ashland the business men and bankers financed farmers after the district had gone to pieces because the lumber was gone. The result was that cheese factories and creameries sprang up all over that district.

At Fondulac, a body of bustling business men invited 1,242 farmers attending a country institution to sit down to dinner with them.

In Wisconsin, seventeen towns from 500 to 2,000 put in rest rooms last year.

"Yes," you are saying, "that is alright, they can do it in towns where they have plenty of money and a paid secretary, but how about small places where little or no money can be raised? How about little towns without any vision?" Mr. Melville then told his audience about a little town of thirty-five people—they did things regardless of population.

Lakefield, Minnesota, accomplished all that it has done through the co-operation of the business men and the farmers. It has a real, live commercial club. It is co-operation and energy that does these things. Never run down your own town, especially to strangers. Boost it, make it the best town in your county—your county the best in your province—your province the best in the country. All we need is more vision, pep and initiative.

### VISION

- Then vision forth what here you most desire.
- Dream of industries and busy marts of trade.
- Dream of traffic, dream of wealth, dream of parks and playgrounds—of happiness, content.
- Dream of contented labor at its task;
- Dream of smiling women and better men;
- Dream of homes where laughing children play;
- Dream of a city beautiful and fair.
- Think and plan as others have for their accomplishments,
- Then work, work for contented labor at its task;
- Work for smiling women and better men;
- Work for homes where laughing children play;
- Work for a city beautiful and great, and Make your city a place where dreams come true.

## NOTES OF THE TRADE

A new men's wear store has been opened by James Cushing at 475 Richmond St., London, Canada.

Walter Blue & Co., Limited, Sherbrooke, have opened a salesroom in the new Birks Building, Phillips Square, Montreal. Mr. J. D. Dufort is in charge.

Isaac Miller, proprietor of the Great West Supply Company, Fort Frances, is on an Eastern buying trip. Mr. Miller will be in Toronto, Montreal and other Eastern cities.

J. E. St. Pierre, Winnipeg manager of Walter Blue Co., Ltd., has been in the East for the past week procuring stock for his branch. Mr. St. Pierre is very optimistic over conditions in the West for the coming year.

Levin & Son, Montreal, have moved from their old quarters on Notre Dame St. W. to the Vineberg Bldg., 1202 St. Lawrence Blvd. This firm has also gone into the manufacturing of popular priced boys' clothes.

The Dale Wax Figure Co. have removed from King St. East to 86 York St. (opposite the Prince George Hotel). They will occupy the entire building of four flats and basement and extensive alterations are being made that will enable them to manufacture everything in connection with their business.

J. J. Greene and Roy Tobey have been elected to the directorate of Hamilton Health Association. Mr. Greene is a member of the Sanford Mfg. Co., Hamilton. Mr. Tobey is the original humorist, whose advertisements have attracted a great deal of attention throughout the country.

The businesses formerly carried on by H. C. MacDonald as gents' furnishings, and by Mrs. H. C. MacDonald as a millinery establishment, have been incorporated into a company with a capitalization of \$20,000, and will be known as the H. C. MacDonald Stores, Ltd. In addition to Mr. and Mrs. MacDonald, Charles Francis Harford is a shareholder.

Dr. Leonard Williams, lecturing on "Common Sense" at the Peace Nursing and Midwifery Conference and Exhibition in London, said that people with tight collars did not drain their brains properly, and often suffered from bad tempers. He had noticed that since women had given up high collars and were wearing garments which give complete freedom to the neck they had become sweeter tempered. The doctor might tell us the effect of the peek-a-boo waist.

*New light-weight  
fibre silk caps being  
shown by Boston  
Cap Co., Montreal.*



### MONOCLE RETURNS

Tailor-made Clothes and Spats Replace  
Wartime Khaki

LONDON.—London's streets are taking on their old-time appearance. No longer are the women in a majority, and the streets in comparison with a few months ago appear to have received an enormous company of men.

A month ago a well-dressed young man in civilian clothes without an arm in a sling was a sight that people noticed. Now Picadilly and Bond Street are full of young men in smart, waisty, beautifully creased clothes, telling ties and spats. And khaki is hardly to be seen.

The single eyeglass has once again become common after four years' absence, and many of the "demobbed" are again sporting flowers, a sign of the joy of life which had gone completely out of fashion long before the war.

Khaki is disappearing from the shops and the display of trench waders and naval boots is confined to the sale displays. In one of the Strand boot stores which made a great show of trench boots, there is to-day a show of very heavy boots with tremendous nails in the soles, upturned for inspection, bearing the ticket, "For Alpine climbing."

### TORONTO MEN SENTENCED

Harry Gold and Morris Winston, returned soldiers, are guilty of a charge of stealing five ties from Wm. McLelland. They came over from Toronto on a joy ride, and being broke decided to take this method of replenishing their depleted purses. While Gold pleaded not guilty, the judge was not satisfied with his contention, as he did not explain why he got McLelland to go to the back of the store to show him a cap when he had no intention of buying one. Winston, otherwise known as Weemstein,

has a long record, and was sentenced to one year in the reformatory. Gold was given six months in the same institution.

### PAPER CLOTHING

Curious exhibit of German paper coat at Ed. Mack, clothier, 167 Yonge St., Toronto, is attracting much attention. Crowds of people stop and look at this paper suit from Wahn, Germany.

### READING AS AN ASSET

A banker, recently investigating a retailer, asked him the question, "What magazines, books and trade papers do you read regularly?"

The reason why so many retailers are not making the success they should or might attain is due to the fact that they do not keep in close touch with the progress that is being made in their line of business and business in general.

They are struggling along, day after day, without getting broadening information as to better methods of getting outside viewpoints on their problems.

"They do not read enough," says the house organ, "The Coach." "Good trade papers come to them. Excellent house organs are sent to their store without charge, but they are always 'too busy' to read. And yet, if you were to follow ninety-nine out of one hundred of these 'too busy' fellows you would find them wasting hours over things that do not concern their business, or on trivial matters which ought to be disposed of in a few minutes."

"No man is too busy to study the methods by which others have made progress. The most successful men in the world are the ambitious fellows who are doing this very thing."



*An attractive window display of shirts and underwear that brought good business. This window was arranged by Earl Duckworth for W. G. Hay, Toronto*

# SHOW CARDS OF THE SMALLER TORONTO STORES

Many Show Preference for the Small, Neatly-Lettered Card of Quiet Coloring—Others Feature Color Schemes Artistically Worked Out With Pleasing Effects.

Written for Men's Wear Review by ROBERT T. D. EDWARDS

FOR the past six months or so we have been sounding the praises of the large department stores throughout America in regard to the show cards and show carding systems they use, and have showed many ways in which we could use their ideas in our smaller stores.

There is no doubt that many of the hints thrown out were put into practice and that benefit has been derived from them. However, to continue the style of article we wish to give a few ideas which the smaller Toronto stores use on their show cards.

It is surprising, after making a study of the better small stores, to find the good class of show cards they use. They all have their own ideas of what constitutes a good show card; some like the small, neatly lettered cards of quiet colorings, with the lettering in the centre of the card or at the upper left hand side; others want cards with the lettering much heavier, but showing an absence of gaudy colorings; still others use small, neatly lettered cards, but have color schemes artistically worked out on them, which makes a very pleasing effect.

## Can Easily See Them

You have only to walk along Yonge Street and gaze at the neatly trimmed windows to see these show cards.

White cards with black letters are quite prominent. Light colored mat boards, such as grey, cream, etc., are all favored to a great extent.

Dark surfaces are also used with light colored letterings, white on black, cream on dark brown or dark green, cream or white on grey.

Of course, various color combinations are used with attractive effects. The outlining of letters is very much favored now instead of the old-fashioned shading of letters. This along with high lighting has come to the fore greatly within the last year, and a more detailed description of it will be gone into in future lessons.

## Air Brush Work

Air brush work still appears, but not nearly so prominently as a few years ago. Both for sale and better class show cards, the red sable writer is found to be far superior to the air brush when used in a skilled hand. This has been proven beyond a doubt.

Air brush work, if not used very sparingly and in an artistic manner, will do more to cheapen a display than any other thing. The trouble with most writers in using an air brush is that

1. These shirts are worth more than we are asking for them.

2. Our clothes have the correct style or else they would not be here.

3. Don't overlook our neckwear display, but look it over.

4. For real comfort this Summer wear our soft collars.

5. Lightweight underwear that defy the warm weather.

6. Buy your straw hat now and get the season's newest style.

7. Invisible suspenders that give you that smart, neat appearance.

8. Lightweight waterproof top coats for that Summer jaunt.

9. Silk hose with double toes means double wear. We sell them.

10. Our prices are just as low as you would expect good goods to be.

11. March winds, April showers make you feel like new togs.

12. Real service is tied up in every parcel that leaves our store.

they don't know when they have sufficient decorations on the card. They do not seem to know when to stop.

Much of the small lettering which is formed on dark cards seen in Toronto store windows is made with the music pen, although the small sable brush is used by some. The operation of this pen has been previously explained. It makes a splendid Roman letter and is especially adapted for lettering with heavy opaque showcard color.

## Roman Formation

The lettering is of a pen stroke Roman formation, similar to forms previously used.

The card illustrated on the right shows how to make an exceedingly neat card very quickly. Here you will note that no color other than black is used. The border design is cut from magazine advertisements and cut down to suit the size of the show card.

You may not be able to get this exact design, but there are many others that will suit the purpose just as well.

Care should be taken in cutting out and pasting these borders on. Mark the position in which they are to be placed before doing the pasting. Wipe all paste and finger marks off after pasting with a clean moistened cloth.

## HOW GERMANS "RIGGED" THE BRITISH CLOTH MARKET

Tale of Teutonic Trickery in Textiles

(By London Correspondent)

For twenty years or more before the war German manufacturers of serge and cheap grade cloths enjoyed playing an amusing little game of blind man's buff with our Yorkshire manufacturers. It must have been a very profitable pastime for everybody concerned except the blind man, who, unfortunately for him, was always the hard-headed Yorkshireman. According to the looker-on, who always sees most of the fun, the game was played somewhat as follows—When the market weakened and there was a slump in yarns, the wily Hun, with his pockets bursting with marks, lent him by his beneficent Government, deftly jumped in, and bought up practically everything in sight. This had the immediate effect of sending prices soaring up, or in other words, the weak market had been converted to a firm one. The Huns then set themselves busily to work to convert their purchases into cheap-selling lines. It was now the British manufacturer's turn. He woke up with a nasty shock to find that if he wanted to buy stuff he would have to spend his money on a rising market, and pay much higher prices than his German competitors had done. This gave the Hun the opportunity that he had schemed for and with a free market before him he waltzed back with his cheap stuff made up from British yarns and was able to supply buyers at prices far below home figures. The Germans, having unloaded stocks, would then lie quiet until another slump occurred, when they would repeat the process.

No doubt the profit realized on these deals was more than sufficient to pay the interest on the trade subsidy provided by the German Government.

It is not thought, however, that these manipulations will be possible in the future.

Mr. W. A. Clark, of Exeter, has taken a position as clerk in Mr. S. G. Morse's store, Leamington, Ont. Mr. Clark is a returned war veteran. He enlisted in the 155th Bay of Quinte Battalion and spent two years and two months overseas, nine months of which was in France.

# MORE MEN'S WEAR STORES HANDLING BOYS' OUTFITS

Standardization, Advertising, Snappy Styles, Higher Prices Make Stocking Boys' Clothing More Profitable Than Formerly.

NEVER in the history of the clothing industry has there been so much attention given to boys' clothing; the men's wear dealer in turn is watching the trend of trade, and every now and again you are advised by some merchants advertising that "We are now stocking a complete and exclusive line of boys' clothing." All over Canada stores are being opened—boys' stores for the complete outfitting of boys and youths. Like Postum, "There's a reason," and one has not very far to dig before hitting on it.

Take a look through some of the national magazines; see the sturdy little chap with a baseball bat swung over his shoulders, or carelessly swinging a bag of school books; notice the way he is dressed. Pretty smooth for a youngster, sloping pockets, waist seam lines and everything just as sporty as the big fellows. Advertising has its effect on the little fellow, and it doesn't take him long to catch on. He wants a suit as nearly like that picture displayed as it is possible to get in his town, and as is generally conceded, the youngsters nowadays have more to say for themselves than in the good old days when children were "seen but not heard"; they are going to demand style, and about all there is left for the parents to do is to see that value is received for the money paid.

The last six months has witnessed one of the largest clothing manufacturers in the world putting in a complete new factory for producing high-grade boys' clothing. Other firms, already establishing in this business, are spending or arranging to spend thousands of dollars in national advertising, and, strange to say, there is a splendid opportunity for the ability of the advertising man, there is so much to be told to the public that has never been touched upon before; features such as double knees, double seat, extra durable linings, reinforced seams, double stitching, interlocked seams; every added feature gives the advertiser more room to expand on. Advertising is in one sense pre-digesting sales, in other words, the goods are half sold before the merchant connects up his sales organization with that particular line. Advertising special makes stimulates the rest of the business, and of course does make it easier to sell than non-advertised goods of equal quality and style.

## Standardization

Standardization of styles, materials, and sizes, has had a great deal to do with the growth of the boys' clothing industry. Accurate costs have been arrived at, higher prices demanded; in turn the consumer is paying higher prices today, prices that a few years ago would have bought a good business suit for

father. Boys' suits now average \$15, and the sales are large enough to make the gross turnover figures for a year jump considerably higher than if only men's outfits are stocked.

## Specialty Stores

About four months ago a Western subscriber wrote to the editor of MEN'S WEAR REVIEW asking for an opinion on the advisability of opening up a boys' store in a city of 10,000 or less. After numerous enquiries from dealers already conducting this class of store, and of manufacturers supplying them and meeting with the general opinion that the

move would be a chance that everybody could not afford to take, we wrote our subscriber, giving him the consensus of opinion of other people, conveying the idea that the chances were against the enterprise. We were very much surprised and pleased to hear the other day that, in spite of the cold water thrown on his hopes, he had gone ahead and opened the store, and now he writes that business has been better than his most optimistic expectations. It would therefore seem that there is an opportunity for every progressive men's wear to increase sales turnover by adding boys' wear to their regular lines.

## IMITATE ENGLISHMEN

Vienna Tribute to London's Well Dressed Men Raises a Storm.

AS the result of a circular sent out by a firm which caters to the men's wear trade in Vienna, a political affair of some magnitude developed. A crowd of workmen assembled in front of the store and smashed all the windows and hooted the proprietors. The offending circular read as follows:

"Five years of complete isolation from England have produced a demoralizing effect on the exterior appearance of gentlemen in Austria. The cylinder (silk) hat has entirely disappeared. Lounge suits are worn at all times of the day and for all sorts of functions. Morning coats are worn at the opera and at dinner. Lounge suits are worn in the enclosures of our racecourses.

"Our intention is that all these things are due to the loss of the example given by England. Now, the errors of the last few years must be remedied. Vienna must again become a city of well-dressed and well-groomed gentlemen. To do this we must again copy the London fashions and imitate English gentlemen

## "An English Cutter"

"With this object in view, we have entered into relations with two eminent tailoring firms in London (Messrs. — and Messrs. —); we have engaged a first-class English cutter, formerly employed by the eminent London firm of —; we have entered into an arrangement with Messrs. —, of London, to supply us with models and designs of the latest London fashions."

The Modesalon fuer Englische Herengarderobe has been violently attacked in the Press for this effusive tribute to London fashions. The Germanophile Press objects to the effort to stimulate English exports, and the Socialist Press strongly criticizes the frivolity of devot-

ing so much attention to men's fashions at a time when thoughts ought to be concentrated on political problems.

Alden S. McGowan, who lately returned from overseas, a member of the 164th Battalion, is again opening up a men's furnishings establishment in Grand Valley, Ont. He has taken the store in the Hopkins block lately occupied by W. G. Morrow, druggist.



MR. J. O. DUFORT

Newly appointed manager of Montreal sales office of Walter Blue & Co., Limited, Sherbrooke, Que.

## Grain Growers and R.M.A. to Co-Operate

Closing at 6 P.M. Proposed—Oppose Premium Contests—Coast to Coast Excursion Supported—Wholesalers in Retail Business—Object to Cartage and Packing Charges—Oppose Liquor Traffic

**R**ESOLUTIONS of considerable importance occupied the attention of the merchants in convention at the Thursday morning session. The necessity for clearing up misunderstandings between the R.M.A. and the Grain Growers, and for encouraging co-operation between these two bodies was emphasized in the discussion centering around the following resolution:

Whereas there still seems to be a misunderstanding between some farmers and some retail merchants in Saskatchewan; and

Whereas the executive of the Retail Merchants' Association have endeavored for a number of years to get together with the farmers' organizations, in order that these misunderstandings may be cleared up if possible;

It is resolved that we, in convention here assembled to-day, go on record as being in favor of such a meeting being brought about if possible, and that the accredited representative of the Saskatchewan Grain Growers' Association be notified accordingly, and that a copy of this resolution be forwarded to the secretary of the said association.

This resolution was moved by G. W. Stockton, Carlyle, who stated that it was necessary for the modern merchant to give such a service to the community that it is unable to get along without him. "If one merchant in a town gives a raw deal it reflects on all the dealers, because the customer will send his order away to another city afterwards."

W. C. Paynter, Tantallon, speaking to the motion, stated that the co-operative movement is responsible for the progress being made by certain institutions. "I have watched the co-operative movement," added Mr. Paynter. "In the next town to mine a merchant buys in smaller quantities and cannot give a service equal to mine. But I must support that merchant because if he fails the co-operative movement will get him or the mail order house will come in on the territory."

"The Grain Growers' of Manitoba co-operate with the R.M.A. of that province, but not in Saskatchewan. We must not antagonize the Grain Growers, for they already think the retailers are obstructing their tactics. The retailer has the advantage over the big department store and the mail order houses of being on the ground, and the retailer should be an expert at handling his customers. If the farmers can formulate a scheme whereby they will be better served than by the retailers I will step down.

"We must co-operate with our customers and with the farmers' organizations. I believe the Grain Growers and the retailers should put up a fund to jointly purchase goods in cars from manufactu-

rers. This would be a joint purchasing commission in each province, and prices would be set."

J. J. Polson agreed as to the desirability of reaching an understanding between the R.M.A. and the Grain Growers.

At this stage H. D. MacPherson stated that he had seen the president of the Grain Growers, in regard to a conference of the two organizations. The matter was left with the Grain Growers, and no further action has been taken.

It was the unanimous opinion of the delegates that where a farmer operates a store, if he gives a good service, he should have the privileges of a store, but where the store does not give service, whether it be owned by a farmer or a retailer, it should not have the privileges of a store. No objection could be taken to their going into the same market to buy their goods, but objection was taken to the granting of privileges to the man who tries to run a store "from a box car."

### Fixed Closing Hour

The following resolution was introduced by Delegate Kindred:

"That this convention requests the incoming executive to use their endeavors to have legislation passed making it compulsory for all storekeepers in Saskatchewan to close every day, except Saturday and days preceding holidays, not later than 6 o'clock."

Speaking of this resolution one country member stated that while this might apply all right in towns and cities, he thought the country stores in the country and villages should remain open during seeding and harvesting time.

J. J. Polson opined that the association would not be getting very far in passing such a resolution as the provincial authorities would be inclined to leave the matter entirely in the hands of local authorities. To get such a measure through it would be necessary to have the full co-operation of the various organizations affected, such as farmers, labor and municipal.

An amendment was introduced that the convention place itself on record as favoring a 6 o'clock closing except on Saturday nights and nights preceding holidays.

### Oppose Premium Contests

The following resolution was passed with little or no opposition, having been introduced by W. P. Ball, Assiniboia, and seconded by S. McMicken, Moose Jaw:

"That this convention is strongly of the opinion that all premium contests are absolutely against the principles of the Retail Merchants' Association and food merchandising and should be strictly avoided by all retail merchants.

Further that the Dominion executive should be urged to continue their efforts in favoring the passing of legislation making such contests a criminal offence."

Other resolutions passed include the following:

### Bonds Produced by Produce Dealers, Collectors

Moved by S. McMicken, Moose Jaw, and seconded by W. C. Paynter, Tantallon;

"That this convention request the incoming executive to continue its efforts towards obtaining legislation requiring produce dealers and collection agencies to enter into a bond with the Government as a condition before entering business."

### Re Proposed Excursion

Moved by H. E. Semple, Kerrobert, seconded by S. McMicken;

"That this convention express its hearty approval of the proposed R.M.A. coast to coast excursion."

### Encourage Thrift

Moved by S. McMicken, seconded by S. T. Brown, Simpson;

"The Retail Merchants hereby support the movement for the encouragement of thrift and recommend to the province the giving of such support to local thrift associations as lies within their power."

S. McMicken, speaking to this motion, stated that the wage earner who is encouraged to buy thrift stamps will have something to fall back on, and this would eliminate in many cases necessity of giving credit.

### Affiliate With Social Service Council

Moved that: "This convention is in favor of affiliating with the Social Service Council of Saskatchewan."

This resolution was carried. It is proposed to have up to ten representatives on the Social Service Council, to meet annually and consider problems affecting retail merchants, etc.

Speaking to this motion, one delegate stated that in the past retailers have not taken much interest in the social welfare of towns, and that they have not realized the importance of this matter.

### Oppose Liquor Traffic

The convention was placed on record as being opposed to the liquor traffic, and in sympathy with the Government's measures regarding prohibition, in a resolution introduced by G. W. Stockton, Carlyle.

### Assist Commercial Education

A resolution introduced by W. C. Paynter, Tantallon, and seconded by H. E. Semple, Kerrobert, provided for the appointment of a committee representing the commercial interests, to work in co-operation with the University of Saskatchewan, in connection with a course in commercial education.

J. J. Polson proposed an amendment asking the executive to select for this year a committee to act on behalf of the R.M.A., and to ask other interests to select representatives to act in co-operation with this committee.

"Add education to what we have got without it, and we can swamp everything," said S. McMicken. The matter was left with the executive committee.

#### Cartage and Packing Charges

A motion was carried as follows:

"The executive committee is to be instructed to advise all wholesalers in Saskatchewan that the facts of the trade show that charges for packing and cartage are not a universal habit, and it would seem that some wholesalers in this province are wanting to get a higher charge for their goods than should be paid. This association has agreed to bring all possible pressure to bear against the following of this practice."

In moving this resolution, G. W. Stockton stated that he had written to wholesalers about this practice in his own case, and that they had replied in his favor, stating that they would "make an exception" in his case.

#### Wholesalers in Retail Trade

Moved by W. C. Paynter, seconded by H. A. Sample:

"As this association has been asked to express an opinion as to whether the wholesale merchant should engage in a retail business, be it resolved that the legitimacy of either a retail or wholesale business should not be judged from the standpoint of ownership of the business, but simply on the policy it follows and the service it renders."

Speaking to the motion, S. McMicken stated that if a man does a legitimate business "we do not care who the owner is."

#### Co-operate With Soldiers

Moved that: "This convention adopt all possible means to bring about closer co-operation between our organization and returned soldiers, and other organizations which have for their object the improvement of trade and commerce in Canada."—Carried.

#### HON. W. E. KNOWLES ADMITS HE IS ONLY A LAWYER

An enthusiastic address of welcome was given by Hon. W. E. Knowles, Provincial Secretary of Saskatchewan, representing Premier W. M. Martin, at the annual banquet on Wednesday evening, in the Auditorium rink. J. W. Cresswell, president of the Regina R.M.A., was chairman of the evening.

Hon. W. E. Knowles, author of the famous Knowles Bill, introduced at Ottawa some time ago, admitted that the attention which he had given to the retail trade had been only as a lawyer and not as a retailer, but that he did not find this out until after he had introduced the bill to the House of Commons. He frankly admitted that one Moose Jaw merchant wired him at Ottawa that he must either stop being a fool or come home. He began to think after that that people would have to pay what they liked for things.

"It is a big concern to the people of the country that they have good shopping facilities. We are constantly dependent upon the retailers. It is unfortun-

ate that in Canada we do not take the pride in our businesses that the English merchant does, in which cases one finds the business passing from generation to generation, with a singular pride attached to the success achieved in each case," said Mr. Knowles in conclusion.

An address was given by Mr. Frank Stockdale on the subject, "Sales People of To-day and To-morrow."

#### DISCREPANCY IN SALES OF GASOLINE

J. J. Polson made a report to the Saskatchewan convention concerning the action taken by the Dominion Association in regard to alleged discrepancy arising in the handling of gasoline by retail merchants. This discrepancy is indicated by the purchase of gasoline by weight and its sale by measure.

"When you get gasoline in your store in drums it comes by weight," said Mr. Polson. "In drawing it off you run short on a drum. Every complaint coming arose from dealers who shipped in under the weight system. No complaints came from dealers who bought by measure."

Mr. Polson added that the troubles along this line in Eastern Canada are now over, the matter having been taken up with the head of one of the large oil companies. To eliminate any such difficulty in Western Canada, delegates were urged to appraise the association of any similar shortage in gasoline.

#### SHOULD CLERK GET GOODS AT COST

The following question was asked by a delegate at the Saskatchewan convention:

"I have a staff of seven clerks, and pay the highest salaries. I allow each employee all the goods he needs at laid down cost. Is this coming to the employee?"

In reply, N. L. Green, Regina, stated that the matter should be left with the individual merchant. "Some dealers wish to do all they possibly can for the men who work with them. We recently made a rule that the men get everything they wish at one-half the retail cost."

S. McMicken responded that it was up to the merchant to run his business in fairness to his clerks and they would then be fair with their merchant.

#### CONVENTION DELEGATES

G. W. Anderson, Regina; N. C. Wells, Aylesbury; O. Aas, Cabri; J. H. Anderson, Melville; A. Aird, Regina; F. B. Angley, Radisson; H. A. Andrews, Pangman; S. Whittaker, Briercrest; W. P. Ball, Assiniboia; J. P. Beauchamp, Q'Appelle; F. A. B. Axford, Winnipeg; H. Bourassa, La Fleche, Sask.; W. Buchanan, Weyburn; J. Baird, Glenavon; S. T. Brown, Simpson; B. Beachman, Edenwold; C. A. Clifford, Creelman; W. R. Clark, J. O. Crossley, Estevan; A. M. Dugetto, Whitewood, Sask.; R. David-

son, Regina; H. A. Dantz, Rush Lake; J. S. Dart, H. W. Davidson, La Fleche; J. H. Elliott, Carnduff; S. G. England, Regina; J. H. M. Easery, Duval; T. A. Easson, Avonlea; H. Elliott, Admiral; J. F. Funk, Herbert; W. R. Finley, Kincaid; J. S. Goodman, Grills & Co., Gimley & Son, Cabri; J. Gregory, Meota; G. A. Ganchieff, Regina, J. Goldstein, Radisson; L. Goldstein, Hafford; N. L. Green, Regina; C. O. Glover, Windthorst; A. Gereim, Vibank; J. Gereim, Vibank; S. E. Fawcett, Saskatoon; J. L. S. Hutchinson; J. Hamblin, Q'Appelle; Hill & Hall, Francis; Hughes & Butler, Regina; J. Morton, W. R. Kell, Saskatoon; L. P. Kincaid, R. J. Eley, Kelliher; A. E. Bolton, Kelliher; W. J. Keller, Shaunavon; W. G. Kreesy, Kipling; F. Knox, Wilke; J. Leboldus, Vibank; E. S. Cressimace, Lockwood; A. H. Laepky, Rush Lake; J. L. Longpie, Q'Appelle; T. J. Lugheed, Glenside; A. Little, Regina; J. T. Lawson, Regina; J. W. Cresswell, Regina; S. McMicken, Moose Jaw; J. A. Loepky, Herbert; N. McLean, Tynan; A. McKinnon, Dilke; F. D. Mitchell, Moose Jaw; W. A. Conley, Macoun; McDonald & Wray; W. H. Morgan, Delisle; E. Maske, Kipling; A. Maze, Assiniboia; A. G. MacNaughton, Mazonod; P. H. McLeod, Rocanville; H. D. MacPherson, Regina; J. C. Nichol, Radisson; A. M. Nairn, Earl Grey, Sask.; G. S. Preston, Carnduff; J. J. Polson, H. Perry, Estevan; W. C. Paynter, Tantallon; Ross & Denison, Assiniboia; W. J. Robinson, Davidson; C. J. Rollifron, Outlook; J. F. Robinson, Regina; G. W. Stockton, Carlvle; F. E. Raymond, Saskatoon; W. Stanley, Heward; P. Schroeder, Odessa; J. James, Saskatoon; S. Douglas, H. E. Sample, Kerrobert; C. H. Shaw, Webb; J. Scott, Willow; S. Schwanz, Rocanville; L. P. Twiss, B. A. Thierman, Webb; W. M. Van Valkenburg, C. William, Moose Jaw; E. Wright, Kerrobert; M. Waldman, Melville; A. J. Wyman, LaFleche; Waldeck Trading Co., A. W. Wallace, Aylesbury; R. E. Witzke, J. P. Williams, Kincaid; F. Yeo, Fillmore, Sask.; W. L. McQuarrie, Saskatoon; H. T. Hunter, MacLean Publishing Company; H. L. Southall, MacLean Publishing Company.

#### GET-TOGETHER BANQUET TO CELEBRATE OPENING NEW WAREHOUSE

A novel and interesting banquet was recently given by the Wilson Auto Specialties Co., of Hamilton, when they invited all of their local dealers to celebrate with them the opening of their new and commodious warehouse, 19 East Jackson Street, which is one of the largest exclusive wholesale auto accessory supply houses in Canada. This banquet was held in the large showroom of the new warehouse.

The new warehouse is located in the heart of Hamilton's business section, and, including the upper floors, contains over 16,000 square feet of floor space. In addition to the new warehouse this firm has recently opened a retail store at 284 King Street East, between Ferguson Avenue and Wellington Street.



# NECKWEAR SILKS TO TAKE BIG JUMP

Latest Reports Show Big Advance in Price.

**I**N an interview with a wholesale neckwear manufacturer who has just recently returned from the buying centres of the United States, he stated that the situation was beginning to look serious; it was not now altogether a question of price, but one of getting the silk at any price. Manufacturers who had placed their orders some short time ago and were now looking for deliveries were finding it very difficult to obtain silks in any quantities. There has been an advance of 20 per cent. quite recently, raw silk reaching the high-water mark of \$10, and it is predicted that it will go to \$12. It looks as though \$7.50 will be the lowest price that will be quoted to the retail trade, and at that,

quality will be very poor. The same situation prevails in regard to Jap silk, prices being asked that seemed ridiculous a few months ago. Retailers will be well advised to buy early for Fall and Christmas trade and to take deliveries just as soon as they can get them as all indications point to a scarcity of goods to sell at popular prices. Some firms are refusing to accept orders for future delivery, claiming that it is impossible to do so on account of the unsettled condition of the markets and of the feeling of unrest of employees that enter into the cost of manufacture.

## Wash Neckwear

Everything points to a big season in

tub ties, and there are several reasons for this, the chief being the high prices being asked for silk neckwear, the increased trade from the returned men and the expectation of a long warm season. As it will be impossible to buy a silk tie for 50 cents retailers will do well to make attractive window displays of wash goods to sell at this popular price. The bow tie should not be overlooked in wash goods as this is already very popular in New York, and should find a ready sale here. These goods should return a good profit and the manufacturers are showing very attractive patterns both in black, fancy and fancy striped designs that should stimulate the neckwear department in the off season for silks.

## HOW WOOLWORTH BUILT HIS DISTRIBUTING MACHINE

(Continued from page 58)

seller. The Woolworth buyer went over his figures with him and pronounced them all correct with the exception of the charge for painting. The manufacturer insisted that his, too, was down to bedrock.

The buyer then went out into the workshop to investigate. He found long rows of girls seated at benches painting the toys with brushes.

"I see now why your cost is so high," he said. "You can't afford to use brushes. Throw the toys in vats. Dip them. Then you can leave off this little red stripe and this little yellow stripe."

The change was made and the production cost reduced to a point where the manufacturer could sell the toys at a profit, so Woolworth in turn could sell them for a profit at ten cents each.

For quite a while after the war-time merchandise situation began to grow acute Woolworth kept on selling the well-known D. M. C. crochet cotton at ten cents a ball. When the war shut it out entirely from this country it induced an American spinner to duplicate it under the name of Woolco. The spinner at first objected, saying it could not possibly be done. But the Woolworth man who had bought D. M. C. cotton abroad instructed him to a point that gave him confidence. A big factory has grown where they began spinning Woolco only four years ago. Many people are employed. The prosperity of that district is enhanced. And, most important of all, the women of America can continue buying the highest grade of crochet cotton for ten cents a ball.

## Enabled to Hold to Low Prices During War

The solidity of the merchandising principles originated by Mr. Woolworth

was strikingly demonstrated during the war, when the Woolworth stores were the only ones in the country adhering strictly to the ten-cent limit. Others, including both chains and independents, increased their price limit because production costs had so seriously decreased the number of items they could afford to sell at ten cents. There was much speculation at the time as to what Woolworth would do. Every now and then some presumably authoritative statement would be made to the effect that Woolworth was preparing to go up to a fifteen-cent limit all over the country, the same as in the West and in Canada. Mr. Woolworth would say nothing for publication, but he strenuously declared privately and to his associates that the company would continue selling goods for five and ten cents—that it would keep faith with its customers.

This war-time merchandising situation was the last crisis of Mr. Woolworth's career. He handled it with the same promptness and absolute lack of fear that characterized his earlier decisions.

F. W. Woolworth was ambitious. From his earliest boyhood he wanted to run a store. He even played store while other boys were playing baseball. He wanted wealth and power. He got them in a measure more abundant than most men even aspire to. Perhaps it was a desire for display that induced him to erect the highest building in the world—that "cathedral of commerce" that rears its majestic spire far above New York's already wonderful skyline.

But great as were F. W. Woolworth's accomplishments for himself they are at least duplicated by what he brought about for others. No man can succeed in the highest sense and live unto himself alone. Mr. Woolworth believed in this truth and practised it to

the limit. The wonders he accomplished in retailing brought additional prosperity to every retailer in America within the sphere of influence of his stores. He made selling easier for everybody who had things to sell. His advertising methods increased the demand for variety-store merchandise. This is why an up-to-date variety retailer who sells variety goods without regard to price limit always prefers to have his store as near as possible to a Woolworth five-and-ten-cent store. Manufacturers all over America owe their larger development to the great advance variety retailing made under the leadership of men like Woolworth. Volumes could be written about by the five-and-ten-cent store changed methods of manufacture so as to put worthy goods at the disposal of people at prices that before had been regarded as impossible.

It was in this fact and not in his other material achievements that F. W. Woolworth's greatest pride lay.

"We have accomplished some surprising things," he said not long ago, "in bringing merchandise within the ten-cent range. This influence has permeated the entire field of manufacturing and retailing and has been a powerful aid in keeping down all prices. To have had a prominent part in performing this service which has increased the purchasing power of the people's money is a distinction and an honor that cannot be measured in mere monetary terms."

Mr. Woolworth was overly modest in his presentation. The type of store of which he was so notable an exponent was and is the country's leading factor in reducing the cost of living. These stores are what they are to-day because they waged such a successful fight to keep down, rather than increase, prices.

# The Publisher's Page

TORONTO

JUNE, 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.



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### TRADE NEWSPAPERS

Hardware and Metal  
Men's Wear Review

Canadian Grocer  
Bookseller and Stationer

Dry Goods Review  
Sanitary Engineer

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Power House

Canadian Foundryman  
Printer and Publisher

Marine Engineering  
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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*

# Three Big Departments at Your Service Always

## CLOTHING

(Men's and Boys')

## SHIRTS

(Working and Negligeé)

## CAPS

(All Descriptions)



Our splendid buying connection, unequalled manufacturing facilities, and large and well assorted stocks of latest merchandise make ours a service worth while to any enterprising merchant.

We extend a hearty welcome to all Members of the National Designers' Convention also all Customers and Friends to visit our offices and factories when in Montreal.

## John W. Peck & Co., Limited

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

MONTREAL

WINNIPEG

VANCOUVER

# Milne's Neckwear News for June

## MILNE'S SUMMER NECKWEAR

*Now Ready*



The Milne men are now showing a particularly nifty selection of Wash Ties and regular Summer lines.

The materials and colorings represented here and the "Value for Money"—price on every one—stamp these Milne Neckwear offerings as real business-getters.

Order direct, or through your jobber.

### WILLIAM MILNE

*The Newest in Neckwear*

50 York Street

Toronto

*Always inspect the MILNE offerings*



## The Joy of Living

Hope—Energy—Action — the Sprightliness of Youth—you get them in good measure in New Era Quality Clothes for Canadian Youngsters.

Our showing of these correctly-made Juvenile Models—Materials, Cut and Finish, embraces everything that better Boys' Clothes should be.

Stylish Designs, High Class Workmanship, Dependable, yet Popular Priced. Every model passed by our Board of Designers, cut and tailored by men conversant with fashion demands.

'Tis the Quality behind the name that counts.

### The Freedman Company

41 Mayor St.

Montreal



A Natty Model  
In Our New Showing

## A personal study of the British Markets emphasize two facts

1. You can again get good qualities in MEN'S WEAR—Shirts—Neckwear—Fancy Hosiery—Coat Sweaters—Travelling Rugs—Ulsters and Mobile Coats—Fur and Velvin Hats—Sporting Caps in Homespun Harris Tweeds.
2. That there is no general reduction of prices in sight, and that there will be scarcity, rather than plethora of reliable goods in the Fall.

We have visited all the principal markets and can offer you latest designs from following British manufacturers for whom we are sole Canadian agents:

Tress & Co.—High Class Hats, Caps—the "Tress" Cap is unrivalled.

Young & Rochester—Shirts, Pyjamas, Neckwear, Dressing Gowns, Fancy Dress Vests.

R. W. Myhill, Leicester—Hosiery Manufacturer.

John Skelton & Son—Manufacturers of Cardigan Coats, Sweaters, Mufflers.

G. Glanfield & Son—Raincoats, Ulsters and Sport Clothing.

Aquascatum—Raincoats and Ulsters.

Among our stock lines we would specially mention—Travelling Rugs from \$5.00 to \$12.50, Emcodine French Coats, Knitted Vests in Hard Knit and Brushed.

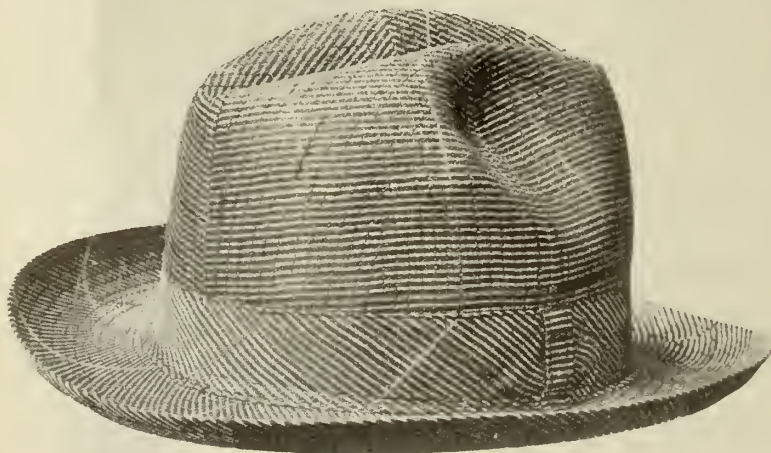
There are still several towns in which our lines are not fully represented. If you are doing business in one, please write us.

### Wreyford & Company, Toronto

Manufacturers Agents and Wholesale Men's Furnishings

Ottawa and Eastern Provinces—C. D. WREYFORD

Ontario and West—J. C. WREYFORD



## Silk Hats for Sunshine

Light in weight, cool and comfortable and very durable, made with good textile lining and real leather sweat band, in a large variety of fancy patterns

and plain silk poplins. Prices from \$15.00 to \$22.00 per doz.

Silk Caps will be strong this year. Our assortment was never so complete and our prices afford you a handsome profit and will give your customers entire satisfaction. Plain or fancy colors. \$9.00 to \$15.00 per doz.

Children's Hats and Caps our specialty. Always look at our samples. It will pay you.

## PALTER BROTHERS

Manufacturers of Children's Hats and Caps and Uniform Caps

122 to 128 WELLINGTON STREET WEST, TORONTO

# Court Decision Protects Stetson Trade-Mark

ON April 11th, in the United States District Court at St. Louis, the John B. Stetson Company was sustained and awarded costs in the suit against Apple Hat Company, of St. Louis, in which the plaintiff alleged an infringement of its Boss Raw Edge trade-mark.

The defendant had been using a die very closely resembling that used by John B. Stetson Company in its Boss Raw Edge hats, and it was decreed that the Apple Hat Company had infringed upon the John B. Stetson Company's exclusive rights to this trade-mark.

The defendant was perpetually enjoined and restrained from making, using or selling, or causing to

be made, used or sold, directly or indirectly, any hats bearing the infringing trade-mark upon the same or upon the boxes, containers or receptacles containing the same.

The defendant was also ordered to at once obliterate or otherwise remove all markings like or similar to the John B. Stetson Company's Boss Raw Edge trade-mark from all hats, hat leathers, hat linings or labels, or upon boxes, containers or receptacles, which are or may be in its possession or under its control not made by or emanating from the plaintiff or which it had heretofore placed upon, or caused to be placed upon same, in connection with the selling or offering for sale of defendant's said infringing hats.



The Genuine Stetson Trade-Marks



The Infringing Trade-Marks



*The Name Stetson and the designs of the Various Dies Appearing in Stetson Hats are Protected by Registration in the U. S. Patent Office.*

JOHN B. STETSON COMPANY, Philadelphia



## A Brand That Guarantees Better Shirts and Trousers

"Arm and Hammer Brand" Trousers and Work Shirts are good sellers because the materials used and the excellence of the workmanship eliminate all possibility of inferior wearing qualities.



Easy fit and real money's worth make the Arm and Hammer trade-marked lines easy winners in every corner of the land.

Illustration at the left shows you the popular

### COVERALL

—a dandy line to show on your Juvenile Counter. Coverall is the logical—the most practical—protection for the little people's clothes. Made to fit boys and girls from 2 to 7 years.



The  
**J.A. Haugh  
Mfg. Co.**

Limited

TORONTO  
CANADA

OUR  
CAPS  
SELL



AND  
GIVE  
SATISFACTION

Our Fall and Winter range is now in our salesmen's hands and receiving favorable attention everywhere.

### New York Caps

Smart and elegant—every one a cap creation. Merchants now handling this line realize their excellent qualities.

Make sure you see them

**New York Cap & Hat Company**

880 St. Lawrence Blvd., Montreal



## Hessco Garters

Retail at 50c and 75c

A good looking good value garter. Has all ivory clasps and buckles. No metal to rust or scratch. Has a patented catch simple and reliable. Your stock is incomplete without the Hessco Garter.



REGISTERED

**Kitchener Suspender Co., Ltd.**  
KITCHENER, ONT.






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# Miller-Made Summer Weight Clothing

*For Immediate Delivery.*

We have a limited number of man-tailored unlined suits in both light colors for outing wear and dark greys for business wear in conservative styles *ready for immediate delivery.*

These suits can be retailed at a good profit at from \$10.50 to \$18.00 and will not only be a good "filler-in" for your regular stock but are just the thing to boost sales during the dull warm weather season.

These suits are particularly popular with the returned men who want to be comfortably dressed *and for office and professional men.*

Send for samples at once before stock is broken.

## Other Miller Profitable Specialties:

Duck Pants---Khaki and White.  
 Cream Flannel and Beach Pants.  
 Duck Coats.  
 Tweed Pants.  
 Driving and Warehouse Dusters.  
 Official Boy Scout Outfits.  
 Cadet Uniforms, etc.

## The Miller Mfg. Co., Ltd.

44-46 York Street  
 Toronto, Ont.

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# HEADLIGHT UNION MADE OVERALLS



The railroad man insists on  
**HEADLIGHTS** because *one*  
*pair outwears two pairs of*  
*ordinary overalls*

Dyed with Genuine Indigo Fast-Blue Dye

LARNED, CARTER & CO.  
DETROIT MICH.

You may ship us a well selected assortment  
of (state how many) dozen HEADLIGHT Overalls accompanied by  $\frac{1}{2}$   
your full equipment of advertising matter  
posters for bill boards with our name as exclusive  
agents, store cards, counter display signs, time books  
for distribution, lantern slides, and electrotypes for local  
newspapers.

Name \_\_\_\_\_

Town \_\_\_\_\_

State \_\_\_\_\_

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

Name \_\_\_\_\_

Town \_\_\_\_\_

State \_\_\_\_\_

(36)

**LARNED, CARTER & CO., Sarnia**

*World's Greatest Overall Makers*

FIVE FACTORIES—DETROIT—SAN FRANCISCO—ST. LOUIS  
PORT HURON, MICH. — Canadian Factory, SARNIA, ONT.



1024—Cream horsehide, one finger unlined gauntlet mitt, yellow split back and cuff.



Sandy — Yellow grain horsehide, unlined glove, sewn outseam, cream sheep back, welted thumb, hook and string fastener.



1575 1—Genuine Chrome Tan "Rail-road stock" unlined gauntlet glove, sewn outseam, welted thumb, grey split cuffs.

# Soldiers Want Gloves and Mitts

With so many soldiers returning to their old work the demand for Acme working gloves and mitts is bigger than ever.

Is your stock sorted so as to take care of this increased business? If not, order to-day.

Lines shown are typically good sellers —sure repeaters.

*Write for Glove Folder*

## 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



Is this brand on the  
Overalls you are selling?

If it is, you can hand those overalls across your counter backed with your strongest guarantee for satisfactory wear. For

## GOODHUE'S STAR BRAND OVERALLS

are made right, to wear right—made to stand the strain, the daily wear and tear in the work of the Railroad Man, the Mechanic, the Farmer, the Construction Worker, etc.

Our consumer publicity and our good looking window cards will keep your "Star Brands" moving.

Write for sample supply to

### The J. B. Goodhue Co.

LIMITED  
ROCK ISLAND QUEBEC

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

## THE PIONEER HOUSE OF CANADA

Established in 1852

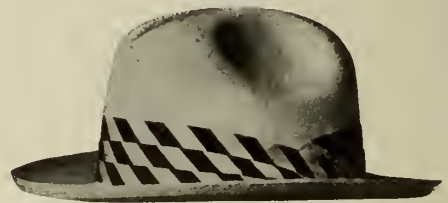


HIS MAJESTY GEORGE V.

As popular as His Majesty are

## MONARCH HATS

—a Famous Name of a Famous Line.



No. 81761

## PANAMA HATS



STRAW HATS FOR MEN, BOYS  
AND CHILDREN

Large assortment at the right prices.

L. Gnaedinger Son & Co.  
St. Peter Street, Montreal



## UNDERWEAR

*with many features  
of particular appeal*

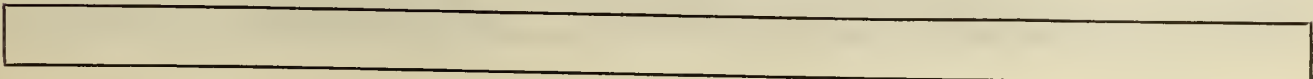
The quality of Atlantic Underwear is developed from the long fine, sea-breeze toughened wool of the Maritime sheep, processed, cleaned, spun and woven under the most ideal factory conditions, and tailored by operators experienced in the making of high-grade underwear.

Our values have put a punch in underwear departments in every corner of the land. Stock up with a good supply of "Atlantic" to-day. To-morrow you will begin to reap the benefits.



# ATLANTIC UNDERWEAR, LTD.

MONCTON, N.B.



# REMOVAL    NOTICE



*Campbell's Clothing*

We beg to advise our customers and friends that we are now comfortably located in new and larger premises at

**1202 ST. LAWRENCE BOULEVARD**  
(Corner Duluth)

With improved modern facilities we hope to meet the increasing demands of our business.

Handsome offices and sample rooms have been fitted up which will be at the disposal of our friends who may be attending the Designers' Convention, June 26, 27, 28—or at any other time.

**THE CAMPBELL MANUFACTURING COMPANY**  
**MONTREAL**

1202 ST. LAWRENCE BOULEVARD

**LEVIN & SON**  
PANT MANUFACTURERS  
Montreal

Have removed from 309 Notre Dame St. W. to  
1202 St. Lawrence Boulevard - Vineberg Building

Where with increased and improved facilities we hope to give still better service.

**A NEW LINE**

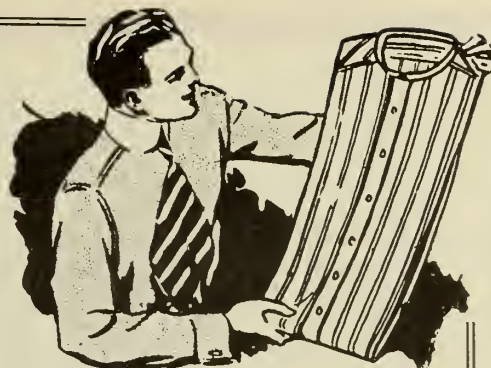
We have also started manufacturing a Popular Price Range of **BOYS' CLOTHING**, samples of which are now ready for your inspection.

Canada's Best---

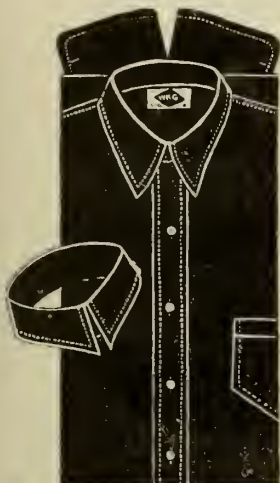
This is a W.K.G. Brand  
Railroad Shirt

# "HERCULES"

## Negligee Shirts and Work Shirts



A Fine Line of Summer Shades



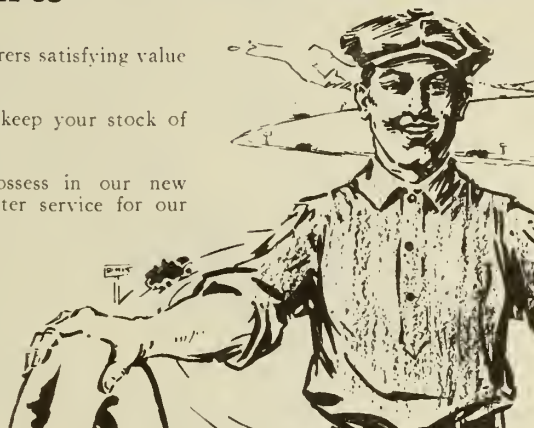
No. 2557  
Double Stitched  
Double Seamed  
Can't Rip  
Two Collars

Well made lines that give the wearers satisfying value for the prices charged.

And the prices are low enough to keep your stock of Hercules lines going.

The better facilities we now possess in our new Montreal factory, mean still better service for our patrons.

Write us for samples  
and prices



## The Hercules Garment Co., Limited

Head Office: Montreal.

Factories: Montreal and Louiseville, P.Q.

## WALL CASES WORTH WHILE



This sectional case, for hosiery, gloves, shirts or underwear, umbrellas, etc., will just be what some merchants want. Glass or solid front doors.

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

## The Walker Store Fixture Company

KITCHENER

ONTARIO

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



Model Form  
No. 2014  
Note the Neat  
Fitting of Coat

## THE NEW FORM FITTING MODEL

We have these and many other up-to-date fixtures, including

**Bust Forms for Men's and Boys' Display Stands, etc.**

We supplied 200 bust forms for the International Designers' Convention, who gave them preference over all other makes.

Send for new illustrated folder.

**DELFOSSÉ & COMPANY**  
247-249 Craig Street W. Factory: 1 to 9 Hermine St.  
MONTREAL

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# DOMINION RAYNSTERS

*"Made-in-Canada" Raincoats*

**Recommend Them to Customers  
for Motoring**

## DOMINION RAYNSTERS Make Ideal Motoring Coats

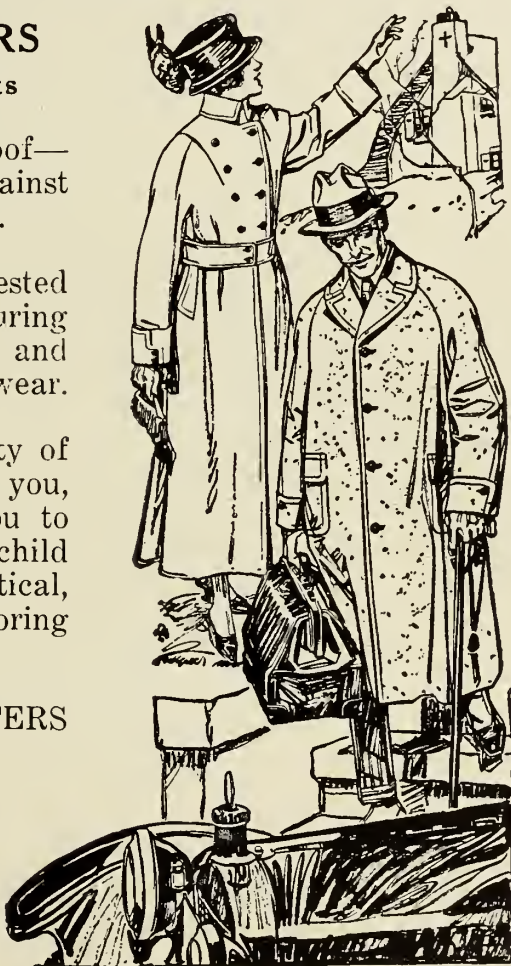
They are absolutely waterproof—affording complete protection against sudden showers or heavy storms.

They are made of carefully tested fabrics, by skilled hands, insuring the most careful workmanship and assuring long and satisfactory wear.

With the unusually large variety of styles and patterns we offer you, Dominion Raynsters enable you to please every man, woman and child who enters your store for practical, attractive, waterproof Motoring Coats.

Suggest DOMINION RAYNSTERS to your customers.

Wire or 'phone the nearest branch for styles or sizes wanted "rush."



***Dominion Rubber System Service Branches  
are Located at***

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

# TOOKE SOFT COLLARS SEASON 1919



**TAXI**  
TOP 3½ BANO 1½  
FIBRE SILK  
TOOKE HOOK



**ORKNEY**  
TOP 3½ BANO 1½  
SATIN STRIPE  
TOOKE HOOK



**KENORA**  
TOP 3½ BANO 1½  
DIAGONAL SILK STRIPE  
TOOKE HOOK



**GRENOBLE**  
TOP 3½ BANO 1½  
MERCERIZED CORD  
TOOKE HOOK



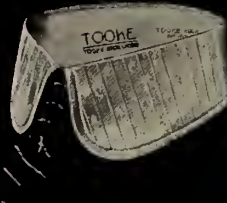
**MACKLIN**  
TOP 2½ BANO 2¼  
SILK JERSEY CLOTH  
TOOKE HOOK



**CANSO**  
TOP 2½ BANO 2¼  
COTTON REPP  
TOOKE HOOK



**BANGOR**  
TOP 2½ BANO 2¼  
FANCY FIBRE SILK  
TOOKE HOOK



**WAKEFIELD**  
TOP 2½ BANO 2  
FIGURED PIQUE  
TOOKE HOOK



**PRESTON**  
TOP 2½ BANO 1½  
FRENCH PIQUE  
TOOKE HOOK



**PONTIAC**  
TOP 2½ BANO 1½  
MERCERIZED MOIRE  
TOOKE HOOK



**ROCKWOOD**  
TOP 2½ BANO 1½  
PLAIN CORD  
TOOKE HOOK



**BENGAL**  
TOP 2½ BANO 2  
SILK POPLIN  
TOOKE HOOK



**RIDEAU**  
TOP 2½ BANO 2¼  
HEAVY SILK POPLIN  
TOOKE HOOK



**AMHERST**  
TOP 2½ BANO 2  
PURE SILK CORD  
TOOKE HOOK



**BRUNSWICK**  
TOP 2½ BANO 2  
FRENCH PIQUE  
TOOKE HOOK



**BARRETT**  
TOP 2½ BANO 2¼  
PLAIN CORD  
TOOKE HOOK



**YORK**  
TOP 2½ BANO 2  
FIBRE SILK  
TOOKE HOOK



**CARMAN**  
TOP 2½ BANO 1½  
JERSEY SILK  
TOOKE HOOK



**ENSIGN**  
TOP 2½ BANO 2¼  
FANCY CORD  
TOOKE HOOK



**DAYTON**  
TOP 3½ BANO 2  
PLAIN SILK  
TOOKE HOOK

Send for a sample Tooke Hook Collar in your size and let us convince you that "the Tooke Hook improves the look."  
Please use your letterhead. In ordering sample, state your size. Prices from \$2 to \$5.

**TOOKE BROS., LIMITED,**

MONTREAL  
WINNIPEG

TORONTO  
VANCOUVER

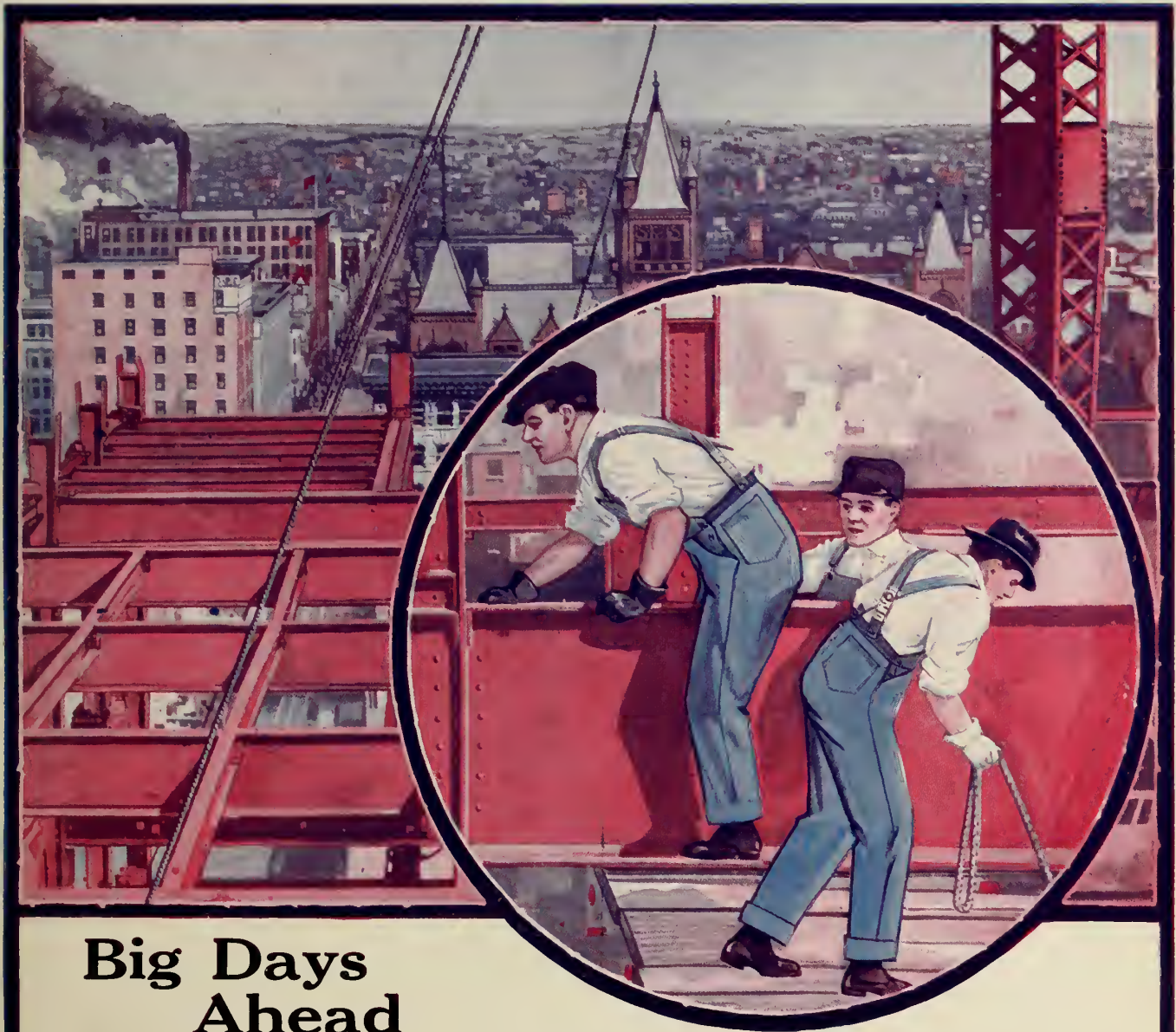
# MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

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## Big Days Ahead

WITH all signs pointing toward a big increase in building activity to meet the nation-wide demand for more housing facilities, and other construction work, there will be an increasing demand for working garments for years to come.

Dealers, now is the time to lay in a big stock of

## KITCHEN'S *"Railroad Signal"* OVERALLS

They will build up a regular steady profit paying trade for you.

These garments are noted for excellent material and skilled workmanship. They are so comfortable, have plenty of pockets and there is double

or triple stitching where the strain comes. The new open-front style shirt has made a real hit among the working men.

You can recommend this line wholeheartedly to your trade. Made by

The Kitchen Overall and Shirt Co., Limited  
Brantford Ontario



## Food For The World

*Again filling our Granaries from our Great West  
Working in Good Old Peabody's*

**Q**UITE a Contrast: A year ago he was tuning and grooming the battle-planes that brought Retribution to Squealing Rhineland and drove the Hun from the Air. To-day with Tractor and Thresher he is Reaping the Golden Harvest with which Canada feeds the War-Starved World. Like thousands of young Canadians, he fought and won in Peabody-made fighting clothes---the honored uniform of Canada and her Allies. To-day these Boys are winning the Big Battles of Peace in Peabody Peace Regimentals, Overalls and Gloves, good honest work-clothes---the universal choice of good men to do good work.

*It's time for more Team Work---in Peabodys. Let's Go!*

**PEABODYS**  
SALES CORPORATION  
LIMITED  
**OVERALLS**

*Are  
Almost  
Everybody's.  
Are They  
Yours?*

# Society Brand Clothes

MADE IN CANADA

FOR YOUNG MEN AND MEN WHO STAY YOUNG

The only clothes made in Canada in which you will find this label.



REG. U. S. PAT. OFF.

Strong Hewat Virgin Wool Fabrics are made exclusively from virgin wool—the fresh, unused fleece wool right from the sheep's back. Virgin Wool means what merely “all-wool” does not. It is estimated that 80% of the woolen fabrics used in suits and sold as “all-wool” contains reworked wool—used clothing ground up, respun and rewoven.

In view of the steadily increasing demand for better clothing fabrics on the part of the buying public, this announcement that the Strong-Hewat Virgin Wool Fabrics have been confined to us in Canada will be particularly welcome news to Society Brand dealers.

They will individually secure added prestige because of their being able to tell their customers that they can supply them with Society Brand Clothes made of Virgin Wool Fabrics containing absolutely no shoddy or reworked wool.

# Society Brand Clothes

SOCIETY BRAND CLOTHES, Limited, CANADA.

ALFRED DECKER & COHN, UNITED STATES

MONTREAL CHICAGO NEW YORK



## Big Sellers in Boys' Suits and Overcoats

Prove our assertion that these Juvenile lines are the very acme of style correctness and good value. See them and compare them—then decide.

Ask too, to be shown the New York and Rochester styles embodied in every one of our "First Longer Pants" Suits.

*A penny postal will connect you. Send it to us to-day.*

### York Clothing Co.

35 Church Street, Toronto

## Sphere Garters □ Sphere Braces



*Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic 3/4" wide. Natural only.*



*Sphere Mikado Brace, a great improvement on the old Mikado style. Patent elip fastening is extremely simple and can be released with one hand.*

Sphere Specialties are noted for their quality and value. They are made by the largest firm of manufacturers in England making their own elastic webbings. Outfitters will find that they maintain the highest standard of British manufactured goods and invariably give long wear and complete satisfaction.

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London House or direct.

*Wholesale only:*

### FAIRE BROS & CO. LTD., LEICESTER, ENGLAND

19, Fore Street, London, E.C.2.

32, George Street, Manchester.