

Panama and Straw Hats

LOOKING FORWARD

To the greatest season in the recollection of this establishment, we are rapidly assembling our new lines on a very extensive scale for our 1920 season. Our hats have an enviable reputation and do not fail to interest progressive merchants. Our travellers will be on the road early, but a card from you will enhance our interest.

V. L. CUNNINGHAM & CO.

73-81 Adelaide Street West, Toronto, Canada

"The Home of the Panama Hat"

HOSIERY and UNDERWEAR

that *does* satisfy on all points,---

COMFORT, QUALITY, VALUE

IN "OBERON" Hosiery and "BELNIT" Underwear these qualities are embodied to perfection.

Because they are so thoroughly dependable, these brands are trusted the world over; they have earned for the name of "BRETTLES" a front rank position in the Hosiery and Underwear trade.

Our Mr. Marshall is now showing complete ranges in the Winter weights which all our friends who are interested in these lines should make a point of inspecting.

Mr. Marshall is also showing full sample selections of goods indicated below. All the lines are in popular demand, of distinctive character, high quality and excellent value.

All orders entrusted with Mr. Marshall will receive prompt and careful attention, and be dealt with in a manner that will earn your full approval and continued custom.

"OBERON" SPECIALTIES

Hosiery, Underwear, Rain Coats, Shirts, Pyjamas, Dressing Gowns, Bath Robes, Collars, Neckwear, Men's Caps, Braces, Towels, etc., etc.

Men's Cashmere Half Hose.

In Black and 21 different colors. All Wool. Heavy weight. Price, \$9.65. Owing to the scarcity of good wool half hose, customers are advised to place their orders immediately.

Silk Half Hose.

Black Ingrain Spun Silk, Embroidered Silk Clox, \$1.75, \$1.80, \$1.85, \$1.90 per pair. Pure Silk Half Hose, hand made. Woven Clox. \$4, \$4.25, \$4.45, \$4.70 per pair.

These two numbers can only be obtained from Geo. Brettle & Co., Ltd., who are the actual manufacturers.

Men's Artificial Silk Scarves in a variety of patterns, including Black and White Stripe effects. Self Colors, etc., \$4.90 each.

Men's Knitted Silk Ties.

Derby Shape in Self Colors, Heather Mixtures, Black, for immediate delivery. Prices, \$6, \$7.40, \$7.65, \$10.95, \$14.80 dozen.

Handkerchiefs.

Silk Handkerchiefs for Men in a variety of Patterns and Colors. \$9.85, \$11.80, \$12.30, \$15.75, \$16.75, \$17.70, \$18.70 per dozen.

Dressing Gowns.

Fancy Silk Dressing Gowns in quaint designs. "Brettles" make. \$15, \$16, \$17.50, \$18, \$20.

Silk Underwear.

Underwear in Novia Silk manufactured by Geo. Brettle & Co., Ltd., from \$15 up to \$50 per garment.

Men's Chamoisette Gloves.

These Gloves are manufactured at our factory at Belper, Derbyshire, England, and without doubt are the finest value in Gloves ever offered. Made in the following shades: Natural, Chamois, Mole, White, Beaver, Grey. All sizes. Domes or Buttons. Plain or Black points. Bolton Thumbs and Sewn with Silk throughout. Prices, \$12.50, \$13.25 dozen.

Canadian Representative:

MR. HUGH D. MARSHALL, 306 Stair Building (corner Bay and Adelaide Streets), Toronto

Main 3354



"BELNIT"
RIBBED
UNDERWEAR
MADE IN ENGLAND
Regd. Trade Mark



"SUTOPLEX"
(REGD TRADE MARK)
FABRIC GLOVES.

GEO. BRETTLE & 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.

Be sure to visit our exhibit at the Canadian National Exhibition, Toronto, Aug. 23rd to Sept. 6th. We are making a wonderful display of the highest class men's furnishings. Our latest price list is now ready, write to our Toronto office if you have not received a copy.

Art Kraft
Clothes

The Essence of Correct Style

The dealer stocked with Art-Kraft Clothes can beat his competitors from the point of novelty, fancy style and big value as well. Art-Kraft models combine these three essentials in a way that keeps them selling briskly season after season. There is nothing better to get you a share of the returned men's trade. Every Art-Kraft garment is cut and tailored to give the wearer snug comfort and snappy style.

Don't close the new season's order before you've seen the Art-Kraft offerings.



Walter Blue & Co., Limited

Owning and Operating Coaticook Woollen Mills Company

SHERBROOKE, QUE.

WINNIPEG, MAN.

"EZE"
(PRONOUNCED EASY)
SUSPENSERS



Wear "EZE" Suspenders and you will know the comfort of those easy sliding cords which adjust to every move. Metal parts rust-proof—highest grade elastic web. Satisfaction guaranteed. Look for "EZE" on buckles. Sold everywhere.

Made in Canada by

The King Suspenders & Neckwear Co.
TORONTO, Canada.

BUY "EZE" SUSPENSERS
SLIDING CORDS ADJUST TO EVERY MOVE

Look for "EZE" on buckle

Workmen Demand



King TIGER UNBREAKABLE SUSPENSERS

BUILT for Comfort, and Guaranteed to stand the hardest, roughest wear!

MADE IN CANADA from solid, army leather trimmings; heavy elastic web; reinforced back; steel support in cast-off; double stitched at all points.

LARGE SIZES FOR TALL MEN!

Also made cross-back style.

At your Dealer's or direct from

THE King Suspenders & Neckwear Co.
Toronto, Can.



THIS LABEL ON EVERY PAIR IS YOUR GUARANTEE

HELPING YOU TO

These sales-making advertisements in newspapers and magazines. They're products—the *best that your customer*

Have you got these leading "King" sellers in on the demand these ads. are making! Handsome "King Quality" products, may we have your order

THE KING SUSPENDER
TORONTO,

KEEP COOL

comfortable and dressy by wearing

King

SUMMER SUSPENSERS
OUT OF SIGHT UNDER YOUR SHIRT

Hold trousers up and shirt down, giving neat, shirtwaist effect. Adjustable to any size.

SOLID BRASS METAL PARTS
CAN'T RUST OR STAIN CLOTHING

Look for the name "King" on buckles

SOLD EVERYWHERE

Made in Canada by

THE KING SUSPENDER & NECKWEAR CO.
TORONTO



**DEMAND
"EZE"
SUSPENDERS**

The quality is there before
the name "EZE" is stamped
on the buckle.

WEAR

EZE
SUSPENDERS

THEY OUTLAST ANY OTHERS
Look For "EZE" on buckle

SELL THE BEST!

are appearing *now* in leading Canadian
helping you to sell "King Quality"
rs' money can buy!

stock? Display them prominently and "cash in"
showcards free. If you're not lined up with
now? A post card will do the trick. Thank you.

AND NECKWEAR CO.

CANADA

**ASK FOR
"EZE"
SUSPENDERS**
and you'll get the best

Look for "EZE" on buckle


**Farmers
Wear**



King
TIGER
UNBREAKABLE
SUSPENDERS

Back to Your Old Favorites

"EZE"
SUSPENDERS



Throw off the old, heavy army braces
and give your shoulders a rest!
"EZE" suspenders are still the popular
favorites.

Absolute Satisfaction Guaranteed.

Easy-sliding cords adjust to every move
—easy on buttons. Solid brass metals
—can't stain clothing. Highest grade
elastic web.

Look for the word "EZE" on Buckles.

Sold Everywhere
Made in Canada by
THE KING SUSPENDER & NECKWEAR CO.
TORONTO, CANADA.

THOUSANDS of work-
men are choosing
King Tiger Suspenders
because of their exceptional
comfort and strength.

MADE IN CANADA
from solid, army leather
trimmings; heavy elastic
web; reinforced back; steel
support in cast-off; double
stitched at all points.

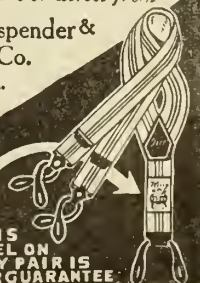
**LARGE SIZES FOR
TALL MEN!**

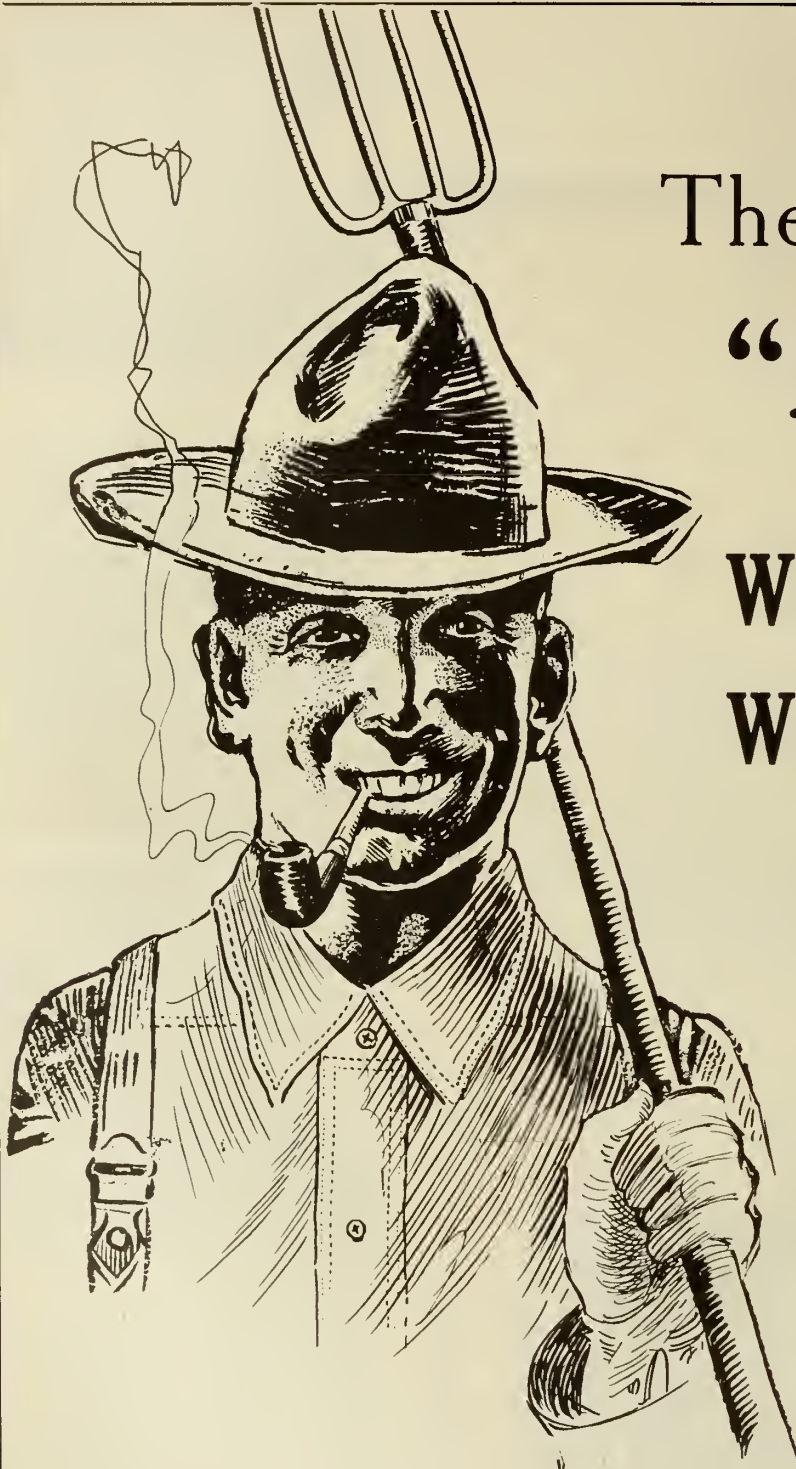
Also made cross-back style.
At your Dealer's or direct from

**The King Suspender &
Neckwear Co.**
Toronto, Can.



**THIS
LABEL ON
EVERY PAIR IS
YOUR GUARANTEE.**





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

**SNUG
FIT**



**SANITARY
BAND**

THE WARMEST AND MOST COMFORTABLE WINTER CAP MADE

Maritime

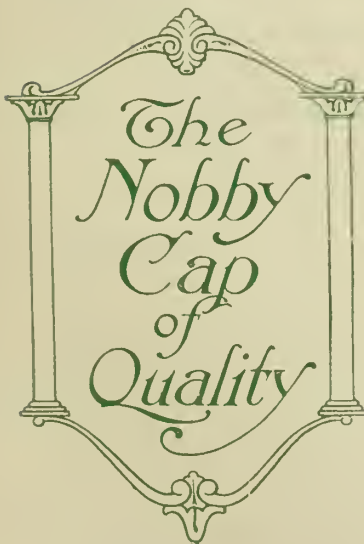
Comfort Without Binding

Smooth, snug and comfortable without the least suggestion of binding, these Maritime Caps stand high in the opinion of men who know.

The Maritime Cap with the Sanitary Band will win and hold your customer's confidence.

We are fully stocked to cover your requirements in Summer, Fall and Winter Caps.

Send for trial stock



Maritime Cap Limited

MONCTON, N.B.

**There's a
DIFFERENCE
they
are Better Made**



LOOK FOR
THIS
TRADE
MARK
INSIDE
OF THE
WAIST BAND

The Label inside of the waist-band is your guarantee that you are getting

**EVERYMAN'S
TROUSERS**

They are made better, fit better, and of better materials than the ordinary trouser.

You can get a pair that will match your suit nicely—at all "Everyman's" Dealers.

UNION MADE



"Everyman's" Trousers are not made to compete with cheap and shoddy brands. If it is highest quality you want, it will pay you to stock our line.

DAVIS BROS.
HAMILTON, CANADA

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**

(Male & Female)

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.

Delegates to the Designers Convention will be given a cordial welcome at our Montreal Office.

This Mark is the Stamp of Sock Quality



IT APPEARS ON ALL OUR SOCKS

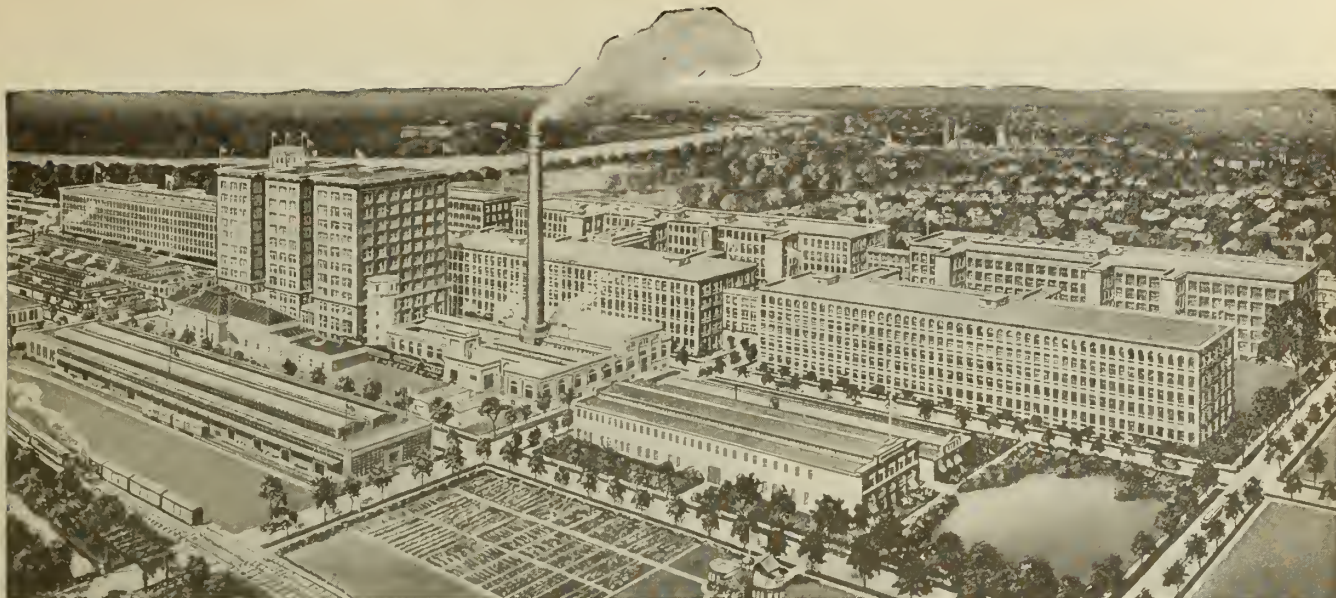
There's Comfort and Wearability in every pair of socks bearing the Hanson trade-mark.

Even under war market conditions, Hanson Quality has been rigidly maintained.

Sock-making is our specialty and Hanson Socks are deservedly popular wherever sold.

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

GEORGE E. HANSON
HULL, P.Q.



We make over 275 National Cash Registers every day

The National Cash Register is a modern, labor-saving machine that helps merchants, clerks, and their customers.

It protects profits by stopping leaks and losses, temptation, and mistakes.

It adds, records and classifies many kinds of transactions.

It saves time and money because it does 15 things in 3 seconds.

It enables the merchant to give quick, accurate service.

It more than pays for itself out of what it saves.

It helps merchants make more money, with less expense.

This big plant makes nothing but National Cash Registers

The National Cash Register Co. of Canada, Limited

Toronto, Ontario

Offices in all the principal cities of the world



A Dealer Says of Atlantic Underwear

*"Every Man investigating it
will buy it by preference."*

Every customer of yours who desires an underwear that he can absolutely depend upon—an underwear that will not shrink—an underwear that means solid comfort always—will find these requirements fully met in Atlantic.



Replace those slow-selling lines in your underwear department with a stock of Atlantic. Invite your customers to examine it, to get the real wool feel, to convince themselves by actual comparison that Atlantic Underwear is a leader—a wool underwear of highest quality.

Atlantic Underwear

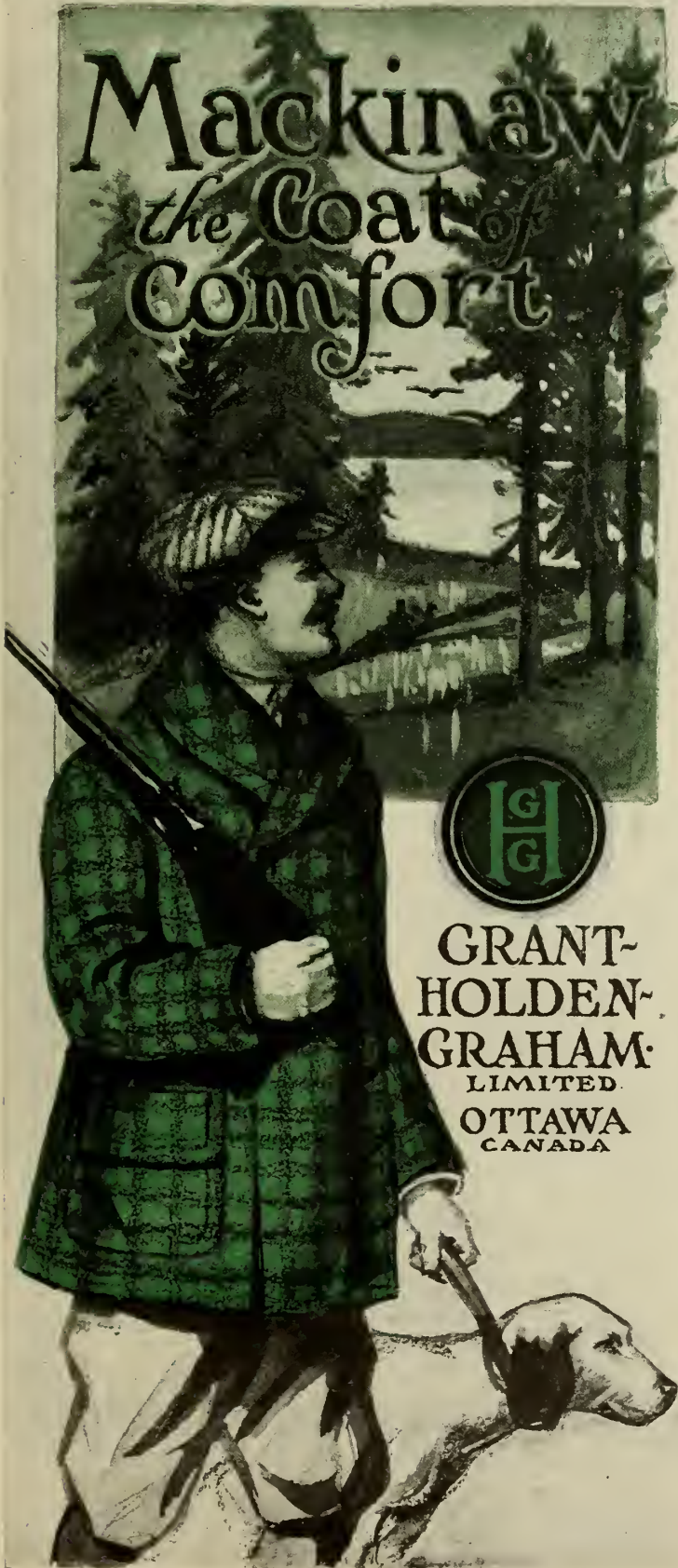
Limited

MONCTON, N.B.

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.

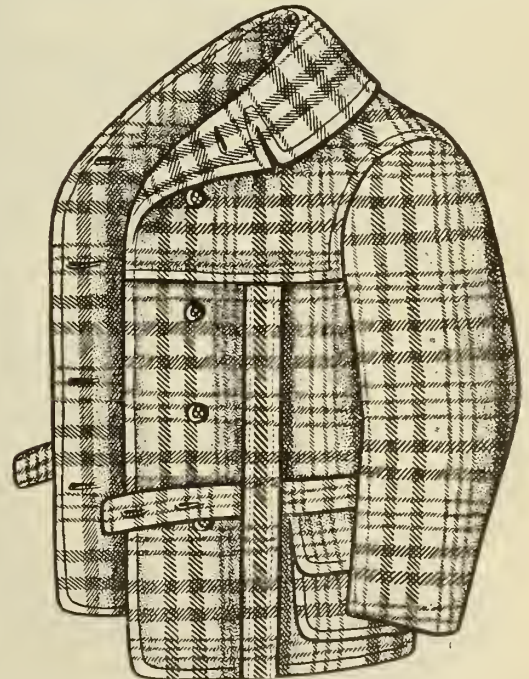


No. 609
"Town" or "Young Canadian"
Brand Mackinaw Coats

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

Money makers

for your Summer Shirt Counter

The right goods at the right prices. Shirts that are made right to fit right and to give the wearer full value for every cent of the price charged.

A complete line of Men's Negligee Shirts in attractively colored fabrics. Each one with a big Summer selling appeal.

Also Men's Dress Shirts, Racine Working, "Hero," "Fine" and "Strand" (Chemise de Luxe).

Give us a trial and prove the merits of our offerings.

"The Beaten Path Leads to
Racine."

ALPHONSE RACINE, Limited

Dry Goods Jobbers and Manufacturers
Specialists in Men's Furnishings.

The Staple Dry Goods House of Canada

60-80 ST. PAUL ST. W., MONTREAL

Sample Rooms :

Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney
N.S., Toronto

Factories :

Beaubien Street, Montreal, St. Denis, St. Hyacinthe

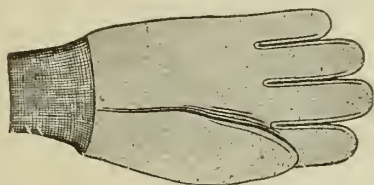


You'll need a stock of

TAPATCO
REGISTERED BRAND TRADE MARK

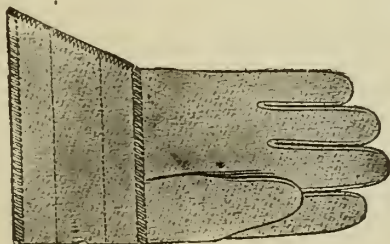
GLOVES
for the Harvest Trade

TAPATCO Working Gloves are just right for the man who helps to garner Canada's Harvest. Roomy, Comfortable and Well-Wearing to a degree every pair of TAPATCOS give the customer unstinted satisfaction for his money.



And whatever the man's fancy in Working Gloves may be, you can fit him from the TAPATCO line. There are Gauntlet, Knit-Wrist and Band Top Styles in heavy, medium and light. Leather Tip and Leather Faced Gloves, Jersey Gloves and Mitts in Tan, Slate and Oxford.

Ask your jobber.



The
American Pad & Textile Co.
CHATHAM, ONT.

DU PONT



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 Only Chamoisette Glove on the Market

When the Kayser Company, Incorporated, placed on the market the Chamoisette Glove for ladies and men, its superior finish, style, and wearing qualities were so apparent that it rapidly gained enthusiastic favor everywhere—with the result that other manufacturers produced imitations which in turn came to be generally called “Chamoisette.”

In view of the many inferior lines being offered as “Chamoisette” we are anxious to make it plain to the Trade and the buying public, in order to protect them from these imitations—that **THE KAYSER CHAMOISETTE GLOVE IS THE ONLY CHAMOISETTE GLOVE MADE.**

The original quality obtained in perfecting this product has been steadily maintained despite many adverse trade conditions, and in displaying this line to your customers you are offering them a glove that has justly earned the recognition and popularity it enjoys—as evidenced by its many imitations.

This Registered Trade Mark is your protection and guarantee of the real Chamoisette Brand.

“Kayser”
GLOVE
 REAL CHAMOISETTE
 MADE IN CANADA

Made by the Kayser Company, Incorporated, the largest manufacturers of Silk and other fabric Gloves, Hosiery, Underwear, etc., in the world.

For sale solely in Canada by—

PERRIN FRERES & CIE.
 SOMMER BUILDING
 MONTREAL



The Secret of Success

Dealers who have sounded the depths of Fit-Reform popularity bear witness of the fact that **True Worth** has gained their present enviable reputation.

Value is woven in the cloth, emphasized in the tailoring, reflected in the smart styles. If you are looking for real value in your Fall and Winter lines see the splendid styles that we are showing in FIT-REFORM SUITS.

Fit-Reform

E. A. SMALL COMPANY
LIMITED

112 BEAVER HALL HILL, MONTREAL

TROUSERS

Working and Dress Trousers



We are offering, direct to the trader, a complete assortment of Working and Dress Trousers priced very attractively because of a heavy purchase of materials before the last few market advances.

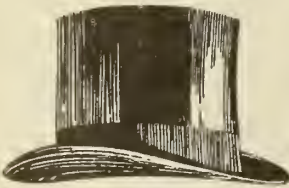
Our prices will enable you to put a reasonable price ticket on each one and so assure yourself ready sales and good profits.

"Made Well" Trousers are of Medium Grade Materials. Twelve Salesmen are now on the road with a full showing. And we have ample stocks on hand to ensure prompt deliveries on orders as they are received. Ask for samples, sent prepaid.

Roberts Clothing Co.
"MADEWELL BRAND"

WHOLESALE CLOTHING MANUFACTURERS

TORONTO



SILK HATS FOR LADIES AND GENTLEMEN

This is our one specialty and we make the best Silk Hats in Canada.

These are made on the celebrated "Gossamer Form" of French "Kallista Plush," known for retaining their shape and lustre.

The only genuine on the market.

New styles now ready.

Prices Moderate

GEO. PROVENCHER

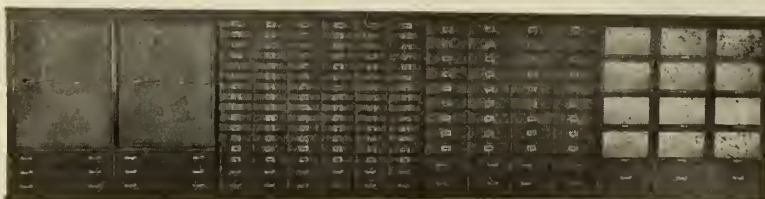
166b. St. Elizabeth Street

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



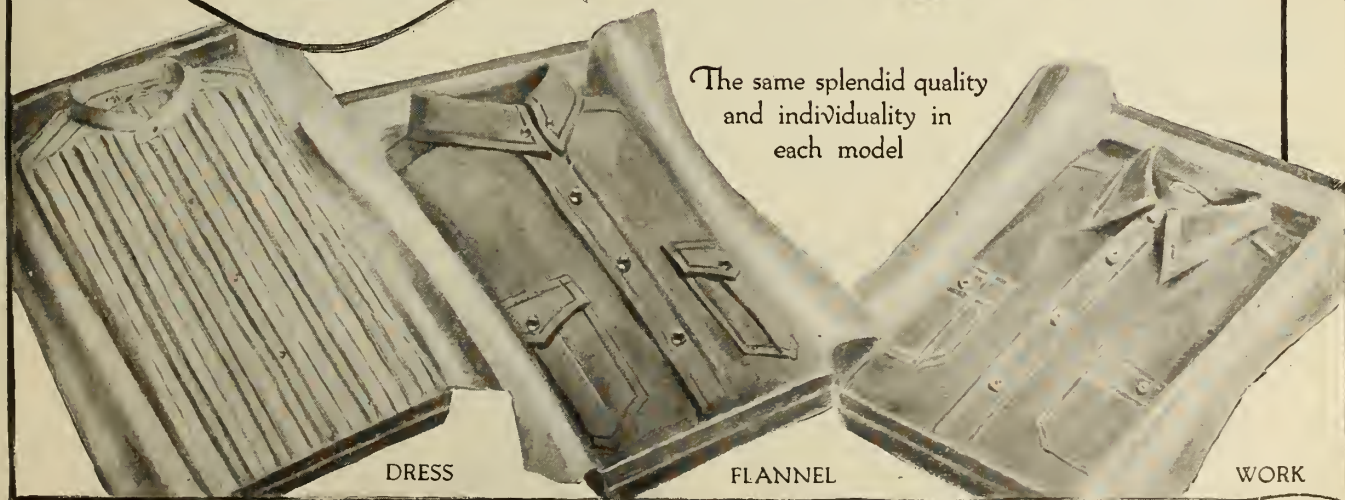
Bergsten

The Shirt You'll Be Glad You Bought

Reflecting a high degree of excellence in fabric, style and workmanship. For work, sport or dress it is the one shirt adequate to meet the demands of all-year-round wear. Sold by dealers who place their customers' interest first.

The Chas. Alshuler Mfg. Co.
RACINE WIS.

THE *Racine* TRADE MARK
 FLANNEL



The same splendid quality and individuality in each model

DRESS

FLANNEL

WORK

Another of the full page advertisements in colors which are reaching shirt buyers all over the country. This one is a reproduction of an exceptionally well done painting in oils in full colors and is bound to result in increased business for our dealers.

Children's Head Wear

Something just a little different from the ordinary, in style and wearing qualities, the kind that enables you to get a good profit, please the children and the parents. The one in the cut is one of our best selling lines, No. 760, and the price ranging from \$9.00 to \$15.00 per doz.

We make a specialty of Children's Hats and can show you the most complete assortment in the trade.

Always look at our samples. It will pay you. Silk Hats and Caps in stock, ready for shipment.



PALTER BROS.

Manufacturers of Hats, Caps and Uniform Caps

122-128 Wellington Street West

TORONTO

Attract the "Best" Custom by featuring "CEETEE"

The "CEETEE SHEEP" trade mark is what your best customers look for when buying wool underclothing—there is only one grade and that the highest.

Turnbull's underwear, which competes with every other manufactured in Canada, sells on merit and every garment is backed by 60 years' experience—

it is made in all weights—sizes and prices to suit every requirement—and bears the diamond-shaped label as illustrated.

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.

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK



THIS TRADE MARK IS ON EVERY GARMENT

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

BACKGROUNDS

and Built-up Models

FOR

Canadian National Exhibition



31 RICHMOND EAST TORONTO



Model Form No. 2014 Note the Neat Fitting of Coat

Two Hundred Delfosse New Form Fitting Models

Were in use at the Style Show of the National Designers' Convention who gave them preference over all other makes.

We manufacture these and many other up-to-date fixtures, illustrated in our folders.

Send for one.

DELFOSSÉ & COMPANY

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



There's Style to These "Fit Well" Waterproofs As Well As Sound Serviceability

A "Fit Well"—stamped Waterproof, is a garment of satisfaction—a real rain-resister that gives the wearer a well-dressed appearance besides defying the worst attacks of old Jupiter Pluvius.

You'll sell lots of "Fit Wells" during the Fall rainy season. Send for samples now in good time and compare the values we offer you.

S. Rubin and Company

Mfrs. of the Fit Well Waterproofs

437 ST. PAUL ST., W.

MONTREAL



IRONSOX

Wear Like Iron

They give better wear than any hose that sells at such an economical price. Come in Lisle—Combed Egyptian yarn. Show them now. Shipments made promptly.

IRONSOX

Sell On Sight

CAULFEILD, BURNS & GIBSON, Limited,

60-62 Front Street West
Toronto, Ont.



Yes, Sir, this is the brand of a better-wearing, better-value Trousers

The first class materials used and the excellence of the workmanship places

Haugh Brand Trousers

at the head of the class for all round satisfaction. These Trousers are well-stitched, and made to give the wearer value for every nickel paid for them.

So—bank on “Haugh Brand.” Your strongest recommendation will be none too good for them.

And we can fill your order right now.

The J. A. Haugh Mfg. Co., Limited

TORONTO

Manufacturers of Arm and Hammer Brand Shirts and Overalls

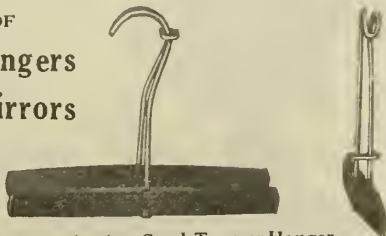
Store Equipment

WE MAKE
Men's Coat Forms
(Latest Model)
Display Fixtures
(Metal and Wood)



No. 570.X. Suit Hanger

COMPLETE LINE OF
Garment Hangers
Triplicate Mirrors
Wax Figures
Pedestals



No. 2. Perfection Steel Trouser Hanger

Write for Catalogue and Price List, or call and see us when in Toronto.

CLATWORTHY & SON, Limited

161 King St. W.

2 Doors East of Princess Theatre

Est. 1896.

TORONTO

WANTED— General Manager and an Assistant Manager

A firm engaged in the manufacture of men's clothing and doing a Dominion-wide business, requires two executives for the above positions.

Applicants should give complete history, the nature of past positions and how long held, names of firms associated with, age, nationality, present position and salary. State specifically actual experience in marketing an advertised line (whether clothing or other goods) and mention any other qualifications that you think important.

Be sure to indicate which position interests you. All replies will be treated confidentially. Address Box No. 177, c/o Men's Wear Review, 143-153 University Ave., Toronto.

An Old Line With a New Name

Many of our customers and friends have told us that if we can offer them

A Line of Raincoats

as well made and satisfactory as our other lines, they can sell them with success and satisfaction.

Yielding to their request we are putting out for Spring and immediate selling a complete range of Men's Raincoats bearing our trade-mark.



TRADE MARK

We are sending special representatives to handle this line exclusively. Watch for them. They are on the way now.

Hoffman Decoffe & Co.

314 Notre Dame Street West, - Montreal

"Craftana"

Registered No. 262,007



THE HALL-MARK OF
**Maximum Comfort and Durability
at Minimum Cost.**

First in the Field and Still Leading.

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

**A HALF HOSE
FOR HARD WEAR.**

**Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable**

THE ACME OF PERFECTION IN FOOTWEAR.

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

Invest -- Don't Speculate

Dependable Fabrics are like strong securities, bought as an investment, irrespective of conditions.

Retailers who purchase "Value First" Merchandise are safe compared with competitors who are overstocked with clothing of inferior fabrics and workmanship.

"Style-Craft Tailored" or "Classic Clothes" are "Clothing Securities," recognized as investments.

Men's Value
First Clothes,
Ready - for - Service,
or Made-to-Measure.

Postcard us
for particulars of
Fall Selling Outfits.



E. G. Hachborn & Co.

Established 1898

MANUFACTURERS OF
FINE CLOTHING
Toronto, Canada

MILNE'S NECKWEAR NEWS

Big Values

July 1919

Right Prices



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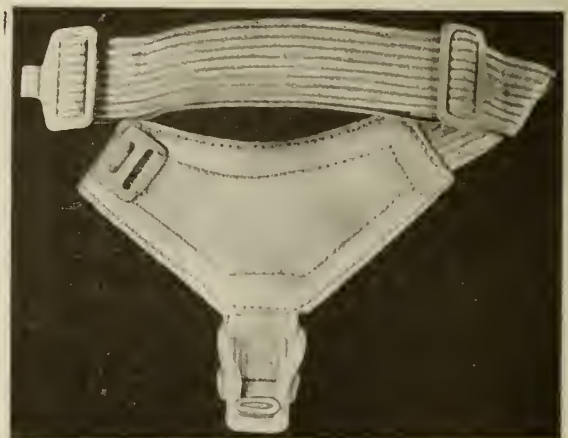
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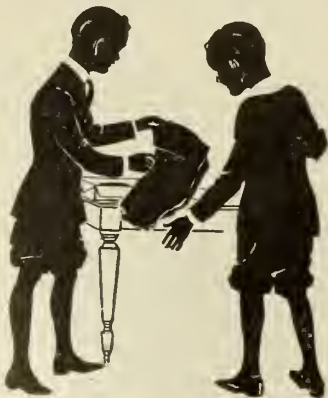
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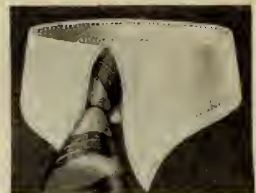
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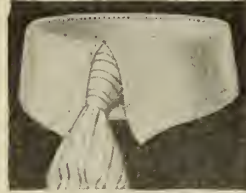
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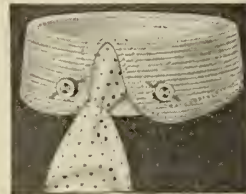
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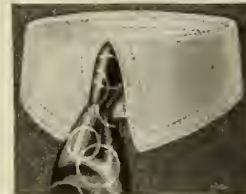
SAXON



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BRILLIANT



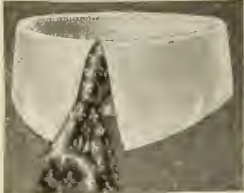
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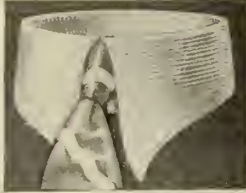
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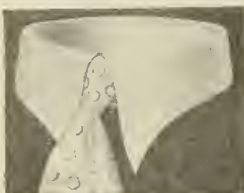
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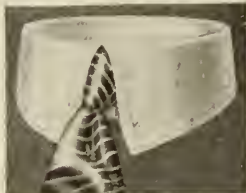
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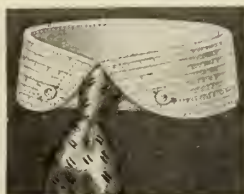
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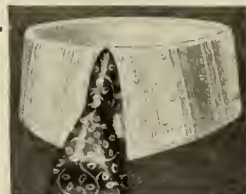
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MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX.

TORONTO JULY, 1919

No. 7

CONTENTS

High Cost of Living Commissioner Raises Hornet's Nest	35
Wicker Furniture, Sports Goods and Summer Lines Make Attractive Displays.	36
Retail Merchants Before High Cost of Living Commission	38
Expert Fails to Find 10 Per Cent. of Wool in Cloth Sold as Pure Wool	39
Alberta Retail Merchants' Convention	42-45
How the Dowler Bros. Made Good	46
Retail Advertising Page	47
Co-operative Wool Growers Before H. C. L. Commission	48
Editorial	49-50
Notes of the Trade	51
Protecting the Home Town Front	52-53
Market Reports	54-55
The 1920 Seasons' Fashions	56
Montrealers Responsible For Designers' Convention Success	57
A Review of Social Economics	58-59
Did the Straw Hat Shortage Catch You?	60

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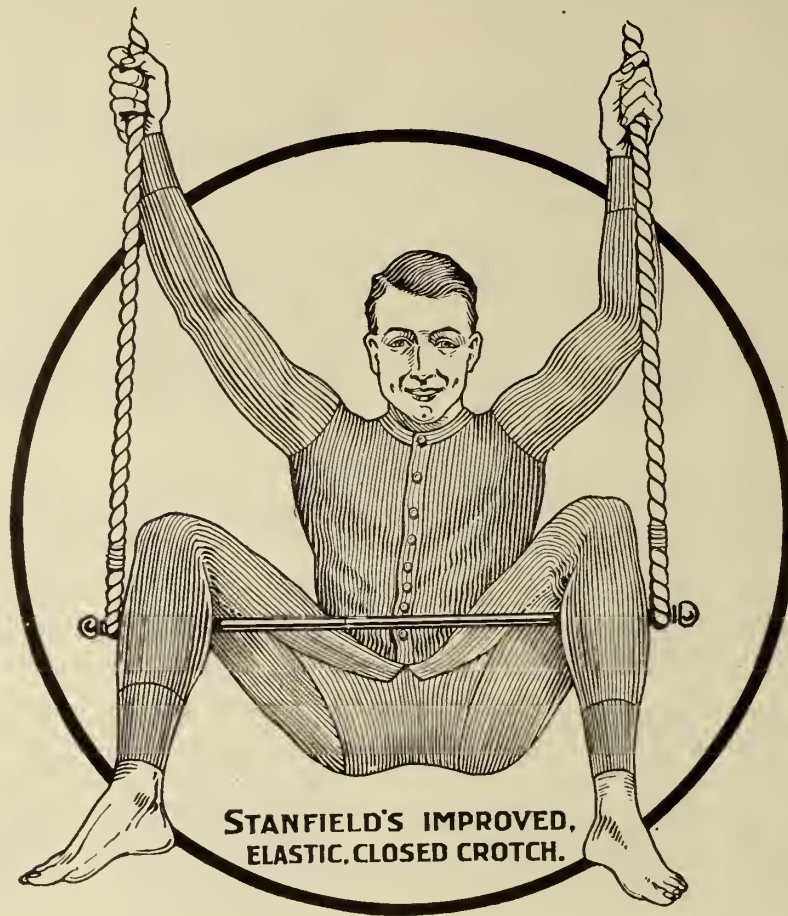
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UNDERWEAR



Men's Wear Review

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

VOL. IX.

TORONTO, JULY, 1919

No. 7

HIGH COST OF LIVING COMMISSIONER RAISES HORNET'S NEST

Report That Middleman and Retail Merchants Are Taking Undue Profits and That Clothing Manufacturers Have Very Large Stocks on Hand is an Injustice to all Parties Concerned—Facts do Not Warrant Statement.

THE following article appearing in a great many daily papers spread all over the country has created somewhat of a sensation and not a little criticism. The report as published is very misleading to the general public. Your editor has had a number of interviews with retailers, wholesalers and manufacturers and the opinions expressed are unanimous and are to the effect that Dr. McFall's statements are considerably overdrawn, that to their knowledge there is no glut of material on the market, that all prices on raw material and finished product are from ten to fifteen per cent. higher. And with shorter hours, higher wages and advanced overhead expenses, the retailer must naturally charge a great deal more to get the same profit as formerly. And that if there is any profiteering it can be traced right back to the mills and combines in Canada that have a stranglehold on the piece goods market. Undoubtedly there has been a great deal of speculation in cotton and wool and the speculators have made millions out of the transactions and at the expense of the public in general. Some mill owners our representatives called on last year stated that they were running without profit. It now appears that their net profits run anywhere from twenty-two per cent. to seventy per cent. The nigger in the woodpile is not far from the mills and combination of mills here and abroad.

THE OFFENDING ARTICLE

THE Cost of Living Commissioner is laying a report before the Minister of Labor which shows that prices of textiles and staple articles of clothing should decline in the near future.

The ordinary story of salesmen of such goods is that prices are going higher than ever before. In view of such alarming statements preliminary investigations have been made into the matter. Information collected from the leading manufacturers shows conclusively that in so far as the prices of the goods at the mill affect the situation these statements are utterly misleading.

The situation regarding woollens and worsteds is that Canada is more heavily supplied with raw materials than ever

before in her history, and the price for the same is very much lower than last fall; the finished cloth is now coming on the market more freely than when the looms were engaged in weaving khaki cloth, and the cloth sold this Spring by the manufacturer, which should reach the weather this Fall, was sold at lower prices than the material sold last season. In many instances Canadian cloth for suitings and overcoatings is going forward for sale at an eight to ten per cent. decrease.

Unfortunate for Soldiers

Apparently the middlemen are loaded with old stocks of the higher-priced materials, which they desire to sell to the public at the old prices. It is particularly unfortunate that soldiers should be

stampeded into buying by such false rumors, when by waiting a little time for part of their outfit they should be able to buy at better advantage. These tales are causing an unhealthy demand upon the market, which in turn causes inflated prices.

In case of cottons the manufacturers' prices have also declined since last fall, and the stocks coming ahead for retail sale have cost the middleman decidedly less than earlier stocks. The retail price of such commodities should therefore be reduced.

Many Retailers Doubled Prices

Evidence at hand so far indicates that a moderation of profits should allow an immediate drop in prices. In addition to large and increasing manufacturers' profits the middlemen have added a very heavy percentage of profit to the manufacturers' prices. Evidence given in the report shows that in many cases the retail price is more than double the manufacturer's price, the margin taken by the middlemen is larger than the whole amount that went to the farmer, manufacturer, laborer. There are even cases of this shown where the goods were purchased direct from the manufacturer by the retailer.

This preliminary report will be tabled before the House Committee on the High Cost of Living. Further report on these commodities will be made later to the Minister of Labor.

Cannot Understand Where Commissioner Obtained Information

Mr. Johnston, of the firm of Randall & Johnston, when shown the above article, stated that as far as their business was concerned that they had been unable to secure twenty-five per cent. of its requirements in the Canadian market, and

consequently were forced to go to Great Britain and the United States for their material. He produced price lists of Canadian manufacturers, which showed there had been an increase of fifteen cents and up on a yard of cloth during the past few months, and also lists from firms in the Old Country, where the increase ranged from 11s. 4d. to 15s. 5d. and 15s. 5d. to 17s. 5d., the last two weeks in May.

These British firms gave as their reason for the increase the shortening of working hours. They formerly had a sixty-four hour week, which had been reduced to fifty-six and would be further reduced to the forty-eight-hour basis before very long.

Production Affects Prices

Mr. Johnston believed that the shorter hours which had been granted workers in the needle trades had reduced the output by about ten per cent. As far as a drop in prices, he stated that he did not look for any change for a year at least.

Mr. Hobberlin Interviewed

The substance of the above was well borne out by Mr. A. M. Hobberlin, who said in the course of an interview that his firm had received demands from the union men for an increase of from 15 to 25 per cent., and that the cost of material was rising rather than falling. They had just recently been advised by their purchasing agent in the Old Country to do their purchasing in the United States, where the prices were lower.

Other Opinions

Mr. Birrell, of the Punchard-Birrell Company, stated that there had been a drop in price of cloth shortly after the signing of the armistice and this had led many to believe that the lower price upheaval was off to a fair start, but that this was only a myth is shown by the steady increases ever since. He stated further that as far as a surplus of goods in Canada that this would seem to be impossible, as he had had numbers of letters cancelling parts of his orders for material taken some time ago.

Mr. John Macdonald said that he did not agree with the article and further, he did not understand how it came to be sent out. Firms his company had standing orders with had asked that contracts be cancelled and to take delivery of goods several months later than was agreed upon. That there had been no drop in prices in England and that they did not expect any in Canada in the near future, and that even if there was a slight reduction, labor increases would more than offset the saving.

Montrealers Have Something to Say

"Absolutely false" is the way in which they characterize the commissioner's various statements, and that the supply of raw material in Canada is extremely small, that not a mill from the Atlantic to the Pacific can get a sufficient amount

to make all the woollen goods that are demanded of it. The Saskatchewan wool which is used for all finer good grade materials is quoted to-day at five cents a pound more than the price at this time last year. Australian wool is still coming to Canadian mills in limited quantities only owing to lack of transportation. As for the cloth from Britain, Montreal agents point out that the price is advancing daily, that they are continually receiving cables from England adding another few pence to prices already quoted. Prices have advanced since the first of April nearly three shillings and delivery has been postponed till November at the earliest. Some of the largest buyers are unable to trace back an invoice that shows anything like the 10 per cent. decrease that Dr. McFaul had reference to. They acknowledge, however, that coarse Canadian wool is cheaper, but that clothiers cannot dispose of clothing made from such wool.

Globe Editorial

In spite of all these facts to the contrary, we find a member of the daily press taking a rise out of the retailer in the editorial columns. It rambles along the Commissioner's report and says: "The official explanation of high prices is the desire of the middlemen to sell off their old stocks of higher priced materials at the old prices. If this be true, the enterprising middlemen have caught the public coming and going. Many of them charged war prices for materials bought before the war. Are customers not now to get the benefit of cheaper goods until the dearer goods are off the shelves? There are charges of extortion—the rankest kind of profiteering, in the Commissioner's report, but what purpose will be served if the culprits are to be shielded by anonymity? The men who demand a profit of 100 per cent. and over on the necessities of life should have the publicity they deserve. They should be put in stocks as a punishment to themselves and a protection to the public. The Parliamentary Committee should insist on knowing who they are, and on having the complete evidence upon which the charges are based."

The Retailers' Point of View

Mr. Frank Score, president of R. Score & Son, Toronto, made the following statement in reference to the statement of the Commissioner affecting the retail merchant. "I read with a great deal of amazement the most extraordinary statement of the High Cost of Living Commissioner at Ottawa relative to the prices of cloth and trimmings in men's wear. If there has been any profiteering or exorbitant profits made, such profits lie wholly and solely between the manufacturer and the wholesale jobber. Certainly, the retailer has not shared in them. The retailers are paying in Toronto and Canada generally more this season for material than last, and as for coming fall and winter prices, it is an

obvious fact that they will be at least 25 per cent. higher than last season.

"Furthermore, even should the manufacturers reduce their prices 8 to 10 per cent., this reduction will be more than offset in the greatly increased cost of labor and doing business generally.

Palpably Incorrect

"How the Commissioner can make such a palpably incorrect statement it is difficult to see. He must either be lacking in knowledge of, or supplied with misleading information concerning the woollen situation. Or he is merely making the statement for the sake of having something to say.

"The unfortunate part of the incident is that the only man in the clothing business with whom the general public comes in contact with is the retailer. Consequently when prices go up it is the retailer who comes in for the abuse, whereas the fact is that the prices charged by the retailer are governed entirely by those paid to the wholesaler and manufacturer for his stock. It will be seen, therefore, that if prices do not go down, as predicted by the Commissioner, the retailer will bear the brunt of the public's resentment.

Personal Experience

"It is nothing less than silly on the part of the Commissioner to say that 'apparently the middlemen are loaded with old stocks of the higher-priced materials.' As a matter of plain fact—from my own personal experience—they are simply going from hand to mouth.

"The latest reports we have received from our broker in London are to the effect that British importations for the coming season will be extremely limited, the assortment exceedingly small, and prices at least 25 per cent. advanced."

Brantford Registers Complaint

The haberdashers in Brantford thoroughly resent the statements made by the Commissioner in his report on the high cost of living before the Government to the effect that the excessive profits of the retailer are largely responsible for the present high prices of clothing. They contradict the statement and say that it is absolutely untrue.

Vancouver Merchant's Convincing Facts

Mr. J. N. Harvey, haberdasher, of Vancouver, B.C., while in Toronto had the following comments to make on the clothing price controversy. "In the course of my travels I have met many manufacturers and larger retailers, who anticipating lower prices this Spring had laid in small stocks in comparison with former years. The sudden termination of the war and the quick demobilization of the fighting forces, all of whom required new outfits, which resulted in a heavy drain on the jobbers' stock and the manufacturers, who have been hard

Continued on page 55

WICKER FURNITURE, SPORTS GOODS AND SUMMER LINES MAKE ATTRACTIVE DISPLAYS

Men's Wear Dealers in the East Take Advantage of the Hot Weather to Dress Their Windows With Timely Merchandise.

IT IS surprising the number of different ways there are of arranging a window with practically the same space and fixtures, and that it can be done is amply proved by the Montreal clothiers and furnishers. A MEN'S WEAR REVIEW representative was struck by the number of good displays there were within a couple of blocks, the attention they were getting from the window shopper, and withal the simplicity and lack of expensive decorations and equipment used to display the merchandise to such good advantage.

It was impossible to have photographs taken of all the windows with the short time allowed our representative, but a word picture may convey an idea and register an impression here and there, so keep your eye on the camera, fix a thirty-foot window in your mind, and see if following descriptions will give you an idea for the next window changing day.

each chair. Between table and chairs two forms were placed with Palm Beach suits on; between these again and the chairs straw hats on stands, bat wing ties, arranged on iron below hats, two folded coats draped; directly in front of table, to left and right of these and slightly back, were two Panama hats on stands, gloves and white shoes at base. In front of chairs and forward, two more Summer suit coats on bust stands, with trousers arranged underneath, a hat and cap and soft collars placed on the floor here and there completed a very nice window.

Henry Morgan & Co. also used a grey background in their display relieved with blue plush or velvet hangings in each corner and centre, forming three panels, fumed oak table and chairs, grass mats and a wicker fern box were all the fixtures outside of the display forms used in this display; the table was used to display several silk shirts, a

pairs of silk pyjamas, one pink and one blue. The window was formal but the effect was good and tempted more than a few to come back and give it a good look over.

From there we naturally drift along to Goodwin's, Ltd. Here we find a buff background, light round wicker table on a large round grass mat about two feet from back wall, small potted trees in two back corners, life-sized figures, with Palm Beach suits on between these and table, and against back wall, sports trousers laid on table, with cane across, Panama hat at foot, cocks and shirt on undershelf. Hat stands to right and left, ties and handkerchiefs fastened on these, and shirts leaned up against base, to left and right of these Summer suits; slightly raised from floor, in front of table and right and left, two pairs of flannel trousers with extra belts coiled on legs, bowling balls in white bags in spaces to right and left of these, and



Display of Summer Togs. Semi-Ready. St. Catharine St. & Windsor, Montreal

Almy's store, for instance, had a most attractive window, simple, yet effective; it had a background of painted beaver board (which, by the way is a very useful and inexpensive material to use, as it may be painted any number of times and colors, and with the use of stencils a number of attractive and original designs can be painted on its surface). Grey wicker table in centre, a wicker chair in each corner, slightly forward; on the table a vase of flowers; draped from this was material going to centre of window and then to the arm of each chair; the only other decorations were Japanese umbrellas, one at the back of

cane was carelessly protruding from under these, and a couple of ties fastened on this; underneath table were more shirts, a pair of shoes, socks, and soft collars; the arms of chairs were used to good advantage to drape neckwear and silk socks over, athletic underwear and shirts were arranged on seats and backs of chairs, two Summer suits on low stands were placed to right and left of table, between chairs, and in front of these and towards centre were two more suits slightly raised and draped from floor; in front of these and against-window was a low fern box, and at either side of this and towards back were two

against the window a pair of white and tan shoes, with socks of rainbow hues, and the window is complete. The effect is summery and cool-looking, and the colors blend in very well with the light grey and Palm Beach suits grouped around. There was also a camera and case on table and a box of cigars; this gave it a sort of holiday appearance.

The window display at the Semi-Ready store, Peel and St. Catherine Streets, strikes a holiday note, and anyone going on a boat trip or any other sort of holiday would be greatly attracted by this display, as it seemed to

Continued on page 55

RETAIL MERCHANTS BEFORE HIGH COST OF LIVING COMMISSIONER

Two Prominent Merchants at Ottawa Give Straightforward Information and Facts Relative to High Cost of Clothing.

THE evidence given before the Cost of Living Committee by Mr. E. R. Fisher, the Sparks Street men's furnisher, was very interesting, and brought out several points which threw new light on some of the problems the committee is wrestling with. One of the points emphasized by Mr. Fisher was one he mentioned in an interview with him in the MEN'S WEAR REVIEW some months ago, viz., that much of the high price of clothing is paid for style. As the same point was brought out with regards to women's boots, it is worth making a note of.

He said that in many lines of clothing there has been very little advance until 1917-18, as many dealers laid in big stocks of staple goods in 1915-16. The advance in 1917-18 was about 50 per cent. Suits sold for twenty dollars in 1916 were now thirty dollars or more. Mr. Fisher's turnover for eight years averaged \$140,000 a year, his expenses 27.23, and profit on turnover 7.61. He said that 50 per cent. of the stock now going out could not be replaced within 20 per cent. of what it sold for. In many cases wholesale prices to-day were higher than what retailers were getting. He showed the committee specimens of Forbes

clothes which they used to buy at thirteen dollars a suit and sell for eighteen. They would now cost \$25 to \$27. As a whole the clothing men were not making as good profits as in 1914. He desired to refute the statement of Dr. McFall that cloth had gone down. Prices are up and the manufacturers will not guarantee delivery. In some cases where wholesalers got one hundred pieces last year they cannot get more than five this year. There is no surplus of woollen goods here or in Great Britain.

Mr. Fisher said there was not so much an abnormal demand for clothes as a rush for them. The men coming back were here before, but they are coming in large bodies, with whole outfits to buy. He did not think there was any profiteering among clothiers. If the retailer had not taken every dollar he could raise in 1914-15 it would not be possible to buy all wool suits for \$25. The man who is paying high prices to-day is the man who is paying for style. To a member of the committee asked how the Scotland Woolen Mills could sell suits for twenty dollars, the witness said they were not clothes, but dirty rags, and he did not think they had a piece of Scotch goods in the place. They employ seam-

stresses, not tailors. He said the cloth men had been trying to put the blame for high prices on the retailer, and he was glad to see the facts brought out.

A merchant tailor, Mr. Preston, of George Preston & Sons, followed Mr. Fisher. They use imported goods altogether and some tweeds were 350 per cent. higher than they used to be. The price began to go up in 1915, and advanced steadily until the Spring of 1918, when it took a big jump. It went up about 40 per cent. in one year. Scotch tweeds now cost from \$7.50 to \$10 a yard. The cost of making has gone up 100 per cent., and of trimmings 350 per cent. In 1914 it cost \$15 to make a suit, while it now cost from \$25 to \$30 according to the cloth. They charge from \$50 to \$75 for suits. Mr. Preston brought out the interesting point that the only mill they could buy from direct was the Oxford mills in Nova Scotia. The war was a great help to the woollen men in that it cleared out all their old stock at a good profit. The middleman was the one who was making the profit, and the retailer should be able to buy direct if he wanted to. The middleman gets 35 per cent. and the broker 1½ to 2½ more.

Current Events in Photograph



A FINE WAR CAPTURE

Submarine UC-97, 1918 model, which arrived at the port of Montreal, May 27, on its way to the Great Lakes. This submarine comes from New York and was towed in by the "Iroquois" and will make way to Detroit where it will be exposed for a few days. The UC was the means of getting numerous subscribers to the last Victory Loan held in New York. On the turret is the Imperial Eagle with two heads bearing the legend "Gott mitt uns."

EXPERT FAILS TO FIND 10 PER CENT. WOOL IN CLOTH SOLD AS PURE WOOL

A Startling Statement, That Invited Just Criticism From Those Implicated, Made in a Letter to Minister of Labor.

A STATEMENT like the above, coming as it did on the heels of an article misrepresenting the clothiers, retail, wholesale and manufacturing, was bound to get the attention of the buying public and of the merchants as a body directly implicated in this unwarranted, unproved statement, written by an expert who finds "chicken" feathers and "wool of fur-bearing animals," going into the manufacture of 100 per cent. wool stock. That there are merchants in every city that are creating false impressions as to the nature of the cloth they are selling your editor will not gainsay, that there are others that are not familiar with the quality of goods they are selling is another undisputed fact, but that "reputable merchants sold suits representing them to be sixty per cent. wool," when in reality (according to Mr. Balcom) "they did not have a thread of wool in the cloth," seems somewhat farfetched. Either Mr. Balcom does not know what constitutes a reputable merchant, or else he is somewhat astray in his analysis of the samples submitted. Following is the letter written to the Minister of Labor, copy of which was sent to daily newspapers and published by them, and editorial comments.

"Dear Sir:

"For some considerable time I have been making tests and analytically examining the samples of goods secured from various so-called reputable business manufacturers of the city of Toronto, and the discovery is simply appalling. As an example, one reputable business house sent me samples ranging from \$45 to \$75 for an ordinary suit, the higher-priced ones being guaranteed to be all wool, and on examining these, in no instance was there ten per cent. of wool in any of the cloth. On the contrary, the cloth was spun from woollen rags put together and a small amount of wool, that is what is known as new wool, and the fur clippings from various fur-bearing animals. Once in a while a chicken may contribute a part of it. Another reputable business house, with suits up to \$55, claiming them to be sixty per cent. wool, did not have a thread of wool in the cloth.

"Now, if you will start an analytical examination you can easily verify my statements.

"I failed to find a yard of cloth anywhere that can possibly cost one dollar at the present price of labor and material, and I am prepared to prove my statement.

"I would like to correspond with you on the subject.

"Very truly yours,

"A. R. BALCOM.

"Toronto, June 9th."

The paper then goes on to say that these statements are made on the authority of a specialist, who is not trying to hide behind anonymity. The Minister of Labor should order an inquiry by his department or refer the letter to the Parliamentary Committee on the Cost of Living, which is now sitting. No doubt Mr. Balcom is prepared to submit his evidence, as he has invited correspondence on the matter. If he has made no mistake his evidence is "simply appalling," as he himself says. The public wants the searchlight turned on high prices to see what profiteering

lurks beneath. Mr. Balcom's offer must not be rejected.

Clothiers and woollen merchants rightly took up the challenge and Mr. Carruthers, well known throughout the country, had the following comments to make relative to Mr. Balcom's "startling statement":

"As an Old Country woollen man of thirty-five years' experience, twelve of which have been spent in Canada catering to the best class of wholesale woollen merchants, clothing manufacturers, and high-class tailors, I take decided exception to the ridiculous statements Mr. Balcom makes. I do not know what class of tailors he obtained the samples from which showed the analysis that in no instance was there 10 per cent. of wool in any of the cloth.' In justice to the firms I have supplied to a very large extent with high-class British woollen goods, I will defy the writer to prove his assertions, and also request him to submit the names of the firms he found guilty of such flagrant dishonesty.

"It is true that during the first years of the war we experimented on mixtures, in some cases containing as high as 40 per cent. cotton, but latterly such fabrics have been almost unsaleable, especially to a class of trade charging from \$45 to \$75 for a suit, and I would challenge Mr. Balcom to produce any piece of goods supplied through me from any British manufacturer that contains only the proportion of wool that he quotes. If he does I shall contribute for every piece the sum of \$100 to any local charity that The Globe may determine upon. Again, if he fails to do this, I shall expect him to make a similar forfeit, and also to make public the names of the firms who are duping the public so abominably, and to apologize to my customers for having included them in this unjust generalization.

"Again, to quote from Mr. Balcom's letter, 'I fail to find a yard of cloth anywhere that can possibly cost one dollar at the present price of labor and material, and I am prepared to prove my statement.' In response, my ware-

house is open to him for inspection and analysis, which I cordially invite, and I shall be pleased then to give him the names of the firms I have imported from.

"D. M. CARRUTHERS."

Following this we have another challenge from Joseph J. Follett, the well-known Toronto clothier.

"The challenge given to-day to Mr. Balcom by D. M. Carruthers has given me a great deal of satisfaction, and am pleased to see that he has taken up the cudgels so ably in defence of the woollen and tailoring trades in general.

"We might say that we are anxious that this matter be gone into by the proper authorities, as we are very much afraid that Mr. Carruthers' challenge will remain unanswered by the writer of 'a startling statement.' Should Mr. Balcom accept the challenge of Mr. Carruthers, we should be only too glad to assist in the matter by throwing open our store for his inspection with reference to the goods mentioned, of which we have made extensive purchases from Mr. Carruthers for a considerable number of years."

Then we have a complete and comprehensive statement by Robert Adkin, president of the Adkin Woollen Company, of Toronto, also a director of the Roberts Clothing Company, Toronto, who says: "I noticed an article in the daily papers some time ago on the high cost of living, written by A. R. Balcom, which was a copy of a letter sent to the Minister of Labor. It has caused a great deal of hilarity from those who know. I would like to see the samples of cloth he got from a reputable house, costing \$45 to \$75 per suit length, in which he states there is not 10 per cent. of wool. After dissecting, he says he finds the cloth was spun from woollen rags, together with a small quantity of wool and fur clippings, and once in a while a piece of chicken. He also mentions that he got samples from another reputable house with suits at \$55, who claim that in the composition there is

60 per cent. wool, in which he could not locate one single thread of wool.

"To a man who has devoted the best part of his life to the study of woollens and worsteds of every make and in every process of manufacture from A to Z, the whole letter is absurd. A. R. Balcom may be a specialist in metal, but he cannot fathom by observation what those who have spent a lifetime are still trying to get to the bottom of.

"Another statement that appeals to me is the last one, in which he states he cannot find a yard of cloth that can cost one dollar at the present price of labor and material. This can be read both ways. As a matter of fact, there is no cloth that can be made to-day at \$1 per yard, 54 inches wide. If this man has any money to put up and is willing to back his statements with a guarantee and prove he knows what he is talking about I am ready to go into partnership with him to produce cloth at \$1 per yard, and will even give him a margin on top of this, and put up all the money that will be necessary to run a mill and operate. I can assure him that I have had the experience and have a direct knowledge of woollen manufacture in every process, with twelve years' actual manufacturing and four years' study in lectures, designing, weaving, spinning, at Leeds University, which is considered the most up-to-date house of study on this subject in the world. Students come there from all parts of the world to get knowledge and even from the United States, that country with a superabundance of ideas, but who have a lot to learn from those staid old manufacturers in Yorkshire.

"If A. R. Balcom has a few hours to spare any time, I am willing to accept his challenge and prove to him that he cannot verify his statements from fact and also enlighten him on a few particulars connected with manufacture. Has he figured out that previous to the war the working-class people were receiving starvation wages and now that they have fought for their lives they intend to demand it? Also that there was an over-production, and immediately Britain went to war she took over all the mills and made them produce for army requirements, and supplies have been shut off all excepting about 15 per cent. for the past three years from Britain, who, outside of the United States, supplied three-fourths of the world? Labor went up by leaps and bounds, and is today about 200 per cent. higher. Scores of thousands of skilled operators who were not obliged went to war and have been lost. This reduces the output. The German U-boats sank all the shipping in sight. This included wool from Australia. I doubt whether he has taken this into consideration and just figures that boats plying from Liverpool to Canada were the victims.

"While at this point, has he got any idea what the price of raw wool is in Australia, from whence the bulk comes, which has to travel twice as far as from

here to England. To produce a yard of cloth at a suiting weight, say 16 ounces per yard, to be all wool, the wool in the raw state would cost at least \$2.50, and from the raw state it has to undergo at least twenty processes before it goes on the market. Consider that in each process the cost of labor is away up and any man with a little logic will see that a good all-wool worsted will not lay down at less than \$7 per yard. Then it is only in its infancy. Before it reaches the Canadian public duty has to be paid, freight, brokerage, and then to be produced into clothes it goes through several more processes, in which again the cost of labor figures in this country as well as in the Old Country—also the cost of giving out samples, overhead expenses, trading by different people, who do not lay out their money, time and study for years without at the end of the year having some little balance left as recompense. Every man cannot be a manufacturer and the few that are in business have worked hard and deserve to reap a little. I can prove positively that the manufacturers are not making half the profits now when prices are so high as they did in 1915, when prices were not very much less and much easier to secure. Any firm must do twice the business to get the same results as it did in that period. Consider the calls that are daily made—war duties in every shape and form; it is really remarkable to me how a lot of them make ends meet and stay in business. It is a fact that some operators and mechanics in clothing manufacture have received more in salary than the employer. Of course, there are a few who made money from speculation, which turned out wisely, buying when the import market was much lower, and taking a chance of losing their money should a drop come. If a man's business fail, it is not the public who suffer, it is a direct loss, and if he is fortunate enough to have a good year it may help him in the lean years.

"The prices of wool and labor are such that to produce cheaper cloths the only remedy is to find compositions. This was done previous to the war, being made from old rags, old clothing, sweepings-up from the mills, and collected from all parts of the world. These eventually were received by the mills in England, and spun up, combined with cotton. Some good cloths were produced, but owing to most of the countries being at war this is an impossibility. In some countries they had no clothes, and for a sure fact no rags. The largest source of supply was cut off. Is A. R. Balcom aware that 60 per cent. of the cloths produced in England before the war were made from old rags, also that (excepting in a worsted cloth) a cloth can be 50 per cent. wool and still it is not necessary that you should find a single thread that is pure wool? This is the gentle art of spinning of which they are experts in England. They can make yarns in thousands of ways by scribbling or carding processes. The best

thing A. R. Balcom can do is to withdraw his ridiculous remarks and admit that he may know something about metals, but is in a fog when it comes to a real business, in which there are many experts in Europe who have spent all their lives and still admit that they have a lot to learn.

"We are always guided by the lay-down price of materials from England, and if it is possible to secure the goods all our materials are imported from the mills in England, but I can assure you that we have not seen a shipment for the past six months. In fact, the mills will not take orders in England, and all samples and prices have been withdrawn for some time. I am willing to bet this man that in spite of all his arguments there will not be a reduction in prices for the next twelve months; even if at that, and as soon as they are ready to accept orders I am ready to place them at whatever prices they ask.

"To sum up, I am ready and willing at any time to meet Mr. Balcom and give him a lot more information. Logically and not analytically, cloths at \$1 per yard could only be produced providing we got the mill as a present and the yarns were stolen, and then it would keep him guessing.

"ROBERT ADKIN."

"Toronto, Ont."

New York retailers are getting rid of all their high cut shoes so as to hold none over for Fall. They state that the styles, lasts and leathers two seasons hence will be quite different from those in vogue the past season. Solid colors are preferred at present, grey kid, brown kid, all blacks in high cuts are selling well and low cuts are on the way. Tans are good but darker leathers in light weights will partially replace them for later Spring. Blacks, including patents, are also popular in regular pattern oxfords. Some of the new closed tongue pumps have two or three small buttons to imitate a buttoned oxford.



A Knu-bo tie especially adapted for the soft collar, designed and sold by the J. A. Sword Neckwear Co., Ltd., Toronto.

Alberta R.M.A. Convention a Success

Retailers in Session at Medicine Hat Hold Lively Sessions—President Outlines Legislation—Resolutions Adopted Are Numerous and Entail Wide Discussion—Stockdale Was There

RETAILERS in Alberta got together at Medicine Hat for the annual meeting of the Retail Merchants' Association last week. A series of lively meetings was held and the discussion generally was very animated. This is one point wherein the sessions proved valuable—that is, in the discussion. It is this "open forum" idea which, when taken advantage of, proves of real value to those in attendance. Getting away from being just a listener can be a good thing. It opens up avenues from which knowledge is disseminated and absorbed. One comes away from such a gathering where ideas are exchanged feeling better—whether it is from helping the other fellow or being given a lift. The reports would indicate that the discussions proved a big feature of the Alberta gathering.—EDITOR'S NOTE.

President's Address

THE sixth annual convention of the Alberta branch of the Retail Merchants' Association of Canada was opened at Medicine Hat, on June 3, with an address of welcome by Acting Mayor Huckvale, on behalf of the city.

President I. G. Gaetz addressed the delegates at the opening session of the convention as follows:

Another year has passed since our convention last July in the City of Edmonton. We had thought that conditions prevailing last year commercially were very extreme, but as time progressed we come up against problems we never dreamt of.

The great conflict which has been going on for the last very near five years has been terminated, the armies of the allied powers have been successful, and right, not might, has prevailed. We do not wish to think of any particular part of the allied armies being instrumental in winning the war. They all did their duty, and have suffered very heavily since the conflict started in August, 1914. We do, however, look with pride on the accomplishment of our own civilian Canadian Army. They have covered themselves with glory and placed the name Canada among the nations of the world.

Our men are now returning to take up their life amongst us again. This will be no easy matter for them. The strain of the great war has, in lots of cases, unsettled our boys, making it hard for them to adapt themselves to the conditions prevailing here, which are so different to what they have been accustomed to for the last four years.

It behooves us, as a body of organized retail merchants, to do our part in assisting these men in every fair and legal way to become again a part of our national and commercial life. Some of these boys went away while so young in years that it is going to be difficult to re-establish them, unless something is done to help them along. I believe the Government is now planning arrangements to meet all cases possible. It is our duty to aid the Government and see that these plans are carried out successfully.

We, as retail merchants, have a great duty during the reconstruction period. It is our duty to employ all returned men possible. Many of our former clerks formed part of our Canadian Army, and all who have been spared, and returned to us, that wish to take up their former vocations in life, it is up to us to see that their positions are available.

The Great War Veterans' Association in

the different provinces of the Dominion are certainly taking a magnificent part in the reconstruction work, showing themselves in their actions to be very fair-minded and democratic in their principles. They will be a strong force in our national life, and it is up to us to give them our undivided support in every fair demand they make to our different governmental bodies, to aid in the re-establishment of their members in their different vocations, always remembering that had it not been for our volunteer army, together with our allies, that conditions might not be as favorable for us as they are to-day.

We are passing through a period of unrest in our Dominion to-day which most of us have never seen before, or never thought could occur. This is caused by conditions arising out of the past war and is supplemented by the high cost of living, the profiteering that has been carried on by the big interests, and other causes which I had hoped our Federal Government would have taken extreme measures to combat.

The strikes that have occurred in Western Canada during the past month have been very detrimental to our association. We, in the small cities and towns, have not been affected as in larger centres. I think it is very unfair that such a large number of our

citizens in Western Canada should be made to suffer inconveniences when concerted action of our Government could no doubt bring this situation to a satisfactory end.

Our Provincial Association to-day is in a better condition than it has been in for some time; our membership is larger to-day than it has been for some years. The conditions prevailing have impressed the retail men of the Province that organization is the only way to accomplish ends. We will in the next year or so find greater need of stronger organization, and it behooves every retail man to give his earnest effort to the success of this association.

It appears to me in order to successfully carry out our work in Alberta that we should have a Provincial Secretary in the Province. This secretary should be, I think, in the capital city of Edmonton. My reasons for this are, that he could keep in touch with the Provincial Government, secure the copies of the Bills before the Legislature that we wish to secure to better our conditions. I have felt this need very much during the present year.

I would also like to make some arrangements with the Retail Merchants' Association of Saskatchewan to remain affiliated with them, so as to derive the benefits of their very complete organization, in their different branches they have initiated for their members, making our Provincial office, as it were, a sub-office of theirs. I advocate this step because I feel it would very materially reduce our cost of expense in running our Provincial office.

I can never forget the great work the Saskatchewan Retail Merchants' Association has done in Western Canada in aiding the retail trade, especially their help in Alberta, as I know personally that we would not be in existence to-day if it had not been for their efforts. They have a very strong organization, the strongest in the Dominion. The reason for this is in the service they have given their members. They have instituted so many different branches, namely, collection of old accounts, collecting of excess charges on freight bills, fire insurance, checking fire insurance policies, and a number of other items. They have an expert in every department. These are some of the privileges we could secure by not separating from them, and I think satisfactory arrange-



Where the Convention Was Held.

ments could be made with the Saskatchewan executive along these lines.

Legislation

We met the Alberta Provincial Government and placed before them requests for the following legislation:

An amendment to the Hawkers' and Pedlars' Act, raising the Provincial fee from \$25.00 to \$100.00 per year on foreign companies operating in the Province and making it necessary to take out a Provincial license before a local license is granted; also that that section of the Foreign Companies Act prohibiting municipal councils from assessing a license be repealed.

Small Debts Act be amended as follows: 1, That the amount that can be sued under the act be raised to \$100. 2, The right of action in this district where the debt was contracted. 3, Providing for a garnishee summons. 4, Providing for a distress warrant.

An amendment to the Chattel Mortgage Act providing for preferential security on growing crops or crops to be grown covering the purchase price of such necessities of life as clothing, groceries, flour, meats, binder twine, etc. Such security to take second place only to seed grain liens.

The Factories Act was also discussed at some length.

Your executive were the means of having a course of commercial lectures given in the city of Edmonton during the last week in May; also in the city of Medicine Hat during the present month. This work has been carried on by the University of Alberta, and we hope is only the beginning of this good work.

In conclusion I wish to appeal to every retail man in the Province to assist this Association in their efforts to better the conditions of the retail trade. We wish you all to join with us, becoming members of the Association, boost for the Association whenever possible and help us to make this year the banner year for the Retail Merchants' Association in Alberta.

The epidemic of influenza which raged through this Western country last fall seriously affected our work of organization, throwing us behind some six weeks of two months, so that a large portion of Southern Alberta is behind, but two organizers are now busily engaged in bringing this up to date, and they are meeting with good success, increasing the membership to the Association at most of the points visited.

Moved by Mr. Beart, of Edmonton, seconded by A. F. LePage, Medicine Hat, that the President's address be adopted.—Carried.

Treasurer's Report

N. J. McDermid, treasurer of the Alberta branch of the R.M.A., made his report to the convention at the Thursday morning session. The report contained the following statement of finances:

Receipts to Dec. 31, 1918, including		
fees	\$4,586	
Disbursements	\$1,152	
Organizers' expenses	1,645	
Due Dom. Association per capita tax	382	3,180
Balance		1,635

The Alberta branch is not responsible for any part of the expenses of the Saskatchewan office from which the operations of the R.M.A. in Alberta are directed. A credit of \$500 advanced within the past few weeks from Secretary F. E. Raymond wipes out all liabilities of the Alberta branch.

The question of what Alberta members should pay for the services rendered by the Saskatchewan office was brought up. As outlined, Alberta has paid all its expenses with the exception of a pro ratio payment of office expenses.



T. A. GAETZ,
General merchant of Red Deer, Alta., elected President for the coming year.

President Gaetz explained to the 1918 convention Alberta was to pay 25 per cent. of the running expenses of the office at Saskatoon, though he added that this was not a hard and fast bargain.

W. J. Illsey, Calgary, thought 25 per cent. was too much for the service being rendered by the Saskatoon office to Alberta retailers. This proportion had been arrived at merely on the basis of comparative membership in the two associations.

The suggestion of a settlement with the Saskatchewan office was not favored by the delegates. On the other hand it was proposed to have the executive committees of the two associations meet and arrive at some working basis whereby Alberta might in future conduct its own affairs and handle its own finances.

A delegate from Edmonton suggested that the organization at Saskatoon give more service to Alberta retailers than had been done. He thought it unnecessary to talk settlement when Saskatchewan was handling the finances.

OFFICERS FOR 1919

President, T. A. Gaetz, Red Deer, General Merchant.

1st vice-president, A. F. LePage, Medicine Hat, Department.

2nd vice-president, Geo. F. Beart, Edmonton, Men's Wear.

Hon. secretary, J. W. Bawden, Lethbridge, Furniture.

Treasurer, N. J. McDermid, Calgary, Druggist.

Secretary, F. E. Raymond, Saskatoon.

The position of honorary secretary was the only one to change at the election of officers at the sixth annual convention.

Nominating committee consisted of following delegates: J. G. Robinson, Foremost; H. Hill, Taber; E. F. Purcell, Brooks; J. W. Bawden, Lethbridge; J. Kellas, Medicine Hat.

President Gaetz gave his opinion that a paid secretary should be appointed in the Province of Alberta, with office preferably at Edmonton, where legislation passing through the Provincial Government could be watched. He was of the opinion that the provincial membership could be greatly increased and better service given to Alberta retailers.

Secretary F. E. Raymond of the Saskatoon office was asked for a statement of the probable cost of maintaining an independent office in Alberta, and also for an expression of opinion as to the advisability of separating the provinces.

"I suggested that Alberta should take over its own affairs in 1917," said Mr. Raymond, going on to explain that when Saskatchewan retained the direction of affairs in Alberta at first one-half of the fees of Alberta retailers was kept in Saskatoon, whereas later \$7 was turned back out of the \$12 fee.

"We in Saskatoon merely wanted to put Alberta on its feet," continued Mr. Raymond, pointing to the fact that when the affairs of the province were taken over there was a deficit of some \$2,500 to be met. This deficit has been paid off now. In regard to giving greater service, Mr. Raymond pointed out that all the services of the Saskatoon office are at the disposal of Alberta members.

"During the year 1918 we received \$4,586 from Alberta," said Mr. Raymond, "but we lost half this amount by neglecting our work in Saskatchewan. We had two men with automobiles out as organizers, and before the cars worked in our province at all they had spent several months in Alberta in the interests of organization."

Mr. Raymond explained that northern Alberta had been well worked by the organizers and that in places visited the old membership had been retained and in some places increased 100 per cent. Interest in the organization was increasing as was evident from the larger attendance at the present convention. No charge had been made by the Saskatoon office to Alberta for postage, stationery, staff expenses, depreciation on motor cars, etc.

At this point Mr. Raymond outlined the expenses of the Saskatoon office for one year which totalled approximately \$1,000 per month.

"Saskatchewan is willing to settle on the basis of the actual expense of carrying on the work in Alberta," added Mr. Raymond, who favored the idea of taking the responsibility for handling Alberta affairs out of his jurisdiction.

"A good secretary and a good organizer in the field could carry the work on successfully if we did not pay you five cents," said Mr. Raymond, pointing to the fact that the Saskatchewan organization started in 1913 in debt, while it now had \$6,000 to its credit.

A resolution to leave the settlement of the matter to the executive committees of the two provinces as soon as a joint meeting could be arranged was moved by W. J. Illsey, seconded by H. S. Ireland, Medicine Hat, and carried by the convention.

At this point President Gaetz addressed the delegates further on this subject, having in mind his long experience with the association.

"We should have a paid secretary in Edmonton," said Mr. Gaetz. "More attention should be paid to the Alberta branch of the R.M.A. Up until last February matters were very quiet regarding retail matters in the province. This is because we could not do anything else. Saskatchewan did the work. Conditions have now changed. Every day there are questions coming up in the province due to the reconstruction period being here. It is up to the retailers to be awake. Legislation affecting the retail merchants is coming up every day. The time has come when we should take some steps to combat certain legislation. We should have someone to look after our interests in the province and see that nothing more is put over

as has been done in previous years. I do not favor eliminating ourselves altogether from the Saskatoon office. They have put our association on the footing it has to-day. I have no doubt that a settlement will be arrived at between the two executives.

"I suggest that there be a good capable man secured for the position of secretary. It is better to have a man who does not need to devote all his time to the work. I suggest we open an office in Edmonton and have the secretary attend to all correspondence with retailers, etc. Freight claims should be sent for adjustment to the Saskatoon office. Some services it would not pay us to duplicate in this province."

Half Holiday and Early Closing

The question of setting aside a certain day for the half holiday each week and of securing legislation in regard to a stated hour of closing was proposed, though opposition was taken by several delegates to the discussion of this question which has so often been left with no solution.

Replying to Delegate H. Hill, Taber, President Gaetz stated that he had hoped to get some data from the retailers before the next session of the legislature. A Bill had been brought in at the last session but had been laid over. He had been informed it would come up before the next session.

"Premier Stewart told me the Retail Merchants' Association would be given notice before any Bills were put through affecting merchants of this province," said Mr. Gaetz, expressing his opinion that the only satisfactory way to settle the matter was to have a compulsory holiday declared on a specific day.

A. F. Le Page stated that the Government and Trades and Labor Council were appointing a commission to recommend which day was preferred for the holiday by the various municipalities. Merchants of Medicine Hat preferred Wednesday.

"The Government appointed a commission to sit in Calgary, Medicine Hat, and Edmonton," explained Mr. Gaetz.

"We want something that will apply to

all the people all the time," said Mr. H. S. Ireland. "This legislation will be framed on about 25 per cent. of the merchants and will not take into consideration the smaller towns where the merchants work much harder than we do."

Mr. Le Page thought it was the intention of the Government to consider the rural districts in the matter.

R. H. Anderson, Taber, thought the closing hour was a more important matter than that of a half holiday. "The retailer should not work 12 to 14 hours when other trades are working only 8 hours," said Mr. Anderson.

One delegate quoted Mr. Pingle, M.P., as stating that a Shops Act will be framed affecting every constituency, and that the Retail Merchants' Association should draft legislation providing for the taking of shops out of the Factories Act.

When meeting Premier Stewart, Mr. Gaetz stated that he did not know whether to ask for an amendment to the Factories Act or ask for shops to be taken out of that Act.

On the motion of Mr. H. S. Ireland a resolution making one of the first duties of the new executive the drafting of a Shops Act that would bring forth wise legislation for the whole province was put. The resolution further provided for the submission of such legislation to expert counsel so that no mistake will be made in placing the matter before the Government. The motion was carried unanimously.

The matter of early closing and the question of a half holiday are matters to be included in the resolution, taking into consideration the report of the commission.

Wednesday afternoon closing with a closing hour of 6 p.m. on week days, and 9.30 p.m. on Saturdays was favored by the majority of delegates present, though it was conceded that in many cases this plan would not work out to advantage.

Insurance Writing

The question of extending the services of the Retail Merchants' Mutual Fire Insurance Company of Saskatchewan to members in the Province of Alberta was a live topic at the convention, and action along this line was looked upon as one

of the important steps taken by the delegates.

President Gaetz brought the matter to the attention of the convention, expressing his opinion that he thought it advisable to have the insurance operative in Alberta.

"This is one of the services it would not pay us to duplicate" said Mr. Gaetz. "In order to operate here we must deposit with the Provincial Government a guarantee fund of \$10,000. A resolution was passed by the officials of the company in Saskatchewan that when 500 members could be secured in Alberta, each paying an application fee of \$5, that the company would deposit the \$10,000 and commence operations in Alberta. It was impossible at that time to do anything as 500 members were not in sight," added Mr. Gaetz.

At this point Secretary Raymond took the floor to explain the matter in detail, pointing out that with the deposit of \$5 each by even 300 members he thought the matter could be arranged satisfactorily. Explaining the benefits of the organization Mr. Raymond explained that over \$1,000,000 of business is in force to-day with \$60,000 of a surplus.

As to premium payments Mr. Raymond pointed out that where the board rate is, say, \$40, this amount is deposited to the credit of the policyholder as a guarantee premium deposit. The assessment of the R. M. company has so far been equivalent to only 75 per cent. of the board rate. The guarantee premium deposit is merely a guarantee that the policyholder will pay his assessment.

The saving on a \$1,000 policy would be equal to the membership fee in the association, and this could be used as an argument for increasing the membership of the R.M.A. Last year the risk had been increased to \$2,000 in country places and to \$4,000 in cities. The doubling of the risk taken naturally doubles the saving to policyholders.

Mr. Raymond stated that the company could afford to assess at 50 per cent. of the board rate but that the assessment of 75 per cent. was made to help in building up a surplus so that the amount of risk can be increased.

The \$5 application fee is a guarantee of good faith desired by the directors of the company. The money is held in trust and



Retail Merchants
Convention Banquet
Med. Hat, June 4th, 1919

Banquet of the Alberta Retail Merchants' Association in Convention at Medicine Hat, last week

returned if no business is written. This is not an annual fee and it furthermore covers any number of business places owned by an individual merchant.

Board adjusters are employed, and the expenses of adjusting distributed pro rata. Losses of the Saskatchewan company in 1918 were about \$5,000. Only members of the association are insured.

J. B. Gillies, Edmonton, thought this matter was one of the "big things" the association had done and stated that he could speak for Edmonton merchants in saying they would be willing to avail themselves of the opportunity.

On the suggestion of President Gaetz, that each member work up his own territory, offers were forthcoming from E. F.

Purcell, Brooks; J. B. Gillies, J. W. Bawden, Lethbridge, and others.

A resolution proposed by J. B. Gillies requesting the new executive to take active steps to have the R. M. Mutual Fire Insurance Company's advantages placed before the retail merchants of Alberta Province as soon as possible, was seconded by J. W. Bawden, and carried.

Resolutions Cause Wide Discussion

Wholesalers Aid Chinese Merchants

A RESOLUTION which brought forth much discussion during the Wednesday morning session of the convention was that dealing with Chinese engaging in the grocery, restaurant and confectionery business. Mr. Watson, Grassy Lake, called the attention of the retailers to the dire need of action, particularly in the smaller centres.

"In Grassy Lake we have four Chinese joints and a fifth one is soon coming. This class of competition is unfair," said Mr. Watson. "The Chinaman lives on very little, and unfortunately seems to have the sympathy of a large number of our white townspeople. The Chinaman never takes a holiday and in our case the Chinese stores were open even on Sundays up until a short time ago. Many farmers find it more convenient to come to town on Sunday than any other day and they buy from the Chinese and pay cash for their purchases, whereas, they expect and get credit from the white merchant. In our case sanitary inspectors advised the local health board to close the Chinese places of business, so unsanitary was their way of living and in close proximity to the food-stuffs being sold in the store.

Club Together

"The Chinese club together and are able to undersell us," continued Mr. Watson, "and when I brought the matter to the attention of the wholesale grocers they say, 'If they don't sell to the Chinaman then someone else will!'"

A resolution empowering the executive to use its influence to bring about similar legislation in Alberta to that adopted by the Province of Manitoba in regard to the Chinese question was proposed by Mr. Watson and seconded by Mr. J. H. Anderson, Taber.

"The yellow race is coming in as a thief in the night," said Mr. Anderson. "You in the larger centres do not see it as vividly as we, but we see that these people are taking away our very birthright. There is one feature of the Chinese labor question with which we cannot cope, and that is their apprenticeship system of securing labor. The Chinese merchant who has been in business here returns to the Old Country and brings out ten boys, paying the head tax in each case. These boys return in labor the equivalent of the tax, while the merchant has to pay the union wages. This is one reason why the Chinese merchant can undersell us. The yellow race can never assimilate with the white and the sooner we realize this the better."

A Serious Matter

H. S. Ireland stated that the growth of Orientalism in Canada was a very serious matter and one to which the Retail Merchants' Association could well devote much attention.

"I charge it to the wholesale grocer that the Chinaman has the support of the wholesaler," said Mr. Robinson, amid an outburst of applause, "and I could name the wholesaler," he added, speaking of his own district.

NEXT CONVENTION

The next convention is very likely to be held in the city of Calgary. The matter was left to the Executive for decision, but president Goetz expressed himself in favor of Calgary, thinking a meeting in that city would do most good for a local organization of retailers.

Calgary delegates presented a strong case for taking the next convenient to that city.

Continuing, Mr. Robinson stated that in his town no white merchant was handling confectionery because there were five Chinese "dumps" selling ice cream and candy.

"The membership of the Retail Merchants' Association will be increased and its members will become more active if they know the Association is working along this line in their interests."

Mr. Fraser, Pincher Creek—"The solution of this problem is in our hands and we can lay down an ultimatum to those on whom we depend for our supplies as to whether they are going to supply the Chinaman or the white man. If we keep a stiff upper lip in our dealings with the wholesalers we will solve this difficulty."

Local Conditions

Mr. Hill, Bow Island—"Local conditions affect us first. In our town there are three Chinese employers and twenty-two Chinese employees. They are not spending a cent in the town. They buy their foodstuffs from the wholesaler and clothing from the larger centres. The Chinaman has no honor. They give their word of honor to close at a certain hour and then deliberately remain open as long as they please. Much of the sympathy with the Chinaman is because he gives a service by keeping open at all hours which no other class of merchant will do.

"We may have to resort to violent means if our legislators do not take action."

Mr. Hill stated that in a Montana town a Chinaman is so disliked that if one is seen on the street he is promptly knocked down and when taken in hand by the police is fined for disturbing the peace.

"If I am appointed Justice of the Peace in Bow Island, I will get white men to knock down all the Chinamen and we will fine the Chinks \$10 and give \$5 to the white man who started the trouble," said Mr. Hill in conclusion.

A delegate from Lethbridge stated that the Great War Veterans' Associations were in accord with this movement, but they were delaying action until the R.M.A. stated their position.

Urges Co-operation

Frank Stockdale made a passing reference to the Chinese problem before opening his address on "Opportunities in Retail Advertising."

"While you do not want to mix your civilization with the Chinese, you want to learn one thing from them," said Mr. Stockdale

"The Chinese are winning because they know how to work together, and when merchants come to this point the Chinese question will vanish. If it requires to wipe two hundred retailers out of business to accomplish this end it will be well worth while. One merchant cannot stand alone against the Chinese combined. As regards the wholesaler you will find the reason he likes the Chinese business is because when he sells one he sells the whole group, because the Chinese stick together in their buying. A programme of education among retail merchants is very much needed, and we can well start with the solution of the Chinese problem in our own cases in our own towns."

Other resolutions adopted at this session were as follows:—

Grants to Soldiers

Moved by G. F. Beart, Edmonton; seconded by J. M. Cooper, Medicine Hat. "The executive should forthwith proceed to give its support to the granting of a bonus to all returned soldiers of the Great War, varying from \$1,000 to \$2,000 each, having regard to the details of their service. That this resolution be forwarded to the Dominion Secretary to be presented to the authorities concerned."

Mr. Beart, who moved the resolution said he had talked with many returned men and acquired their viewpoint. One old soldier who had served in this war and had also sent his two sons, had told him of the Rhyl riots which he had said was the "first evidence of the stupidity of the Canadian Government."

Few of the men in big centres had homes and thousands of them were without work or homes. The street corners every night were occupied by soldiers openly preaching disloyalty and Bolshevism. The authorities left them alone because if they were roughly handled they would grow and spread into thousands.

It must be recognized that Canada only gives a summer's work and but seldom gives a working man a full year's work and this year when everyone is highly strung, hysterical and ready to fly off the handle it is well to remember that when fall comes we will have spent our money.

Land Settlements

Regarding the land settlement scheme, Mr. Beart said the terms offered to the soldier by the Government were almost as good as the C.P.R. offered to anybody and the size of the staff needed to administer the scheme was so large that they were wondering how they could pay them, creating a big overhead to be charged up to the taxpayer.

To meet the amount needed for the soldiers' bonus scheme would require \$830,000,000, about one-third more than the last war loan. Based on a very conservative estimate of four million people in Canada and disregarding the natural increase in population 2½ cents a day paid for twenty-five years would wipe off this amount.

For that sum we could provide a standing army to stand between us and evil for the next two years. It would take that time for the hysteria bred of the past four years to pass away; for everyone to become mentally normal again.

After alluding to the broken and disabled soldiers, he said: "Nothing we can do will repay them. We must get into the frame of

mind to do the just thing because it is the just thing or we are not decent citizens. We can't expect the Government to take a step like this unless the people are behind it. So that if a soldier is short of money in the fall he'll wait, because he will know the right thing will be done.

"If we don't try and help the soldier and he falls into the hands of the Red element you have no idea what it will mean."

The resolution was seconded by Mr. J. Cooper and was passed unanimously with a standing vote.

Foreign Companies Act

Moved by Mr. Gillies, Edmonton; seconded by Mr. Scott, Edmonton:

"The Dominion Executive Council and the Provincial Executive for Alberta shall take up with the Dominion and Provincial Governments the question of legislation demanding that the Foreign Companies Act be amended, making it necessary for such companies operating in the various provinces throughout Canada and selling to any person in Canada in the wholesale or retail trade, be assessed in the Provincial and Municipal license fee."

Small Debts Act

Moved by Mr. Gillies, Edmonton; seconded by Mr. Kellas, Medicine Hat:

"Whereas, the Association has been informed that several of its members have tried to put the Small Debts Act into operation and have failed to get the police magistrate or justices of peace to act, on the plea that there is no remuneration to them provided in the Act, therefore, be it resolved that a schedule of fees be published by the Government immediately and that a copy of such schedule be forwarded immediately upon publication to the secretary of each provincial branch of the R.M.A."

Endorse Coast to Coast Trip

Moved by H. S. Ireland, seconded by Mr. Black, Medicine Hat:

"That this convention endorse the proposed coast to coast excursion to be held during the coming summer."

Mr. T. A. Gaetz, past president, explained that it was planned to have the excursion follow a route from Halifax to Vancouver through Regina, Moose Jaw and Calgary, returning to Calgary and proceeding north to Edmonton, thence to Saskatoon, Winnipeg and returning east.

In reply to a request from Mr. Illsey, for information re the programme cost to merchants, etc., Mr. Gaetz explained that an expression of opinion regarding the principle of the matter was all that was required.

Commercial Education

Moved by Mr. Gillies, Edmonton; seconded by Mr. Illsey:

"The executive shall be empowered to select a committee representing the commercial interest to work in co-operation with the authorities of the University of Manitoba in connection with the courses in commercial education."

Speaking to the motion Mr. Gaetz stated that the universities wanted to take action along this line. They were paying Mr. Stockdale's expenses and were agreeable to continuing the lectures each year. The committee to be appointed was to see that this work was carried on.

Mr. Illsey asked that a tax be made on business men to defray the cost of the course as the university could not easily spare the money.

Secretary F. E. Raymond outlined the plan for commercial education during the next year. The idea was to select twenty centres

throughout the Province and to hold a more intensive course in commercial education than has been done in the past. A lecture would be held one evening with a conference in the morning and afternoon of the following day. There would be two courses, one in the spring and one in the fall. The cost would be \$160 per course, or a total of \$320 for the year. Twenty districts would cost \$6,400. There would be an allowance of \$200 made for advertising. Mr. Raymond stated that the university would be willing to set aside \$3,000 for this purpose, leaving the cost to the merchants \$3,200. A guarantee of \$4 from forty merchants would be necessary in each district. It was explained that should greater revenue be secured from districts containing a large number of merchants, this money would be used for assisting the smaller districts.

Moved by Mr. Gillies, Edmonton, and seconded by Mr. J. Kellas, Medicine Hat, the resolution was adopted.

"Resolved, that this convention request the incoming executive to continue the efforts towards obtaining legislation requiring produce dealers and collection agencies to enter into a bond with the Government as a condition before entering business."

The above resolution was adopted on motion of Mr. Illsey, Calgary, and Mr. Gillies, Edmonton.

Mr. Raymond explained that the object was to prevent produce dealers and collection agencies starting up in business and after obtaining large quantities of produce and money from collections to decamp. This had happened on numerous occasions in the past and a bond with the Government would put a stop to this practice.

"Resolved, that this convention is strongly of opinion that all premium contests are absolutely against the principles of the Retail Merchants' Association and good 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 continual offense."

On motion of Mr. A. F. LePage, Medicine Hat, and Mr. Illsey, Calgary, the above resolution was adopted after several incidents had been related of how merchants had been victimized in these contests.

Convention Briefs

There was no question of the Wednesday afternoon session of the convention starting on time. A great deal of interest was taken by the delegates in the various industries visited in Medicine Hat and Redcliffe, on the motor tour in charge of H. S. Ireland on that afternoon.

The Chinese merchants came in for a lot of hard knocks, but Mr. Stockdale saw one redeeming feature and one which white merchants can learn from the yellow race, and that is co-operation. Even though Mr. Stockdale emphasized that the best advertising possible was the knocks from competitors, several merchants continued to hammer the Chinaman. It is significant that a number of such delegates told of eating in Chinese restaurants.

Custom and advertising are poor ways to combat such a retail problem as the Chinese merchant offers.

The Resolutions Committee included the following delegates: Hill, Taber; Illsey, Calgary; Scott, Edmonton; J. Kellas, Medicine Hat; and Gillies, Edmonton.

List of Delegates

Bow Island, J. W. Hird, T. R. Blaine; Burdett, Geo. Lomas; Brooks, E. F. Purcell; Calgary, W. J. Illsey, N. I. McDermid; Cardston, W. H. Duce; Edmonton, Geo. Beart, E. H. Scott, J. B. Gillies; Foremost, J. G. Robinson; Grasse Lake, J. H. Watson; Jenner, C. J. Williamson, Thos. Wilton; Lacombe, W. N. Morrison; Lethbridge, J. W. Bawden, E. M. Ryland; Olds, A. P. Chase; Oyen, S. G. Miller; Pincher Creek, W. A. Fraser; Regina, G. W. Anderson; Red Deer, T. A. Gaetz and wife, W. E. Lord; Saskatoon, M. E. Raymond, A. Hallam, C. L. Kilburn; Suffield, J. F. Powers; Taber, E. Venville, J. J. Horrihan, R. H. Anderson, H. Hill, A. L. Wood; Winnifred, M. H. Smith; Winnipeg, H. L. Southall, J. A. Banfield; Medicine Hat, Thos. Bell, J. P. Mitchell, H. G. W. Forster, H. Brown, J. Bullivant, S. Silver, J. M. Cooper, W. J. Fleming, H. S. Ireland, James Kellas, W. B. Kester, F. C. Taylor, S. E. Gust, D. Mitchell, C. S. Pingle, W. F. Foster, J. H. Bell; A. Macpherson, A. F. LePage, P. Yeo.

INDUSTRIAL EXPANSION IN ALBERTA

Mayor Brown outlined some of the plans of the Provincial Government for the development of the Province of Alberta at the banquet held in the Cecil Hotel on Wednesday evening. He stated that experts had been employed to report on the resources of the province. Mention was made of the forthcoming Congress to be held in Calgary to which four or five hundred manufacturers from Eastern Canada and the United States would come. Mayor Brown urged the co-operation of the retail merchants of the province.

"This is one of the most important movements in Western Canada," said the Mayor. "The merchants will benefit as much as anyone, and it must be remembered that the development of one section of the province will help every other section."

DEATH OF WOOLLEN MANUFACTURER

Mr. E. T. Duffon, of the Duffon Woollen Mills, possibly the oldest manufacturer in Stratford, Ont., died June 3, from hardening of the arteries. Mr. Duffon was born in Pudsey, Yorkshire, Eng., 73 years ago, and came to Canada when only three years old. For 37 years he was the manager of the business at Stratford. In 1903 he was elected vice-president of the Western branch of the Manufacturers' Association of Canada. In 1905 he was one of the three manufacturers chosen to represent the association before the Government on the tariff question. In his own city, Mr. Duffon was also most active in trade matters, and was a valued member of the Board of Trade and on its organization of the Chamber of Commerce.

HOW THE DOWLER BROTHERS MADE GOOD

A Brief History of the Enterprising Firm of R. H. & J. Dowler, Whose Four Big Gents' Furnishings Stores in St. Thomas, London, Windsor and Sarnia are the Most Up-to-the-Minute Chain in Canada; Their Novel Methods of Co-operative Buying and Advertising and Their Golden Rules of Business Explained.

By L. B. BIRDSALL

STRICT attention to business, giving people absolute value for their money, producing reliable merchandise at the opportune time, and backing up publicity with the advertised goods and not inferior substitutes; these are the golden rules of big business that the R. H. & J. Dowler Company of St. Thomas, London, Windsor and Sarnia, have adopted since their first venture in the clothing game in St. Thomas nearly seventeen years ago.

The success of these two genial gentlemen from old Erin has been phenomenal. Starting with limited capital, they more than offset this financial handicap by possessing themselves of unlimited amounts of twenty karat enthusiasm and optimism. They had youth, healthy imaginations, and loads of initiative. From the very beginning they saw the advantage of catering to the young men's trade. They secured it from the start through the application of original advertising and selling methods. They distinguished themselves from the other clothing men by adopting the title, "The Young Man's Store" for their place of business.

Soon they found that their original quarters were entirely inadequate to accommodate their increasing trade. With the same pep and determination that had started them in business, the Dowler brothers erected the present large block that they occupy in Talbot Street, St. Thomas.

Eight years ago the progressive city of London attracted them and they opened a large gents' furnishings store on Dundas Street. Windsor came next, in 1919, an inviting store being started in Sandwich Street of the thriving border city. One year ago the fourth link in the chain was completed when the stock and business of McDonald Brothers, Sarnia, was purchased, and the "Dowler Brand Clothing" sign fastened over the door.

There are other links destined for the Dowler chain. Just where the next store or stores will be opened, the management are not prepared to divulge. It is a certainty, however, that they will expand, established as they are, in a growing country—a land with a wonderful future.

Buying, the Keynote

"We make our money through careful and economical buying," explained Mr. John Dowler, the junior member of the firm. "That is the keynote, the secret of success in a retail business. Profits cannot be made in selling goods if they haven't been bought right."

R. H. and J. Dowler Company are particularly efficient buyers. They have

novel and commendable methods. They invariably take their employees into their confidence. Round table conferences are held and everyone is encouraged to offer his suggestions. In this way the management are enabled to select the best observations and views of their salespeople and use them—nine times out of ten—to good advantage. If a clerk is not familiar with the likes and dislikes of the buying public, then no one is.

Co-operative buying for the four stores requires much insight and foresight. Every store manager is given an opportunity to display his abilities along this difficult line. In consequence the buying centre changes from season to season. At present the bulk of the buying for the entire four stores is being done in London. Previously, St. Thomas was the headquarters of the travelling salesmen.

The Dowler brothers are firm believers in specializing and quantity purchasing. They speculate on future conditions based on the present supply and demand, and they win.

One price to all.

Dowlers' stores are noted for uniform prices. Every article is marked in plain figures and there is one price for everybody. They have no due bill systems. If a customer is not satisfied with the goods he has purchased his money is cheerfully refunded. This is a concrete business policy in all the stores. In the instructions given the embryonic salesman, this rule is paramount. He must learn to smile as pleasantly when he is returning to a customer the money paid for an article as he did when he made the sale. It is well to mention that there are few instances where the money has to be returned. Behind this up-to-the-minute service is quality—one hundred per cent. value.

An experienced staff of loyal clerks have been installed in each store. Some of them have been with the Dowler boys almost from the beginning. Many of them have been employed for ten or twelve years. They thoroughly understand the business.

"We are proud of the fact that most of our salesmen have learned the game with us," declared Mr. Dowler. "They are resourceful and self-reliant, and they make customers—not lose them."

Advertising a Potent Factor

Advertising is one of the potent factors that has materially assisted in the success of the Dowler stores.

"There is no use in advertising unless you have the merchandise behind it," Mr. Dowler stated, emphatically. "But when you get the goods to back up your publicity, advertise strong."

Even their advertising is done on the co-operative system. The results derived from every advertisement are carefully considered and compared. If a certain advertisement used for the Sarnia store proves an out-of-the-ordinary trade producer, it is immediately put to good use in the daily press of London, Windsor and St. Thomas. In each office there is kept on file a list of the best advertisements used, together with data and other information pertaining to the amount of business derived directly from each one.

Mr. Dowler produced a clever advertisement depicting a little boy appealing to his father to buy Dowler clothes in the pleasant vernacular of youth: "Sure, Dad, all the best-dressed boys get their clothes at Dowlers." This ad. brought a rush of business for the boys' clothing department.

Another seasonable advertisement, illustrated with a smartly-dressed young man conversing with his father, and the introduction: "Where do you get 'em?" started an unprecedented sale of Spring suits this year.

The firm have just recently retained the services of Eric W. Gibberd, formerly advertising manager of the James Ramsay Store, Limited, Edmonton, Alberta. Mr. Gibberd is an experienced publicity man. He will have charge of the advertising for the four stores working in close co-operation with the managers.

Keep the Dollars Moving

The Dowler brothers are advocates and exponents of progressive store-keeping from every phase. They are continually discarding old fixtures and display systems for the up-to-date. The St. Thomas store has undergone extensive alterations this year. A large, well-lighted mezzanine floor has been constructed across the rear of the store and is devoted entirely to office use. A cable carrier system has been installed, and the two old show windows replaced with the very latest vestibule windows that add greatly to the appearance of the store front. There is no finer store in Canada than the St. Thomas home of Dowler clothing, and together the four big stores form the most modernly-equipped chain of gents' furnishings stores in the country. They are equal to anything on the continent.

"Never make a dollar a prisoner!" is Mr. John Dowler's advice. "Send it out and let it earn more dollars. Improve your business by improving the appearance of your store. The day of tallow candles and dry-goods box counters is long past."

Dowler dollars are always on the

Continued on page 55

THE RETAIL ADVERTISING PAGE

Helpful Suggestions for the Ad-Writer

"Where Do They Get 'Em"?"

Absolutely the finest clothes in America; styles you see nowhere else; exquisite fabrics with beautiful shadings and right in our own town, too—at the DOWLER STORE.

Not only the concentrated styling scope of a single manufacturer, but the best from the best—ours a fashion exposition without a peer.

The value-giving supremacy of this store is justification for its preference. Its merchandise and service are keyed to quality. Complete satisfaction in your apparel is positively assured at Canada's Greatest Clothing Store.



Spring Suits

The spring color tones are rich and beautiful. The fabrics are of high quality, including worsteds, chevrons, tweeds, cassimeres and serges. The models include the popular varsitarian styles, are new and smart—clothes of artistic design and superbly fashioned up to our exacting standard.

Feature values—\$27.50, \$32.50 and \$35.00

Spring Suits

A vast gathering of the smartest style ideas for spring. Rich bird-eye weaves, blue self-stripes, tweeds of various hues, smoke grey serge, chalk lines, rich plain browns, blues, greens, greys, and many other fabrics, all correct models are represented in this vast array of improved apparel fashions.

Feature values—\$37.50, \$40.00 and \$45.00

Spring Suits

Garments modeled up to the highest standard. Beautiful unfinished worsted fabrics, shadow strip, oil, self striped or silk shot with variegated lines of brown, red, green, grey, and helio pencil and chalk stripes—pin, club and Glen Quirkhart checks.

Feature values—\$47.50, \$50.00 and \$55.00

Other suits—\$15.75 to \$38.00—styles that merit the endorsement of careful dressers.

Better Clothes For Boys

For Dress, School or Sport

Boys' High Grade Tailor Made Suits



Wool crems and belters, all the new models are here in great array, in beautiful dyed colors, dark, medium and light shades, stripes, checks and fancy weaves—brown, grey, green and navy blue. Prices in price columns.

Little Junior Suits
Velvets, Corduroys, Worsteds, Serges and Tweeds

Cute little suits for the little champs from 2 to 8 years. Prices range from \$5.00 and up to \$20.00, securing splendid values at \$20.00, \$25.00 and \$27.50.

Boys' Hats and Caps
In all the new spring styles, and shades.

Boys' All Wool Bloomer Suits, \$12.00 and \$13.50

Here is a particularly strong leader in a good, solid, all wool English tweed suit, tailored in one of the season's latest models. Comes in sizes 22 to 30, all \$12.00, and 31 to 36, all \$13.50.

Boys' Wool Tweed Bloomer Suits at \$9.75

Comes in a diagonal wool tweed, very neatly made and priced for quick selling.

Boys' Blue Serge Suits

We show the best values in Canada in Boys' Serge Suits, ranging in price from \$10.00 to \$22.50.

Boys' Jerseys

Wool or cotton, all color, all sizes.

Boys' Strong Wearing School Suits \$6.90

This line is made from Kosoid by worsteds, great to wear, & comes in dark patterns, with best stripes. Sizes range from 26 to 32.

Boys' Extra Quality Kentucky Worsteds Suits \$8.00 and \$8.50

Here is a special line of Suits that is being sold elsewhere at two or three dollars more than our price. Comes in sizes 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

Boys' Bloomers

Boys' \$1.25, sizes \$1.75, \$2.00, \$2.50, \$3.00, \$3.50

Boys' Overalls

Boys' \$1.00 Overalls, special sale—50%.

Smart Styled Raincoats



With fair weather style and prior day protection. Just the coat for travelling or motoring. We have the values and the styles here for less than you will get them elsewhere. Feature values—

\$13.50, \$16.50, \$19.50, \$25.00

Other good lines at \$6.00 to \$20.00

Dress Up Hats

New Ones Just In
\$4.00 to \$8.00

Destiny and Performance—Not in every store.



Unmatchable Underwear Values

Mens' Fine French Cashmere shirts and drawers per garment, \$1.00

Mens' Colored Wool Shirts and Drawers, three leaders—\$1.75, \$2.25, \$2.50

Mens' Fine Wool Union Combination Underwear, per suit—\$2.00

Mens' Combination Underwear in a great assortment, \$1—\$1.00 to \$8.50



Scarves, 50c to \$1.00

GLOVES—Every desired style from the world's best makers, featuring the silk gloves in the prevailing shades, at \$1.50.

"See Dad's New Shirt!"

Has he got it at that store where with the "new front"?

Shirts and Neckwear

Strive this will add much to your appearance. A showing of all the smartest ideas in wide variety.



Shirts, \$1.50 to \$12.00

Showing of Spring Overcoats

Correct big city styles, waistcoats, body liners, raglans and others, featuring special values at—

\$18.00, \$25.00 and \$35.00

HAVE SOLID Hosiery COMFORT



There's no trouble with the men's or boys' Hosiery we sell. If you're not a customer, you'd better investigate.

Work Goods

Penbody's Overalls, required to per pair \$2.50

Men's quality Long-sleeved Overalls, work \$2.25 special \$1.69

Mens' Knicker Worsteds Work Pants well made, low pair \$2.40

Mens' Leather Gloves, Mitts, Caps, Hats, Hosiery, Shirts—every thing from home to last.

R. H. & J. DOWLER, Limited

ST. THOMAS, LONDON, WINDSOR, SARNIA.

A Young Man's Organization, Progressive and Aggressive.

The copy and layout are excellent. Each department is represented but without confusion. There is action in the cuts that pulls the copy right along with them.

CANADIAN CO-OPERATIVE WOOL GROWERS BEFORE H. C. OF L. COMMISSION

AMONG those who have appeared before the High Cost of Living Commission sitting at Ottawa was Mr. Reg. Arkell, of the Canadian Co-operative Woolgrowers, Limited, representing sheep raisers' organizations all over Canada, with 1,800 shareholders and a paid-up capital of \$18,000. The amount received for wool handled last year was \$3,103,000. They sell absolutely on commission. Their gross profit was \$115,900, out of which the sum of \$58,775 was divided among shareholders. Last year they handled 4,400,000 pounds of wool out of a total production of about fifteen million pounds. It is expected that this year's production will be about eighteen million, and Mr. Arkell expects that they will handle about five million pounds of it.

They arrange prices themselves in a rather peculiar manner. The price is based on that prevailing in the American market because most of the output goes to Boston, which is the centre of the wool trade there. The most of the Canadian wool is worsted and we have a lack of a worsted industry in this country. Samples are shown before the American Wool Company in Boston and the price arranged according to the U. S. market. The company does not fix prices so much as act as a wool expert. Our prices here are then fixed on a basis whereby quick and easy liquidation may be secured, and do not change when the season begins. The price fixed must be reasonable as the corporation are obliged to sell the wool as soon as they can, for the reason that the growers demand their money.

Wool is handled entirely on grade, whereas it used to be handled on a flat price. The buyer recognizes the quality fixed by the association and is willing to accept it. Last year forty per cent. of the production was sold in Boston, and this year most of it will go there, as our mills are filled with Australian wool, which is finer than ours. There is no pulling industry in Canada. Australian cleaned wool last sold at \$2.40 in Boston, or \$1.40 in grease. Most of the Australian wool is still controlled by the British Government. Selling on a graded basis, giving the producer just what the wool is worth, has done much to improve the quality.

Canadian wool is suitable for the Canadian trade, providing we have the machinery to use it. Prices in the East last year ran from 62 to 64 cents, decreasing as you go west because of the increase of grease. This year the price is from 42-43 cents.

To-day's prices compared with those before the war run about as follows: Before 1912 they ran from 5 to 10 cents. After the Underwood tariff came into effect in the United States in 1913-14 the price went up about six cents a pound, as our wool went in there free

and American buyers came to Canada. The price in 1914 averaged 20-22 cents. The price varies in each province according to shrinkage, Western merinos having most grease. As to cost of production, one Alberta ranch claims that it cost them last year to produce a pound of wool, not including overhead interest, 55 cents; and they got for it 60 cents. This includes the value of the mutton.

CHATHAM EDITOR RIDES FOR FALL

Sunday afternoon, Chatham.

Dear Editor,—

In an issue of "The News" last Thursday I noticed a humorous little episode on, "Why a certain damsel wore furs on a certain day last week." Now I've been thinking over that little thing and believe if you could enlighten me as to why men wear high collars and heavy coats on Sunday when they can't bear them in the office through the week, I could tell you why this particular woman wore furs.

You of the male sex want us, the female of the species, to believe that your power of will is beyond comparison, that your judgment never wavers, and yet after all, men are "darned fools," aren't they? Well, take for example the city fathers, chosen for brain and business ability! Every time the clock on the market (the council's clock) chimes one, its brothers all around defiantly hammer two, yea, nearly twelve times each day it mocks the inconsistency of these "Men of brains," chosen from the motly array of over 16,000 people, to guide the destiny of this fair city. Possibly some of these wide-visioned aldermen, who put a little rural trade ahead of the welfare of the city, might do well to wear furs all the year round. Fur shoes, they say, are great for cold feet.

Take a peep at the Retail Merchants. Reports say that they passed and rescinded, spluttered, fussed and fumed, then finally decided Thursday as half-holiday. Last Thursday bedlam prevailed. So great was the turmoil that the Fates took a hand, and Jupiter Pluvius sent a terror of a thunder storm to remind the delinquents of the itching palm that they had agreed to lock up and bask in the sunshine one afternoon a week.

Yes, I'm a business woman, and only about the size of a cake of soap after a hard day's wash, yet I can readily see that it's going to keep the men of Chatham busy looking after their own affairs without worrying about the inconsistency of women's dress.

However, to get back to our subject. Possibly on that hot day you mentioned, the damsel in particular was recovering from an attack of the "flu," and wore the said fur that her throat might not be exposed.

Possibly, on the other hand, she had just returned from a trip across the burning Sahara and was not yet acclimatized to the cool atmosphere of Chatham.

I wonder, Mr. Editor, if, as you meandered down the bends of King St.

in search of news, peradventure, you noticed a card in a certain window "Bring your furs in now and avoid the rush later." Possibly the said dainty dimpled divinity did not have a bag in which to carry the said fur to the furrier and simply slipped it over her shoulders as a means of transportation.

Possibly—ah! shoot, Mr. Editor, I'll not tease you any longer, the last method is correct.

I know—because I wore the fur.

Guess I made you feel cheap, eh!

Diana.

SOCIETY BRAND CLOTHES HAVE AIR DELIVERY

Alfred Decker & Cohn, makers of Society Brand Clothes, have inaugurated an airplane delivery service for their customers in the Chicago district. Beginning with June 3 two Curtiss airplanes began a regular schedule of deliveries to clothing dealers in Chicago, Galesburg, Kankakee, Champaign, and Danville, Ill.; South Bend, Valparaiso, Lafayette, Ind.; Milwaukee, Madison and Janesville, Wis.

The two airplanes were christened Society Brand 1 and Society Brand 2 by Harry H. Merrick, president of the Chicago Association of Commerce at a ceremony on Society Brand aviation field on June 3. The field extends over forty acres. Lieut. David L. Behncke, lately in charge of testing and inspecting army planes at Chanute Flying Field, Rantoul, Ill., will be in charge and will be assisted by a staff of trained men recently discharged from the army aviation corps.

The Alfred Decker & Cohn firm is making much capital out of the proposition in an advertising way. The planes will be distinguishable at a great height because of their checker-board wings. They were thus marked so as to obtain the highest visibility. Large advertisements are being run in the Chicago newspapers inviting the public to visit the aviation field.

It is planned to extend the service in a short time so as to make deliveries within a radius of 500 miles of Chicago.

The American Clothing Store opened at 41 Gottingen Street, Halifax, on June 13, with a full line of men's, boys' and juvenile clothing and haberdashery.

Van-Wart-Walter Co. have opened a men's wear store at 1254 Bloor Street West. It is their intention to cater to the better-class trade, making a specialty of made-to-measure clothing.



MEN'S WEAR REVIEW



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PROFITS NOT EXCESSIVE

THESE is a great deal in the press these days on the high cost of dressing. From facts gathered the following figures would seem to prove that there is no undue profits being made between the wholesaler and the retailer.

The material for a medium priced suit costs \$17.00; to this add the cutting, making and trimming which amounts to another \$20.00—bringing the price to the retailer to \$37.00. The average percentage tacked on is 50 per cent., or \$18.50. Price to consumer, \$55.50. The fifty per cent., allowing for overhead, is 33 1-3 per cent. gross profit. From this must be deducted all other expenses outside of overhead before the net profit is assured. It would therefore, appear that while the clothiers to-day in most instances are enjoying prosperity, due mostly to the large turnover made possible by the returned soldiers' demand for re-outfitting, there is in reality very little, if any, extortion or profiteering going on.

A PECULIAR SITUATION

THE following has been taken from "Tooke Talk," the house organ of Tooke Bros., Limited, and the substance of the message to the retailer rings true:

"Just now there seems to be a great shortage of all kinds of men's furnishings. The mills are working twenty-four hours a day to make enough shirtings to supply the demands of the manufacturer.

Just before the armistice, Mr. Dawson, manager of our shirt department, was in England buying everything he could get to make Tooke quality shirts. The managers of the mills told him that when hostilities ceased there would be a lull in business, followed by an extraordinary period of buying when the soldiers returned home. Some of them predicted lower prices. We were advised to buy heavily and we followed this up by telling our dealers to do the same thing, so as to be prepared.

Most everyone held off for lower prices. Dealers, except in a few cases, tried to get along with what they had in stock or gave only small orders. A few of the mills reduced prices for a couple of weeks and

then the market tightened up again and prices went back to where they were and even went higher.

The soldiers began coming back from the front and then came the deluge of orders from all over the country. We put on extra help and increased the working hours and still have not been able to make deliveries as promptly as we would like.

And there has been no reduction in the amount of orders coming in—if anything, business is getting heavier each week. We predict that there will be a great shortage of materials for fall business. The Canadian and U.S. mills are booked to capacity for the next eight months. Foreign Governments are sending large orders to all manufacturers to help fill the demand made by the returned soldiers in countries where manufacturing had ceased for four years.

All we can say to you is—prepare now for the fall trade. Don't hold your orders with the expectation that prices are going to drop for such a thing will not happen. We have all our Spring goods bought and are going ahead preparing for unusual conditions. Many more men are coming home and they will have to be outfitted. The dealer who is prepared to fill the orders will get the business.

Business in all lines of men's furnishings will be good for many months to come. We don't feel that there will be any slump even after the returned soldiers are equipped. It will fall into a level and keep going. The civilian will begin to purchase again as he did in pre-war days. All this business must be planned for.

SOME ADVERTISING

THE following item appeared amongst the editorial matter in a country newspaper: What might have been a very sad accident happened last week on a farm just outside of Glace Bay. The family were having their breakfast when the mother, who had been suffering from a cold, got a piece of bread stuck in her crop. The poor woman immediately turned black in the face; the children being in a frightful state of consternation could do nothing, when fortunately, with superhuman efforts, the lady succeeded in removing the obstacle, and her life was saved. I imagine the joy of her husband who was working out in the field, when she informed him of her narrow escape from an early grave. "What was the cause of it?" he inquired, "Well," she said, "I was in a great hurry to go down and get a suit for Buddy at Brasbie's sale, he is almost giving things away now, as he is anxious to get sold out, and attend to his farm at Brasbieville, now that the seeding season is on."

Can you beat it?

CATER TO THE CHILDREN

THE Oak Hall store at St. Johns, conducted by Messrs. Scovil Bros., have equipped a hair-cutting shop for children in connection with their boys' shop on the fourth floor. The Goodwin store at Montreal has had this feature for some time, and have found it most useful as well as self-sustaining.

The children's haircutting shop is modern in every way and exactly the same as to be found in any of the larger stores such as Filene's and the Jordan-Marsh stores, Boston. It is completely equipped with every modern device, such as anti-septic sterilizers for the brushes and combs and many other things for the kiddies' welfare. Altogether this children's haircutting shop will attract the mothers and children—and it is from this that the feature will pay for itself.

HAVE YOU ADVERTISING SLACKERS?

IS your store getting all the advertising it should? Not only newspaper advertising, but all the advertising because this consists of a lot more than newspaper space, valuable as newspaper space is. There are at least twelve ways in which your store can be well advertised besides using the newspapers and unless you are using them you have some advertising "slackers." One of your very best ads. should be your store windows and you cannot pay too much attention to them because they will produce results just in proportion to the care they get. Another big ad. for your store is your store display. Goods attractively displayed will not only sell, but people will tell others about them. Your whole store appearance is constantly telling people whether you are a good merchant or not. If the floors are not kept clean, the show cases immaculate, your windows properly washed and the sidewalks clean and if unsoiled tags are not used for pricing, all these things are advertising against you. No store has a better ad. than courteous service. This is one thing that people always remember and tell

others about. Your delivery truck should be a good ad. for your business. Your stationery should be another. Many firms get good advertising out of enclosures sent out with monthly statements, Many others get a lot of publicity out of enclosures in every parcel sent out. Some firms use special wrapping paper, stickers or advertising tape. The matter sent out by manufacturers will frequently help materially in advertising your store. Circular letters are an effective and inexpensive way by which many firms get a lot of good advertising and good business. Another means of advertising that is often neglected by merchants is their telephone. This can be made to produce a lot of business if properly handled. Although each of these suggestions may seem relatively unimportant, the cumulative effect of them all means a lot of extra advertising and good business.

HOW DO YOU CHOOSE A HAT?

THE Cobalt *Nugget* wants to know why it is that men, ordinarily possessed of good sense, generally display a brainstorm when it comes to choosing a new straw hat.

It is not a rare thing to see young men blossom out in a top story adornment that drives their friends into hysterics.

Take the long, slim, hungry-faced fellow and he usually falls for a tall-crowned nightmare with a narrow brim. He looks like an accident with no place to happen.

His contemporary, the chunky-faced kind, awakens the natives with a wide-brim platter effect, not unlike a cream puff someone has stepped on.

And not a few of those fascinating Beau Brummels are certain that they are as deadly as a movie vamp.

The war taught the country much about censors. A logical, after-the-war censor would be one to administer straw hats and guide the foolish and ignorant—along the paths of good fashion and good taste.



A new tweed hat for children being shown by Palter Bros., Toronto.

NOTES OF THE TRADE

The United Clothes Shop of America have recently opened a store at 288 St. Catherine St. W., Montreal. It is rumored that this is the first of a chain that will embrace the larger cities in Eastern and Western Canada. Mr. Goss is the general manager.

The tailoring establishment of J. P. Nugent, 383 Beaver Hall Hill, was broken into on June 7, and serges to the value of \$10,000 were stolen. A motor car was used to get the booty away, and up to the present time no trace of either burglars or cloth has been found.

E. W. Gibbard, who for the past two years has been advertising manager for James Ramsay, Limited, Edmonton, has resigned that position to take up a new one with the R. H. and J. Dowler Co. Mr. Gibbard, after making a trip into the Western and Central States, will take up his duties as advertising manager, with offices in the London store.

The "Walk Upstairs and Save Ten" will soon be introduced to Quebec. The Robinson Clothes Shop will be opened up shortly in the first floor of the Auditorium Building on St. John's St.

The Edward's men's wear store at Smith's Falls was slightly damaged by fire the latter part of May. The fire started in a storehouse in the rear, but was soon under control.

Delfosse & Co., manufacturers of bust forms, etc., Montreal, are putting on the market a new men's form, featuring the narrow waist style that is at present so popular. The International Association of Designers have ordered 200 forms to be supplied for exhibiting their designs at the convention held in Montreal.

A. C. Wellwood, Ltd., have opened a store in Ottawa at 7 Bank Street under the management of A. C. Wellwood, who has been in the men's wear business for some years in that city. New fixtures and lighting, with the latest in show cases and wardrobe equipment, give the store a very attractive appearance.

Messrs. Isnor Bros., Halifax, are building a new store at the corner of Agricola and Bloomfield Streets.

Men's Wear Limited, is the name of a new business recently opened up in the Mounce block, Gerrish Street, Windsor, N.S. A full range of men's and boy's wearing apparel will be carried.

Lindsay has had a number of visits from burglars; the latest victim was J. Houzer. Wearing apparel, consisting of boots, socks, suits, shirts, ties, col-

lars, hats, and a couple of overcoats were a few of the articles removed through a broken window of the Houzer store.

Mr. Ephraim Wiseman, a clothier of Brockville, dropped dead at his residence on June 3. Mr. Wiseman was sixty-three years of age.

A new clothing and haberdashery store is to be opened in Sherbrooke by W. J. Poupart, a former Montrealer, who has been in Sherbrooke for the last eight years. Mr. Poupart is having a new store front put in and complete new fixtures and wardrobes.

The editor of the Calgary Albertan has figured out that Tom Campbell, haberdasher of that town, will have to sell at least five more hats a day for the next year to pay for his new car that he recently fell for.

The Campbell Mfg. Co., Ltd., clothing manufacturers, Montreal, have moved into their new offices at the corner of St. Lawrence Blvd. and Duluth Ave. They have fitted up handsome offices and sample rooms, the better to take care of their growing business.

A haberdasher in Vancouver has hit on the novel stunt of concealing a two dollar bill amongst the merchandise displayed in the windows. The idea is that whoever discovers the two dollar bill from the outside, looking in, is presented with a cravat of that value. The idea created a lot of attention, and large crowds looked every garment over thoroughly in the hope of winning the two dollar cravat.

Mr. William Wright, a well-known traveller in the East, who has represented James Coistine & Co., Ltd., and who recently resigned his position as traveller, but still remains with the company, was presented with a silver service by the directors in recognition of his thirty-five years of service, and in appreciation of his industry, energy and cheerfulness.

One of Kitchener's aviators returned home from overseas recently, namely, Lieut. O. Thamer, son of E. H. Thamer, clothier. Lieut. Thamer had been interned in Holland since July 6, 1918, when he was forced to land in that country. From that date until the armistice was signed he was in and around Amerongen, and has seen the Kaiser several times.

W. E. Sandford & Co., of Hamilton, have purchased the Masonic block at Galt, belonging to the late Hon. James Young.

The clothing store of Messrs. Gilmour Eros., at Derby Line, Stanstead, was damaged by smoke and water in the successful efforts of the local fire brigades to get a fire under control that had started at the rear of the building. The damage is covered by insurance.

Twin buttonholes and non-rusting, indestructible buttons are two new features on the W. G. and R. soft collars that are now being put on the market. The two buttonhole is designed to overcome any excessive shrinkage in the collar. It is very simple to adjust—the inside buttonhole is used first—and then after repeated washings, the outside half of the buttonhole is used, the buttonholes being about $\frac{1}{4}$ inch apart. The indestructible buttons will overcome the sad fate handed out to most pearl or bone buttons by the average laundry; they won't break, chip, or wear smooth, and will overcome a great deal of the inconvenience that has some way or another always been part of the soft collar.

Fred Tobey, brother of R. L. Tobey, of Hamilton, arrived home recently after three years' service in France. It remains to be seen what form of advertising Mr. Tobey will feature as an outlet for the joy in his heart—something original, that is one sure thing.

GRANT HENDERSON RETURNS

The friends of Mr. Grant Henderson, whose home is at Calgary, will be interested to hear that he is returning to Canada as the representative of Crockers, Ltd., of London, Eng. Mr. Henderson, who was representing A. T. Reid Co., Ltd., Toronto, in Western Canada when he joined the colors, was in France with the 31st Battalion. Since the battle of Loos in 1915, they have been employed on all parts of the front from Kimmel to Amiens, and were well in the forefront when the armistice was declared. As a lad, Mr. Henderson served his apprenticeship in Stirling, afterwards transferring to a London house, and before coming to Canada he was for four years with Cargills, Ltd., in Ceylon, leaving them to join the Hudson's Bay Co.

Mr. Henderson will be operating in the Western provinces and will have his offices at Winnipeg.



Protecting the Home Town Front

The Part That "Mud" Plays in the Success of a Town—The Four Important Factors in a Town's Growth—Measuring Miles by Minutes—Getting the Right Sort of People to the Town—The 100 Per Cent. Citizen

FRANK STOCKDALE, the noted authority on merchandising subjects, is becoming better known in Canada every year. He has delivered lectures in a vast number of communities in Canada during the past year, and a multitude of merchants are looking to him to throw some light on many vexed problems of merchandising. Among the places he lectured at recently was Regina, where he delivered a course of four lectures in connection with the convention of the Retail Merchants' Association, Saskatchewan branch. That many of those who were not able to be present at that convention, and have been unable to hear him at other places, might have some of the benefit of these addresses, **MEN'S WEAR REVIEW** sent a special representative to this convention to take a report of these addresses. The first of these articles appeared in a recent issue of this paper. In succeeding issues we will publish the balance of this series.

The next lecture deals with the subject, "Salespeople of To-day and To-morrow." Mr. Stockdale in this lecture makes an interesting distinction between "selling" and merely "waiting on" a customer. The question of service, of viewing the sale from the other side of the counter, handling the difficult customer, are among the interesting questions that are dealt with in this lecture.

IN my opinion the day has arrived in most places, and will arrive in all places, when the competition to which you must give your attention as a part of your business will take you outside of your own stores and hook you up in the ranks of the protectors of the home town front. Competition is no longer between individuals exclusively. In many places the main competition is not between individuals but between towns. The town problem is one you will be interested in when you know what it means.

"In the State of North Dakota is being carried on a campaign, and the object of that campaign is to promote the interests and the welfare of the communities of that state as a whole. In the United States there are at least 10,000 declining towns. In Illinois between 1900 and 1910 there were 357 incorporated cities and towns that actually went backward in that period. These centres had fewer people in 1910 than in 1900. That is an indication of an almost universal condition.

"The whole of Canada is going forward in population, but we have this problem on our hands. I like to compare the community of to-day with the family of yesterday. The family of yesterday had the spinning wheel in the home. Now we have in the community a man responsible for bringing clothing to the homes. Yesterday people raised and ground their own cereals, whereas to-day the retail grocer is responsible for supplying foodstuffs. Yesterday the man cut his wood or dug the mine, whereas to-day the coal man provides these fuels. Things that used to be done in the home are being done in the community by other people. The communities are the big families to which we belong, and the trouble is we do not recog-

nize our relationship to that family. We look upon ourselves as individuals, but we have an inter-dependence with provincial and national life. A house divided against itself cannot stand. That is historical. A community divided against itself cannot prosper.

Fewer and Bigger Towns

"There are tendencies going on towards the centralization of population. In my opinion we are going to have fewer towns and bigger towns. Community building is a real problem.

"The greatest ally of the mail order house is spelled with three letters, 'MUD.' In your town two things are necessary to make good towns. Good roads and good stores. Good roads make a poor town, unless it has good stores in it. Good stores don't make a good town, unless there are good roads in an agricultural community. The town with the best roads and stores will be the best town.

Things That Make a Good Town Internally

"A town must be a good place to live in and a good place to make a living in. One of the problems of the Canadian Northwest is to make your towns a good place in which to live. The natural advantages of that country are unsurpassed."

The following four points were emphasized by Mr. Stockdale as being the essentials of a good town:

- Production or manufacture.
- Transportation.
- Trade.
- Civic Welfare.

"People are congregated in a town for trade," continued Mr. Stockdale. "If the prosperity growing out of that trade is not directed along the lines of civic

welfare, the town is not much good. Water supply, sanitation, streets, sidewalks, schools, entertainment features are the essentials of civic welfare. In all new countries the problem is to make them good places to live in. People make values and the country wants people.

Town as Big as the Territory Served

"The single taxers say 60% of our values are social values or community values brought about by the coming together of people. There is a lot of truth in this. The average man does not realize what it means to bring people to his town, or what it means for people to go out of his town. The farmer opposes the interests of the farm, because of the imaginary Chinese wall built around the town. How big is your town? You will say 200, 300, or 1,000. Your town is as big as the trade territory that you supply. If you reach out fifty miles, that is the size of your town. You want to protect that town front. The fronts will overlap a great deal.

"One farmer thinks the town people are a nuisance and sends away for everything he wants. This farmer's land is worth \$100 an acre, compared with \$20 for better land in another section not so close to town facilities. He gave for his reason for not moving to the better and cheaper land the fact that he had had enough pioneering. This farmer's land was worth five times the price of better land, because it was near a town.

"You cannot pioneer in a crowd. The farmer's wife has social connections in town, the children attend the town schools, the son works in a store in town. These things enhance the value of the land located near the town, and the farmer owes the town something for increasing the value of his property.

"The bigger the town is, the farther

the influence on farm property extends. Some people vote down school improvements, but this is a serious matter. The town with good schools and churches draws people. This is the basis of community development.

Attracting the Right People

"How can you induce the greatest number of people to live in your community? There are two kinds of people that are attracted to communities; one is the old man who has made his money. The other is the young man who wants to make his money. One has fortune and the other has energy. These are the shifters. Communities of the East are losing to the communities of the West the men of this class. Old men go to California, because it is a better place to live in. The man who makes money in this country gets out of this country unless he gets good roads. There are 75,000 people from the State of Iowa in the Iowa Society of California. There are 125,000 Iowans in California. They are not there for the climate, as most people think. California has had its climate for a long time, but it is only recently that the people have got the habit of going out there in such numbers. One official of the railways, who investigated the matter, said people were going to California for good roads. One farmer in California stated that he spent most of his time motoring while in California, and that he spent \$6,200 in five years on car expenses.

"The climate makers of California are the drawing card. The spirit of the people of California makes it what it is. They are real boosters in Los Angeles—the city advertising built. They back their boosting with their money too. The booster who does not back it with his money is a four-flusher.

"Good roads are needed to hold the

people, and good roads are a factor that is developing and causing this evolution in our communities.

Measuring Miles by Minutes

"The way to measure distance is not by miles, but by minutes, between towns. Thirty-five miles may be forty-five minutes, or four hours. Good roads will develop the community, and these good roads are going to eliminate a lot of the small towns. There are just two things a small town can do—either grow into a big town, or get off the map. Small-town people get busy.

"If a town has good transportation it is a good retail town. The support of the town comes from the dollars that go over the retail counter. Thirty cents of every dollar goes to pay telephone, out of every dollar and goes into circulation.

"Retailers are the backbone of the community from an economic standpoint. It is not what a man earns—that is an individual asset, but what he spends—that is a community asset."

A 100 Per Cent. Citizen

At this point Mr. Stockdale outlined the following as a 100 per cent. citizen:
 Man who works in community, 10 per cent.

Man who lives in community, 40 per cent.

Man who spends for all he needs in community, 50 per cent.

"Money must go over the retail counter before you can have civic welfare," said Mr. Stockdale, continuing. "The trouble with the average community is 'smugosity' (a word coined by Mr. Stockdale to express the self-centred composure of some communities). Smug meaning self-satisfied, and ossified meaning bone.

"Ignorance is shown in modern com-

munity building. We adhere too much to individuals. The price of co-operation is sacrifice. You have to sacrifice some of the things you would have as an individual to have the things you would have by co-operation.

"What is the great improvement in city government, which we have had in the last few years? The commission form of government. You cannot wipe out a town instantaneously, but it is the slow fire of competition which does the damage. The war shows the value of unity of command, purpose and action. That is the secret of community building.

"Some towns furnish everything to make a real organization, but nobody is willing to furnish the time and energy. We have to get all the interests of the community together. If you are going to have a good community you must get individual responsibility. This co-operative work is a part of your business, not as a community duty. You help to gain by helping the other fellow to gain.

"If you want to live in the kind of a town Like the kind of a town you like, You needn't slip your clothes in a grip And start on a long, long hike. You'll only find what you left behind, For there's nothing that's really new. It's a knock at yourself when you knock your town. It isn't your town—it's you.

"Real towns are not made by men afraid Lest somebody else gets ahead. When everybody works and nobody shirks, You can raise a town from the dead. And if, when you make your personal stake Your neighbor can make one, too, Your town will be what you want to see, It isn't your town—it's YOU."

"SURE, DAD" ALL THE BEST DRESSED BOYS

Get Their Clothes At DOWLERS

And Most of the Fathers Get Fitted There, Too.

That sentiment wasn't created in a day. Years of service and satisfaction have built it and with the men (Dad) and the service we have for sale for the coming season we will add considerably to the prestige of the Dowler Stores.

SUITS WITH ONE, TWO OR THREE PAIRS OF BLOOMERS.



Boys' High Grade Tailor-Made Suits

Wool stams and bellers, all the best models, are here in great array, in beautifully blended colors, dark, medium and light shades, stripes, checks, and fancy weaves, browns, greys, greens, and navy. Nice ranging in price as follows: \$12.50, \$15.00, \$14.00, \$16.00, \$16.50, \$17.50, \$18.00, \$18.50, \$20.00, \$22.50, \$25.00.

Boys' All Wool Bloomer Suits, \$12.00 and \$13.50

Here is a particularly strong leader in a good solid, all wool English tweed well tailored in one of the season's latest models. Come in sizes 25 to 30, at \$12.00, and 31 to 35, at \$13.50.

Boys' Strong Wearing School Suits \$6.90

Coat and two pairs of bloomers. This line is made from Kentucky woads, great to wear. Comes in dark patterns, with best stripes. Sizes range from 25 to 32.

Boys' Extra Quality English Tweed Suits

Not all wool! Will wear like leather. Sizes up to 30 at \$12.00, and larger sizes at \$13.50. This is a great wearing line.

Boys' Wool Tweed Bloomer Suits at \$9.75

Comes in a seasonal wool tweed, very greatly made and priced for quick selling.

Boys' Extra Quality Kentucky Worsted Suits, With Two Pairs of Bloomers, \$8.00 and \$8.50

Here is a special line of Suits that is being sold elsewhere at two to three dollars more than our price. Comes in sizes 25 to 30 at \$8.00, 31 to 33 at \$8.50, and 34 to 36 with one pair of bloomers.



"LITTLE JUNIORS"
Velvets, Corduroys, Serges, Worsteds and Tweeds

Fine little articles for the little chap from two to eight years. Prices range from \$2.50 and up to \$9.00, featuring splendid values at \$5.00, \$6.00 and \$7.50.

Boys' Hats and Caps

Black Straws, Tweeds, Velours, etc.

Boys' Jack Tar Sailor Suits

Made from a heavy weight navy blue serge, full value at \$10.00, for \$7.50.

Boys' Jerseys

Wool or cotton, all colors, all sizes.

Boys' Overalls

\$1.00 Overalls, age 4 to 10, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50.

Boys' Bloomers

We have sold more boys during the season than any other boy's wear here. Better values here—that's it.

Boys' Toppers

We have sold more boys during the season than any other boy's wear here. Better values here—that's it.

Boys' Blouses

See Nos. 63c, 75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50.

Mothers, Try Our Boys' Hose

Best quality on earth for the boy. \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50.

R. H. & J. DOWLER, LIMITED

Where Boys' Clothes Cost You Less

Copy like the above has a strong appeal to the little fellows, and Dad should be easy to convince.



MARKET REPORTS



THE MARKETS AT A GLANCE

TORONTO, June 27—On all dry goods markets the tendency is to advance. Both woollens and cottons are very strong, and just at present there is considerable uncertainty about the market for the latter, as all mills withdrew their quotations, and many of them have not yet announced their new ones. The outlook for wool is good, and there does not promise to be any serious scarcity, but the demand will be heavy. On the English market there is a big demand for goods for France and Belgium.

The Canadian wool clip is now coming on the market, and this will approximate fifteen million pounds, or 25 per cent. better than a year ago. The uncertainty of the labor situation is another factor that will have much to do with maintaining wool prices at high levels. The likelihood of strikes has forced manufacturers to increase their prices in contemplation of labor difficulties. Representatives of English houses now in Canada are quoting higher prices on all repeat orders for delivery late in the Fall and early next year. Half wool goods, such as lustres and twills for linings, also show advances of five per cent. and dealers state that they are likely to go higher.

The Canadian cotton mills are all sold up for months to come, and with the present state of the market they are not anxious to sell too far ahead. The April prices that showed quite a reduction were withdrawn, and were followed by lists showing a ten per cent. increase. These, too, were now being withdrawn, and further advances are expected.

The American market also shows a very marked upward trend, and at present American prices are slightly higher than Canadian goods. The retail trade is beginning to buy again more freely, and the demand is decidedly more active than it was a few months ago.

The situation in linens is unchanged. Stocks among the wholesale houses are decidedly small. Unions are supplying a good deal of the demand, as there is little hope of betterment in the supply of linens for some time to come.

A sudden spell of real warm weather the last week of May set up a big demand for Summer lines of underwear. Prices show advances.

COTTONS

Canadian Mills are All Working to Capacity, and Prices on all Markets are Advancing

COTTONS.—The cotton market is in a very strong position at the present time. Advances are the order of the day, and prices just now show a good deal of uncertainty. The reduced list announced in April has been withdrawn for some weeks, and the announcement was made that a ten per cent. increase would be made on practically all lines. This advice, too, has been rescinded, and it is not unlikely, dealers state, that another ten per cent. advance on top of the above-mentioned one will be the next move. The market for raws is fluctuating a great deal, and in the past fort-

night the tendency has been mostly upward. July future options advanced 2½ cents per pound, and 3½ cents on the new month's crop. Spot cotton advanced about \$10.50 per bale during the past couple of weeks. Factors in the sharp upward movement were the lateness of the new crop, unfavorable weather conditions, a bigger demand in the goods trade both on this side and in Europe; the huge potential inquiry from Europe and the Orient, and the attraction to the market of a new and extremely speculative element.

Prices have now worked up to levels very near the top marks reached during the period of the war. Possibly the strongest factor in the elevation of the market during the past few weeks has been the prospect of a large demand from European sources, which, in view of the

reduced crop this season, is expected to result in a scarcity. That this feeling is more or less universal is indicated by the scattered demand for cotton recently. Foreign buyers have absorbed the staple with the same eagerness as have domestic traders. Japan has been an active buyer, while France and England have taken large blocks of contracts, as well as spot cotton, out of the market.

In the United States cotton goods remain very strong, and prices have advanced so rapidly that many selling agents have withdrawn all quotations to await a more settled condition. The advance in grey cloths has been very sharp. Jobbers have sought to buy late into the Autumn, while some have offered to buy to the end of the year. The increase of 15 per cent. in wages granted to mill

operatives must necessarily be made up by a proportionate increase in the price of the goods.

In Canada some of the mills have announced any new prices yet. The market is back to war-time levels. Business is very active, and the retail trade is buying very freely again, fearing that the market is due for further advances. Raw cottons laid down at the Canadian mills, some dealers state, will cost in the neighborhood of forty cents. It is believed in many quarters that the high record of six months ago will again be reached. As for example, quotations on standard 4 yard grey cotton, at 19 cents, compares with 16½ cents two months ago. Of course, the above is the price to the retail trade. The Canadian cotton mills are all working to capacity. They are sold up on all they want to sell, and they do not want to sell too far ahead. American cottons are not being shipped in at the immediate present, for the reason that they cannot compete with the Canadian goods. Printed lines are selling very well, and in fact all the wholesale houses report quite a revival in demand for all cotton lines.

WOOL

Repeat Orders With English Firms Accepted Only at Advance of 25 Per Cent.

WOOL. — Direct representatives of English woollen goods houses are now in this country, and dealers state that their samples are of a very limited range, and that repeat orders on goods purchased last August show increases of 25 per cent. Reports from the English manufacturers are that there are excessive demands for goods from France and Belgium, and that almost any prices they wish to ask are obtainable. Fancy tweeds are very scarce, the demand being almost altogether for plain goods. Novelty stuff is not being made to any large extent. Some Canadian wholesalers are expecting to have a line of tweeds, suitable for odd skirts, in a couple of weeks. Serges, gabardines, broadcloths, shepherd checks and wool chevots are in good supply. Serges that could a year ago be bought for 7s. 6d. are now selling at 9s. Broadcloth, that previous to the war sold at \$1.10, is now bringing \$5.50 per yard, and houses state that they are now selling just as much as when the lower price ruled.

While the outlook for the raw material is improving and there seems to be little likelihood of a shortage, opinion seems to be well substantiated that the market for piece goods will remain firm for some time to come.

Belief on this score is occasioned by the great quantity of the staple which is rapidly becoming available as peace draws nearer and facilities for bringing it into the world's marketing centres become enlarged. How much wool is available at the Antipodes may be gathered from the fact that, after shipments

to Great Britain of 225,000 bales per month from March to September this year, there will still be left for shipment in Australia and New Zealand 927,846 bales. No part of the 1919-20 clip, estimated at 2,600,000 bales, is included in these figures.

Demand at the Government auctions in Boston lost much of the snap previously in evidence. Manufacturers apparently have covered their requirements for a time, and dealers appear reluctant to take on any more stock with the future surrounded with so much uncertainty. Despite the altered position of raw material, the goods market is characterized by a firm undertone. The high prices mills have paid for wools they now have on hand, coupled with the increase in wages to operatives and the high cost of production, seem likely to maintain prices on piece goods for a long time to come.

25 Per Cent. Increase in Canadian Wool

Estimates on the Canadian wool clip are placed at 15 million pounds, that is 25 per cent. better than last year. The Eastern clip is now coming on the market, and the Western output should soon be available. While prices are not yet named on the Canadian raw material there is every indication that they will continue very strong, and will be in keeping with the American market, where fine wools are quoted fully 20 per cent. above the fixed minimum price, and fine wools 10 per cent. above the minimum figure. Reports recently received from London, however, state that the time can't be far distant, when if the British Government is to get out of its Colonial wool deal without a loss, a fair amount of export will have to be allowed to Germany and Austria. On the surface the market for wool in Great Britain is very strong, and higher prices are being obtained than at any time in history. However, authorities state that the time must come when supplies of wool in England will become so large that it will be impossible for the mills of the United Kingdom, even running at top speed, to absorb all. When manufacturers find, it is pointed out, that they are safe against scarcity of wool and that the variety is all to be desired, they will not pay anywhere near the values that now obtain.

The demand for yarns at the present time is a little quiet, the trade being pretty well supplied. All wool yarns are very firm, and cotton yarns show advances of three cents per pound. In the woollen lines, on the Old Country markets, tops have advanced 6d. since May 15. Fine tops, that is for anything over 50s. are very scarce. Britain won't export them at all. Coarse tops are fairly plentiful. Large orders from Rumania distributed in the past week have had a greater tendency to stiffen the woollen market all round. An order for 100,000 yards of cloth was awarded to Canadian firms, also an order for 100,000 dozens of women's and children's hosiery, and also an order for two million pounds of cotton yarns.

DOWLER BROS. MADE GOOD

Continued from page 46

move. They started their energetic campaign in September, 1902 and they have been keeping steadily at it ever since. Dowler dollars are dynamic, not static. They are charged with business energy and they explode the old, worn-out fallacy of salting down profits in the bank.

HIGH COST OF LIVING

Continued from page 36

pressed in keeping up with their orders.

Slightly Lower Prices Next Spring

In making selections of cloths for next Spring Mr. Harvey found that woollens were quoted about 50 cents lower per suit over this Fall's prices, but unfortunately the difference in price of linings from the Old Country would more than offset this reduction. The cost of this particular lining in 1914 was 40 cents; it is now \$1.55.

When in Truro he learned by cable that at the London Spring auction of woollens the British Government had undertaken to release wool at 7½ per cent. below the minimum price. When the bidding opened the price jumped 7½ per cent. above or 15 per cent. higher than the Government figure. In a fortnight there was another increase of 15 per cent., all of which was due to the enormous demand coming from European countries. When the United States Government raised its wool at a fraction less than the minimum the mills sold considerably beyond their capacity to deliver. The consensus of opinion is that the difficulty next spring will be deliveries rather than prices.

WICKER FURNITURE, SPORTS GOODS AND SUMMER LINES MAKE ATTRACTIVE DISPLAYS

Continued from page 37

contain everything that one ordinary or particular dresser would require. A full size tennis net, posts and all, was stretched across the back wall, and although the display was low, every article was visible. Palm Beach suits, Summer togs of light greys, colored blazers, sport coats, golf jackets, flannel trousers, Summer dressing gowns, soft collars, wash ties, silk and cotton underwear and socks, lightweight Burberrys, sweater coats for the cooler evenings or camping trips, all these and a tennis racket and box of balls gave this window a very attractive appearance. All the goods were carefully arranged and did not look too crowded.

The Case store at 507 St. Catherine St. had a carefully and tastefully dressed window arranged in sections with mahogany dividers. The display was lightened up with shirts of noisy colors with neat designs, the demand for which has been quite keen all this season.

The Henry Marks store had a window of Shantung silk shirts with collars and ties to match, a very neat outfit, and especially so if worn with Palm Beach suits.

STYLE FORECAST FOR SPRING AND SUMMER, 1920

Styles Adopted by Style Committee of the International Association of Clothing Designers.

THE members of the style committee have decided that there are to be no more waist line models for next Spring and Summer. As far as they are concerned the styles of 1919 are gone for good, and in future the conservative styles of form-fitting, high-waisted models, with coats 30 to 30½ in. in length, will be the thing.

Based on an average height of 5 ft. 7, or a standard 36 size, the styles are as follows:

1. Men's conservative three-button sack.—Length, 30 in.; sleeves with vents and two buttons; medium width lapels, natural width shoulders; plain centre vent; plain flap pockets; breast welt.

2. Men's stylish two-button sack.—Length, 30 in.; sleeves with vents and 2 buttons; medium width collar and semi-peaked lapel; natural width shoulders; plain centre vent; regular pockets.

3. Young men's sack.—Two or three buttons; length, 30 in.; form fitting; narrow shoulders; lapels medium width; soft roll straight notch or peak; front slightly cut away; straight or slanting flap pockets; shapely sleeves finished with open vent and two or three buttons; long hook vent.

Young men's extreme sacks.—One or two buttons; length, 30½ in.; high waist line sharply defined; draped skirt; shoulders narrow; lapels; wide open notch; straight front; well rounded pockets; vertical welt or crescent piped; shapely sleeves; finish bell shape with buttons; centre hook vent; roll sleeve head optional.

5. Double breasted sack.—One or two buttons; soft roll; length, 30 in.; back and sleeves same as young men's extreme sack; pockets, slanting or straight flap.

6. Vest.—Single breasted; no collar; low opening; long points; five buttons; narrow welt pockets.

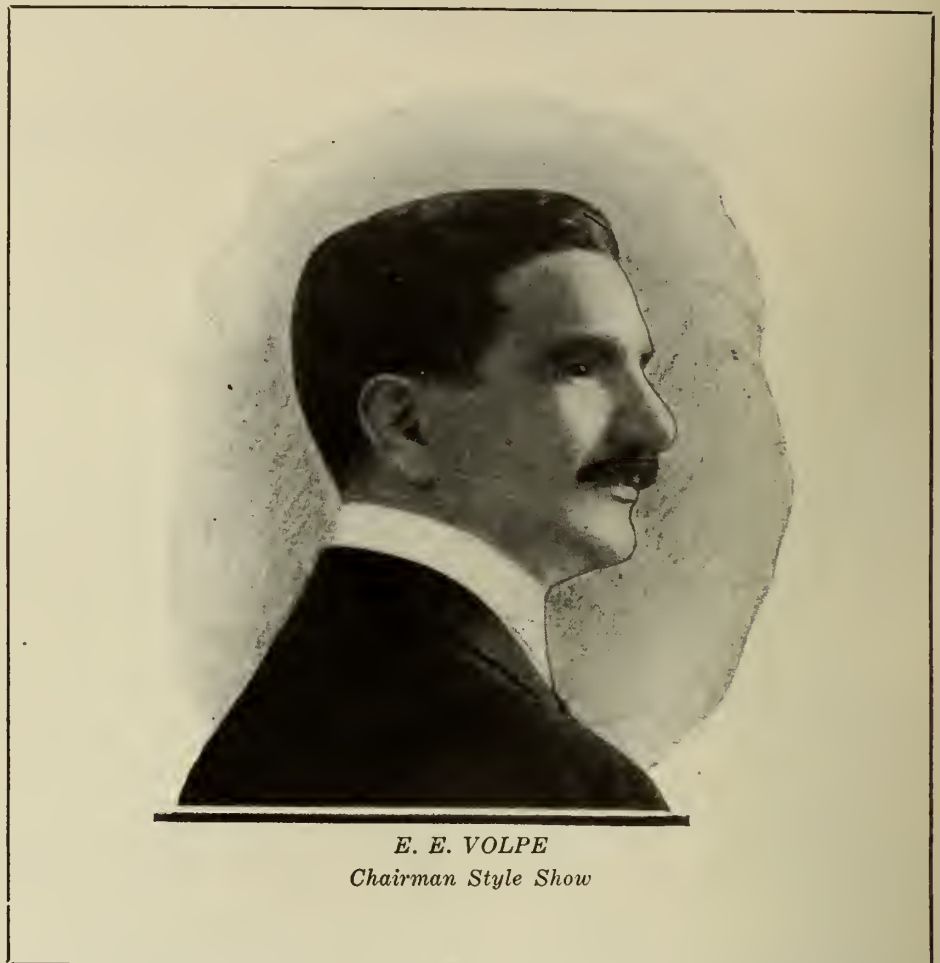
7. Trousers.—Young men's trousers; knee, 18 in.; 14½ in. bottom; bottom finished with a cuff; conservative trousers, knee 19 in., bottom 15½ in.

8. Afternoon frock.—One or two buttons; waist line, 16½ in.; full length, 37 in.; plain or bound edges optional.

9. Young men's dress coat.—Satin face to edge; waist line, 16½ in.; full length, 39 in.; extremely narrow skirt at bottom; bell sleeves; link button and extra cuffs; collar, breast pocket and cuff satin piped; silk braid on trousers.

10. Young men's dinner coat.—Length, 30½ in.; peaked lapels, satin face to edge, link button, outside breast pocket, slash piped or regular pockets, bell sleeves, link button and extra cuffs, yoke lined, body same as young men's extreme sack.

11. Sport coats.—Wide variety and will be very popular; double and single breasted with yoke, pleats and belts; pockets of all descriptions.



E. E. VOLPE
Chairman Style Show

12. Young men's shapely overcoat.—Single or double breasted; 39 in. long; high waist line, sharply defined; long hook vent, vertical or slanting pocket, yoke lined; peak or plain notch lapel; creased or plaited side seams optional.

13. Box coat, single breasted, 40 in. long, natural shoulders, style of pockets optional, sleeves plain, yoke lined.

14. Slip-on Raglan Overcoat.—40 in. long; button through, slash pockets.

As far as boys' styles go it was decided that they would be patterned after the young men's models, and in their case the waist seam line would be in order and belted models optional.

The convention was very well attended, there being some two hundred delegates in attendance, coming from all sections of the United States and Canada. Some of the delegates were held up at Rouse's Point, pending further inquiries into their past. With the exception of one or two little unpleasant incidents, such as this, the whole program was carried out and thoroughly enjoyed by the visiting delegates. The weather was to blame in that it almost turned the midsummer night's gladness into a nice Winter ice palace, but, as explained by the president, one cannot always consult

the weather when planning these little jaunts. The Montreal committees are to be congratulated on the able manner in which they performed their duties, and especially so because this is the first time that a convention of this kind has taken place in Canada and they had no previous experience to draw from.

It was decided to hold the next convention at New York; a unanimous vote was polled, Cleveland being the only other city suggested.

NEW SILK COLOR CARD

J. A. Migel, Inc., New York, have issued an attractive Fall color card for their silks. One of their moonlight scenes is on the cover in a setting of grey, white and blue with very artistic effect. There is a range of 54 colors shown in which all the new Fall silks of the firm are to be had.

Glaude, Limited, 47 Rideau street, Ottawa, have opened an upstairs shop for men and advertise a full line of fine clothes. The manager, Mr. L. H. Glaude, has many years' experience in Ottawa and Montreal.

Well-Known Montreal Executives Who Were to a Great Extent
Responsible for the Success of the First Designers'
Convention to be Held in Canada



EMIL REGAL
Secretary of Convention



L. D. LEVINE
Chairman Publicity Committee



L. SAMUEL SOHN
Chairman Entertainment Committee



R. MANDATO
Chairman Banquet Committee



H. L. JACQUES, Toastmaster



M. L. ROSENBERG
Chairman Reception Committee

A REVIEW OF SOCIAL ECONOMICS IN RELATION TO THE CLOTHING INDUSTRY

The Opening Address of President Irving I. Frankel Before the Members of the International Association of Clothing Designers at Their Nineteenth Semi-Annual Convention Held at Montreal June 26th, 27th and 28th.

It would, indeed, be dangerous were we not to take full cognizance of prevailing conditions, especially so when we recognize that they cannot be changed to meet our own private views. No longer are the times profitable to the ancient dogmatic theory of worshipping at the shrine of make-believe. The bugaboo of the past has become a reality of this age. The cry of alarm does not ring now upon deadened hearing.

The atmosphere teems and vibrates with the wild scramble for humane doctrines, and we now see old-time bludgeon masters running helter skelter in an effort to outdo each other in the desire to better laboring conditions.

Is this a case of "the sins of the fathers" being visited on the son? No. For it is not repentance for the crimes against humanity that were perpetrated by the parent that imbues the son to reform. No, indeed—it is but the signs of the times that read in unmistakable bold type, "Take heed, follow not in the footsteps of thy father, for if you do grave misfortune will attend the foundations upon which his fortune was built, and which you inherited, for ultimate annihilation and elimination awaits you. No longer can the key of the past unlock the progress of the future, for as democracy is ever on the change, so is it with our economic situation, and each succeeding change enhances our progress in the direction of humanity, were not this the psychological effect, then the progress of mankind would be ignored.

The manner in which people have made their living has ever been changing, and with that change must, of necessity, come a change of all things to conform to the new order of things. Ever since the creation of man, and I fear to the other end of the world, there will be constant disputes, simply because they are a part of human nature, and the desire to agree to disagree.

While many dreams of the idealist are mere dreams (pipe dreams if you may have it), some, however, are worthy of consideration, for we note that the struggle for existence still continues.

To believe that the necessities of life can be produced without mental strain and physical exertion, which has been imposed upon man by nature, is seemingly fallacious. We can but pity the misguided dreamer who would persuade us into believing that life may be a holiday excursion instead of an increasing and exhausting fight to wrest from the tightly-closed fist of nature the things which protect us from destructive forces.

The constant unrest in the needle industry is due to the seeds of malignity



HARRY VOSBERG
Chairman Invitation Committee

sown in the decades gone by. We can look upon the present situation as cancerous because ere a scab is permitted to form it becomes surrounded by fresh outbreaks.

The struggle for existence may be mitigated greatly in the future, for better ways to organize business as well as society are on the way, so that there will be a more equal distribution of the burdens and rewards of industry than that which prevails to-day.

We have chased too many rainbows in the past to enable us to believe that we shall find the bags of gold at their feet in the future. Labor has been brought so far forward by this war that we must not be astonished at its insistence that industrial democracy shall become an immediate reality.

Future wisdom clearly points out the road to equilibrium and that is through co-operation, with a better understanding of each side's requirements and a total forgetfulness of what was the procedure of the past. Industry must develop a social side, and the working man may be made to feel that he is a man and not a portion of a machine.

The major part of the reason for this amazing unrest on the part of labor is due to the desire of capital to persistently and insistently ignore the just

requirements of labor, and the just desire to treat the human element as a necessary evil, in place of that as the chief production of wealth, and as such, should have been considered in a different light, with the granting to them of the right they were justly entitled to.

Capital's idea of the past was to exploit labor, and this game has been played by industry until exploited labor became so exasperated that it is now tightening the screws, and in many instances are going further than is fair.

It is simple enough to state or define a problem, but to offer a proper solution is a real problem. We have often heard that if industry will only have a heart, all would go well. Why burden or charge to this the most wonderful and intricate organ of our body, the responsibility of correcting abuses that originate and remain in the brain centre? I would ask if the heart is not doing its mammoth work without further widening. Let us review what it really does perform. The blood in our bodies makes a complete circuit through the heart three times every minute and every minute of the hour and every hour of the day and every day of the year, and not for one minute throughout our entire lives does it stop its activity, for if it did you all know the consequences. Hence I maintain that this most wonderful piece of machinery be left to its untiring efforts and not be charged to things not of its functioning.

The events of life are governed by thought, and thought is the product of our brain, hence, let us begin our corrections here, and we cannot start at too tender an age for development of right thought. The inculcation into the youthful mind of the proper needs for just economic situations of the future, will will do what the heart cannot and should not be asked to do. The sooner we lose sight of individual selfishness and cultivate the co-operative desire, the more rapidly a prospect of an era that will be constant enlightenment.

The sooner we recognize the fact that labor is not alone a mechanical necessity, not that it is a real human element consisting of the same sinew, bone and muscle as capital, and possessing the same ambitions and desires as those held by capital the sooner the struggle for existence of either side will be settled.

It would appear, economically speaking, that the peace of the industrial world can only be had by keeping labor constantly employed at high wage, but without an equivalent production there will soon arise a condition wherein exports will be unknown and eventually the markets of the world be lost to us

by competition we cannot meet. Thus will industry suffer, reflecting its effect generally upon all endeavors and attacking the very foundations of present-day labor standards.

Unless the infallible law of supply and demand is made to work otherwise than is its accustomed wont, we will witness, just as soon as supply equals demand, a resort of ye olden time yardstick to measure the economic fabric of the future.

This might be otherwise if the human vision was universally broadened, but we all know, and only too well, that the vision of those now forced to broadness will quickly become divided and a rapid resort to the practice and wages of the period, when the major thought was every one for himself and the devil take the hindmost.

Unless strong precautionary measures are taken to safeguard present advantages more unrest and turmoil awaits industry than it has experienced in the past.

From many angles, high wage has its advantages, insofar that it enables the maintenance of a high standard of living and tends to a better citizenry, but in order for a continuance of such a condition many things are necessary, both governmental and social.

Firstly, American labor and industry must be protected by tariffs that will exclude any possibility of the dumping of foreign cheap labor products upon these shores; secondly, we must develop still greater efficiency of a very superior nature, that will increase the productivity of all our resources and industry, so as to be in a position to hold export supremacy.

Then again, seasonable occupation must be eliminated, for nothing will tend to unrest more readily than unemployment.

The worker having nothing else than his labor as his stock in trade, is entitled to a constant market for same. Therefore, it may become necessary to change existing methods of merchandising, so that purchases can be spread over a greater period and likewise deliveries of same, thus insuring longer periods of employment. If this is done it will automatically wipe out one of the greatest wastes prevalent in the clothing industry. The holding off of purchases in the hopes of buying below market values, is a factor that in the past has been largely instrumental in lowering the wage scale.

Another leading factor for chaotic conditions is unorganized management and over-production. There must be equal connection between distribution and production to keep a perfect balance, and without such a balance unrest of labor is unavoidable.

Industry is suffering sadly from a lack of scientific investigation, and where so investigated from the application of necessary methods, to take care of what has been unearthed by such investigations.



J. C. ATKINSON
Chairman Programme Committee

The universal waste of unemployed labor and capital as it stands to-day is to be deplored. In fact as much as you will of the professor of economics, the labor scientist and the ethical into present day conditions, and you will find the leopard spots have not been changed nor any solution of the vexatious problem found.

I am willing to concede that all these attempts to point out the glaring fact of the woeful condition our industry has been in, and this goes back to its very inception. What has been shown is of material value in the light that injustice of a crying nature has prevailed and that the only prevalent thought of the past was how could labor be exploited more so than yesterday.

Labor scientists point out that the possibility of avoiding unrest lies in welfare work and proper wage consideration coupled with a representation in management, and say when once the worker understands the relation between the cost of production and profits, that the employees will co-operate with their employers in phases of greater activity, which otherwise would not appeal to them.

Yes, indeed, they might co-operate in phases of activity, but what kind of activity? It appears to me that these scientists are theorizing entirely too much, and are neglectful of the one all-important dominating factor, the conscience of the human being and his ability to judge the right and wrong of conditions.

In dealing with the human mind we have facts confronting us and not idealistic theories. My contention is, and always will remain, that a long period of education is essential and must carry over a period for a generation before the mind can be thoroughly developed

to a realization of true industrial co-operative justice.

We note through the expression of opinion offered by employment managers at their recent convention that there is a great variety of suggestions to appease labor and create economic justice.

The very fact that there were such varied opinions upon such a momentous subject proves conclusively that it would be extremely difficult to find a sure cure for industrial ills that would apply equitably to all kinds of endeavors. Though the best brains of this new profession were concentrated at this convention no one could offer a satisfactory scheme that would apply, and I doubt if one will ever be developed under our present form of government and industrial procedure.

The magnitude of the solution of industrial unrest can be gleaned from the fact that the National Industrial Conference Board of Boston has offered a prize of \$1,000 for the best monograph on any of the following subjects:

1. A practicable plan of representation of workers in determining conditions of work and for prevention of industrial disputes.
2. The major causes of unemployment and how to minimize them.
3. How can efficiency of workers be so increased as to make high wage rates economically practicable?
4. Should the State interfere in the determination of wage rates?
5. Should rates of wages be definitely based on the cost of living?
6. How can present systems of wage payments be so perfected and supplemented as to be most conducive to individual efficiency and to the contentment of workers?
7. The closed union shop versus the open shop, and their social and economic value compared.
8. Should trades unions and employers' associations be made legally responsible?

Yes, and they could well afford to offer untold money for a monograph that would lead to something tangible, for we will then have passed over many of the boulders that now impede the road of mutual progress.

The era of the shorter working day has been on sufficiently long to be convincing of the fact that the laboring classes gain nothing by the shorter hour and higher wage scale, if he must compensate that advantage by an equal advance in all the commodities he uses.

The cost of unit production is increasing to such an alarming extent that it is now necessary for capital and labor to form a true partnership or we will face a condition of industrial chaos, the intensity of which will make the recent war look like a pygmy.

Continued on page 61

DID THE STRAW HAT SHORTAGE CATCH YOU?

The Greatest Straw Hat Selling Season Has Just Been Passed Through—Hats of All Kinds and Descriptions Gathered From Store-rooms in Attic or Cellar Bring Top Prices.

WHILE in conversation with a Toronto hatter not long ago, a **MEN'S WEAR REVIEW** representative was taken down into a cellar store room and shown enormous quantities of hats that had been left over from former selling seasons after the 98-cent sale had fizzled down to a frost, and had been shelved for the first fall showing of stiff and soft felt hats. A few days later our representative again had occasion to go in at the same store, and again was led by the hand down the back cellar stairs and shown the wonderful stock of straw hats that was, for the place was cleaned out, even to the old antiquated models of 1914 with the low crowns and wide bands of ribbon, and at prices that a few years ago would have bought a "gen-u-wine" Panama-put-it-in-your-pocket, fold-it-anyway straw hat that father used to like to tell the rest of the boys he'd paid twenty-five dollars for.

Cut Price Sale

One of the most notable features of the straw hat season this year is the unique lack of cut price sales that usually are staged for the last week in June. True, there is generally a falling off in sales this time of the year as the majority of men buy their hats the first two weeks in June, and some merchants put on sales to liven things up, and purchasers are induced to lay in a stock for next season or discard the slightly soiled hat that was held over from last season and is beginning to look seedy and get classed in the "has beens," or "used-to-was" category, with a class B rating for garden or home duties only. The wise merchant will be well advise to hold off such sales entirely this season, for there will be plenty of opportunities to sell two straw hats to almost every original purchaser, for they are a frail contraption, and once sat upon, are fit only to be taken as an upper protection on the odd jaunt into the woods or the holiday resort, where the dress shirt is a quantity equally unknown, and abhorred. Prices are not coming down, and in fact in most quarters are predicted going up from 25 to 35 per cent. higher next season, it would seem to be better business to sell them only at such prices that will show a regular profit that is ordinarily made on regular rather than deteriorates. Following is a note of warning, headed: "A Lesson in the Straw Hat Shortage," which appeared recently in the "American Hatter":

"The outstanding feature of this season's hat business is the overwhelming demand in May for straw hats and the failure of the supply to anywhere meet the volume required. Not in one section of the country, but everywhere, was the same story—pleasant weather, bright,

warm, sunshiny days, a universal impulse to throw off the felt hat and don a straw. It seemed that everybody in creation bought a straw hat, or rather tried to buy a straw hat—all within the period of one week, and as the aggregate hat retailing facilities of the entire nation are not sufficient to meet such a demand, quite naturally chaos ensued.

New York to California and Back

Weird tales are afloat in the gossip of the market—hats doubled and tripled in price at wholesale; jobbers buying at retail prices from other jobbers and selling to retailers at substantial advances; hats originally shipped from the factories in the East to California jobbers actually sold to retailers in New York and shipped back East; styles of years ago buried in cellars with the sign over the door, "Abandon hope all ye who enter here," dug out and actually sold for real money! There were only two essential requirements to consummate a sale—the article must be made of straw and must be formed in the shape of a hat—what the straw was or what the shape or trimmings might be, was immaterial, and even the price was of little concern, being limited only by the degree of nerve that the seller possessed.

A Market Bare of Hats

On June 7, so far as the American trade was concerned, there was not a straw hat in the world except the hats on the street and in the sadly-depleted stocks of the retailers. Such a clearance of stock early in the season or late, has never been known—the market is bare of straw hats, and manufacturers are unable to produce enough for the remainder of this season to meet the requirements.

"This in brief is the history of the straw hat season of 1919. Never during the career of the oldest men in the industry has the trade experienced a similar situation.

Labor Scarcity Caused Shortage

"The causes for the unprecedented conditions are clearly defined. On account of the labor stringency resulting from war conditions, manufacturers were unable to produce even 50 per cent. of their usual output—so much for the restricted supply; a combination of business prosperity, high wages and favorable weather early in the season created the active demand.

The true value in a study of the past is found in the lessons thereby taught for guidance in the future and for hat men a review of this season teaches clearly the wise course for next year.

In 1920 there will be another shortage of straw hats. This year there was some measure of relief in the surplus of stocks carried over by retailers and wholesalers. This surplus has now disappeared, and

for next year there will be available only the current year's production and while the labor situation is greatly relieved, it is nevertheless certain that there will not be a sufficient number of straw hat workers to bring the year's output anywhere near the normal mark.

Higher Prices and Short Stocks for 1920

For 1920 there must be substantial increases in straw hat prices, and it is quite likely, after the new lines are on the road, that prices will be advanced as the season progresses. There has been no attempt on the part of straw hat manufacturers to engage in profiteering—competition is too keen. As a natural result cost figuring and the establishment of prices is based on the closest possible margin and in consequence it is likely that with the unsettled conditions when the lines take the road, later developments will necessitate readjustment of prices to meet increased costs that are confidently expected to materialize.

It is impossible at this writing to give any definite idea of the amount of the probable advance in straw hat prices—manufacturers themselves do not know their new prices yet. Perhaps the increase will be \$3 a dozen—perhaps it will be still greater, possibly not so much.

One big item of advance is the price of labor, another big increase is in the cost of braids—as an example, one item which a year ago cost 85 cents apiece, is to-day quoted at \$2.35, and similar increases apply to the entire list in the braid market.

On account of the congestion caused at the factories by the enormous orders which will demand maximum production right to the end of the straw hat season, it is assured that all of the straw hat lines will be late in starting road trips, more especially as manufacturers will wish to wait in order to permit conditions to develop as far as possible before starting the season's business.

Panamas, etc., Also Scarce and High

In Panama and other woven body hats the situation is practically the same as in the straw braid industry. Just as braids have increased in cost, so bodies have had sharp advances in prices and the cost of labor has gone up to the same extent, so that there will assuredly be substantial advances in price for the coming season with a probability of a shortage of hats next year.

CHANGE AT CENTRAL AGENCY

Announcement is made of the resignation of Walter Wilson as joint manager of the Central Agency, Montreal. Mr. Wilson is succeeded by W. K. Knubley.

FASHION-CRAFT NEWS

Gathered from Members Attending Convention.

Mr. P. Bellanger, president of P. Bellanger, Ltd., operating Fashion-Craft shops in Toronto, was in Montreal for the International Designers' Convention.

L. A. Roy, proprietor shop Fashion-Craft, Quebec, attended the Designers' Convention whilst on his semi-annual buying trip to Montreal.

E. R. Fraser, Ottawa; E. E. Bell, Hamilton, having exclusive sales rights for Fashion-Craft in those cities visited Montreal during the Designers' Convention.

W. H. Todd, formerly Fashion-Craft agent at Medicine Hat, will open his new shop of Fashion Craft at London, Ont., on July 15. The building, which is 20 by 230 feet deep, will be used entirely by Mr. Todd to merchandise Fashion Craft Men's Clothes in conjunction with high class men's furnishings.

Mr. W. McKenzie, recently returned from overseas, has accepted the position of manager of the clothing department of W. H. Todd's new store, London, Ont. Mr. McKenzie, before joining up with the C.E.F., was acceptably known as manager of Belveau Peace shop Fashion Craft, Portage Avenue, Winnipeg.

New agencies at which Fashion Craft Clothes can be obtained have recently been opened at Portage La Prairie, Moosomin, Estevan, Weyburn, Souris, Neepawa, Borsevain, Minedosa, Wolsley, Nipinka, Carnduff, Broderick, Shoal Lake, Yorkton and Russell.

Mr. Rod Weir, sales manager Fashion Craft, manufacturers, Ltd., has recently returned from a three months' trip to the coast on his semi-annual visit to the firm's various agencies. He found conditions exceptionally good as regards dress of high prices, customers buying freely.

RETAIL TRADE IN OTTAWA SATISFACTORY

Although the unseasonable nature of the Winter made business in some respects difficult, the trade in Ottawa does not appear to be worrying very much about the situation.

"Our business ought to be better than last year," said Mr. W. McGiffin, of Charles Ogilvy, Limited, "because we are about twice the size we were then. Situated where we are here, we are about on the border of the shopping district for the English-speaking custom, and three-fourths of our trade is from that source.

"We find conditions about as good as in other years. About 90 per cent. of our trade is cash. We do not find much trouble in getting stock, with the exception of linens, which have been hard all along."

There has been some talk of the United States woollen manufacturers attempting to dump their overstocks on the Canadian market at a much lower price than prevails in the United States. "We have not seen much evidence of this as yet," said Mr. McGiffin. "Occasionally an American firm will show woollens of very good value, though. We have recently been able to buy serge at an appreciably lower price from some Canadian wholesalers, but I could not say whether it came from the United States or Great Britain."

NEW SALESMEN

Mr. A. J. Robertson, recently manager of the Torcan Fancy Goods Company; Mr. F. J. Venator, late of the C. E. F., and before that of the Torcan Fancy Goods Company; Mr. H. Mansell, formerly manager for Canada of Lazarus & Rosenfeldt; and Mr. Robt. Brownlee,

formerly of Palmer's, Limited, Montreal, are new representatives of the A. C. Gilbert-Menzies Company. Mr. Robertson will be sales manager for Ontario, assisted by Mr. Venator, Mr. Mansell for the West, and Mr. Brownlee for the Maritime territory.

A REVIEW OF SOCIAL ECONOMICS

Continued from page 59

All present-day plans to offset industrial unrest will, I fear, never have the effect of bringing about continual peace; some formula must be created that will convince labor that capital will share equitably and distribute the wealth it produces from its toil and only this, it appears to me, will establish the proper confidence and safeguards and will bring to labor a realization that production is his problem and he will profit or suffer to the extent this problem is handled by him.

The recent move among the clothing manufacturers looks much like an attempt to clean house from without in place of within; and, especially is this so wherein the prevailing mode of procedure is a resort to the contract basis of manufacture.

The outside contractor has in the past, and will in the future, be a prime stumbling block between the introducing of efficient management. Nothing can ever be accomplished in times of tranquility until the manufacturer assumes full and complete responsibility and places himself in position to not only be in constant personal contact with his workers, but, likewise to give personal attention to all that goes with it, and this can never be done through the contract method.

All thought to-day seems concentrated upon the one issue, labor, and, while admitting it is a gigantic one, its necessities could be more easily appeased if the individual waste of time and material were eliminated from our industry. I unhesitatingly say that there is sufficient of this in the procedure of clothing manufacturers to not alone pay labor a still higher wage than now prevails, but, in addition thereto, declare dividends then that would amount to a very handsome percentage of their yearly earnings.

It is very apparent that many conventions of the past ten years have been instructive, to wit, that our industry was woefully lacking in management as to have caused continual chaotic conditions.

All of the cases thus far decided by Chairman Bell were of such a trivial nature as to be almost ridiculous. However, I am willing to admit that with unrest at fever heat very little is required to start a conflagration from a smoldering spark.

Present conditions plainly show the inefficient manner in which our manufacturing has been conducted and it likewise vividly portrays the weakness of the man responsible for same.

That it should have been necessary to call in the impracticable ethical element to inject proper thought into procedure is to be deplored, and for the only reason due to the lack of technical knowledge, adjustments to all situations cannot be arrived at as satisfactorily as if this matter were left to the material, practical humanitarian head.

Alas it is also true that of this element there is a crying scarcity. Here again comes forth my warning of 10 years ago, and that was that the most serious situation of that day and the days to come was the total absence of proper training for men who were to be responsible for the management of the future.

Time and time again have I appealed that immediate steps should be taken for developing not alone efficient labor but likewise men who could handle our problems.

The records of this association will show that upon the early sessions of same I constantly laid stress and dwelt at length in my addresses to you of the importance of training. I even went so far as to say that if part of the money devoted to the injudicious advertising resorted to by our manufacturers were diverted to the establishment of schools for training our workers the benefits that would be derived would prove greater than this monster display of printer's ink.

I have likewise strongly advocated in the days gone by that a certain percentage of the profits or direct expense should be figured for training purposes. Had these suggestions been adopted at that time there would have been little need now for the extravagant procedure that has to be gone through nowadays to settle the simplest disputes.



The definite aim

and fixed purpose of the maker of *good* clothes, is to establish a bond of confidence between not only retailer and producer but retailer and consumer as well. Upon this principle has been reared the uniformly high standard of

Bengard Clothes

the quality of which is never questioned.

FALL AND WINTER STYLES ARE READY

B Gardner & Company
Montreal

Bengard



Clothes

TRADE MARK REG'D

It Hurts to Lose Sales

The
**"GOVERNOR"
 FASTENER**

For Boys' Knee Pants

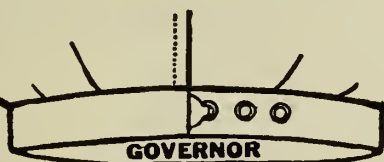
Will show you the road to more profits.

The strongest of assurance a merchant can have of prosperity in the future is a reputation in his community for always having satisfied his patrons.

Stop losing money—investigate the Governor Fastener and you will in future sell only Boy's Suits equipped with this fastener. We will gladly quote you prices.

**The Governor Fastener
 Co., of Canada, Limited**

46 St. Alexander Street, MONTREAL



WE thank you for unprecedented favors extended to our representatives East and West in trip just ending.

Your orders are having careful attention.

We are now preparing to start out in August with novelties for Christmas and **Complete Ranges for Spring, 1920.**

Tress' Hats, Caps and Tress' Straws. **Young & Rochester's** Shirts and Neckwear, Flannel Trousers, Vests, etc.

"**Aquascutum**" Coats in Tweeds and Homespun. Lockerbie & Company.

Glanfield's Motor Clothing, Sport and Rain Coats.

R. W. Myhill's Hosiery.

John Skelton's Sweater Coats.

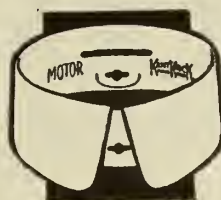
Wreyford & Co.

Toronto

Wholesale Men's Furnishings and Manfr's Agents

KANTKRACK
TRADE MARK REGISTERED

COLLARS



12 to 18½



12 to 18½

—make money for you
 —save money for your
 customers

One **KANTKRACK** Collar will outwear eight ordinary linen collars—a fact worth emphasizing to every man in these day of soaring prices.

And besides the **KANTKRACK** Cleanable, Non-Wilting Collar is fully equal in appearance to the easily soiled linen collar. And it never costs a nickel for laundering.

Stock and suggest **KANTKRACK** Composition Collars. Every man needs one!



13 to 18



12 to 19

The
**Parsons & Parsons Canadian
 Company**

HAMILTON

CANADA

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

It stands the wear
where the wear is hardest

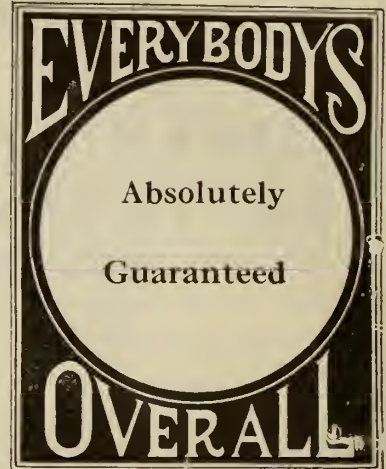
EVERYBODYS OVERALL

is a sound and serviceable working garment that is built upon proven principles of long wear and all-round dependability.

At those points where ordinary overalls "give way" first Everybodys is reinforced and will stand up under the most trying conditions.

We possess every up-to-date manufacturing facility in our present premises and can assure our patrons prompt deliveries.

Give Everybodys overalls a trial.
The line that sells.



EVERYBODYS OVERALL COMPANY

London,

Canada

Manufacturers of:

Ladies', Gent's
and Children's
Umbrellas.

Carriage and
Canes.

Ladies' Pure Silk
in Black, Blue,
Purple and
Green.



Sample Rooms:

A. R. McFarlane,
506 Mercantile Bldg.,
Vancouver, B.C.

Geo. G. Smith,
403 Canada Bldg.,
Donald St.,
Winnipeg, Man.

L. Goudreault,
212 John Street,
Quebec.

Jones-Cairns Limited,
85½ Prince William
Street,
St. John, N.B.

John Gordon & Son,
316 St. James St.,
Montreal, P.Q.

THE ECLIPSE UMBRELLA CO., LIMITED

127 ST. GEORGE STREET

MONTREAL, P.Q.

FASHION-CRAFT



Quality Clothes

Made to meet the growing demand for men's clothes of reliability and positive good style.

The object of the makers is not how cheap, but how good.

Sold at 250 points throughout Canada ready for service and made to measure.

Agencies open where not already represented.

FASHION CRAFT MANUFACTURERS
LIMITED
MONTREAL

Success
REGD
 MADE IN CANADA.



A Success on land and sea. A recent addition to the "Success" range. A new and popular shape.

"Beatty" is the right thing for the hot weather, a low, cool and comfortable collar that will lead to satisfaction.

Sold in half-inch sizes from 13 to 17, by the leading wholesale trade throughout the country.



The "Beatty"

The Canadian Converters Co. Limited
Montreal



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

'Tis the Quality behind the Name that Counts

Its good business

to carry a line of clothing which starts at a price where values begin; and finishes where the frills make it impossible to give value.

*New Era - Quality Clothes
 is that Line*

Manufactured by

THE FREEDMAN COMPANY

41 Mayor St.

Montreal

The Proof of the Overall is in the Wearing

The merchandising of good honest reliable goods is a real pleasure to any dealer, and the only way to build a permanent business.

Upon this policy GOODHUES STAR BRAND OVERALLS have attained a reputation second to none in the manufacture of honest merchandise.

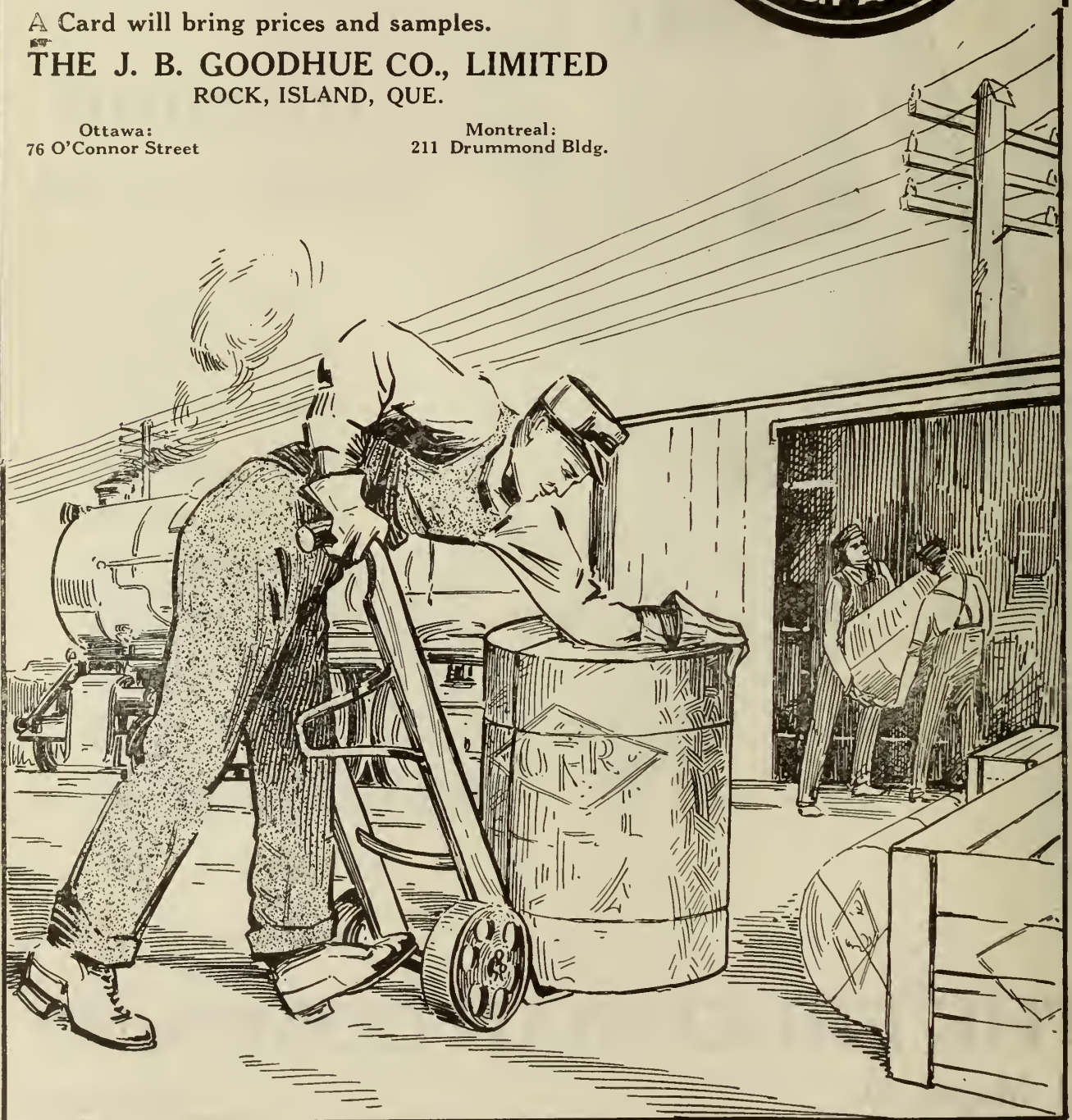
Think of this when selling your customers GOODHUE'S STAR BRAND OVERALLS; 25 years' experience back of every pair. A guarantee of satisfaction or new pair free. Honest merchandise at an honest price.

A Card will bring prices and samples.

THE J. B. GOODHUE CO., LIMITED
ROCK, ISLAND, QUE.

Ottawa:
76 O'Connor Street

Montreal:
211 Drummond Bldg.



DELPARK



PRODUCTIONS

Our Travellers will be Showing for
Fall and Spring Early in July



UNDERWEAR
PYJAMAS
NECKWEAR
SOFT COLLARS
NIGHTSHIRTS
QUICKLOCK DRESS TIES,
Etc.

Produced in Canada simultaneously with our American factories and in exactly same Style, Quality, etc.

The only lines made in Canada bearing the above important trademark so popular with hundreds of Canadian customers.

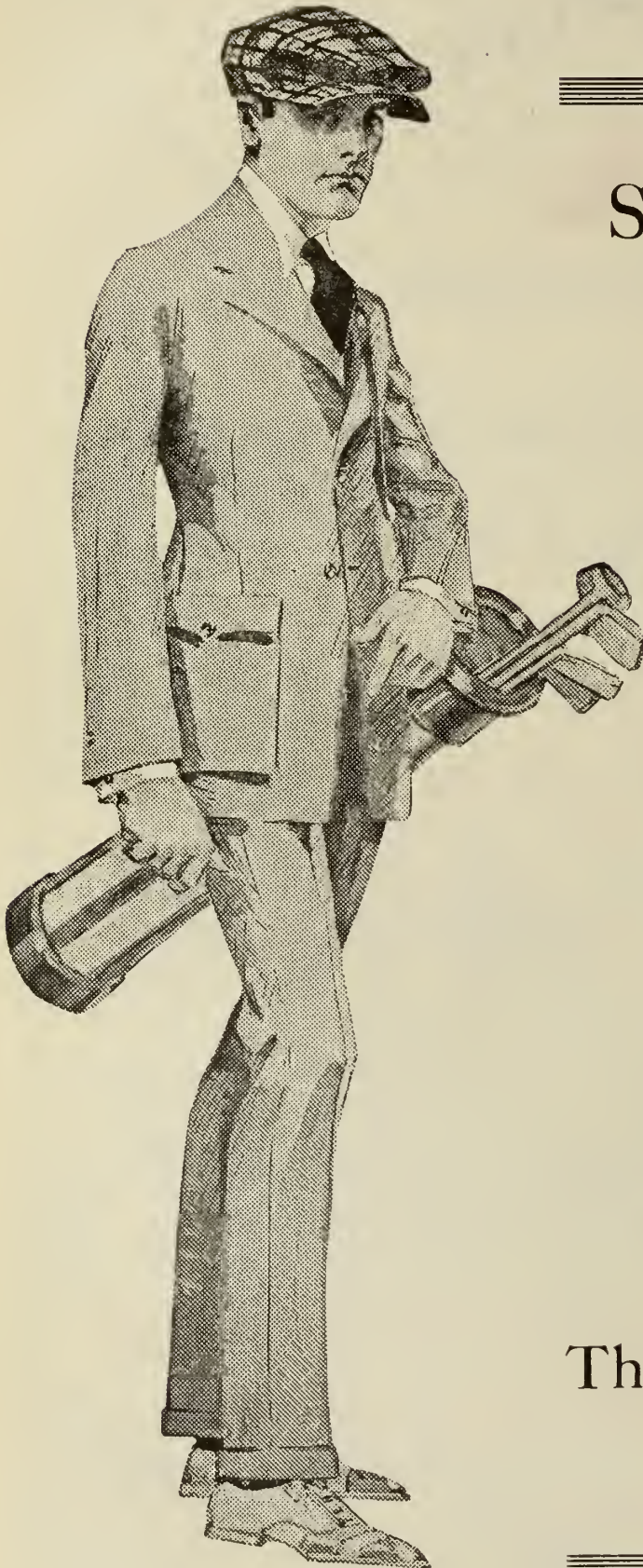
Let us know your requirements for prompt and satisfactory fulfillment.

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



Summer Weight Clothes

for every man

They're *Miller-made*—you know the kind—carefully designed, correctly cut, well tailored togs that will make the hottest Summer day comfortable to a degree.

We can make immediate deliveries on these timely offerings but, to avoid disappointment, we suggest placing orders promptly.

Samples will be sent you on receipt of request.

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.



The Day of Good Clothing

Campbell's Clothing

This is the day of good clothing. The public who must pay more demand more service. Good clothing to-day costs little or no more than poor clothing.

We have never made anything but good clothing and many merchants are appreciating this fact.

THE CAMPBELL MANUFACTURING COMPANY

MONTREAL

1202 ST. LAWRENCE BOULEVARD

Better Business

WITH peace a settled fact, now is the time to advertise and re-identify your firm and products with prospective customers. It is the consensus of opinion that an era of unprecedented prosperity is ahead. Get your share of this business. Write or telephone us for rates.

MEN'S WEAR REVIEW

143-153 University Ave.
Toronto



Hot Weather Everything Off But Pants

Specializing on this line we can give you better styles, better workmanship, better values than can the ordinary Clothing

Manufacturer. Make us prove it.

Complete Fall range, including many new patterns, shortly in the hands of our salesmen.

Also a complete range of Boys' and Young Men's Clothing, at popular prices.

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

LARGEST CANADIAN DEALER
WASTE PAPER
E. PULLAN TORONTO

CASH FOR OLD HATS

Fur Stiff Hats—Black or Coloured

DUBRULE MFG. COMPANY

164 McGill St., Montreal

CONDENSED ADVERTISEMENTS

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

SALESMEN FOR MEN'S TROUSERS—RELIABLE SALESMEN TO carry high class line of men's trousers and boys' bloomers, on commission. Must have good connection with clothing and men's furnishing stores. Territory Western Provinces, British Columbia, also Quebec Provinces. Will only consider men who are well recommended. Apply "Furnishings," Box 1934, Montreal.

INDEX TO ADVERTISERS

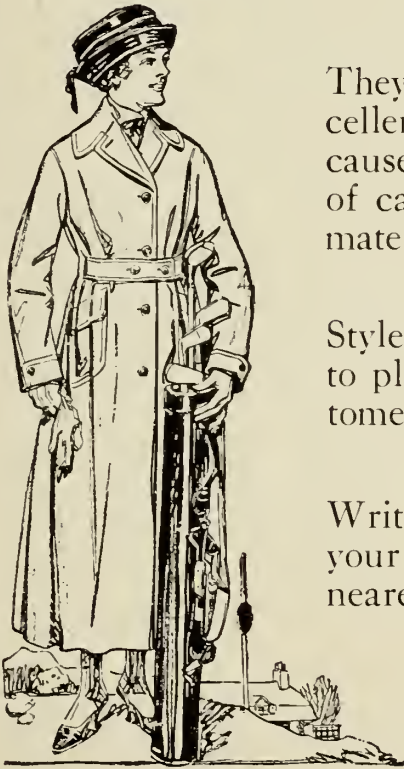
A		J	
Alshuler Mfg. Co., Chas.	19	Jackson Mfg. Co., Ltd.	30
American Pad & Textile Co.	15	K	
Arlington Co. of Canada, Ltd.	15	Kitchen Overall & Shirt Co.	Front Cover
Atlantic Underwear, Ltd.	12	King Neckwear & Suspender Co.	617
B		Kitchener Suspender Co.	26
Blue & Co., Walter	5	M	
Brettle & Co., Ltd., Geo.	4	Maritime Cap Ltd.	9
C		Miller Mfg. Co.	70
Campbell Clothing Co.	71	Milne, William	25
Canadian Consolidated Rubber Co., Ltd.	Inside back cover	N	
Canadian Converters Co.	66	National Cash Register Co. of Canada, Ltd.	11
Carhartt Hamilton Cotton Mills Ltd.	30	P	
Caulfeild, Burns & Gibson, Ltd.	22	Palter Bros.	20
Charles, Geo. H.	20	Parsons & Parsons Canadian Co.	63
Clarke & Co., A. R.	8	Peabody Sales Corp.	Inside front cover
Clatworthy & Son Co.	23	Perrin Freres & Cie	15
Craftana Co.	20	Provencher, Geo.	18
Cunningham & Co., V. L.	3	Pullan, E.	72
D		R	
Dale Wax Figure Co., Ltd.	10	Racine, Alphonse, Ltd.	14
Davis Bros.	10	Roberts Clothing Co.	18
Deacon Shirt Co.	26	Robinson, C. E.	28
Delfosse & Co.	20	Rubin & Co., S.	21
Dominion Clothing	30	S	
Dubrulle Mfg. Co.	72	Schwartz & Jaffee, Inc.	29
E		Scottish Rubber Co.	26
Eastern Pants Mfg. Co.	72	Small, E. A.	17
Eclipse Umbrella Co.	64	Society Brand Clothes	1
Everybody's Overall Co.	64	Standfields, Ltd.	34
F		T	
Faire Bros. & Co., Ltd.	2	Tooke Bros., Ltd.	Back Cover
Fashion Craft Co.	65	Turnbull & Co., C.	23
Freedman & Co.	67	V	
G		Van Allen Co., Ltd.	69
Gardner & Co., B.	32	W	
Goodhue & Co., J. B.	68	Walker Bin Store & Fixture Co., Ltd.	18
Governor Fastener Co.	63	Williams, Greene & Rome Co., Ltd.	32
Grant-Holden-Graham, Ltd.	13	Wolfe & Co., Harry	31
H		Wreyford & Co.	63
Hachborn & Co., E. C.	24	Y	
Hanson, George E.	10	York Clothing Co.	2
Haugh Mfg. Co., J. A.	22	Z	
Hercules Garment Company	28	Zimmerman Mfg. Co., Ltd.	27
Hoffman, Ducoffe & Co.	20		



DOMINION RAYNSTERS

"Made-in-Canada" Raincoats

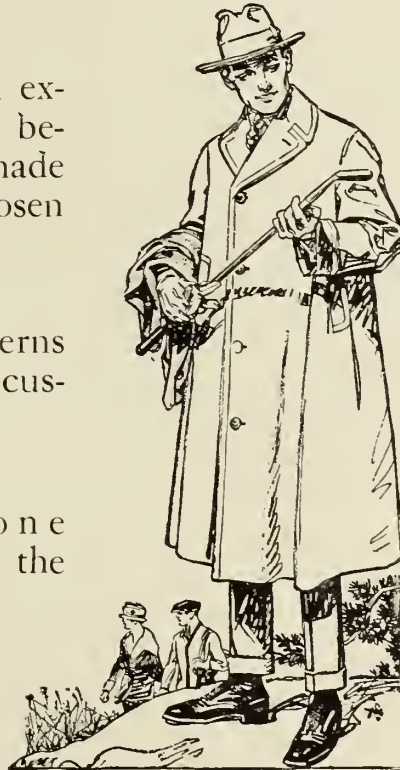
*The Raincoats that are equally satisfactory
to you and to your customers*



They give such excellent service because they are made of carefully chosen materials.

Styles and patterns to please every customer.

Write or phone your order to the nearest branch.



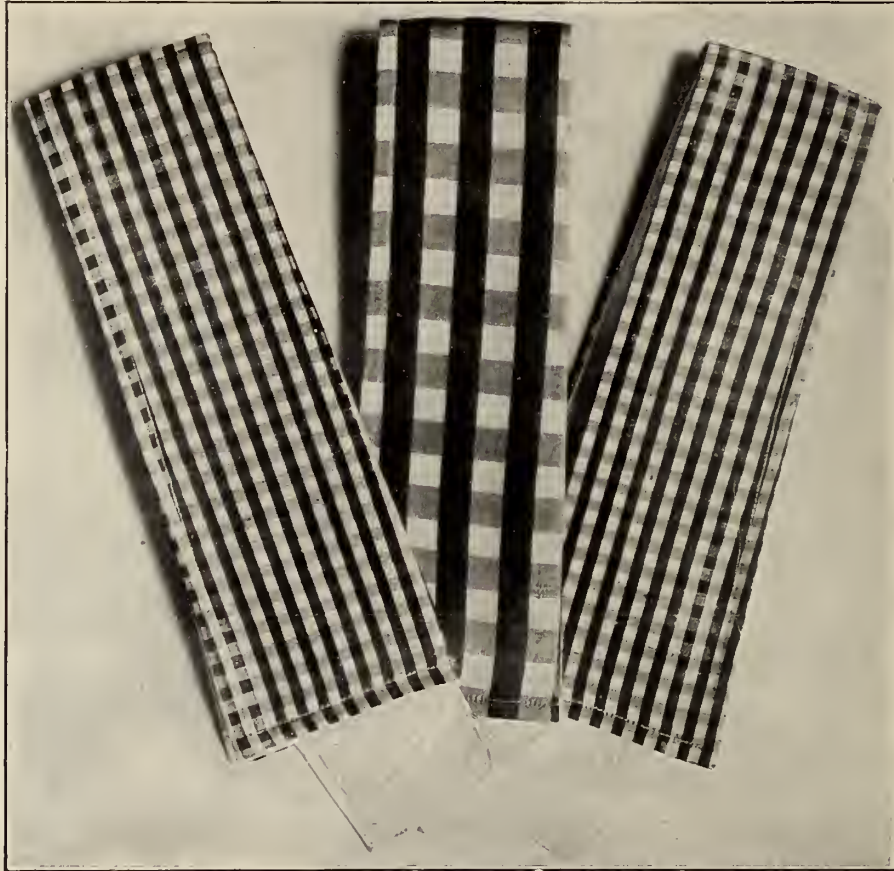
Dominion Rubber System Service Branches

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

The Latest Soft Collar Novelty

We Always Have Them First



These Shepherd's Plaid in the finest Taffeta Silk are the new soft collars which will be ready for delivery July 10th to 15th.

The first one in Blue and White, is "Broker"; large check in center in Black and White, is "Ticker," and the last one, in Black and White, is "Banker." All of these, as their names denote, should be money-makers for you.

The price is \$4.00 per dozen.

TOOKE BROS. LIMITED

MAKERS

Montreal Toronto

Winnipeg Vancouver

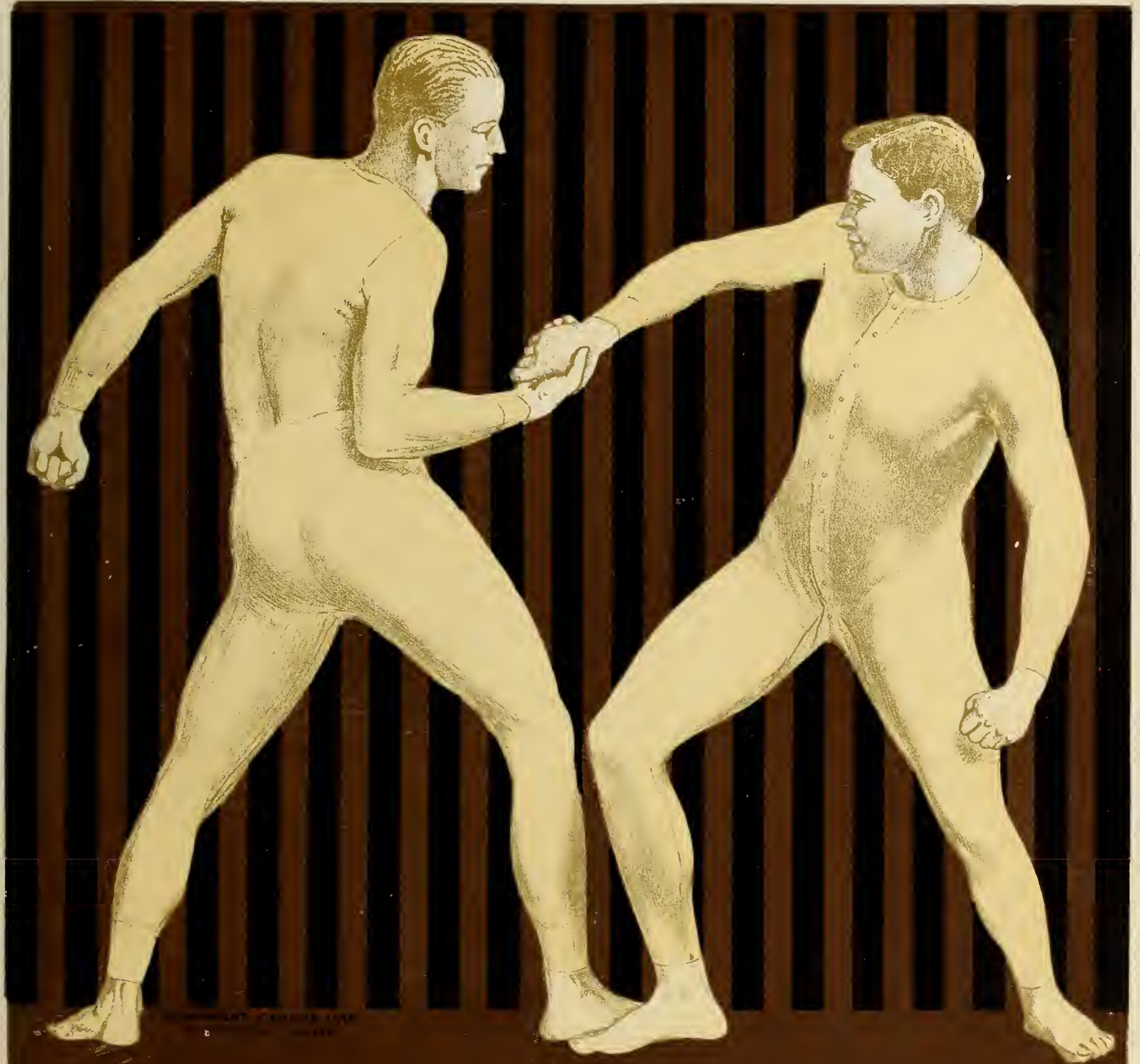
MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX.

PUBLICATION OFFICE: TORONTO, AUGUST, 1919

No. 8.



STANFIELD'S
Unshrinkable
UNDERWEAR

“Stands
Strenuous
Wear”

*Our Boys' Clothing
Is styled to please the Mothers
and render the youngsters
the fullest measure of service*

*The Young Men's Clothing
expresses in every line
the spirit of the
New World*

Schwartz & Jaffee, Inc.

JUVENILE,
BOYS' AND
YOUNG MEN'S
CLOTHING.

**BROADWAY
AT 19TH STREET
NEW YORK**

YOUNG MEN'S
CLOTHING:
CHAS. D. JAFFEE
DEPARTMENT

MILNE'S NECKWEAR NEWS

BIG VALUES

AUGUST, 1919

RIGHT PRICES



MILNE'S FALL NECKWEAR

Quality is the dominant note of this new Milne assortment—quality materials, tasty and original colorings and prices that are uncommonly attractive.

Immediate ordering will guarantee you prompt satisfactory deliveries.

*Our Advice is
Buy Now*

WILLIAM MILNE

The Newest in Neckwear

50 York Street

Toronto

DUPONT CANADIAN INDUSTRIES



What Is the Outlook for Fall and Winter Trade?

So far as Challenge Cleanable Collars are concerned
—Good!

There are undoubtedly more users of Challenge
Collars than ever this Fall.

Reasons? A white collar that never goes to the
laundry is both satisfactory and economical. A collar
that does not fray and give out after a couple of
weeks, is a hit with the young fellows. The shapes, sizes and styles of Challenge
Collars meet the present demand of men—old and young—who give care to their
dress.

And Challenge Collars are constantly and persistently advertised to the public.
This publicity is bound to act as a stimulant to your Fall and Winter trade.

*Are you stocked up on Challenge Collars to get your
share of business? Let us send you our Collar Stand,
store cards and advertising features that help sales.*

The Arlington Co. of Canada
Limited

63 Bay Street : Toronto, Ont.

DUPONT

TAPATCO
REGISTERED TRADE MARK
BRAND

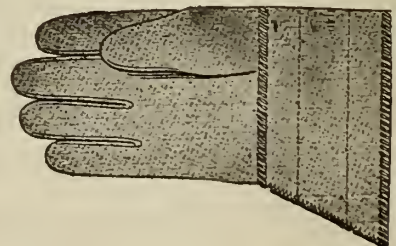
WORKING GLOVES
FOR THE HARVEST TRADE



Now is the time to
lay in an ample
stock of good, ser-
viceable work
gloves for the com-
ing harvest trade.
Stock a line that
you can honestly
recommend as real
value for the
money.

TAPATCO GLOVES have stood the test under the most
severe conditions.

And there's variety enough to meet the requirements of
every man. Made in Gauntlet, Knit Wrist and Band Top
styles (heavy, medium and light), Leather Tip and Lea-
ther Faced Gloves, Jersey Gloves and Mitts in Tan, Slate
and Oxford.



The American Pad & Textile Co.
CHATHAM, ONT.

Peck's



**Better Looking and
Better Selling Caps
and Shirts**



Quality is put into every one of Peck's Shirts, and Caps plain enough for every man to see. It's the quality too that appeals to a man's sense of values and to his pocket-book.

Peck's Shirts offer him a classy assortment of Fabrics and Colorings at prices that are certainly a proof of Peck's values.

And *Peck's Caps* embody the timeliest ideas in the widest variety of Fabrics and Patterns.

John W. Peck & Co., Limited

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

MONTREAL

WINNIPEG

VANCOUVER



Something New in CAPS

An **all-wool Jersey cloth**, the kind of material that clings close and gives that neat appearance, and is very light in weight. An ideal cap for Fall and Winter.

Made in one piece or 8 quarter top with or without band, in grey, brown, green, blue and hatter's mixture.

Our price, \$22.50 per doz.

This cap will bring you business and make satisfied customers.

Always look at our samples. It will pay you.

PALTER BROTHERS

Manufacturers of Hats, Caps and Uniform Caps

122-128 WELLINGTON STREET WEST, TORONTO

*The
New Way System*

OF UNIT FIXTURES

Two hundred different units, scientifically designed to display and store every item of merchandise handled by

**CLOTHING,
DRY GOODS,
GENTS' FURNISHING,
DEPARTMENT STORES.**

Catalogue and particulars on request.

Jones Bros. & Co. Limited
Store Fitters

Eastern Branch: 71 Bleury Street, Montreal, P.Q.
Head Office: 29-31 Adelaide St. West, Toronto, Ont.
Western Branch: 437 Main Street, Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company



LION BRAND BLOOMERS

Have a good stock on hand for the school opening days.

Lion Brand Bloomers have won their place in the regard of the little fellows and their elders through their neat appearance and consistent good qualities.

Send along your order for a stock of Lion Brand and secure a bigger portion of the profitable juvenile trade.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Hensall



See that this brand is on your Fall Stocks of Working Shirts

Then you can honestly recommend them because the Arm and Hammer Trade Mark is a dependable guarantee of good workmanship and good wear.

Every shirt in this new assortment is well made, roomy and will please the wearer from every point of view.

We can give you good deliveries. Send along your order as soon as possible.

**The J. A. Haugh
Manufacturing Co., Ltd.**
TORONTO, CANADA

Live News!



THE Cream of New York and Rochester Styles in First Long Pants Suits.

And wearing qualities in keeping with their slick appearance.

A combination of Good Looks and Good Value that will boom your store with the youth of your town.

Our men are now showing this range. A penny post card will put you on the list for an early call.

YORK CLOTHING CO.
35 Church Street
TORONTO



**Let
It Pour!**

The
FIT WELL WATERPROOF
Resists It

The man inside a Fit-Well Waterproof is proof against the heaviest downpour that a Fall day can produce.

Add to that security the dressy appearance of every Fit-Well Waterproof and you will readily see their big selling possibilities.

A stock of Fit-Wells will equip you for the Fall raincoat trade. Arrange now to see samples and so have your order placed in good time for early delivery.

S. RUBIN and COMPANY

*Mfrs. of the
Fit Well Waterproofs*

437 ST. PAUL ST., W. MONTREAL

**LARGE STOCK FOR
IMMEDIATE DELIVERY**

*Mail Orders Receive Special
Attention.*

ADMIRAL

NATURAL WOOL Underwear

A big seller---and gaining in popularity every year.

The genuine attractive natural wool color, texture and serviceability.

Made in two-piece garments. Also in perfect form-fitting combinations.

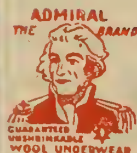
"Admiral" and "Commodore" brands for Men and Boys.

"Primrose" and "Priscilla" brands for Women and Girls.

Selling Agent to the Wholesale Trade

C. O. Paton

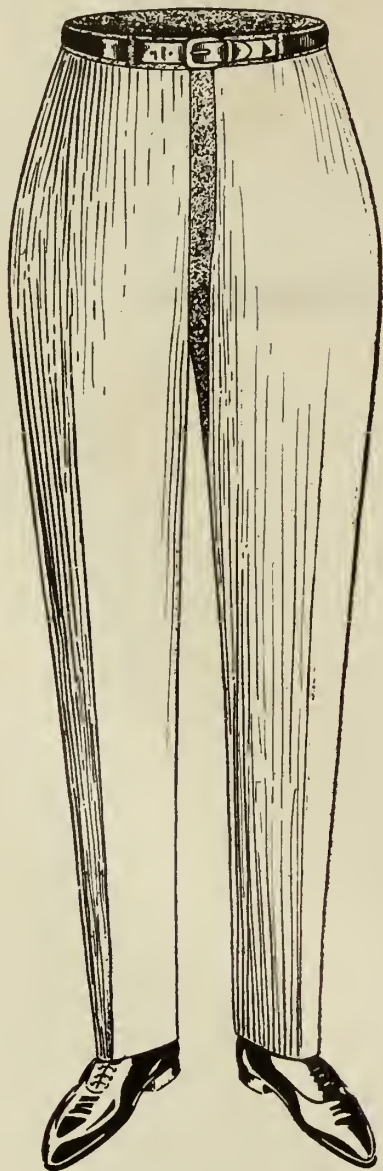
23 Foy Bldg. Toronto



Roberts Clothing Co.

"MADEWELL BRAND"

Wholesale Clothing Manufacturers
TORONTO



For some considerable time to come, whilst the price of good clothes is so extremely high, owing to abnormal conditions that cannot be avoided, there is likely to be a heavy demand for odd pants to match up that Spring suit, and should the storekeeper stock up with the "Made Well Brand" there is no need to turn away a customer. We are specializing in this direction and our prices are right. Write us for samples sent prepaid, or we will have one of our 12 representatives call on you. Let your customers go away satisfied with a "Made Well" pant; they will come again. Satisfied customers are the best medium of publicity. Popular priced pants that ensure a good profit always in stock.

Wreyford & Co.

Toronto

WHOLESALE MEN'S FURNISHERS
MANUFACTURERS' AGENTS. . .

The raising of the Blockade has vastly increased the demand on all manufacturers. We are getting deliveries of our early buying, but must ask indulgence of our customers if some lines are a little late.

We are starting out with new lines for Christmas and complete ranges for Spring, 1920, at end of August, and to render the West better service, we are arranging for

OFFICE AND SHOWROOMS AT WINNIPEG

which will be in charge of our
Mr. J. C. Wreyford

We are Dominion agents for—

Young & Rochester Shirts, Neckwear, Flannel Trousers.

Tress & Co.'s High Class Hats, Caps, Straws.

R. W. Myhill—Leicester Hosiery.

Aquascutum—English Ulsters, Rain-proof Coats for Sports, etc.

John Skelton & Co.—Coat Sweaters, Mufflers, etc.

Glanfield & Co.—Motor Clothing.

Wreyford & Co.

Toronto, Canada



Needed By
Every Harvest
Worker—

“A. R. C.”
BRAND
WORK SHIRTS AND
LEATHER WORKING GLOVES

You need a stock of work shirts and gloves for Fall selling. By letting us take care of your requirements in this direction you save money.

We offer you very attractive prices, made possible by reason of the fact that **we tan our own leather.** That makes a big saving and you get the benefit.

A.R.C. Brand goods are well made, well advertised and easily sold. Try them—Working Shirts, Working Gloves, Mitts, Moccasins, Sheep-lined and Mackinaw Clothing.

A. R. Clark & Co., Limited
TORONTO





A large colored announcement telling more about our Spring, 1920, Range, will appear in the next issue.

*Announcing the New Range
For Spring, 1920*

MONARCH-KNIT

COMPRISING a most extensive assortment of smart, new styles in Pullovers and Sweater Coats in both silk and wool. All the newest shades and popular color combinations are represented.

Also Monarch-Knit Hosiery—the well-advertised quality line for Men, Women and Children, in silk, mercerized and cotton. Many attractive new numbers for spring.

Travellers will be out with samples early in August. Watch for the Monarch-Knit Salesman.

MONARCH KNITTING CO.
LIMITED

Head Office - - - - - Dunnville, Ont.

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



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

New Era
Quality Clothes

This is not a drawing, but an actual photograph of one of our many Boys' Models.

Our line also comprises Juniors, High School Suits, Men's and Young Men's Models.

Our travellers will be out October First---wait for them.

THE FREEDMAN COMPANY

41 MAYOR ST.

::

MONTREAL

HOSIERY and UNDERWEAR

that *does* satisfy on all points,---

COMFORT, QUALITY, VALUE

IN "OBERON" Hosiery and "BELNIT" Underwear these qualities are embodied to perfection.

Because they are so thoroughly dependable, these brands are trusted the world over; they have earned for the name of "BRETTLER" a front rank position in the Hosiery and Underwear trade.

Our Mr. Marshall is now showing complete ranges in the Winter weights which all our friends who are interested in these lines should make a point of inspecting.

Mr. Marshall is also showing full sample selections of goods indicated below. All the lines are in popular demand, of distinctive character, high quality and excellent value.

All orders entrusted with Mr. Marshall will receive prompt and careful attention, and be dealt with in a manner that will earn your full approval and continued custom.

"OBERON" SPECIALTIES

Hosiery, Underwear, Rain Coats, Shirts, Pyjamas, Dressing Gowns, Bath Robes, Collars, Neckwear, Men's Caps, Braces, Towels, etc., etc.

Men's Cashmere Half Hose.

In Black and 21 different colors. All Wool. Heavy weight. Price, \$9.65. Owing to the scarcity of good wool half hose, customers are advised to place their orders immediately.

Silk Half Hose.

Black Ingrain Spun Silk, Embroidered Silk Clox, \$1.75, \$1.80, \$1.85, \$1.90 per pair. Pure Silk Half Hose, hand made. Woven Clox. \$4, \$4.25, \$4.45, \$4.70 per pair. These two numbers can only be obtained from Geo. Brettle & Co., Ltd., who are the actual manufacturers.

Men's Artificial Silk Scarves in a variety of patterns, including Black and White Stripe effects. Self Colors, etc., \$4.90 each.

Men's Knitted Silk Ties.

Derby Shape in Self Colors, Heather Mixtures, Black, for immediate delivery. Prices, \$6, \$7.40, \$7.65, \$10.95, \$14.80 dozen.

Handkerchiefs.

Silk Handkerchiefs for Men in a variety of Patterns and Colors. \$9.85, \$11.80, \$12.80, \$15.75, \$16.75, \$17.70, \$18.70 per dozen.

Dressing Gowns.

Fancy Silk Dressing Gowns in quaint designs. "Brettle's" make. \$15, \$16, \$17.50, \$18, \$20.

Silk Underwear.

Underwear in Novia Silk manufactured by Geo. Brettle & Co., Ltd., from \$15 up to \$50 per garment.

Men's Chamousette Gloves.

These Gloves are manufactured at our factory at Belper, Derbyshire, England, and without doubt are the finest value in Gloves ever offered. Made in the following shades: Natural, Chamouise, Mole, White, Beaver, Grey. All sizes. Domes or Buttons. Plain or Black points. Bolton Thumbs and Sewn with Silk throughout. Prices, \$12.50, \$13.25 dozen.

Canadian Representative:

MR. HUGH D. MARSHALL, 306 Stair Building (corner Bay and Adelaide Streets), Toronto
Main 3354



"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.

Be sure to visit our exhibit at the Canadian National Exhibition, Toronto, Aug. 23rd to Sept. 6th. We are making a wonderful display of the highest class men's furnishings. Our latest price list is now ready, write to our Toronto office if you have not received a copy.



National Cash Registers are used in the largest and the smallest stores in Canada

THE way Canadian retail merchants have turned to labor-saving machinery during the past two years is very significant.

The movement began when the war's great dragnet started taking the young men and women "over there."

Retail merchants, forced to adopt labor-saving machinery, were quick to

see the advantages of National Cash Register speed, accuracy, protection, and economy.

Month by month, and town by town, National Cash Registers have earned their way into the daily business life of Canada.

Every city and hamlet is using them—and calling for more.

A store system that helps these stores will also help yours

The National Cash Register Company of Canada, Limited
 Factory: Toronto, Ontario

Branch Offices:

CALGARY.....74 Second Street, W.
 EDMONTON.....5 McLeod Bldg.
 HALIFAX.....63 Granville Street
 HAMILTON.....14 Main Street, E.
 LONDON.....350 Dundas Street
 MONTREAL.....122 St. Catherine St. W.
 OTTAWA.....306 Bank Street

QUEBEC.....133 St. Paul Street
 REGINA.....1820 Cornwall Street
 SASKATOON.....265 Third Avenue, S.
 ST. JOHN.....50 St. Germain Street
 TORONTO.....40 Adelaide Street
 VANCOUVER.....524 Pender Street, W.
 WINNIPEG.....213 McDermot Avenue

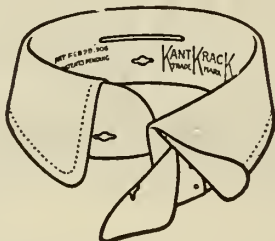
KANT KRACK
TRADE MARK REGISTERED

COMPOSITION COLLARS

Where's the Wear ?

The Points in a Composition Collar that are subject to the hardest wear are all reinforced in **KANT KRACK** Collars by exclusive patented features. These are responsible for the double-wearing qualities of this line, and cannot be used on any other make of collar.

Better value through longer service makes this line the favorite with the buying public, and consequently the most profitable for the retailer to handle. Made in Canada, and sold direct to the trade at one price to all.



Remember these specifications:

- The Flexible Tab
- The Long Back Slit
- Reinforced Back Buttonhole.
- Greater Flexibility
- Superior Finish

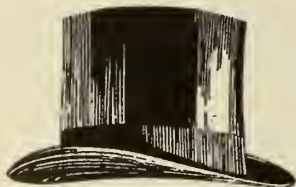
One Grade Only—and That the Best.

THE PARSONS & PARSONS CANADIAN CO.

Established in U.S.A. 1879

HAMILTON, Canada

Established in Canada 1907



**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.



Prices Moderate

GEO. PROVENCHER

166b. St. Elizabeth Street

MONTREAL

Established 1894



**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

Model Form
No. 2014
Note the Neat
Fitting of Coat

**YOUR BUSINESS
NEEDS
APPLIED ART**

PEN AND WASH
DRAWINGS

COLOR WORK
FOR
REPRODUCTION



31 RICHMOND EAST
TORONTO

Broadway

BRAND

CLOTHES
for exacting men

UNUSUAL VALUES

BROADWAY NEWS

AUGUST, 1919



Ready for
Your Inspection
Early in August

**BROADWAY
1920
MODELS**

If you have ever seen a Broadway assortment you will not need the assurance that there's style and value to spare in this latest showing of a famous line.

Our designers by anticipating the trend of fashion's decrees keep Broadway Clothes at the head of the parade.

Our Special Order Department is at your service.

RANDALL
and
JOHNSTON,
Limited
TORONTO



KNITTED GOODS FOR MEN

Sweaters

Scarves

Sox

Dependable merchandise—
always uniform in quality
of material and excellence
of workmanship. You can
sell it with your highest
recommendations.

We stand squarely behind
every article that bears our
trademark.

ACME GLOVE WORKS, Limited
MONTREAL
AND BRANCHES



Let Carhartt Advertising Work For Your Store.

Through a long list of Canadian publications we are educating people throughout the country to the value of Carhartt service obtained through Carhartt's Overalls, Allovers and Gloves. Just how much business you derive from this national advertising will depend to some extent on you. Instead, therefore, of letting people find out for themselves that you carry the Carhartt line, suppose you let them know that you do.

A display of Carhartt's Overalls and Allovers and Gloves in your windows in conjunction with our advertising matter will do much to bring business to you by identifying your store as the place where Carhartt products are sold.

Hamilton Carhartt Cotton Mills

LIMITED

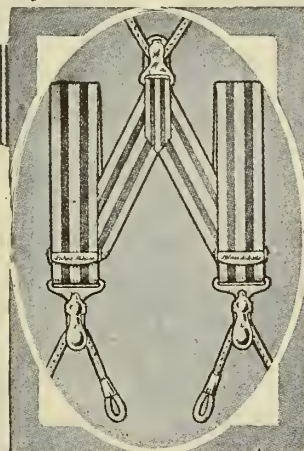
Montreal Toronto Winnipeg Vancouver



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.



LARGE STOCKS AT RIGHT PRICES
YOU GET THE ADVANTAGE

We have an exceptionally large stock of KNIT goods and can assure you splendid values and prompt deliveries. If workmanship counts. If satisfaction for yourself and customers count. If quality, style and value count, then see at once the "Big 4" departments for men.

F I L M

Knit Goods, Underwear, Fancy Furnishings, Fine Shirts, Working Men's Wearables

This is the time to place your order for knit goods, sweaters, underwear, socks. Specify RECORD BRAND SOX — they are heavy all-wool and good value.

Besides our regular lines, Racine working shirts, Hero fine shirts, Strand (chemise de luxe), Lifesaver overalls and Samson pants, we have a complete line of general and fancy men's furnishings.

Alphonse Racine, Limited

Everything in Men's Furnishings

60-96 ST. PAUL ST. W.

MONTREAL

Factories: Beaubien St., Montreal; St. Denis, St. Hyacinthe.
 Sample Rooms: Ottawa, Quebec, Three Rivers, Sherbrooke, Sydney, N.S.; Toronto, Haileybury, Ont.



The Shirt You'll Be Glad You Bought

Whether in the woods or in the fields — at the traps or in the shop — whether for sport, dress or work — the Racine will more than fill your shirt requirements. Sold by dealers who place their customers' interest first.

The Chas. Alshuler Mfg. Co.
RACINE WIS.

THE *Racine* TRADE MARK
 FLANNEL

The same splendid quality and individuality in each model



DRESS

FLANNEL

WORK

These big full page advertisements in colors are creating a lively demand for Racine Shirts. Notice that each advertisement calls attention to the high-class dealers who sell the Racine.



LET



TAILOR CRAFT
TRADE MARK

Men's Suits

Make this the most successful season you have had. Our Fall line includes many of the features that are appreciated by men who care. For style, value and satisfactory service you cannot do better.

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



FOR ALL OCCASIONS



ARROW
PAD GARTER

Are popular with Men and Women, Old and Young alike

They hold so gently, yet firmly, that once tried, always worn.

ARROW ARM BANDS

Full line MEN'S and BOYS' Leather and Elastic Belts, etc. Look over our stock. Ask your jobber.

Write for samples and prices.



ARROW GARTER MFG. CO.
489 St. Paul St. West
MONTREAL

This Mark is the Stamp of Sock Quality



TRADE
Hanson
MARK

IT APPEARS ON ALL OUR SOCKS

There's Comfort and Wearability in every pair of socks bearing the Hanson trade-mark.

Even under war market conditions, Hanson Quality has been rigidly maintained.

Sock-making is our specialty and Hanson Socks are deservedly popular wherever sold.

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

GEORGE E. HANSON
HULL, P.Q.

Special Values

Direct from Mill To The Trade Through Selling Agents

Stocks Carried in Montreal

"Pure Wool Scotch Tweeds"

ON ACCOUNT OF

HEATHER MILLS Co.

SELKIRK, SCOTLAND

ALSO

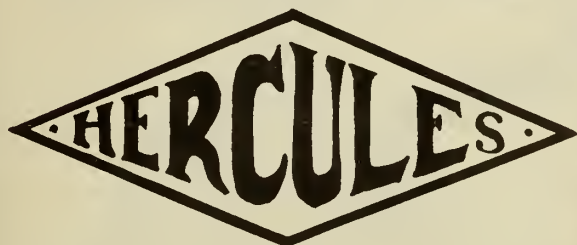
Grey and Fancy Worsteds Blue and Black Serges

INQUIRIES SOLICITED

C. E. ROBINSON & Co.

IMPORTERS AND COMMISSION MERCHANTS
10 VICTORIA STREET MONTREAL

The Best that is Made



The Brand that Insures You
Customer Satisfaction

For value in style, price and quality,
ask for shirts with the HERCULES
brand.

The Hercules Pyjamas are well worth
your inspection, and should be stocked
by every progressive dealer—they are
in demand.



The Hercules Garment Co., Limited

Head Office : Montreal

FACTORIES : MONTREAL AND LOUISEVILLE, P.Q.

OUR LINE FOR 1920 IS NOW READY

THE
Shuttleworth
STRAW HAT

Representatives are now on the way to see you with a

COMPLETE RANGE OF

SPLITS, SENNETTS, PANAMAS, TOYOS, JAVAS

ALSO BOYS' AND CHILDREN'S STYLES

J. R. SHUTTLEWORTH & SONS, LTD.

LONDON, CANADA

DELPARK



PRODUCTIONS

SPRING
UNDERWEAR

FALL
SILK NECKWEAR

To neglect seeing this line is
to miss an opportunity.

\$12.00 to \$30.00.
also
STAR BRAND
NECKWEAR
\$6.50 to \$9.00.

PYJAMAS NIGHTSHIRTS

Our Spring and Fall lines place before you, in conclusive form, a line of merchandise that is the most fascinating and wonderful we have ever presented—a pleasing revelation of fashion's fullest achievements, and, besides, values that are unusually attractive.

The only lines made in Canada bearing the above important trademark so popular with hundreds of Canadian customers.

Let us know your requirements for prompt and satisfactory fulfilment.

DELPARK OF CANADA
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



No. 6.0

Boy's "Country" Brand Mackinaw coat. Single breasted, shawl collar, two pockets with flaps, belt and smart cuff. A stylish coat made from our "Naidanac" Mackinaw in small exclusive checked patterns.

Mackinaws

From The

Dominion-Wide 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 these models illustrated would indicate, and are made in a variety of checks and colors.

See the complete line in our illustrated list. Ready to mail you on request.

GRANT - HOLDEN - GRAHAM
LIMITED

OTTAWA

--

CANADA



No. 612.

Mackinaw Wool Blazers. Made from pure Canadian wool mackinaw in fancy stripes and checks. They are soft and pliable with lots of room and are in great favor with lumbermen.



No. 604.

Naidanac Mackinaw Street Suit. A most popular suit for town and city wear—very comfortable for motoring. Used exclusively by smart dressers at sporting events. Merchants will find this a "best seller."

DISTINCTLY A
CANADIAN
PRODUCT



GOODHUE'S
HONEST
OVERALLS

In these highest-cost-of-living days people of necessity seek the greatest value at the lowest cost.

It is in times like these that the demand for GOODHUE'S honest overalls is greatest.

The J. B. Goodhue Co.

LIMITED

ROCK ISLAND QUEBEC

Montreal: 211 Drummond Bldg.

Ottawa: 76 O'Connor St.

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

CANADIAN BRAND CAPS
*easily take the leadership by right of
Superb Quality and Correct Style*



Worth While Caps

In these strenuous times, it will be worth your while to examine our line of caps, and see if you are buying to the best advantage.

Our factory is well equipped and our employees are skilled in the art of making caps.

Our buying facilities have enabled us to anticipate the markets and our stock of up-to-the-minute goods has not been so complete for some time. Our caps for men and boys will give you a handsome profit and make and retain business.

Post card us if our traveller does not call.

Canadian Cap Co.

160 John Street, Toronto



ATLANTIC UNDERWEAR LIMITED

are pleased to announce that they have taken over the manufacture of the well-known

IMPERIAL BRAND UNDERWEAR

formerly manufactured by the Kingston Hosiery Company, at Kingston, Ontario.

The manufacture of this high-grade, popular-priced underwear has been transferred from Kingston to Moncton, where the same lines will continue to be made on the same machines and under the same supervision as heretofore.

Atlantic Underwear Limited
MONCTON, N.B.



BATHING SUITS

You know the Zimmerknit reputation for style, fit and finish, and you will find these qualities strongly pronounced in this season's line of bathing suits. A full range of prices and large variety of colors. Order your stock early. Be prepared for the bathing season trade.

We will gladly send you a supply of our beautiful color display material upon request.

Zimmerman-Reliance Limited

HAMILTON

Messrs. A. B. Couch, Sole Selling Agents for Canada.

CANADA

MONTREAL
43 St. Sacrement.
TORONTO
64 Wellington St., West.

WINNIPEG
Hammond Bldg.
VANCOUVER
Mercantile Bldg.

ZIMMERKNIT

"Craftana"

Registered No 262 005



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing 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, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
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You can get a pair that will match your suit nicely—at all "Everyman's" Dealers.

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HAMILTON, CANADA



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Manufacturers of
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The Line that Sells
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Everywhere.

London, Ont., Can., 1919.

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Introducing any new line to the trade, that will stand the acid test of criticism, requires that the article introduced must carry considerable merit.

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EVERYBODYS OVERALL embodies all of these features. Should it be possible that our representative has not called on you, we shall be only too pleased to submit you samples of EVERYBODYS OVERALLS — the line that sells.

All samples are sent with the distinct understanding that you are under no obligation whatever. All we ask is that you examine them thoroughly at your own convenience. You will be pleasantly surprised at the workmanship and roominess of EVERYBODYS OVERALLS.

May we send you samples?

Yours sincerely,

EVERYBODYS OVERALL CO.

Mgr.

WE NOW HAVE THE UNION LABEL

few/w



Featuring
Cloth Headwear that reflects
the rare distinction that
begets true fame.

There's a Wolfe Model to meet every style requirement in Cloth Caps—for Street and Sport Wear. And the merchandise is inimit-

able in the smart styling that is possible only when peerless fabrics are fashioned by the highest skilled workmen.

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LIMITED

MAKERS OF CLOTH HEADWEAR AND UNIFORM CAPS

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Best for You

*Putting Styles into Gloves has opened up
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For many years experienced buyers have found just such quality in Perrin Gloves and Kayser Gloves—combined with prices which raise them far above the average level of values at all times—and especially so at this time of value uncertainties.

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GLOVE
REAL CHAMOISSETTE
MADE IN CANADA

PERRIN FRÈRES & CIE

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Lang
SHIRT



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The Lang Shirt Co., Limited

Kitchener, Ontario

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX.

TORONTO AUGUST, 1919

No. 8

CONTENTS

The Knit Goods Situation	35
Mr. Parsons' Misstatements	36-37
Cotton Prices Will Go Higher	38
How One Progressive Retailer Gets Out After IT	39
Hosiery Underwear Prices Strong	40
Neckwear Display, Ely's Limited, Toronto	41
Canada's New Bankruptcy Act	42
The Show Card Article	43
Salespeople of To-day and To-morrow	44
The London Store of R. H. & J. Dowler	45
Saving Wholesalers From Retailers' Friends	46
How to Open a Clam	47
Law Deals With Misleading Advertisements	48
Editorial	49
Haberdashery Dialogue	50
Retail Advertising Page	51
Good Display Racks at Moderate Cost	52
The Markets	53-54
Illustration of Shannon & Grant Store	55-56
Why is the Knee Pants Business Neglected	57

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NIAGARA



NECKWEAR

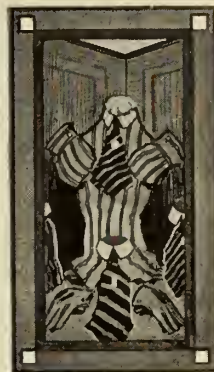
Niagara Neckwear Lines for Autumn and Holiday are now being shown by the Niagara Representatives.

The range is large and attractive and our representatives will be pleased to display it to you.

Our range will give you a splendid selection in designs and colorings, in all our leading shapes made with "Mitchell Slide Easy" Bands.

NIAGARA NECKWEAR COMPANY
LIMITED

NIAGARA FALLS
CANADA



Men's Wear Review

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

VOL. IX.

TORONTO, AUGUST, 1919

No. 8

The Knit Goods Situation

Manufacturers in Most Instances Will Not Commit Themselves to Say That Prices Will be Up or Down, But it is Generally Understood That They Will be Up About 10% for Fall Deliveries.

THERE is a peculiar circumstance surrounding the knit goods situation and that is the uniform hesitancy of the mill owners and men in authority to say anything in regard to prices. In most instances, too, it is to be found that prices have not been set for the new samples that the travellers will be out with towards the middle or end of August. Novelty lines will be very limited this year as they tend to lower production, and that is a feature that mills are trying most to avoid. That they are busy goes without saying, for besides the regular Canadian business a great many of the mills are working on export orders for England, Belgium, France, Serbia and Roumania, with Greece coming into the field for woollen goods also, and now that peace has been signed and commercial business being transacted with the Central Powers again there is every likelihood of another market being open to the Canadian woollen mills.

It is understood, however, whether the mill owners will admit it or not at this time, that a general advance of 10 per cent. on all lines is to be expected. As pointed out in another part of this issue, the operators have been granted shorter hours with higher wages and this will more than offset any slight reduction there has been in the wool market. True some of the manufacturers bought from the American mills supplies at a considerable reduction just after the armistice was signed but it is doubtful if the retail trade will derive any benefit from the transaction, as the stocks are inventoried at what the market price is to-day and not what was paid out for them. A large assorting order business is looked for by the manufacturers, as they state that although the orders taken amounted to more the actual quantities were smaller than usual and that the retailer, having been caught short in most lines owing to the brisk trade with the returned soldiers, will realize that here is another line that will be wanted by practically every returned man and will hasten to fill up incomplete lines.

To date deliveries have been fair, but it is generally understood that assorting orders are going to be hard to take care of.



Mr. Parsons' Misstatements

By Col. J. B. Maclean in "The Financial Post."

S. R. PARSONS was president of the C.M.A. in 1917-18. He liked the honor so much, he put his whole thought into it. He enjoyed it; it became so much of his life, he forgot, in 1918-19 that he was no longer president. In fact he complained several times recently to his friends that he was so busy with association affairs he had no time for the B. A. Oil Co., where he is employed. He was always on the spot with a speech or a letter to defend capital, or to attack any who might not agree with what he—always with the best of motives—thought inimical to the C.M.A. It became a habit with him. There was, too, perhaps, a touch of vanity, which warped his good judgment and he began to speak unwisely and to make foolish suggestions. This rather displeased some of the industrial leaders for whom he assumed to speak. He threatened the Methodist Church with the disapproval of the millionaires just when men of this type are trying to keep under cover. His last break was a letter to the Press, suggesting that the place to look for profiteering and high prices was the wholesale and retail trade. Experienced manufacturers agree with Lloyd Harris that the biggest problem before us is not the making, but the selling of Made-in-Canada goods, that the friendship and co-operation, particularly of the retail merchant, is absolutely essential. Their opposition would kill the Made-in-Canada movement; and for the self-assumed mouthpiece of the C.M.A. to rush into print over his own signature in so uncalled for a way was quickly recognized as damaging. But Mr. Parsons now explains he was merely emphasizing something the Minister of Labor said—but, which it happens, he did not say. This makes it worse, and it is also an example of the little vanity habit referred to above, that, of course, the public would not approve of the idea until it had Mr. Parsons' endorsement for the C.M.A., even though the Hon. Mr. Robertson is one of the most highly regarded members of the Cabinet, in fact, has shown himself an unusually broad type of Minister.

Anyway it was the last straw, and mutterings from a certain influential

In this article Col. Maclean contends that certain of the statements publicly made by S. R. Parsons, late president of the Canadian Manufacturers' Association, were lacking both in wisdom and correctness.

Especially does he challenge the statement made by Mr. Parsons that the place to look for profiteering was among the wholesale and retail trade.

In the present position of Canada the interests of the manufacturer are the interests of everyone, and therefore this article, which aims to improve conditions that have militated against the best interests of the manufacturing fraternity, should be of interest to everyone.

quarter developed into a suggestion that THE FINANCIAL POST tell its readers that Mr. Parsons had now no official position in the association, and that his prolific utterances misrepresented the great mass of manufacturers, and never more so than when he, as a manufacturer, went out of his way to suggest an investigation of merchants' books for the real cause of the higher living costs. As requested, FINANCIAL POST pointed this out, and as many of our readers know Mr. Parsons did not take the hint. Instead, he occupied much time at the annual meeting in an attack on me and my motives. Chiefly, he said the article was due to his refusal to take up a grievance with Mr. Murray, their secretary. This was a serious charge and he clearly misled the meeting.

The facts are these: Business newspaper publishers, in common with the paper makers, Western Canada manufacturers, and other members, had complained of the way Mr. Murray was dealing with their interests. A Made-in-Canada campaign was in progress and the association offices were all the time actually using foreign, instead of Canadian-made paper. Because of dissatisfaction, the Western manufacturers decided to withdraw, and had actually formed new associa-

tions. These things had all been righted more than a year ago by the retirement of Mr. Murray and could not have had the remotest connection with the article in THE FINANCIAL POST saying that Mr. Parsons no longer spoke for the C. M. A.

Mr. Parsons further, said I had come to him soon after he was elected president and denounced Mr. Murray. I said this was untrue, that I thought I had Mr. Parsons' own letters to prove it, and that I would answer for the benefit of the members generally in THE FINANCIAL POST. I am able to do so. The letters show that it was Mr. Murray who went to Mr. Parsons, and Mr. Parsons had come to me just as Lloyd Harris, T. A. Russell, Mr. Sherrard, and others had come to me on the same errand. I said I could not take the matter up until a libel action I had brought was disposed of. The file shows that Mr. Parsons made his first approach to me on Mr. Murray's behalf through the editor of THE FINANCIAL POST, October 24, 1917. Next he writes, November 2, saying that Mr. Murray had spoken to him and says he wants to bring us together. On December 31 he writes respecting this and saying that Mr. Murray was anxious to meet me, and so he goes on.

This evidence is surely sufficient. Mr. Parsons' own letters, signed by himself, prove that he stated what was untrue to the annual meeting. These are only part of his misstatements. More exposure of Mr. Parsons and the Sam Harris clique and their petty politics are to follow, which I hope will speed up the re-organization of the C. M. A., overcome the mistrust and antagonism that is hampering all Canadian progress. One has only to read the newspapers right across Canada to fully understand the very unfair attitude, due to an entire misunderstanding of manufacturing and business problems.

I cannot do better than quote from a letter received from a well-known financier: "*The explaining Mr. P. in F.P. of 21/6/19. First Class! Inflated heads and pneumatic tongues are doing the country more harm than inflated prices! Keep it up!*"

The man to keep it up is a good general manager or salaried president. We will help him with constructive publicity among those interested in manufacturing problems.

PEARL DERBYS COMING BACK

Some of the largest hat makers in the United States predicted last Spring that the pearl and light shades of grey Derbys would be in strong demand by Fall, 1919. Now, early as it is, a number of retailers are showing this class

of hat for the first step towards a felt Winter hat away from Summer styles of Sennets and Panamas that have been more popular than ever this season. Prices on the best grades of felt hats will average \$9, this being a raise of \$1 over retail prices prevailing last year. That there will be a big demand

for felts of all kinds and prices goes without saying, for besides the regular trade there will have been some 100,000 soldiers returned to Canada in the Summer months, and experience has taught us that the returned man is a good spender and invariably buys the best.

The Necessity and Importance of the Retail Distributor and his Relationship to all Other Industries

An Address Delivered by E. M. Trowern, Secretary of the Dominion Board of The Retail Merchants' Association of Canada, Before the Royal Commission on Industrial Relations, Appointed by the Dominion Government to Enquire Into Industrial Conditions, Which Met at Ottawa in June, 1919

ALTHOUGH the question of the increased cost of merchandise and the cost of distribution at retail may not be considered by your committee to properly come under the public enquiry that has been allotted to you to report upon, yet we feel that it is so closely related to the subject you have under consideration that we are taking the liberty of presenting to you a few facts on the subject of retail distribution as we see them, standing, as we do, between the producer, the manufacturer and the workman on the one hand, and the consumer on the other. So much has been said about the conditions of the producer and the manufacturer, and what is termed, for the sake of a better classification, the "working classes," and so little has been said about what is known as the distributing classes, that the whole subject has become confused and misunderstood.

Millions Invested

It is not generally known that there are many more millions of dollars invested in distribution than there are in either manufacture or production. It could not but be otherwise; merchandise must always be manufactured ahead of the immediate demand. Goods produced or manufactured in Vancouver are of no value to people residing in Halifax unless they are transported to the latter point. To do this, it requires negotiation, purchase, transportation, warehouse facilities, retail facilities, etc., and final delivery to the ultimate purchaser in single items. A host of transactions take place before the goods are finally delivered. All these separate transactions cost money, and take time and intelligence, in addition to "capital," which cannot be regarded in any other light than "accumulated industry."

Present System Natural Development

We are quite aware that arguments have been put forth for centuries striving to discover some plan whereby goods produced or manufactured can be handed direct to the consumer, and to have the middleman—which means either the wholesaler or the retailer—removed. All efforts in this direction have been failures, and they always will be failures, because the present system has been a natural development that has grown out of actual necessity.

Prunes or raisins grown in South America or in Egypt are of no value to consumers in Ottawa unless they are brought directly to their tables here. No consumer would think of ordering such things direct, or having them shipped in small quantities; they must come in bulk. When they arrive they must be cared for, protected against weather and other conditions, sold to the retail

trade, and distributed by them to their customers.

Property Value High

The value of the land and buildings upon which retail stores are situated, together with the value of the wholesale properties, exceeds in value and is more highly assessed than any other property in any municipality. Add the value of all the retail property in Canada together, couple with it the value of the stocks which are held waiting, ready and near at hand for the convenience of those who want the goods, and then add the value of all the wholesale property and merchandise to the retail property, and you have a volume of wealth that far exceeds the value of all our farming and manufacturing industries. This costly and expensive system exists because it is required and because there is no other legitimate system that can take the place of it. It has been found to be the most economic, convenient and elastic system that can be provided, and it has developed through necessity and experience. There is no practical proposal or scheme in sight that can take the place of our present system of distribution. It requires adjusting here and trimming there, but the underlying principles cannot be abolished. We are anxious to go on and develop it and make it more complete and convenient. This

Retailers perhaps take their position in the economic scheme of things too much for granted. The campaign instituted by some of the daily newspapers to discredit their standing in the community is one which should awaken in the mind of the retailers a realization of their importance in the successful merchandising of goods. It is high time the retailers were organized into a body by which recognition of their just claims could be secured and opposition to any proposed legislation which would hamper their successful functioning be systematically opposed. Co-operation is seen in labor circles, in farmers' clubs, but the retailers sit calmly by and have to stand abuse at the hands of those who know not whereof they speak. The retailers cannot be successfully displaced, but their operations can be curtailed to a point where they cannot operate successfully. It is to fight against any such legislation that the retailers should be organized—the organization should be effected now.—EDITOR'S NOTE.

can only be attempted by those who practically understand the principles which guide and direct it. No improvement can come from any other source.

The Co-operative Society

All attempts that have been made by those who operate "Co-operative Societies" in any part of the world have proved to be nothing more than the old scheme of one merchant endeavoring to outwit his competitor by trying to tell the public that his goods and his system are far superior to those of his neighbor, whereas the so-called Co-operative Society system is clumsy in its operations, inferior in its service, and its methods of handing back so-called dividends or bribes to its customers have all the deceptive elements of the trading stamp scheme.

To those who are not acquainted with the problem of retail merchandising, and from the manner in which some of these co-operative societies advertise themselves, and their supposed superior methods, it is not surprising that those who are unfamiliar with the "tricks of trade" see some virtue in their proposals, but those who are thoroughly familiar with trade, and who are anxious to have all trade transactions based upon a sound, healthy, moral basis know full well that any system of merchandising that is based upon the placing of a higher price on any article to a customer, and then handing the increased price back as a bonus or a dividend or a bribe to secure and hold the trade, by or through any pretext whatsoever, is wrong in principle and commercially unsound, and it is for this reason that reputable and honorable retail merchants will have nothing to do with business methods of that character.

Not on Sound Basis

If the claims put forth by these so-called Co-operative Societies were true, and the principles upon which they are founded were correct, everyone conducting a retail store would adopt the same system, but the co-operative system is not adopted because the principles upon which they are founded are commercially unsound, and those retail methods can never appeal to those retail merchants who want to see the retail trade of Canada placed upon a higher plane.

An Important Duty

Believing, therefore, that we, as retail distributors, are an absolute necessity, and that our services cannot be dispensed with, we feel that we have an important duty to perform in every community throughout Canada, and we further believe that owing to our financial position, our absolute necessity, and our numerical strength in every city, town and village throughout Canada, that no question affecting what is termed the "working classes" or the "manufacturers" or "producers" can be intelligently considered without taking the great problem of distribution into consideration as well.

Circle is Complete

Retail merchants stand in a very unique position in every community. They reach out and take the goods from the producer. Continued on page 63.

COTTON PRICES RISING AND WILL GO HIGHER

New Lists Issued by Canadian Mills Show All-round Advances—Wages and Raws Drive Prices Up.

ALIKE from wholesaler and retailer comes the regretful cry: "Why didn't we buy cottons when the cut was on?" For, since the April decline, two steps have been taken in the other direction; the withdrawal of all the lists, and, later on, towards the end of June, an advance that averaged about 10 per cent. This, of course, did not bring prices back again to the old high, except in a few cases where there had been only a slight drop before, but it will not take many more stages like this to do so. Meanwhile, since the rise, raw cotton has gone even higher, with export increasing and the crops not turning out any too favorably, and no one knows what the end will be. For some time to come there would appear to be no chance of lower prices, in fact there is every indication of further advances.

While in certain lines Canadian mills made the biggest cut to meet United States competition, prices across the border have made considerable progress since then in an upward direction; in fact, once they stopped going down it did not take them long to turn around, and then they went with a rush, so that in many cases the cost of goods there is higher quality for quality than the Canadian, even without taking duty and laying down charges into consideration at all.

A Canadian wholesale buyer, discussing the rapid shifting of market conditions the last few months, remarked: "When prices in the States slumped we didn't know enough to take advantage. We were afraid they were going still lower. Then the retail trade had not been taking much since the armistice—believing on their part that prices were due for a big decline—and we were the more afraid to risk heavy buying. Now that prices have come up again retailers are beginning to realize that they must buy now or they'll be caught on the rising market; thus our chances on low prices, and theirs as well, are gone. Of course, in the States, prices slumped far more than there was any reason, just because buying stopped for a time, and there was no indication of an anticipated export trade arriving. The course of prices there indicated a more or less mercurial disposition on the part of those who were responsible.

Thus, buying has started again in earnest, both on the part of the retailer and wholesaler. The latter in the case of one or two mills finds that he cannot get any more orders accepted for delivery before late in the Fall. The strike in one of the mills has had its effect, and it is understood the large export order that was received has had to be

redistributed, in part at least, among the other mills.

Not only the gradual rise in raw cotton prices but wage advances will drive cotton prices up. In granting a week of shorter hours an increase of at least 15 per cent. in wages came into effect. The offer by one mill to give 10 per cent. more to its employees was turned down, and the settlement will call for considerably more.

One or two instances of the advances in the June list will serve at this point. A wholesale buyer commenting on these made the following statement:

"In apron gingham the price is higher now than ever before. We cannot compare United States prices in this line with Canadian, as there is no apron gingham made there to compete with Canadian. They use a light weight cloth there more after the fancy gingham line, so that the only competition here is with English mills. In the April decline there was not the same reduction as in many other lines. In August, 1918, we were selling a line at 25 cents; this dropped to 24½ cents; now it is up to 27 cents. A line of ticking went down from 66 to 47½ cents, now it is back to 52½ cents. In both cases the advance has averaged about 10 per cent."

Current Events in Photograph

First Dirigible to Cross Atlantic

The photo gives a good idea of the great size of the R34. It was taken shortly after the explosion which tore the dirigible from her moorings. The explosion was caused by the gas in one of the front sections becoming heated by the sun. It tore a section of the outer skin thirty feet long from the forward lower surface of the gas bag. This accident has delayed the return trip of the huge aircraft. But it is now on its way, having left Wednesday at midnight.



HOW ONE PROGRESSIVE RETAILER GETS OUT AFTER IT



Dear Sir:—

We are enclosing a few illustrations made from "specialties" for office and field wear chosen from a very large selection of furnishings for men, for the coming season, now on sale in our shops.

At your service,

ELY LIMITED

The above photographs have been reproduced from enclosure sent in connection with the circular distributed by Messrs. Ely, Limited, to their Toronto and Ottawa customers.

The circular is on grey paper with grey border and with it are enclosed some six or eight photographs reproduced on fine coated paper of articles that would appeal at the time circular is sent out.

A select list is used in which are included their old customers and well-known men in the business districts. The idea is a splendid one and the results have more than repaid the efforts of this progressive retailer.

Hosiery, Underwear—Prices Strong

Quotations on Wool Hosiery, Gloves, Mitts and Scarfs Are Up 10 Per Cent. on Goods for Fall Delivery—Sweater Coats in Good Supply—Knitted Suits and Wide Scarfs in Vogue.

THE situation in underwear and other lines of knitted goods does not seem to show any improvement in general market conditions. No recessions in prices are noted on knitted goods, and indications point to higher values this Fall than ever before. Of course, in the case of stockings only the silk lines are selling well now, and in underwear, only cotton stuff. But looking to next season, the opinion among buyers is all in the way of very firm prices. Orders have been pretty well placed for next season's delivery, but as was pointed out in last month's issue, there is likely to be a great rush for goods next Fall, when the cold weather comes on. Orders placed early in the year were very small compared with other years, and the prospect is that in underwear especially there will be a big rush of sorting orders. The mills are all working to capacity at the present time, where labor troubles are not delaying operations, but even with operations at full capacity, there may, in the opinion of some manufacturers, be a shortage when it comes to supplying orders in the Fall. Quotations on wool hosiery, gloves, mitts, and scarfs are up ten per cent. on goods for delivery this Fall, as compared with last season. Fine tops are very hard to secure, but the coarser wools are more plentiful. It is this absence of fine tops that is stimulating the market to such strong levels. Wholesale houses state that wool and cashmere socks will be ten per cent. higher than last Fall. American goods are also very strong, the New York market being very close and high. The English market for woollens, too, shows no indications of relaxing.

Heavy Export Business

Canadian manufacturers of woollens are launching out, and in a very large measure are securing large orders for export. Already some manufacturers have secured business from New Zealand; South Africa is being looked to to provide a considerable demand also. Lines of hosiery are being made for export, of different colors than are produced for the domestic trade. Full-fashioned seamless hosiery is being specialized in. The idea that only cheap goods are wanted for the British, Belgian, French, and Roumanian markets is an entirely mistaken one. These countries are buying the best that the mills can turn out. Great Britain is buying large quantities of Canadian-made woollen socks. Greece is also becoming quite a customer of Canada's in the way of woollen goods. Clothing manufacturers in Canada are also planning for extensive export trade. All

this export business is bound to have a stimulating effect on the Canadian market for hosiery, underwear, and practically in all woollen goods.

Speaking to the buyer of sweater coats in one of Toronto's large department stores, MEN'S WEAR REVIEW was told that stocks of sweater coats were fairly heavy. As regards buying for the future, he thought the average buyer had been doing that, with the result that they were rather heavily stocked with goods. He believed that in the matter of sweater coats it was becoming more and more not a wise plan to buy too heavily for the future, because of the fact that new styles in sweater coats were always coming on the market, and it did not do to carry too many of any one particular style. Business in sweater coats has been very active this season. In the very hottest weather they are not a quick sale, but people preparing to go away to their summer homes this year have bought sweater coats, and in this way there has been quite a big inquiry for them.

Whole knitted suits are worn by the fashionables at Summer resorts and promise a good deal of popularity for early Fall. Sometimes the sweater coat and skirt match in color and material, sometimes a wool skirt is accompanied by a silk coat, and again one sees a fancy silk knitted skirt with a plain coat, or vice versa. The skirt may be white and the coat colored, with smart effect. When a wool skirt is worn with a silk coat, the skirt is usually of some very soft light weight wool, which carries out the color scheme of the coat.

A RASH STATEMENT

Retailers Claim There Is No Ground For Saying 87½ Cent Hose Cost Consumer \$2.50

In regard to the statement made before the High Cost of Living Commission by Richard Thompson of Carleton Place, President of the Canadian Woollen Manufacturers' Association, that the manufacturer receives 87½ cents for a pair of stockings and the consumer pays \$2.50 for them, the head of the hosiery department in one of Toronto's large department stores told MEN'S WEAR REVIEW that there were no stockings, that they bought at that figure, sold as high as \$2.50 per pair. Stockings that cost them \$10.50 per dozen, or approximately 87½ cents per pair, sold at \$1.25. The cheapest cotton stocking could be purchased at \$1.80 per dozen, and they were sold retail at 22 cents per pair.

This buyer stated that his company was quite satisfied with a net profit of 7 per cent. The cost of bringing the stocking to the store after they were purchased at the mill was by no means a small item. On stockings costing at the factory, \$10.50 per dozen, and selling at \$1.25 per pair, there was a gross profit of 32 per cent. The past year, however, nearly all deliveries have been by express, rather than by freight, adding considerably to the charges. He figured that the cost of handling these stockings, including express, salesmen, and all the other incidental expenses of doing business, would be in the neighborhood of 25 per cent., leaving a net profit of 7 per cent. In his opinion he did not believe there was any retailer selling an 87½ cent stocking at \$2.50.

Another of the leading Toronto buyers stated to MEN'S WEAR REVIEW that the most his store ever priced its hosiery at was at figures approximately doubling the invoice price. That is, a stocking costing in the United States \$4.50 a dozen, would be retailed at \$9.00, or 75c a pair. The 37½ cents added to the invoice price had to cover 35% duty, 5% for insurance, currency exchange, transportation charge, and besides, the returns which always accompany goods of that grade. This would leave a net profit of from 8 to 10%. The margin was considerably closer on goods bought in small lots, such as samples, seconds, etc. This buyer, too, does not believe there are any merchants selling hosiery which cost 87½ cents, for \$2.50. The highest he has ever asked for them is \$1.75. The only way he could account for anyone making such a statement would be in the case of goods bought before the war at 87½ cents. The price of these, from the manufacturer to-day would necessitate a retail price of \$2.50, but it was unlikely that any 87½ cent pre-war goods were on the shelves of any but some small stores where the turnover was slow. It was far away from any true statement of facts for anyone to say that an 87½ cent stocking from the manufacturer is costing the consumer \$2.50.

Mr. Stewart, of Cluett-Peabody; Mr. Frank Caldwell, their representative for Ontario; and Mr. Gordon Dufold, of Dufolds, Ltd., left on July 22nd for a motor trip to Troy, N.Y., and New York City.

The Fashion-Brand Clothing Co. have moved from 24 Wellington Street West, to their new factory, 34-36 St. Patrick Street, Toronto.



PLEASING ARRANGEMENT OF NECKWEAR—MESSRS. ELY'S LIMITED, YONGE ST. BRANCH STORE, TORONTO

An attractive window display of Summer and regular neckwear having a background of silk neckwear materials that strike a pleasing contrast to the finished articles displayed.

Although, as the cards announce, there is a special Summer reduction sale on the window has not been cheapened by piling up the merchandise as is usually the habit when sales are announced.

In connection with this window Messrs. Ely's have hit upon a scheme of night lighting that makes their displays the centre of attraction. The idea seems to be that there are no lights used outside the windows. The store is dark behind it and blue white lights are deflected straight down on the goods displayed.

Canada's New Bankruptcy Act

First Uniform Legislation for Dominion Forty Years—Will Lessen Expense, Make Proceedings More Speedy, Abolish Unfair Preferential Treatment, Provide Honorable Discharge—Retailers' Wishes Recognized.

Hon. Hugh Guthrie, Solicitor-General before the Montreal Merchants' Association

THE new Dominion Bankruptcy Act is due to the fact that for the past forty years there has been no proper Bankruptcy Act covering the whole Dominion. Russia and China, along with Canada, have no general Bankruptcy Act, but all other civilized countries have. There has been no Dominion law since 1878, and in the interval the various provinces have passed insolvency laws, but the trouble was that these were not uniform. Men who did a national business experienced difficulty through the variety of insolvency laws, while exporters in Great Britain said they could not secure uniformity in their claims with the preferences and priorities that were allowed in the various provinces. The demand for a Dominion Act came from the Boards of Trade, the wholesale and retail houses, the Bankers' Association, and many other bodies all over the country. Under the old Dominion Act, which lasted only for five years, the machinery for winding up an insolvent estate was very cumbersome and slow, the expense was too great, and the difficulty was that the assignees were not a class of men that would make good trustees, and very often no dividend was declared on the estate. The matter of expense as well as lack of uniformity was one of the difficulties with the Provincial Act, and one instance was given of a case in British Columbia where an estate of \$730,000 brought only \$3,000 for distribution to the creditors.

Voluntary and Involuntary

The Act as it is being passed by the Commons and Senate provides for two kinds of bankruptcy:

1. A voluntary one, for any man may make an assignment to a trustee under the Act.

2. An involuntary one, where the man is placed in bankruptcy against his own will. This applies to all except wage earners with less than \$1,500 a year, and to farmers, who cannot be put in bankruptcy against their will.

There was an effort made to limit the application to traders, such as is the case in France, and was the case under the old Canadian Act, but experience has shown that this should be broadened and the Act in Great Britain applies even to farmers. The retail merchants declared that such a limitation to traders would be unfair to them, and that there should be a very general application. They told us that doctors and lawyers, professional men generally, preachers and university men were the biggest debtors so far as they were concerned. Thus the Act was broadened. So far as the farmer was concerned it was argued that

he might be the victim of hard luck one year; he might be hailed out, and if he were compelled to give up his farm and stock he would have no chance to right himself, so he was exempted.

Where Debt Exceeds \$500

The bill, as it went through the Commons, applied where indebtedness was \$200 or over, but the Senate increased this to \$500, and the Commons is agreeing to this; that is where a man owes \$500 or over and refuses to pay.

Jurisdiction is vested in the Superior Courts of each province, and a few cases of appeal are allowed.

Choosing Trustees

Trustee—Anyone may apply to the Secretary of State for Canada, and the appointments are made by the Governor-General-in-Council. Many chartered accountants have made application, and these will be assigned to districts, but all property, no matter where it is located, will be vested in the trustee. Each one must give a permanent security for \$10,000. In the case of an individual estate the creditors may compel him to give an added security for the value of the estate.

The Act provides whereby an honest debtor may receive a discharge where he has not been guilty of impropriety, where

ITS MERITS

The analysis of the new Canadian Bankruptcy Act by Hon. Hugh Guthrie was given at a meeting of the Merchants' Association of Canada, held in Montreal, at which a staff member of MEN'S WEAR REVIEW was present. Mr. Guthrie declared that the new act would grant uniformity, secure speedy, cheap and reliable proceedings; abolish preferential or priority creditor abuses; grant an honorable discharge to a deserving debtor, and work out beneficially to the commercial and financial interests of Canada.

From the point of view of merchants it is gratifying to note that they won out in their protests against the limitation of the act to "traders"; now it includes the "professional" classes as well, many of whom they described as their "worst debtors."

he has kept a proper set of books, where he has given up all his assets and in fact has acted honestly, he is entitled to a discharge by a court which would be good against the world.

The procedure—The petition is presented to a court, which will have it served on the debtor, and in eight days the judge appoints a trustee who takes charge, under the supervision of the creditors and inspectors. The trustee must report to the court, and his security is not given up until the whole case is discharged.

Payment to trustee—The trustee may be given the creditor's vote or he may be limited to an amount under the Act which will not exceed five per cent. of the estate that is in his hands.

Lawyers' fees are likewise limited by the bill so that the estate will not be "gobbled up." The inspectors are allowed only their disbursements. In the case of lawyers where an estate is over \$5,000 they are allowed 5 per cent., where it is under \$5,000 not more than 10 per cent., and only the 10 per cent. if the inspectors agree.

Stringent provisions are made against preferential settlements or cases where fraud exists. The clauses are based largely on the English Act, and vary greatly compared with Ontario and Quebec Acts. Speaking generally, all cases of fraud or attempts to delay or any preference that is given one creditor over another are set aside, and if the money has been paid it may be reclaimed. Everything has been done in order to assure that the full benefit of the assets may be divided share and share alike, without preference or priority.

In regard to joint stock companies, the banks, railways, trust companies, and insurance companies, for which there is special legislation, are excepted. One of the difficulties under the present Act dealing with joint stock companies, is that it is difficult to settle the list of contributories. The new Act provides a very simple means; the trustee takes the books and settles the list of contributories himself. In the case, for instance, of John Brown, who has paid \$60 each on his shares, he is called on to pay the remaining \$40, and if he does not he can be sued in court within 30 days, and no new defence is allowed that was not in the original plea. This method is much more expeditious and less expensive than under the present procedure.

The priorities allowed are as follows:

1. Expenses of trustees as a first charge.

(Continued on page 58)

Says "Read as You Run" Cards Are Best

Merchant Tells of Practical Results He Has Obtained and Urges Others to Make Comparisons and Find Out Just Which Type of Cards Are the Best Business Producers.

Written by R. T. D. EDWARDS

STEPPING into an exclusive Yonge Street store in Toronto the other day, the writer inquired of the proprietor about his show cards.

"No," he said, "we don't wish to change. The shop we are buying from is giving us just the kind of cards we think are the best business getters."

On being informed that orders for show cards were not desired but just his opinion as to what he had found out were the most successful business-getting cards and that I only desired the benefit of his experience so that we could tell the many readers of this magazine so that they might profit, he gladly gave it.

Appreciates Their Value

Being an enthusiast regarding the value of show cards the proprietor expressed his opinion very emphatically.

This merchant has found out that plainly printed show cards, both in the windows and throughout the store, are best for the class of trade to which he caters. The highly decorative style of show card is used only on exceptional occasions. These if used in abundance often tend to detract from the merchandise.

Plainly lettered show cards which can be read at a glance are far superior for the busy public to read, in other words, the "read as you run" card is his motto. He has some small decorations on his cards, but the wording stands out in plain type.

Thus far we have what a successful Yonge Street merchant has found to be

SOME SHOWCARD SUGGESTIONS FOR AUGUST

1. Gloves of all kinds from motor-ing to dress wear.
2. Correct shirts, correct prices for correct people.
3. Weighty values in lightweight underwear.
4. Save and succeed by wearing wash neckwear.
5. Straw hats for sunshiny weather.
6. With us prices count little but values much.
7. English styles in caps that are different.
8. Cool pyjamas at refreshing prices.
9. Bathing suits in swimming good style.
10. Crown your appearance with a new straw hat.
11. Outing shirts for outdoor wear.
12. Lightweight suits give that prosperous appearance.

the best for him, and he speaks not just offhand but from years of experience. So all show card writers in our Canadian stores may be benefited by his ex-

perience. He has made this subject a business and studied it from a business-getting standpoint, and has proven what he says is right in dollars and cents.

Make Comparisons

We don't say that each and every merchant should use the same style of show card, because we think that would be a mistake, but all may do the same as this merchant has done by making a study of this subject, the same as you do salesmanship, or the buying end of your business.

A very striking example of the different ideas merchants have in their show cards is shown if you walk just one block north of this store we have been talking about.

The north store is one which sells exclusive merchandise, that is just one line of goods. These goods are not at all decorative in themselves and cannot be displayed so as to be made attractive as merchandise which has more variety of colors. So the owner of the store makes his show cards the decoration. He has six or more large double windows, and in each one is used one-half or full sheet show card with highly colored decorations.

Air brush work is most prevalent on these cards, with heavily decorative border effects. Shadow script and shade lettering is used which tends to make the cards quite showy.

These cards certainly would not do for many merchants. Some would pronounce them vulgar, but this is just another case of a man making a study of

Continued on page 46



Salespeople of To-day and To-morrow

Some Facts on Sales and Salespeople, and on What Salesmanship Means—The Vital Points in Handling Customers

Men's Wear Review's special report of the third lecture by FRANK STOCKDALE

THIS is another of the addresses delivered by Frank Stockdale, the noted business expert, in connection with the Saskatchewan R.M.A. Convention, as reported by the special representative of MEN'S WEAR REVIEW.

The concluding address on "Meeting To-Day's Competition," which will appear next issue, deals with some interesting points. The flypaper stage of business is passed, is Mr. Stockdale's contention in this lecture, customers no longer light and stick. He examines the nature of the competition and points out that it is not all from the Mail Order House. The need of studying conditions and evolving new methods. Limit the stock, but give the assortment. Our competitors are winning out because they are giving thought to the business, and the remedy is obvious.

THIS is a very important subject because the sales people are the front line forces of the retail business. They occupy the front line trenches between the counter and the shelves, and if they have not got the morale they require they will not 'go over the top.' If your store disappoints the customer he or she will be disappointed with your whole institution to a greater or less degree. We must realize that one of the most important things is to look after the front line trenches. The war has proved that no discovery during war time took the place of infantrymen who went over the top. The need was for man-power. Your store cannot battle successfully to-day with the competition it has to face unless it is equipped with the right kind of man-power, and that is the power of the salespeople behind your counters."

"It takes a lot of preparation to fit the soldier for modern battle. Modern warfare is not so far ahead of modern business. Soldiers must be put through months of training, even then they are not equipped, for years of training are required. The evolution of business is such that if you are eventually going to compete you will have to have your salespeople trained. Salespeople of to-day and to-morrow will be trained salespeople. It is not a waste of money to train salespeople, and very few are born salesmen.

The Imperative Need of Training

"If soldiers were going into battle against soldiers who were not trained they would not need to be trained, but your salespeople are in direct competition with the best in the country. The customers who come into your store are coming direct from dealings with trained salespeople in other stores, and they compare your salesmen with the trained and the best ones who have waited on them. You are being compared with the best, that is the reason the customer is particular. Some say customers are getting very particular and harder to please. Some merchants say salespeople are not as good as they used to be. I believe salespeople are better than they were, but their job is a great deal bigger because their competition with

trained people is so great. You perhaps lose more customers because of the service your salespeople render than from any other two causes.

"Salesmanship is a big job. If an electrician makes a mistake he blames it on anything which is not understood generally; if the doctor makes a mistake the customer dies, and the blame is laid at the door of some unknown disease, but if the salesman makes a mistake he is the big loser."

A definition of salesmanship, given at this point, was as follows: "Salesmanship consists in acquiring a psychological ascendancy over the mind of your customer."

When a Sale Happens

Mr. Stockdale stated that one merchant had remarked that he would like to know "when a sale happens." The reply from another merchant was as follows: "A sale happens in my store when a customer leaves the store after having bought more goods or better goods than he or she intended to buy. Otherwise the customer has just been 'waited on.'"

"Negative salesmanship is where the salesman does not sell as much to a customer as he or she intended to buy when entering the store," continued Mr. Stockdale. "The people who work in retail stores are divided into two classes, store waiters and salespeople.

"Clerks, waiters and bar-tenders were listed together as non-essential occupations for the purposes of the draft system in raising the United States army. While this classification is in part insulting to the retailers, yet it is unfortunately only too true, in a great many cases."

Mr. Stockdale spoke of the type of merchant who thinks he is performing a great feat of salesmanship when, owing to his failure to stock a particular line of goods for which the customer asks, he is able to sell other goods to the customer in their place. Regarding this practice Mr. Stockdale pointed to the dangers of substitution.

"What is the thing you sell in your store?" asked Mr. Stockdale. The correct answer was "service." "The thing the customer wants to have is satisfac-

tion. Service is necessary to satisfaction. You may render service but if it is not of the right kind there will not be satisfaction.

Viewing Transactions From Both Sides of the Counter

"Our mail order houses in the United States are big and powerful as yours are. The head of one of the large mail order firms was asked the reason for the success of that particular business. His business has exceeded the record of \$1,000,000 of orders in one day. His answer was as follows: 'The success of this institution is built on the fact that we endeavor always to view the transaction from both sides of the counter.'

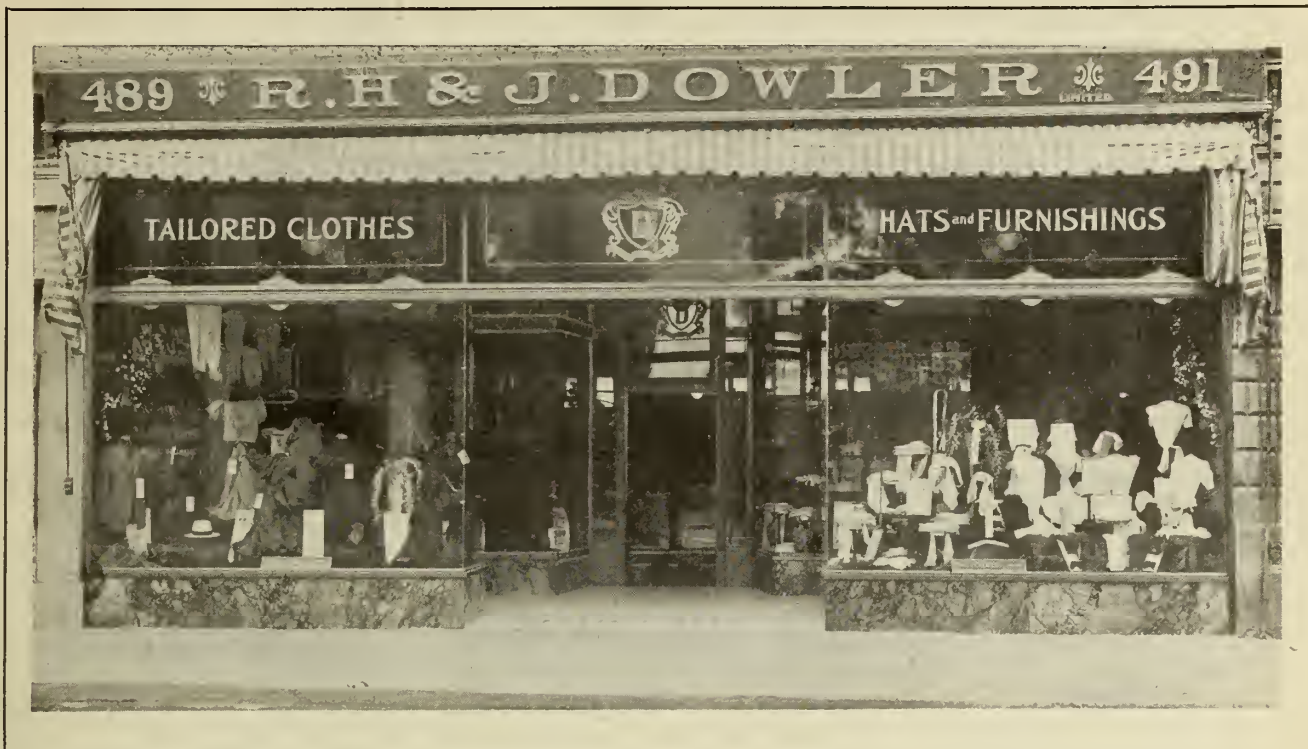
"Your customer lays down his money on your counter for satisfaction," added Mr. Stockdale. "The home plate of every sale is satisfaction, and if your service does not take you around to the home plate you will be left on the bases and will not score. Satisfaction consists in bringing the right goods and the right people together. You must know the goods and know the people. The first job of a salesman is to know the goods, but after that he must study the people."

At this point Mr. Stockdale referred to the point, "The customer is always right," and issued a warning that if the customers were not always right they soon became other merchants' customers. "We have to acknowledge that some of them tell the plainest lies. If you will look for honest people you will find however, that the proportion of dishonest people is very small and very few will come back time after time and try to get the better of you. Give this class of customer plenty of rope and he will be shamed.

The Folly of Argument

"Don't argue with your customers. You will never sell anything through argument. Real salesmanship avoids arguments. Do not try to convince the customer or a controversy is bound to ensue. The salesman who starts in to contradict the customer makes a big mistake. I have observed a lot of salesmen who get overconfident in sizing up a customer, and I find that many of this type are missing many sales. It is dif-

(Continued on page 59)



The London Store of the R. H. & J. Dowler Co. The photographer found it a difficult window to get as shadows were reflected from across the street. The display, therefore, is not as clear as it should be.

The window is a very imposing one and the wide entrance is an easy one to sort of drift into as one is window-shopping.

SAVING WHOLESALERS FROM RETAILERS' FRIENDS

Separate Prices for Retailers' Customers Cause Confusion and Dissatisfaction—One Retailer Lost Valuable Customer Through It.

CERTAIN abuses that retailers consider exist in their relation with wholesalers are being taken up by a group of retail merchants in Montreal, and an effort will be made to have certain reforms carried out throughout the whole trade. One of these is the practice, so long prevalent in some circles, of a retailer sending a customer into a wholesale house with an order for certain goods. The idea originally behind this procedure was one of service to the customer, that is, the retailer was putting the customer in a position to get goods which he himself was out of or did not carry. His letter to the wholesaler was sufficient to give the customer the privilege of choosing his goods in the wholesale house.

The question of payment, however, is one through which a good deal of the abuse arises. With some retailers there was an understanding that the customer should be charged a certain advance on the regular wholesale price, to cover the ordinary profits of the retailer, in order that the customer might pay for the goods what he would pay in a retail store. The retailer in his turn expected the difference between the wholesale price and the price charged by the wholesale house to the customer to be given back to him as his profits. This is a practice, however, that is contrary to the principles of a majority of wholesale houses, and the attempt by some retailers to have this recognized has met with disfavor. Indeed orders have been given in some cases to the staff of wholesale houses stating that nothing of the kind should be done, in which case the retailer had usually to be content with his customer paying the wholesale price for the goods, and he himself not having any profit out of the transaction which originated in his store. There is, of course, the other case where the goods would be charged back to the retailer by the wholesale house, the customer not paying cash for them on delivery.

The whole practice, however, is one that is distasteful to the wholesale trade and one that carries very little advantage, if any, to the retailers. In the first place the retailer is asking the wholesaler to devote a lot of time of his staff to a transaction that is very small and costs him overhead charges, such as the time of his clerks, salesmen, office expenses, etc., far more than the small profit there would be on the small amount of goods sold. The wholesaler has recognized a certain claim of the retailer for personal buying, and also for members of his family, which often is extended to a wide circle of friends, but this opening up the way to any individ-

ual customer is an abuse of the privilege of personal buying to which the wholesaler should not be exposed. Moreover, it opens the way to an abuse by persons who are unauthorized. An instance will illustrate the weakness of the practice that has always been and is even yet attempted by a large number of retailers.

A customer who was connected with a large building went into a dry goods store to order a large quantity of carpets, curtains, etc., for refurnishing. The retailer did not have the goods required, but told this customer, whose trade he valued highly, that he would give him an order on his wholesaler in the city, and that they would be willing to provide him with the goods at wholesale rates, the same, in fact, as the merchant himself would pay. The offer was gladly accepted, and in due course the orders were placed and paid for and the goods delivered. It so happened that the merchant had arranged for a special price to be given the customer, higher than the regular wholesale, but less than the retail price to the consumer. The balance was to go to the retailer.

When he came back with the goods, something made the buyer suspicious, and he cut a couple of samples from the new goods and back he went to the wholesaler. Knowing the way in, he went up to a clerk and remarked casually that he found he would "need some more," but was "not just sure how much," and said he had forgotten for the moment the price. The clerk, thinking him a genuine man in the trade, and as such, having a right to be there, quoted the wholesale price, a good deal below what the customer had paid. It was all up then. In anger and resentment he hurried back, dumped the whole quantity back on the retailer and would take nothing. The retailer in turn blamed the wholesaler for quoting the price and demanded that the wholesaler take back the goods to relieve him. And so it was.

It is needless to say that this retailer does not send his customers any more to a wholesale house, and the incident decided the wholesaler to give up in future quoting anything but the one price for all, and there were no more arrangements made by which retailers were to get as their commission a portion of the bill paid by one of their customers.

"READ AS YOU RUN" CARDS

Continued from page 43

the kind of card that helps him get the business he is after, and, by all appearances, he is getting results.

Catchy wording is also playing a great part in attracting trade to both these stores. For years they have used snappy, attention compelling phrasings which make people give the windows more than a casual glance. These wordings are different to those used in other stores, and are without the use of any slang.

The sample wordings shown on page 43 are similar to those used in these show cards.

The show cards reproduced are quite suitable for the present season. The design is of opaque colors, attractively blended in Summer hues. They are quite simple to draw and will go with almost any wordings you wish to use.

Mr. Dowker, of the Van Allen Co., who has just come back from a buying trip in New York, states that all prices are up about 35 per cent. of silk shirtings, and that prices generally will be considerably higher this Fall. He also says that \$9 neckwear will be nothing out of the ordinary.

The J. H. Sword Neckwear Co. will close their factory for two weeks to enable their employees to enjoy their holidays. The factory will close Friday night till Monday for the balance of the Summer season.



HOW TO OPEN A CLAM

The Buyer Who Closes Up Like a Clam May be Stupid, or Afraid to Divulge His Ignorance, or He May be Crafty, Agreeing With Unimportant Points but Shy of Arguments of Consequence; a Valuable Book on Training Salesmen.

By WILLIAM MAXWELL, Vice-President Thomas A. Edison, Inc.

Editor's Note—"The Training of a Salesman," by Mr. Maxwell, a business book decidedly worth while, embraces a chapter on selling goods to "clams," from which the following is taken. The book in question is published by the J. B. Lippincott Co., Philadelphia.

WHAT makes a man act like a clam? There are various causes. He may be silent solely because he is too stupid to be otherwise, or he may be purposefully silent because he is conscious of his mental limitations and finds silence his safest sanctuary; or he may be an evasive sort of person, who agrees with you on inconsequential points but dodges the issue when you seek decisive action on the main question. Of course, there is also the grouch; but he doesn't matter much, as grouches cut very little figure at any time in anything.

To be calm successfully, one must maintain an impersonal attitude of detached disinterest. The moment you make a clam the central figure in a picture which you draw for his benefit, and cause him to think of himself as the possible beneficiary or victim of the circumstances you describe, that very instant he ceases to be a clam. The transformation may not manifest itself in words, but it has occurred, and you will be able to reap the results of its occurrence if you proceed properly.

Make Him Think

In attempting to develop a principle of procedure that will aid salesmen in opening clams, we are almost certain to find that the only way to open a clam is to make him think acutely—even painfully—of himself. In opening a clam, a salesman should not be impersonal. On the contrary, he should be just as personal as possible without giving offense.

If the clam says he wants the best, he has been pried open. From that point on he is a regular prospect and he can be handled in the regular way. Even if he says he can't afford the best, he has been pried partly open, since the discussion is then on intimately personal grounds.

You can't open an unresponsive clam by impersonal talk about the desirability of possessing the best thing there is on the market. You've got to have a personal showdown with him and find out whether he wants the best.

In attempting to open the evasive clam, who agrees politely with what you say but displays no real conviction, how would it do to say to him: "I want you to be the judge. I want you to decide one question, and I think you will ad-

mit that it is a fair one. I want you to tell me just what you think." Then ask the question, whatever it happens to be. The chances are that the polite but evasive clam will answer the question as the salesman desires it answered. If so, the salesman might very properly say:

"That settles it; you want this, and you don't want anything else. You kept it to yourself, but I felt sure you appreciated this quality. I felt sure I couldn't be wrong about that."

From this point the salesman's talk should proceed on the assumption that the clam is going to buy, and that the only question is when he is going to buy. A salesman shouldn't start to make a sale to a clam until the clam's mind is open, but when the clam has opened his mind, he can ordinarily be handled in the same way as any other potential buyer.

Must Run Some Risk

In your efforts to open a clam, you naturally desire to avoid offending him, but in many cases you must run the risk of giving offense. A sincerely friendly way of persisting with an embarrassing question is a great aid, if not an absolute essential, to the successful opening of human clams. This qualification is one that almost any salesman can acquire through intelligent practice, but having gained facility in opening clams he should be careful to avoid the use of his clam-opening methods on people who are not clams.

The evangelist opens a clam by making the clam fearful about his future state. The life assurance solicitor causes the clam to picture the shamefulness of making no provision for his family against his untimely demise. The salesman endeavors to touch the clam's pride without wounding it. The same principle is used in each case and perhaps, for the pur-

poses of salesmanship the practice can be broadly stated thus:

Instead of trying to argue with a clam get him into an argument with himself and then go ahead and sell him.

SCARCITY FOR FALL

A knit goods buyer who had covered most Canadian mills during the early part of July told MEN'S WEAR REVIEW that he had been surprised at the scarcity of stocks in the mills.

"If I had had \$500,000 cash I would not have been able to secure immediate delivery for more than one-fifth of this amount. The goods seem to be shipped out of the mills the very day they are made. There are two reasons for this: one is that the retailers have done a tremendous business this Spring, especially since the end of April, and their stocks have been depleted unexpectedly, for they did not realize, any more than the wholesalers, just what the extent of the buying by the public would be during May and June, and the early part of July. Thus the stocks are pretty well run down among the wholesales and the retailers, and they require immediate delivery from the mills where they can secure this.

"Then there is the heavy demand for export, so great that the mills are said to be refusing orders now. In some cases mills are rushing ahead on these and can accept any sorting orders for Fall until November or December. By Fall, therefore, I expect to see the biggest shortage I have ever experienced in Canada, and it seems certain that prices on woollen goods must advance under these conditions. The same conditions apply to the States as to Canada, big domestic business, and an export demand that they can hardly cover."

While there is a slight reduction at the outset in the new prices for Spring, 1920, some buyers are looking for these prices to be withdrawn shortly, and a new scale of higher ones to replace them. This is in accordance with the rising trend of raw cotton, and the increases that have been almost universal in wages in the mills throughout Canada, the States and England. It is not believed the mills are covered in raws or in yarns to an extent that would permit of prices just quoted being continued in the face of the advances that are thought almost certain in the raw markets. Indeed, the majority are looking for a repetition of what happened in the case of cotton fabrics a couple of months ago, an advance soon following the reduction.



LAW DEALS WITH MISLEADING ADVERTISEMENTS

Here Are a Few Instances Where Advertisers Misrepresenting Goods are Called to Order.

JERSEY sweaters, 85 cents; double cuffs, grays, maroons, and navy; all wool; worth \$1 and \$1.50; at 85 cents."

This was a newspaper advertisement of a Minneapolis store which led the State of Minnesota to have the advertiser brought to trial for violating the State fraudulent advertising law.

One of the sweaters was examined by a chemist who found that it was not all wool but forty per cent. cotton.

The Question of Intent

The defendant did not deny this testimony but claimed that the sweater advertisement was prepared by an advertising representative. The latter testified he obtained his data from the defendant's buyer who told him the sweaters were all wool.

The defense in this case was not based so much on a plea that the advertisement misrepresented the quality of the sweaters as on the allegation that the law itself was defective, the title not being broad enough to cover its provisions, and that it applied only to advertisements which were intentionally untrue, deceptive and misleading, or were published with intent to injure and defraud.

The court held that the law was con-

stitutional on all points attacked and found the defendant guilty on the evidence.

"Palm Beach" Is Cotton

In West Virginia, a dealer advertised he would give away a Palm Beach suit with each suit of other clothes bought of him at a certain price. He was prosecuted under the State fraudulent advertising law, and it was shown on trial that the alleged "Palm Beach" suits were not Palm Beach suits at all, but suits made wholly of cotton.

The defendant attacked the validity of the trademark, "Palm Beach," contending that it was a geographical name and could not properly be trademarked. This contention was denied by the court.

Misrepresenting Furniture

In an opinion upholding the Ohio false advertising law, Judge Alexander, of the Municipal Court of Cincinnati, said:

"Defendant stoutly maintains that, at most, the advertisements in question simply constitute the puffing of wares which he had for sale.

"There is a distinct difference between advertising 'The best table you have ever bought for \$25, worth \$40,' and advertising, 'Solid mahogany table for

\$25,' when in truth and in fact, it is imitation mahogany.

"The first is simply elaborating upon a literal truth and is considered merely as the dealer's opinion of the merits of his wares; the latter is an absolute falsehood.

Guilty Knowledge Not Essential

The court also held in this case that a guilty knowledge was not essential to prove the case, and in support of his ruling he cited the case of State vs. Kelly, 54 Ohio State 166, in which Judge Shauck held the Pure Food law constitutional. Commenting on this decision, Judge Alexander said:

"The reasoning in the Kelly case is applicable in the case at bar. The purpose of the act in question in this case is indicated by its title. It is an act to provide against fraudulent advertising. The act was intended for the protection of the public; it was not enacted because of any assumption of turpitude on the part of the seller."

It Seems Logical

To summarize, the courts seem to agree that an advertisement is supposed to mean what it says; that if a garment is advertised as wool, it must be 100 per cent. wool; if it is advertised as silk, it must not be a mixture of silk and cotton; if furniture is advertised as solid mahogany, the purchaser must get solid mahogany and not something different.

This seems simple enough and fair enough, but there are a good many dealers who will dispute it.

NOTES OF THE TRADE

Mitchell's clothing store, 1188 St. Clair Avenue, suffered a \$300 loss when fire broke out on June 27.

The Western Clothing Co. has just been incorporated and has been registered with the Provincial Secretary. The headquarters are in Edmonton and the company is capitalized at \$20,000. The new company will take over the firm of M. Mickelson now operating in Edmonton.

Half a million dollars will be expended by the Peabody Overall Company in erecting a large extension to its present plant in Walkerville. The new extension will be started as soon as materials arrive.

Mr. Edgar Worth of the Bonner-Worth Co., Peterborough, has been chosen as a member on the Tariff Committee.

The Monarch Overall Co., now located at Winnipeg, is due for a move to Mount Forest, Ont., according to information from Mr. Steinburg, the president. It is

thought the move will facilitate production and will enable them to ship all over Canada in fair competition with the other Ontario manufacturers.

John Forsyth, Limited, shirt manufacturers, Kitchener, have recently acquired the Market Hotel property in Waterloo. It is understood that this will be run as a branch factory where they will manufacture new lines that they do not wish mentioned at the present time.

Wreyford & Co. will now confine their attention to the wholesale trade only, having disposed of their retail interests in the business carried on for some years at 85 King street west, Toronto, to their former manager, Mr. W. H. Snell. Showrooms and offices will be opened in Winnipeg and will be in charge of Mr. J. C. Wreyford.

A. T. Hobberlin has offered his grounds at Port Credit for the use of the committee who are preparing comprehensive

plans for a peace fete to be held Monday, August 4.

The board of directors of Tooke Bros., Limited, at a recent meeting elected W. Arthur Tooke president and W. H. Brophrey vice-president and general manager following the death of the late President Benjamin Tooke.

That the Tooke business has been efficiently managed is shown in the financial statement for the year ending May 31, 1919, when the profit and loss account shows a net profit for the year, after providing for war taxes, of the sum of \$152,309.58. The same sheet shows active assets of 1,395,790.76, of which \$751,689.75 is for merchandise on hand.

The headquarters office of the Associated Business Papers, Inc., has been moved from 500-503 Candlen building, 220 West 42nd Street, to a larger location at 1702-1700 same building.

MEN'S WEAR REVIEW



Vol. IX.

AUGUST, 1919

No. 8

BOOST IN COLLAR PRICES

THE majority of collar manufacturers have advanced the wholesale prices on collars to \$2.40. This will mean a thirty-cent collar to the consumer, as it is not likely that the retailer will feel that he can take care of the advance and not charge his customer a higher price. Most of the collar houses across the border have raised the wholesale prices to \$2.10 per dozen, the change taking place in most instances between the 1st and 15th of July. As to the attitude of the men's furnishers in the States, *Men's Wear* has the following to say:

Some of the leading furnishing goods buyers state that the increase will probably be generally borne by the retailer and that there will be no increase in the consumer price of 25 cents each. It will probably mean that the dozen offers at \$2.75 and the half-dozen at \$1.38 will be eliminated. Some dealers believe the retailers would be justified in charging 30 cents per collar and it is very probable that the two-for-45-cent rate, which has been in vogue in many stores, will be dropped.

Whether or not action on increasing prices will be uniform, and all will continue the 25-cent rate, or will unanimously adopt a 30-cent rate, is yet to be decided.

Dealers were in some cases critical of the increase, although none would say it was unjustified. They thought, however, some previous notice should have been given them other than mere rumor. It was said collars of the 25-cent grade have just been an even-break proposition with retailers heretofore and merchants should have been given a chance to prepare their trade for the rise instead of having to get along as best they can.

One critic of the advance said previous increases had come in one instance at a time when one of the factories had stocked up so far in advance they had given their employees a four months' layoff. The second increase had cut profits of the retailer down to a bare 33 per cent., and now the third increase places costs so high that collars are hardly worth handling.

It was claimed by one manufacturer that retailers would welcome the increase from \$1.90 to \$2.10, because of the opportunity it affords them to charge 25 cents each for collars instead of selling them from 20 cents to two for 45 cents.

One prominent retailer said he was not opposed to the increase, nor to any increase, providing the retailer is given an opportunity to make his arrangements accordingly. In the particular instance at hand, he said, many retailers are just about making a legitimate profit on collars, buying them at \$1.90 per dozen and selling them at 25 cents each. When the price was lower and the retail price correspondingly lower, he stated, there was no profit in collars. The increases which have taken place in the last year or two, he said, have made it possible

for the retailer to realize some profit on his collar investment. "The price of \$2.10 wholesale does not give the retailer an opportunity to realize a reasonable profit, when selling at 25 cents retail," he continued. "If one retailer increases his price to 30 cents or two for 55 cents, he has no assurance that his next-door neighbor is not going to sell for 25 cents.

"It is for this reason that some co-operative plan should be adopted by the retailers, in order to protect each other. If a raise comes, let it come; but when it does come the retailers should get together and decide what they are all going to do, rather than have different ones work on different bases, bringing about a condition which is far from uniform and, to say the least, is disturbing."

This dealer stated that if the manufacturers had made the price \$2.25 instead of \$2.10, the retailers would have had a logical basis to figure a 30-cent retail price. As it is, however, the matter is one which should be brought up for discussion among the retailers as a whole, and not left to the individual judgment of each retailer.

HATS AND HOSIERY TO MATCH

NOT to be outdone by the fair sex the latest fad being shown by the men's wear stores in New York and Atlantic City, is hats and hosiery to match. Whether this will become popular here or not is a matter for speculation among merchants at the present time. Some saying that it is only a summer idea, and just as soon as the high boot displaces the oxford the fad will disappear also. Under normal conditions in the manufacturing line manufacturers no doubt would give this some attention, but under existing conditions it is likely to die early to be resurrected again next season under more favorable conditions.

FIGURES PROVOKE THOUGHT

A WALL STREET publication, gossiping about the price of stock, gives some figures that provoke thought. It shows that suits of clothes on that side of the border "that four years ago retailed at twenty-two dollars are now selling at sixty dollars," an increase of almost two hundred per cent. That is a phenomena everybody who wears clothes is only too painfully familiar with.

Is this mountainous increase—with which is coupled the fact that the sixty dollar suit probably isn't as good as the twenty-two dollar one—all the unavoidable result of economic necessity, with no profiteering anywhere?"

Well this same Wall St. Journal gossiping about the price of stock, shows that the stock of the American Woollen Company, which four years ago was quoted at twelve dollars a share, "is now selling around a hundred and fifteen—an increase of over eight hundred per cent."

That increase would seem to indicate that at least the producer of woollen goods is not suffering unduly. The consumers' stock has not gone up anything like that. It has gone down as much as the wool producers' has gone up.

HABERDASHERY DIALOGUE

In Which Are Recorded Replies Never Made by Clerks.

By MR. J. HARRY CONNOR, in *Haberdasher*, New York

Customer—Is the proprietor in?
Clerk—Yes, he is all in.
* * * *

Customer—What is the price of those shirts?
Clerk—Eight dollars apiece.
Customer—Eight dollars apiece! My, there must be a lot of money in the shirt business.
Clerk—There is a lot of money in the shirt business. A lot of our money is in it.
* * * *

Customer—I want a nice tie for my sweetheart. What shall I select?
Clerk—Why a "Beau-tie," Miss, "a Beau-tie."
* * * *

Customer—I want two soft collars, but not too soft.
Clerk—I comprehend. You want two soft collars but not too soft collars—in other words, medium boiled.
* * * *

Customer—What's the color of this shirt, yellow or black?
Clerk—Really, sir, I can't distinguish, as I am a stranger in town.
* * * *

Customer—I want to surprise my husband with a tie. Do you think this pattern will do?
Clerk—Madam, that pattern will more than surprise him; it will knock him silly.
* * * *

Customer—A suit of winter underwear, and hurry. young man, hurry!
Clerk—What's the hurry, spring has just begun?
* * * *

Customer—I want a pair of gloves and I don't want them long.
Clerk—Do you want to buy or rent them?
* * * *

Customer—Do you allow smoking in this store?
Clerk—If you smoke on the quiet, smoking is allowed.
* * * *

Customer—Are you the proprietor?
Clerk—Not yet. I am only the cashier. Give me time, give me time.
* * * *

Customer—I am a comedian. I want a funny tie.
Clerk—I have just the thing, but please don't put it on here for I shall die of laughter.
* * * *

Customer—A little more speed, a little more speed. You limp as though you had been wounded with shrapnel.
Clerk—No, I was knocked out with Bushmill.
* * * *

Customer—Some black silk hose; what is the price?

Clerk—Four dollars a pair.
Customer—They come high, don't they?
Clerk—Yes, just a little above the ankle.
* * * *

Customer—Have you a telephone here?
Clerk—No, madam, we are just out of telephones, but we have a large assortment of silk handkerchiefs.
* * * *

Customer—Is this a chain store?
Clerk—It is, but we haven't a chain in the store.
* * * *

Customer—I would like to see a pair of spats—long, high pair.
Customer—I comprehend. Super-spats.
* * * *

Customer—Judging by your manner of speech, I would take you to be a comedian.
Clerk—You are wrong, sir, I am a Canadian.
* * * *

Customer—Is this a haberdashery?
Clerk—This is a menagerie, and I am one of the tamers.
* * * *

Customer—If I owned this store, do you know what I would do?
Clerk—Certainly, but let's not discuss unpleasant things.
* * * *

Customer—I don't care for these ties. Can you give me something I like?
Clerk—Yes, I could give you a nut sundae.
* * * *

Customer—Say, you simp, can you tell me if that there hotel across the street has a eatin' place for men?
Clerk—It has. Walk through the lobby to the second door on the right, and you will see a sign, "Gentlemen's Cafe," but don't let the sign stop you. Walk right in.
* * * *

Customer—Is this an English shop?
Clerk—It is.
Customer—Are you from London?
Clerk—I am.
Customer—Parlez vous Francais?
Clerk—Oui, monsieur.
Customer—By golly, he is from London, all right.

BRITISH INDUSTRIES AFTER FOREIGN TRADE

Agents of American firms are sending to their houses in the United States reports of the activities of the Overseas Organization of the Federation of British Industries. First-class men, versed in foreign customs, are working hard to

strengthen old markets and to capture new ones, especially those formerly held by Germany.

The trade boomers have been thoroughly drilled in London in regard to the old business channels that have been entirely cut or diverted, the new possibilities that abound all over the globe and the necessity in the home country of recreating industries brought to a standstill by the war.

The Overseas Organization is a central body acting for 17,000 firms, and its trade commissioners will go to every part of the world to constitute "a chain of commercial outposts." In their instructions the commissioners have been told some ancient history among other points as a guide in avoiding pitfalls. Some of the features would be of use to Americans in their fight for foreign markets. For instance:

"Goods were manufactured in England at one time without considering the tastes of the foreign public. Catalogues in English, with English price lists, were issued. Our salesmen were outwitted by foreigners who had studied the customs and the languages of the people among whom they were doing business."

In warning that British manufacturers can no longer afford to wait for trade to drop into their arms, the instructions tell of the adequate methods used by energetic and initiating German and American traders. It is said that it is no use to look back a century, when Britain had the start over the rest of the world in producing manufactured goods and transporting them in British ships. Such prosperity, enhanced by the high reputation of British goods, it is pointed out, bred a complaisancy that proved disastrous.

The instruction ends with the following prod: "But the leaders of British industry are now alive to the fact that everything is in the melting pot."

\$100.00 SUITS 1920

An American paper, reporting on the American Designers' Association, says that we are "to pay double for men's clothing in 1920. But you'll forget the price when you see the lining."

An increase of 100 per cent. was predicted by H. Simons, who presided at the opening of the convention.

Some slight compensation, however, is to be granted, as coats will be longer, shoulders broader, and chests deeper. In addition to this, Mr. Simons said, gaudy linings of Alice blue, orange and similar bright lines will be in vogue, while vests will be cut lower to permit a greater display of dazzling shirts. He stated that no departure in the present style of trousers will be noticed.

THE RETAIL ADVERTISING PAGE

A Suggestion for the Ad-Writer.

Your Broker Says— “Buy in a Rising Market”



Prices of suits are going to soar this Fall. They must. Wool is scarce, labor is dear and the demand for cloth is on the bound. So many men getting back into “civies.” This is a rising market.

The Fashion-Craft shops have large stocks of your kind of suits. Just the right style—not too ultra, but with that individuality you desire. The prices have not advanced and the quality is true Fashion-Craft. Why not follow your broker's advice and buy now.

FASHION-CRAFT CLOTHES
SHOPS

MAX BEAUSIS LIMITED

229 St. James St.

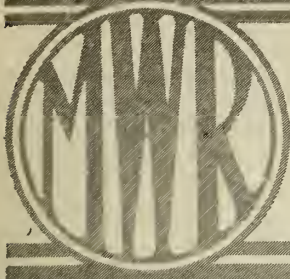
East End - A.A. Roy
460 St. Cath. St. E.

West End
463 St. Cath. St. W.

The above advertisement appeared in a Montreal paper. Its appeal is to the business man and is backed by good business arguments. The text is clear and well arranged, the type is right and the cut shows action.



This picture was taken to illustrate what can be accomplished by small men's wear shops in the country in the erection of a cheap but attractive display cabinet for the sale of clothing. This cabinet was erected in the store of George N. Hart, and only a section of it is shown here. It occupies one side of the store from the front to the rear and is 30 feet long by 8 feet high. It cost less than \$100 to build, not including the mirror, which was picked up by Mr. Hart at a sale of store furnishings for \$25. The cabinet is constructed of fir and is finished in the natural wood oiled and varnished. Suits of clothes are suspended from a piece of piping. The main feature of the cabinet is the placing of the mirror in an alcove, and the conversion of the base into a storage place for suits and cardboard boxes. Prior to 1919 Mr. Hart, who is seen in the picture, was mayor of Melville for a term of three years. He represents the House of Hobberlin, and speaks very highly of the service rendered by this firm during the war, when they issued instructions to their agents to take back suits and return the purchase price in the event of young men being conscripted for army service. The suits from this firm are made to order in the factory from measurements supplied from the country agents, and these agents have instructions to send them back when they do not fit. It is service of this kind, said Mr. Hart, that wins the loyalty and confidence of the country dealer.



MARKET REPORTS



MARKETS AT A GLANCE

TORONTO, July 25—There is very little change on the piece goods market over last month's quotations where actual prices are quoted, but there is a decided tendency to higher prices on all lines touched upon, due, no doubt, to the employers settling the different labor disputes by settling in the only way possible these days, namely, with higher wages and shorter hours. The market in wool is as strong as ever, and prices neither in England, the United States nor Canada show any signs of declining. There is a very heavy demand for wool, both for Europe and domestic account. Canadian mills are working to capacity. The fact that Government wool sold for 15 cents above minimum price fixed by the Government is evidence of its firm future. Clothing manufacturers and manufacturers of knit goods are reaching out for European trade, and also trade with New Zealand and South Africa. Quotations for Fall delivery of woollen hosiery, mitts, sweaters, etc., show advances of 10 per cent. as compared with a year ago.

The Canadian situation in cottons continues very strong and prices have reached war time levels again. The mills are slow to accept orders and are sold up for months ahead. Some of the mills are also experiencing labor troubles, which, of course, is having its influence in stimulating prices. Generally speaking, advances in all lines of cottons are to be expected. The market for linens is, of course, very strong. Stocks among the wholesale houses are still small; unions are supplying a good deal of the demand. Handkerchiefs for Fall placing business show an advance of from 10 to 15 per cent. An early return to normal conditions in the linen market is not thought likely. Neckwear silks are exceptionally strong and buyers just returned from New York state that prices have advanced 25 per cent. in the last few weeks and at that it is most difficult to secure adequate supplies. One buyer says that \$9.00 neckwear will, instead of being the exception, be quite an ordinary price. Deliveries in 1920 of Lyons and Milan silks will be at much higher prices. Japan is exporting raw silks to Italy, which is rather an unusual situation. Swiss silks are 20 cents a yard higher than three weeks ago. Japan silks on spot are also higher.

Clothing being governed, of course, by the market prices on woollens and cottons, and the labor situation will naturally be higher still. The expense of manufacturing has jumped 25 per cent. on account of higher wages paid for labor working shorter hours, and thereby lowering output and increasing overhead expense. Most of the manufacturers are working to capacity, and are only able to make part deliveries on orders placed in Spring. The special measure departments have just about cleaned up on old orders and will be looking for more business.

COTTONS

Advance in Market for Raws and Uncertainty of Labor Situation Renders Prices on Spot Uncertain

COTTONS.—The position of the market in regard to cottons is one of uncertainty. Prices from the manufacturer, as stated last month, were withdrawn, and since then an average advance of about 10 per cent. has taken place. The unsettled conditions under

the stability of values very unlikely. Many of the Canadian textile mills are experiencing labor troubles, and the demand for higher wages and shorter hours of work are, of course, reflected in general market conditions. There is all kinds of business, but manufacturers' agents are not taking any orders. While prices declined following the armistice, the decline was short lived, for ruling prices are now at war-time levels, and in some instances, dealers state, they are

even higher now than during the war.

The strength of the market for raw cottons is also having its effect on the spot situation.

In referring to the outlook in cotton the "Daily Mill Stock Reporter" has the following to say:

"That the next crop of cotton is to be a short one seems to be universally accepted in the trade at present. Weather conditions have been very unfavorable recently, and hope that a change for the better would occur in time to save many fields in various sections of the belt seems to have been abandoned, the continued rains having about dissipated such hopes. Reports from the growing districts have been distinctly pessimistic and it is believed the conditions outlined will be corroborated in the Government report to be issued to-day. The lowest percentage for the date in recent years was 70.2 in 1917, while the ten-year average is slightly over 80. There are many in the trade who confidently expect the report to-day to be near 70. The condition of the crop is the main basis for the underlying strength in the market at levels which are the highest of the season.

"The comparatively large amount of cotton held by producers and growers in the South, although a big proportion is poor spinning quality, is the source of little or no concern. Such considerations have for months been overshadowed by the uncertainty as to the new crop and the recognized requirements of the world for raw and finished cotton material, expected to be filled as rapidly as possible as soon as there is a return to something like normal shipping facilities.

"The goods market continues fairly active, with a goodly volume of the sales being made by second hands. Mills as a rule are booked well ahead and are rather cautious about commitments further off because of the prevailing inflation of values."

WOOL

Signing of Peace is Likely to Open New Channels of Inquiry for Woollen Goods

WOOL.—There does not seem to be anything to indicate lower prices in the wool market yet. The excessive demand, both in Europe and on this side, is the deciding factor in the way of maintaining strong values. Now, with the signing of peace, new markets are likely

to open up, and the majority of dealers are of the opinion that this will have a tendency to hold prices very firm. There has been no appreciable advance since the last issue of MEN'S WEAR REVIEW, but the market is very strong and the trend, it is authoritatively stated, is not likely to be downward while distribution is so uneven throughout the world.

While supplies of wool are likely to be fairly heavy this year, there is on the other hand an unprecedented demand, and the cost of labor and shorter hours figure largely in the market strength. The Canadian mills are filled with orders without exception. The maximum production of the plants in the Dominion is, however, insufficient to provide for the entire Canadian needs. "Made in Canada" merchandise has a very big place in the Dominion now, and is more and more winning favor on its own merits. There was some hesitancy displayed earlier in the year, when nervousness seized certain American interests, and they booked orders at a sacrifice. Deliveries on these orders were cut down 25 per cent., and the price movement has been steadily upward since that time. The present situation is that goods now on order by wholesalers will cost them considerably more laid down in Toronto than the price they are now asking the retail trade for similar material bought some time ago.

No release is in sight yet from British mills; orders there are simply stacked up, and only approximate prices given for those accepted. Notwithstanding the high and uncertain quotations the price of labor is the biggest element for consideration when it comes to made-up clothing, whether men's, women's or children's.

The woollen industry is one of the busiest in Canada, and there is little chance of any surplus of woollen textiles this year. Canadian novelties and tweeds have been taken up readily by the trade, and in many cases consumers are allowed to believe that the goods are imported—which seems to make them more popular.

Some heavy knitted fabrics made in Ontario are selling for men's overcoatings and women's Fall suits. These are so closely knitted as to have every appearance of woven cloths.

A report from Washington, dated July 3, states that the average cost of all wool purchased by the War Department there, to May 31st last, is 71 cents. The average cost of that sold to May 31st last is 76 cents per pound, and the price received 72 cents.

Another report of the same date from Boston, states that an era of economy appears to be sweeping over the worsted branches of the textile industrial and production of wool waste has been reduced to a minimum.

It is said that the saving in wool cloth by the tailors to the trade in the United States through a reduction in the size of samples at the instance of

the Commercial Economy Board amounted to over 220,000 yards. For the entire garment and clothing industry the saving resulting from smaller samples will be not less than 1,500,000 yards. The saving in cloth that is resulting from the reduction in yardage per garment will probably amount to at least 35,000,000 yards this year, the memorandum states.

COLLARS

New Advances Made Effective July 15th
—Prices Now \$2.40 Per Dozen—
Retail at Thirty Cents

COLLARS.—Circulars have been sent out to the trade notifying them of the advance in collar prices, which, in most instances, came into force between July 1st and 15th. The advance seems to have been by arrangement between the different United States collar manufacturers and was made to offset the new scale of wages being paid to operatives in the collar-making industry; this and the higher price of cotton in the future. We still speak of the linen collars, but in these days, in most instances, is better grade cotton when it comes to making a collar.

The Canadian manufacturers were up against the same conditions as the United States factories and followed their lead in raising the prices to the retailer.

It is, and has been, a general rule to add 50 per cent. to the price of collars. This would bring the consumer cost to 30 cents, or two for fifty-five. It looks like the last rung in the ladder going up.

SILK SHIRTS

There was a time not long ago when the silk shirt was considered a luxury, but that idea has passed into history and nowadays a man's outfit is not complete without an assortment of this very cool, comfortable and smart appearing garment. It is the general opinion of men's wear dealers that the silk shirt has come to stay, and instead of being a hot weather shirt that it will now be considered a staple article and will sell freely the year around. Sales were never so large as they have been this season, and it is conceded that it will be an ideal Christmas gift, and a great many merchants are buying with that idea in view, and manufacturers are having them boxed individually for that purpose. The sale is not confined to the better stores, but all graders are sharing in this popular fancy and adding increased revenue to their business. There is no particular pattern of an outstanding nature; everything being shown is soon disposed of soon after being taken into stock. There is a tendency for an abundance of color, and stripes predominate but plain colors are hard to procure and are in a class with fine neat patterns

in bright colors which if these could be procured price would not count. The popular price is around \$5 to 7.50 but many shirts are being sold from \$8 to \$10.00 and from indications from the silk markets will not be any cheaper for some time to come and there is a very great trade.

FASHION CRAFT

Russell Cochrane, manager Clarkes, Limited, Shop Fashion Craft, Moose Jaw, has recently visited Montreal and New York in the interests of his firm. Mr. Cochrane finds materials hard to procure, even at advanced prices, and returned to the West thoroughly satisfied in his mind that the goods purchased by his firm for Fall five or six months ago were from 15 to 30 per cent. cheaper than he could replace them at the present market price. Whilst the tendency was still upward, especially was this noticeable in woollen goods.

Mr. Lee Sullivan, Western special order representative of Fashion Craft Mfrs., Ltd., Montreal, returned to headquarters after a five months' trip in the Western provinces and reported a most successful season.

ANNUAL PICNIC

H. Vineberg and Company. Limited,
Montreal

THE fourth annual outing of the employees of H. Vineberg & Co., Limited, manufacturers of Progress Brand clothing, was held at Ste. Rose on Monday, July 19. There were some five hundred employees and their friends who assembled at Ste. Rose and were first addressed by Mr. Harry Vineberg, president of the company. Among other things Mr. Vineberg emphasized the fact that "while the world at large was celebrating peace, it was up to all of us to have peace amongst ourselves in our homes and at our work."

Immediately after this address Mr. Vineberg was presented with an illuminated address signed by the heads of each department as a token of the esteem in which he is held by his employees, also in recognition of the fact that he has been in business for over forty years. The programme was comprehensive and kept everybody busy and happy. At 2 o'clock the sports programme was carried out as arranged previously and all the events were entered into with a zest.

During the afternoon and evening a band was playing in the pavilion for dancing, which was a very popular feature amongst the younger and light-hearted generation. The picnic broke up at 8.15 after a most enjoyable outing.



SHIRT DEPARTMENT

SHANNON & GRANT, Hamilton

Shirts Properly Displayed Sell Themselves

The above photograph shows the up-to-the-minute and one-minute-past shirt department of the Shannon & Grant men's wear store on Rebecca and James Sts., Hamilton. It is one of the most business-like departments in Canada, the stock is excellently displayed and is to all intents and purposes a self-serve display, as the customer can see a wonderful assortment—can handle the articles and make his own choice with very little assistance from the salesman.

The Shannon and Grant business has made rapid strides the last few years and the proprietors attribute a good deal of the success to up-to-date display fixtures, advertising and plenty of it, service and customer satisfaction.



CLOTHING DEPARTMENT

SHANNON & GRANT, Hamilton

The well-arranged display of stock in the clothing department of the Shannon & Grant store, Hamilton. A man would just naturally feel that he was hard to please if he couldn't select a suit to please him from this formidable array of suits and overcoats that can be seen from one end of the department to the other. Here again the question of self-service crops up. A prospective purchaser may roam around while the salesmen are busy with other customers and get an idea of what he really wants, and after that the sale is considerably simplified for the aggressive salesman.

There is also an up-to-date shoe department in connection with this thriving Hamilton store that is in itself a complete shoe store. This store is entitled to the term of the "Show Window Store of Hamilton," as they have just lately put in up-to-date windows running the full length of the store and across the front. In another issue we will reproduce a photograph of this store from the outside.

WHY IS THE KNEE-PANTS AND KNICKERBOCKER BUSINESS NEGLECTED?

Retailers and Manufacturers Deplore Lack of Interest and Appreciation on Part of Each Other in the Possibilities for Developing Greater Business on This Article of Boys' Wearing Apparel—Pro and Con Discussions on This Subject.

From *Men's Wear*

ARE manufacturers of boys' knickerbockers overlooking a golden opportunity? A buyer for the boys' clothing department of a large New York department store says they are. He affirms that they fail to realize the possibilities that are present in their line of endeavor and that an outsider might enter the field and achieve a startling success in the business which offers greater possibilities to-day than ever before, while those who are in that business are asleep or dozing.

Visitors from all sections of the country drop into his department from time to time, he says, and ask for information as to who make boys' knee pants, for the manufacturers, as a general thing, are quite unknown to a good many retailers. In contrast, he points to firms who have been rewarded with fortunes through the manufacture of men's trousers, and indicates that, while the volume of men's separate trousers sold is not nearly so great as that of boys' knickerbockers, the firms and their product of those making men's pants are known to everyone in the trade.

Six pairs of pants are sold for every suit that is bought for the boy, is the proportion he names, and yet there is no manufacturer who stands out pre-eminently in the minds of retailers or of the general public as specifically boys' knickerbockers and knee pant manufacturers. "It seems that they are ashamed of their business," this buyer said, "and instead of trying to originate something in their own line and to develop it into a big proposition, they slavishly try to copy the success of somebody else with another line, boys' clothing, for instance, when wonderful opportunities lie unnoticed right at their own doors. In the light of the success that has rewarded some of those in the boys' clothing field and in the young men's field, the knee pants business, perhaps, to them seems small."

As an example of what can be done with things that were once held to be insignificant, he indicates the lowly sandwich, saying, "A number of years ago the customer who entered a restaurant and ordered a sandwich and a cup of coffee met with scant attention from the waiter, who, however, hustled at top speed for the customer who ordered a meal. Someone conceived the idea of exploiting the sandwich and opened up marble finished and expensively decorated establishments just to take care of the kind of custom other restaurants looked upon with disfavor. To-day fortunes are being enjoyed by those who entered into the business of dispensing the five-cent

sandwich along original, money-making lines. The despised sandwich customer was a very desirable customer to those with a vision that took in the possibilities of the business."

Just what this man's criticism applies to is perhaps a tendency on the part of manufacturers in the knickerbocker and knee pants line to let things go as they are and to carry their business along as it always has been operated, that is, as far as present conditions will permit. The buyer whose remarks are quoted seems to think that the mother, having now become accustomed to paying considerably advanced prices, is in a mental attitude where she would be susceptible to the claims made by some branded, advertised line of high character. To the suggestion that the shortage of merchandise might handicap or defeat the object of a manufacturer who might try to establish his brand in the public mind through the channel of advertising and the maintenance of a standard, he avers that in his buying he has not found shortage of merchandise to be serious. "How is it," he asks, "that when I want a certain garment in knickerbockers, it is not in his stock, but the manufacturer always offers to make it up for me?"

It is apparent that either the indifference of the manufacturer in developing new ideas in the knickerbocker business or the attitude of the average retailer toward that proposition is not inspiring much progress in that line, for according to all accounts it stands today where it has always stood. Of course, the economic conditions of the country have helped to eliminate some of the cut-throat features of the business that may have existed, but it is said that in comparison with other lines, no one is doing a really distinctive business. No firm or firms stand out as the big knickerbocker and knee pants people. When the retailer thinks of knickerbockers, does he instantly recall some firm as the big knickerbocker house? Does the mother, in buying knickerbockers for her boy, look for some trademark or name that gives her confidence in what she is buying?

A manufacturer of knee pants deplores the neglect with which the knee pants proposition is treated by the trade, which is a view from the other side of the fence. He points out that, while there are undoubtedly five or six pairs of knee pants sold to every suit that is sold, yet there is only one store in the great city of New York, with a million and a half boys, which thinks enough of knee pants to advertise them. That store, he believes, sells more boys' clothing, suits

and knee pants, than any store in New York.

He predicts that within six months the knee pants and knickerbocker business will get into what he describes as the old cut-throat method of doing business which was in practice prior to the time when the piece goods situation and the labor situation made a sellers' market, and the only remedy he sees is the relief afforded by owning a branded, advertised line, which rises superior to price battles.

Department stores, however, are big buyers of boys' knee pants and they do not look with any particular favor upon the advertised brand, according to this manufacturer, because they feel that if they once carry a branded article, it means that the store is forever tied up with that brand. They prefer to carry lines that may be changed when a better price presents itself, for they appreciate that they have not the opportunity of bargaining with a branded line.

Where knickerbockers are carried by the clothier, the knickerbocker customer is often neglected. For example, if two customers should enter the store simultaneously and one proved to be a knee pants or knickerbocker customer and the other a suit customer, the suit customer would get all of the attention because of the larger margin and bigger sale. Knickerbockers have now reached a price where the amount of the sale is not negligible. A pair of blue serge knickerbockers, which might have been sold for a dollar some time ago, are now selling for around four dollars, and a dollar and a half or two dollars is the average and almost standard price of knickerbockers to-day.

Those manufacturers who sell only to jobbers see nothing to the knee pants and knickerbocker business but a price proposition. The manufacturer who can increase production and thereby reduce the price believes that he has accomplished a good stroke, for, as one of them remarked, "a difference of five cents on a dozen means a big difference in business." With them, wherever a corner can be cut, it means a chance to slice the price.

Even though a large percentage of the knickerbocker and knee pants business may be a price proposition from the viewpoint of many manufacturers, jobbers, retailers and ultimate buyers the creation of a consumer demand for a branded line might take a manufacturer out of a price war if conditions revert to that, leaving him a fair margin of profit and permitting the maintenance of a standard in the garments.

However, there are those who believe that the old conditions cannot return. A manufacturer, who is recognized in the trade as producing a high-grade line of boys' pants, says that, while he has never gone after business on a price basis, such a condition existed with many, but labor's demands for shorter hours and more pay have resulted in under-production and the scramble for customers will not be so heated as to make five cents on the dozen a deciding factor.

The majority in the business believe that the department stores are the largest distributors of knickerbockers and that clothiers are neglecting opportunities when they do not give careful attention to this line. They admit that it is quite natural for the salesman and the proprietor to devote more attention to the sale of a suit than to a pair of knickerbockers or knee pants, for in point of time it takes almost as long to sell a pair of these as it does to sell a suit. The woman is said to be just as particular in buying a pair of pants as she is in buying a suit. She will make the most minute examination of the material and workmanship.

From another angle it would seem that the particular woman should prove a good customer for high-class knickerbockers, well made, of good material and the recognized product of some well-known maker. The woman who buys boys' knee pants does not confine her purchases to these items, and the boy for whom they are bought does not wear only knickerbockers, but also wears suits. If the clothier carries knickerbockers and knee pants, and gives their sale sufficient attention, he will no doubt attract customers for boys' suits, for, on the whole, the sale of an individual item is less important than the profit in securing a long continued patronage, during which a number of pairs of knickerbockers are sold, as well as the proportion of suits to knee pants and knickerbockers that the woman buys for her boy.

A retail clothier attributes several causes for an admittedly poor business in knickerbockers. The reason he does not sell more of them is not because he does not want to, or because their sale might interfere with suit sales, for he says he would sell grass seed if he could make it go, but because the garments that are offered to him by manufacturers are unsatisfactory to his customers. They lack variety and are skimmed as to measurements. Knickerbocker makers, he claims, are not keeping pace with the progress in the boys' clothing field.

Another contributing factor to a decided falling off in his knee pants business, he says, is that better suits are being bought for the boy to-day. The suits are made better and are of better material, and the mother is willing to pay decidedly more for the suit that contains quality. Then, too, pants that are reinforced where the wear comes, with double seats and made stronger, to some degree make extra pants less necessary, he claims.

The majority of knickerbocker manu-

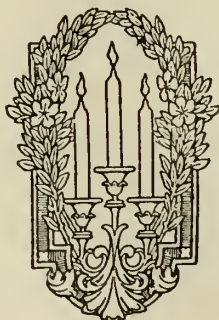
facturers are not making their merchandise to correspond with the improvement in suits, and that is what the retail buyer expects when she is asked to pay a good price for extra pants. She demands the same generous sizes and good workmanship that the original pants accompanying the suit contained.

This retailer asserts that he has not bought any knickerbockers to speak of for more than a year just because he could not get what he wanted and because the stock he carried was not moving. He is frank to say that the price of the kind of goods he wants would be high and that perhaps customers would be reluctant to pay six or seven dollars for a pair of knickerbockers for a boy.

Another retailer has a solution of the price problem which he believes he would adopt if he were a manufacturer of boys' knickerbockers. He would put out two lines, one of a good quality such as go with the suits and a fair line matching the suit sizes and colors, made of a cheaper mixture. This would give him some latitude in prices.

The knickerbocker and knee pants proposition is fundamentally one of economy, the mother buying these pants to replace those worn out with the suit, or to wear in place of those belonging to the suit. While the boy is wearing these knickerbockers, he is saving his suit. As a consequence, the extra knickerbockers, being used as a knock-about medium of economy, and making no particular pretension as to style, the woman is not inclined to pay a price that warrants extraordinary efforts in the movement of this merchandise by the retailer, unless she is educated to do so.

The gospel of the economy that lies in good merchandise can always be preached, is usually believed and should have just as strong an appeal in boys' knickerbockers as in anything else. If a pair of boys' knickerbockers retailing at four dollars will give more than twice the service of a pair at a dollar and a half, and at the same time present an appearance that offers a much stronger attraction as stock than does the cheaper pair, to say nothing of their appearance when donned by the boy, then it should follow that there is room for a campaign telling these facts and guaranteeing their authenticity by affixing a trademark which the mother recognizes as standing for the quality and service which results in greater economy in the long run.



All who buy boys' knickerbockers and knee pants are not influenced by dire necessity, and because a mother buys a pair of knickerbockers instead of a whole suit is no indication of poverty. There are knee pant makers who are producing and marketing merchandise on the basis of quality alone. Economical motives, no doubt, prompt even the well-to-do to buy separate knickerbockers for boys, and it is quite natural to assume that these would be willing and anxious to secure satisfaction in a good grade of merchandise at a good price, provided they had a means of recognizing it despite a lack of expert knowledge of material and workmanship.

There are signs of an awakening, however, for a manufacturer of men's trousers is now actively soliciting business for knickerbockers and manufacturers of boys' suits are also making a play for separate pants business.

CANADA'S BANKRUPTCY ACT

Continued from page 42

2. Costs in obtaining judgment are allowed to the first man who has secured execution against the company.
3. Three months' preference only to wage earners.
4. Taxes due to provincial or Dominion Governments which are declared a lien on the property and must be paid.

Landlords Three Months Only

In regard to landlords—A change has been made in the law as it is in the Province of Quebec regarding landlords. As a result a criticism has been brought up that we are too hard on the landlords, while on the other hand the claim is made that they should rank as ordinary creditors. We have decided to allow the landlords three months' preference only on their claims. Again the criticism is raised that as soon as the law takes effect you will see all rents payable in advance. But that is not a hardship and as a matter of fact in New York this is the custom in force. If more than three months' rent are due him he will be treated as an ordinary creditor and obtain his dividend with the rest.

The main objects that will be obtained by this Act are thus:

1. It will grant uniformity in bankruptcy acts for all the provinces.
2. The proceedings will be as speedy, as cheap and as reliable as possible.
3. It will abolish preferential or priority creditor abuses.
4. It will provide for the honorable discharge of an honest bankrupt.
5. The whole Act will work out to the financial and commercial interests of Canada.

It may be six months or more before the Act is put into actual operation. The consensus of opinion is that a reasonable time should be allowed to pass before it comes into effect. Practice forms must be drawn up, rules of practice approved of, trustees chosen, etc., but in six or eight months the bill will be proclaimed as law and come into force.

SALESMEN OF TO-DAY AND TO-MORROW

(Continued from page 31)

difficult to sell one article after having gone the limit in sales talk on another article, and this is the danger if you make a mistake in sizing up what the customer wants before you know.

"When you try to sell a customer something they do not want they forget to come back to your store again. Be careful of over-insistence. Lead the customer instead of trying to drive. We are apt to size the customer up according to our standards instead of according to their standards."

In referring to the customer who comes into the store and says that he or she is "just looking," Mr. Stockdale gave the following illustration:

"A Woodstock, Ont., merchant told of a lady who came into his store to look at certain goods which she was thinking of buying in the Fall—some few months later. The salesman explained that they would have some better lines in at that time, and suggested that she delay looking until the Fall, and then visit the store. The lady in question went to another store in town, and by the exertion of salesmanship was induced to buy goods on the spot."

Mr. Stockdale gave another illustration of how some merchants take much for granted and make a mistake in sizing up customers. He referred to the travelling salesman, who often makes purchases from merchants whom he usually visits in a business way. The point was emphasized that many merchants mistake good customers for salesmen, and do not give them even usual attention.

"The merchant who will not pay the greatest attention to the travelling salesman reaps his own reward," added Mr. Stockdale.

People Learning to Shop

"Merchants should also give customers the same attention when they do not buy as when they do make a purchase." The 5c, 10c and 15c store is teaching the people to shop. We are developing a nation of looker-snoppers. It is there they are getting their education.

"The customer who comes in to buy a 10c article should be given the same attention as the one who comes in to buy a \$10 article. Take care of the people who come in to look. Don't let any lookers come in to your store, as far as your treatment is concerned.

"The attention you give to Mrs. Brown has a greater influence on your store than you imagine. Mrs. Brown takes a lot of your time and buys very little, and she is hard to wait on. When you take this attitude towards customers you are making the mistake of your merchandising life. You may call this customer what you please, but Mrs. Brown corresponds to the baseball fan. She is the store fan—what would baseball be without the fan? Mrs. Brown knows more about the merchandise than the clerk behind the counter. She asks questions which are hard to answer.

Mrs. Brown belongs to all the clubs in the town and attends them regularly. Don't forget the stores are well discussed at these meetings. The reputation of your store is made or marred right there. Mrs. Brown is sending customers to your store or away from it. Get Mrs. Brown boosting for your store.

"A satisfied customer is the greatest advertisement. Mrs. Brown is satisfied or is a dissatisfied customer who gives much of her time giving word of mouth advertising.

"Whenever you think of salesmanship you think of certain clerks who are born and not trained. If you have the right foundation, salesmen can be developed through experience, and if you do not

have the right foundation you cannot develop a salesman. The study of the science of salesmanship is a good thing.

"The person who stands behind the counter to-day and succeeds is the person who really wants to serve the customer, the salesman who has the spirit of service. How many can say that their customers feel you like to serve them? If they feel that way they will come back to your store, but you must have the service spirit in your salesmanship.

"Don't forget the Biblical quotation: 'He who would be the greatest among you, let him be the most willing servant.'"

Western Store Encourages Road Building

Robinson & MacBean, Moose Jaw, Sask., Hold Third Annual Competition to Encourage Good Roads That Are of Such Vital Importance to the Customer and to the Store.

A GREAT public service is being rendered to the people of Moose Jaw district through the foresight of the proprietors of the big Robinson and MacBean departmental store, Moose Jaw. For years this leading firm have conducted a road-making competition in the immediate district of Moose Jaw, which has not only greatly improved the roads in that locality, but has meant thousands of dollars annually to the merchants of that city, which would otherwise have gone to other towns or the mail-order houses.

Covers 70-Mile Radius

Announcement is just made of the third annual road competition of the Robinson MacBean Company. The preliminary inspection has already been held, and the contest is now entering upon its constructive stage. Fourteen entries, covering seventy miles of roadway, have been made and substantial prizes, ranging from \$150.00 for first prize, to \$75 for third prize are being offered; prizes totalling \$325.

The contest takes unto itself great importance when it is remembered that the raw prairie roads have always constituted somewhat of a problem to road makers, and also from the fact that distance is more and more coming to be measured by time rather than by space, as the automobile more and more takes the place of the horse and buggy. It is now possible for farmers residing many miles from town to visit their merchants in town as often as they please, where formerly they rarely made the long and difficult trip to town by horse.

Assists Business

It is the aim of the Robinson and MacBean company not only to assist in bringing business to their own town, but to assist in making experiments along

the lines of better methods of road-making, and in this they are doing a real service to the prairie dwellers of Saskatchewan.

The competitions were first undertaken by the firm in 1917, so that this season's contest will be the third annual competition. The contest this year will cover the same territory as that of last year, roughly, from Hearne on the south, to Keeler on the north, and from Belle Plain on the east, to several miles past Caron on the west. Seventy miles of road are covered in the contest.

Judged on Four Points

Judging is done on the same basis as formerly, each entry being given a preliminary inspection before the season's work begins, and certain points are awarded for the condition of the road and the condition of the soil at the commencement. This award is in the nature of a handicap, the road in the poorest condition at the start being given the greatest number of points. This tends to equalize any difference which might exist between the entries at the beginning of the competition, and start all the contestants off on an equal basis. An extra award of five points per mile is given each competitor for every mile which his entry exceeds three miles in length.

An inspection will be made monthly during the season, four in all, and points awarded for improvement shown in that time on crown, hardness and smoothness of road; also for the condition of the ditches, freedom from weeds, amount of traffic and for general appearance.

At the end of the season a first prize of one hundred and fifty dollars; a second prize of one hundred dollars, and a third prize of seventy-five dollars will be paid for the roads securing the highest number of points, the prizes to be divided

(Continued on page 60)

WHERE DO YOU LOOK FIRST IN A NEWSPAPER ?

Why Right-Hand Side of the Show Window Catches Your Eye is Explained by J. E. Miller in the "American Magazine."

IT was only recently that I, like everyone else, was a salesman; for being a salesman is simply trying to interest somebody in something. It may be soaps, it may be silks, or your services—or salvation, if you are trying to get someone to take it, you are essentially a salesman.

I am the "News Editor" of a daily paper, and among my duties is that of placing the news stories on the front page so as to arouse the interest of anyone picking up the paper, or merely glancing at it on the news-stands.

In the United States there are some 2,500 daily papers. Their news editors must be great salesman, for they help to sell more than 75,000,000 copies of their "wares" daily. At any rate, they have learned one thing which, so far as I know, other salesmen have not discovered.

They have learned where people look!

They know on just what spot on the front page of the paper your eyes will rest first, because they know this, you will find that the first thing you see when you glance at a paper, is the biggest story the editor has to offer you. And you will see it, first, because he has placed it where your eyes inevitably go—on the right hand-side of the first page.

But—while editors understand and profit by this almost universal habit of looking to the right, I have yet to find a retail salesman, or a window decorator, who knew anything about it.

I once asked an eminent eye specialist to explain the phenomenon, he had never heard of it.

Interested, he made some tests, and confirmed my theory. He suggested that it might be due to right handedness; but as I, myself, am left handed, I discarded his theory. It might, we agreed, be due to the fact that American traffic keeps to the right, and so trains Americans to look that way. Tests on the continent, where the left-hand traffic rules are in vogue, would confirm or disprove this theory.

Not one decorator in a thousand places the "piece de resistance" of his display anywhere but in the centre of his window. That he says is the logical location for his best offering. But the news editor has found that the right-hand side of his front page show "window" is best, the left-hand second best, the centre a poor third.

I recently had a chance to test that theory.

In the centre of my front page I have an important story, headlines black, and two columns wide. The next day in conversation with a business man I men-

tioned the story, which had something to do with our war preparations.

He hadn't read it! Yet he assured me he had glanced over the headlines of the paper. Further questioning revealed that he had gathered the news in both right and left-hand outside columns, but missed the two column headlines in between.

A few days later, I put the theory, as applied to store windows, to a practical test.

I was walking along the street when I recalled my conversation with the business man. I stopped and tried to recall what I had seen in idle glances cast in store windows during my walk. Then I went back and looked over the windows.

In every case but one the things that had impressed themselves on my mind were articles that had been in the right-hand section of the window. In the one exception, a particularly striking show card placed in the left-hand corner had caught my eye.

Later, walking down the same street with a friend, I began talking about the stores we passed, and he, as I had hoped, unconsciously let his eyes rove over the windows.

At the corner I asked him to stop and name the things he had seen. Then we went back to see where they were placed.

The first store was a jeweler's, my companion had been attracted there by a commonplace object—a plaster of Paris hand supporting between its fingers a pair of tortoise-shell glasses.

The display was in the extreme right-hand of the window, and as we had been approaching from that direction it could not be seen until we were nearly in front of the window.

Farther along was a drug store. There my friend had been attracted by a patent medicine display. The medicine was unmarked by card and was only a small item in a large window, yet the label on the bottle had caught his eye, and the display was in the right-hand corner of the window!

The same thing was true in two other windows. In not one case, in a cursory inspection, had any other part of the window attracted his attention.

Further tests on both myself and friends, proved that the highest percentage of hits for my theory were registered in smaller windows from eight to ten feet frontage, and not very deep. In the larger windows, twenty to thirty feet across, the percentage dropped about one-third. However, most stores with large window display spaces usually subdivide.

If furniture is being shown screens are used to subdivide the display space.

If the display is men's apparel, paneled screens are used to furnish background for the display.

I found that in those windows the percentage in favor of my theory was practically as great as in small displays of drug stores, groceries, tobacconist and the like. The big windows with unbroken expanse, such as displays for sales of white goods, were the ones that drew the average down.

WESTERN STORE ENCOURAGES ROAD BUILDING

(Continued from page 59)

25 per cent. to the operator being in charge of the road during the season, and 75 per cent. to the municipality in which the entry is located. All inspections are made by an official of the Highways Department of the Provincial Government.

In announcing their annual competition, Robinson & MacBean, Limited, have the following to say of the aims and objects of the big contest:

"We believe that the problem of building better public roads in this province is one that is becoming increasingly important. The automobile has come into general use very rapidly in recent years, not only by the pleasure seeker, but also as a time saver for both the farmer and the business man. The success of the automobile, however, depends very largely on the condition of our roads, and in this province it is probable that the scarcity of proper road building material, such as gravel, broken stone, etc., will prohibit their use for a long time to come, except possibly in cases where the traffic demands are unusually heavy. This means that we will have to depend principally on the common earth road, and the condition of the earth road depends on the proper use of the grader in constructing the road, and of the drag in maintaining it.

"It is one of the objects of this competition to assist in demonstrating what can be accomplished in the construction and maintaining of earth roads, as well as to assist in promoting better roads in the Moose Jaw district."

TO MAKE PAPER CLOTHING

The Celltex Manufacturing Co., Ltd., has been registered in England with a nominal capital of £100,000. The object of the new company is to manufacture paper garments. Germany experimented in making paper clothing, in fact, was forced to wear paper garments of all kinds. Judging from the samples that have been on exhibition in this country as curios, there is a future ahead of this industry, for the garments, although crude, are said to have excellent wearing qualities.

ALL PARCELS AND CATALOGUES CARRIED BY MAIL SHOULD BEAR THE COST OF THE SAME, AND NO PORTION SHOULD BE CHARGED TO THE LETTER SERVICE.

By E. M. TROWERN, Secretary, Dominion Board, The Retail Merchants' Association of Canada, Incorporated

THOUSANDS upon thousands of retail merchants in all parts of Canada have complained for many years that the methods which have been adopted by the large mail-order houses, which are located in one or two large commercial centres in Canada, are such that they are enjoying special privileges and receiving special benefits at the expense of the public generally.

Many Prosperous Communities Best

It is readily conceded by those who have given the subject any thought and consideration that it is very much better for Canada to have a large number of prosperous cities, towns and villages, than it is to have only a few overcrowded and congested centres. To those who have studied this problem, and who have visited the towns and villages throughout Canada, it is quite apparent that the towns and villages are by no means as prosperous as they should be. There must be a cause for this condition. General stores in towns and villages are generally rendezvous for commercial intercourse and social exchange of the new ideas and inventions that are placed upon the market. The more stock that the retail merchant can carry, the more convenient his store becomes and the better service he can render to the community.

The Plan Adopted

The plan that is usually adopted by mail-order houses is to advertise well-known staple lines (that are usually sold by the general stores) at prices below which they should be sold at, and the mail-order houses then make up the loss on lines of goods that the general store does not carry. This system is deceptive on the face of it, and it is demoralizing in its tendency.

The Zone System

When the Post Office Act was amended the last time this matter was taken up by our association, and we expressed our approval to the Postmaster-General of the plan he had adopted, of creating zones of about twenty miles radius, each increasing the cost of the mail service the further they proceeded from the point of mailing. We fully understood at that time that this plan would be carried out in reference to mail order catalogues as well as to all articles sent by parcel post. Since then we have learned that mail-order houses send

their catalogues by freight or express from their central warehouses to the central post-office within the twenty-mile zone, and from this point they are delivered, thus defeating the original proposal.

Parcel Post System Does Not Pay

Upon further investigation, we find that the entire parcel post system of Canada does not pay sufficient revenue to cover the cost. In order, however, to cover this loss, a very large profit is made on ordinary mail matter, and this profit is credited to the department, and set out as against the loss made on the parcel post service. In other words, the entire commercial community, when they place postage stamps on their letters, are helping one or two large mail-order houses to carry goods all over Canada to the detriment of the retail merchants of Canada, as well as to the consuming public, who are anxious to have thriving towns and villages in their midst.

Railroad Loss

In addition to this enormous loss, there is now a still further loss on the amount that is allowed to the Government railroads for the carrying of the mail, including parcel post. It is estimated that it costs twenty-seven cents per mile per car to carry mail matter, and all that is allowed to the railway companies for this service is sixteen cents, thus showing an enormous loss on this service alone.

We believe that we have shown sufficient reason why this subject should be taken up and dealt with in a proper manner, and we are asking that a special committee, consisting of members of the House of Commons, and the Senate, be appointed to act during the recess, and to prepare an official report on this matter.

Of General Interest

As stated before, this subject is one of great interest to not only every retail merchant in Canada, but also to the manufacturers and wholesalers, as well as the public generally. A great many suggestions are made from time to time setting forth plans to endeavor to remedy this evil. Some have suggested taxation of mail-order houses so that the municipalities out of which they take large sums of money would be partially recompensed for the loss of trade within the municipality. This suggestion, however, has always lacked any

concrete plan whereby this proposed tax could be collected, and, in our opinion, it would be too cumbersome and complicated, and by the adoption of any proposed plan of taxation we would be legalizing a system which is based upon an unfair foundation.

Pay Full Cost

For this reason, we believe that the first step that must be taken to remedy this injustice is to compel all persons using the mail service to pay the full cost of the same, and that no portion of this cost should be taken out of the cost of carrying letters, or out of the Dominion Treasury.

We have our facts and figures all compiled, and our chief desire now is to have this matter laid before the elected representatives of the people, who are represented in the Commons and the Senate, and we are making every effort to accomplish our object.

The Retailers' Position

As a class, retail merchants stand between the producer and the manufacturer on the one hand, and the consumer on the other. Their duty is to distribute merchandise after it has been produced and manufactured. Being in this position, they are more apt to see any injustice that is being done, either to the laboring man, the producer, manufacturer or the consumer.

In the case of the large mail-order houses, we can see that a great injustice is being done by taking money out of the public treasury of the Dominion to benefit a few mail-order houses, who are receiving public service for less than it costs. This means that there is less money to pay the postmen, rural mail carriers, postmasters and all other persons, both inside and outside, of the mail service of Canada. We believe that every laborer is worthy of his hire, and there should be no system in Canada which will benefit a few at the expense of the many, and there is no question about it but that the present mail-order system is unfair and unprofitable, and our sole motive in asking for an investigation into this subject is to see that all those who use this service should pay the cost of the same, and all those who are employed in the service should receive a fair remuneration for their time and labor.

Do You Know Any of These Three Chaps?

HE occupied a fairly large place in the community. He was a manufacturer in a good way, and what he had to say about conditions generally carried some weight. In fact what HE SAID had quite a bit to do with what the community believed.

On this particular day this HE SAID individual stood on the corner just before parting company with the bank manager.

Of course the banker wanted to know his ideas about credits and the outlook in general. It was not possible to hear all that HE SAID, but such words as strikes, no output, hard winter, failures, high costs, were easy to hear. In fact, a person would not need to be an eavesdropper at all to get a whole earfull of real honest-to-goodness blue-ruin talk.

The banker went his way and HE SAID went his. Just as the banker was about to enter his office he met the man who used to attend to the furnaces in winter. Instead of saying, "Good morning, Joe," he stopped and asked Joe how things were going with him. "Fine," replied Joe as a starter. "Working every day at bigger pay than I ever hoped to get. My boy got back from France three months ago and he's working in the same shop. If you want to know how we're doing just take a glance at my savings account. It's right in your own bank here," and Joe was off with a smile.

And quite unconsciously Joe, the former furnace man, had put the axe into the burdock bush that HE SAID had planted in the mind of the banker.

Now as a matter of fact HE SAID was only a very ordinary individual.

Any croaker who decorates a sugar barrel in the old corner grocery could have handed out just as fine a line of headed-for-the-bow-wows talk. It does not require brains—it does not require courage, nor vision, nor executive capacity. Simply a wagging tongue and a bit of an audience—the rest is easy.

Nothing more was needed than that the tongue should wag and the audience not ask

any pertinent questions that would confuse the wagger.

HE SAID lives in a good many Canadian centres. He is telling that coal is going to be very high this winter; that there will be an awful lot of people out looking for work; that building is almost at a standstill; that costs are high; that there is industrial unrest; that buying is from hand-to-mouth, and that our money is at a stiff discount in the United States markets.

Unfortunately there is no legal way of dealing with HE SAID. Certain animals can be muzzled during the hot days of August, but there is no muzzle for HE SAID. He is at liberty to go his way, throwing out doubt here and fear somewhere else.

The antidote lies in Joe, the former furnace man—Joe, the apostle of good news—Joe, the chap who knows enough to stay everlastingly at the harvest while the cutting is good.

If Joe gets along to boot HE SAID out of his job, he will buttonhole the banker and say that in spite of strikes, reported crop shortage, high costs, and all these things, retail buying is heavy and payments good—that the world is short of scores of lines that must be grown or manufactured—that many big buildings must be gone on with very shortly—that failures of responsible firms are almost unknown—that Bolshevism has got a black eye—that the costs of the rest of the world are just as high or higher than ours.

Yes, Joe, the former furnace man, would have given the banker a real vision. He would have jumped into his mental horizon and shoved it back a couple of miles. The chances are that Joe would put more blue sky and sunshine into the banker's ideas than could have been hatched under any other circumstances.

Now, this is not visionary. HE SAID, Joe and the banker are real people, and they have been discussing real Canadian conditions.

They represent three conditions and classes in Canadian business. Sift them out and see where you fit in.



THE NECESSITY OF IMPORTANCE TO THE RETAIL DISTRIBUTOR

Continued from page 37

and manufacturer and hand them to the consumer. Every increase that is made to any article, whether it is through increased wages, the increased cost of raw materials, increased transportation, increased rent or the increased overhead expenses of every class through whose hands any product passes, is collected again by the retail merchant from the consumer. The higher wages go the higher will go the prices of the articles created by the wage earners. The circle is complete and no system of reasoning can alter this truth. The law of supply and demand is the basic law upon which everything is founded. The dealer goods are the less profit the retail merchant makes, as the demand is lessened, and his business turnover is, therefore, less.

High Wages—High Merchandise

In order that workmen can be able to purchase all those things that are necessary for their actual comfort, they must receive a salary more than equal to the value of the actual things required so as to enable them to lay aside sufficient for old age, etc. If wages keep climbing up, merchandise will go on climbing up, and there is no scheme that can be proposed that will prevent it. If wages climb higher on one class of goods than they do on others, the workmen will be limited to fewer classes of goods and their comfort will be affected thereby. If, for instance, a working man received twenty-five dollars a week, and with that sum he could pay his rent, buy groceries, meat, fuel, light, clothing, boots and other actual necessities, and his rent was doubled, he would be compelled to forego purchasing some of the other articles of necessity, and, having to do without these necessities, he would immediately become discontented. On the other hand, whatever necessities he economized on it would injure the retail merchant who handed those lines, and he in turn would have to undergo the same weeding out process as that undertaken by the wage earner.

Community Affairs Inter-Related

These simple illustrations are made for the purpose of showing how closely the affairs of every community are inter-related, and whenever one class is affected all classes are affected.

Our purpose in submitting these brief views on the problem of retail distribution, which is one of the most difficult problems for those who have had no practical experience in it to understand, is to point out that there is more capital invested, and more people employed in distribution than there is in production and manufacture combined, and that, in our opinion, no plan, no scheme and no device that can be suggested can ever alter it unless we turn our plan of civilization backward and all begin again to be tillers of the soil and makers of the things we use and require. No one would be satisfied to go back again to the simple life of making our own candles, and using flint instead of matches, and using a spinning wheel to make clothing out of sheep's wool. We have experienced life's comforts and we want them, and if we want them and must have them, we must pay for them. A meal provided in a million dollar hotel will always cost more than a meal provided in a tent. There is a price ticket on everything. The best things cost the most, and if we desire them we must be prepared to pay for them or go without them.

An Advanced Age

To properly consider the subject we have before us we must take conditions as we find them to-day, and not as they were a century or two ago. To-day we have public school systems all over the world. Boys and girls, and men and women, have been educated to try and think. In every sphere of activity we see development. We find improved machinery in all lines of manufacture and production. We have labor-

saving devices and we have transportation facilities that are unequalled in any age of the world. We have new devices for transportation, such as automobiles, automobile trucks, aeroplanes, bicycles, etc. In electric power and electrical devices we are in advance of anything in the history of the world. In telephones, telegraphs and cables, our advances are phenomenal, and all this with the many other new inventions such as gramophones, etc., which can produce the human voice, all these things have been brought about by those who have been educated to think, to diagnose, to investigate and to study.

While the thousands who have been giving their attention to the above commercial improvements have succeeded, another class has been thinking along other lines, but their thinking has produced different results.

What Lack of Commercial Training Reveals

It is said that a little learning is a dangerous thing. In many cases this has proven to be true. Not having had practical experience and an opportunity of giving any study to the great problem of distribution, the rock upon which thousands upon thousands of persons engaged in other walks of life become shipwrecked is where they venture out upon its dangerous surface. These persons who have not had a proper commercial training advocate among other things the following:

1. The abolition of the middleman.
2. Direct purchase and sale between producers and consumers.
3. Municipal trading in coal, wood, milk and other articles of common use.
4. Public retail markets to enter into competition with tax-paying retail merchants who carry vegetables all the year round, whereas consumers cannot buy vegetables in the market when the temperature is below freezing point.
5. Without knowing the unsound, commercial basis upon which so-called "Co-operative Societies" are established, they advocate their adoption.

Wrong Thinking at Root of Trouble

In our opinion, it is wrong thinking of this character that lies at the root of our present troubles and unrest to-day. The remedy for this false thinking lies at the door of the retail merchants themselves. Believing, as we do, that no intelligent system on earth can be devised to abolish the retail merchant, or whereby all means of retail distribution can be operated entirely by the State, and that all men must have the right to develop their own lives as they deem best for themselves, without injury or interference with the rights of others, it is our duty to make our claims known.

Retailers Here to Stay

We wish, therefore, to repeat again that the most difficult problem of all problems for the average student of political economy to understand is that of the distribution of merchandise at retail. It has puzzled wise men before corn was sold in Egypt, and it will puzzle wise men and social economists until the crack of doom. Retail merchants have been on earth for centuries, and they will be here for all time. You can devise no plan that will abolish them because they are an important and essential part of every community. They comprise the active, independent and free men of every municipality. Their chief desire is to be allowed to do their business on a sound, business basis and their chief enemy is municipal and legislative restrictions that are proposed to be placed upon them by those who do not understand the simplest principles of buying and selling.

Few Labor Troubles

As to the labor troubles of retail merchants, they have very few. Most of their clerks are their friends. A young man who enters behind the counter of the average retail merchant's store must take an interest in the business. He must be pleasant and agreeable with the customers of the store. The proprietor knows his habits,

knows his Christian name; he calls him Bill or Bob and he interests himself in his work, and encourages him to develop his character. It has often been said, and we have never heard it disputed, that the best business college in the world for a young man to enter is behind the counter of an honest retail merchant.

Influence for Good

A retail merchant who places his name over his door and who is always before the public, has a stake in the community, and his influence is for good and not for evil. Strikes, lock-outs and hold-ups are never heard of in ninety-seven per cent. of the retail stores in Canada, nor will they ever be heard of, because each store has its own plan of paying wages or giving commissions on profits, or giving bonuses or increasing salaries according to the ability of the clerk to earn. No system of paying all clerks the same salary, even in the same class of trade, could ever be adopted, because the clerks themselves would object to it. The principle that exists, and which always will exist, is to pay clerks according to their worth to the firm. This is the only fair system and the only one that will give them an incentive and an ambition to some day become their own masters. In Canada to-day every young man who is ambitious and who is willing to devote his time and thought to the business of his employer in the retail trade can find an opportunity of advancing to the highest position in the store, or becoming a partner, or eventually entering into business for himself. The first thing, however, that must be done, and for this reason, chiefly, we are submitting this article, is to impress upon the public mind that the man behind the counter is performing equally as useful and important work in the community as the man behind the lathe or the man behind the plough.

Occupy Most Important Position

As retail merchants, in the past we have been too docile and too unconscious of our own importance in the community, and we have allowed all sorts of reports to be circulated by those who know nothing about the problem of distribution, being of the opinion that the public would not believe the statements made. In the future we hope to remedy this condition by taking our proper place in the community and insisting upon equal recognition with all other kinds of useful employment. As stated before, we occupy the most important position in the life of every well ordered community. We are here because we are required, and we will be here for all time, and there is no other system of distribution that can supplant us.

For this reason, if for none other, the Dominion Government must recognize that it is essential that no unfair or discriminatory legislation should be passed that will hamper our progress or interfere with our rights as free citizens. At the present time we welcome the opportunity to be able to lay before the special committee of the House of Commons, which has been appointed to investigate the cost of living, all the facts concerning the retail trade that we have in our possession, as we feel that the more we make our condition public the more the public will respect and appreciate us.

IVORY

Some interesting new developments are out in ivory goods. There is promised for the trade a line of quite new and distinctive patterns in time for exhibition at the big "Canadian National" in August.

Samples which have arrived just lately feature some handsome carved effects, and others with a fine colored inset line. The color may be pastel or imitation shell, making quite a dignified "trimming."

The Secret of the Strikes

Most Canadians are asking "What is the cause of the 'Great Unrest' "? Is it the fault of labor—or of capital?—or is it the result of German propoganda? Do you know of the real reason for the labor disturbances in Canada, and elsewhere? Are YOU thoroughly familiar with the ins-and-outs of the plans which threaten a world-wide "tie-up"? This is something that should be understood by every Canadian. And every Canadian should read "The Secret of the Strikes," by Lieut.-Colonel J. B. Maclean in the August issue of MacLean's Magazine. It is brimful of startling and authoritative information regarding this great problem. Read it carefully. It starts on page 33, August MacLean's.

"The Lecturer At Large"

Stephen Leacock is one of the continent's greatest humorists. "The Lecturer at Large" is one of the best humorous sketches that he has written. It is made up of what he terms "a few painful reminiscences of the platform" in the course of his lecturing up and down Canada. Get your family around you and read the sketch aloud—it's a rare treat.

Other Big Features

"A Party in the Making." By J. K. Munro. Illustrated by William Casey. An article on the political situation, giving a great deal of inside information with reference to recent developments at Ottawa.

"Petite Simunde." By Arthur Beverley Baxter. Illustrated by E. J. Dinsmore. A charming romance of the war. The author will be remembered favorably for his "Mr. Craighouse of New York, Satirist."

"Solving the Problem of the Arctic." By Vilhjalmur Stefansson. The fifth instalment of his story of the five years' explorations that he conducted for the Dominion of Canada.

"The Seven Blue Doves." By W. A. Fraser. Illustrated by Charles L. Wrenn. The fifth of the Bulldog Carney series and in some respects the best. It is a mystery story.

"The Unspoiled Country." By Harold C. Lowrey. A descriptive article of a part of Canada which is little known to Canadians generally, Temagami.

"His Majesty's Well-Beloved." By Baroness Orczy. Illustrated by C. F. Peters. The second instalment of this splendid romantic novel of the colorful era of Charles II.

The Month's Vital Question

Turn to page 34, August MACLEAN'S, and you will find timely and interesting information regarding the High Cost of Living—a problem of large proportions.

The Review of Reviews

Here are a few of the articles chosen as the best published during the past month in all magazines:—Britain Winning Supremacy of the Air; Has Japan Two Governments?; Kaiser Employed Famous Beauties; The New Triple Alliance; Mammoth Animals in Alberta.

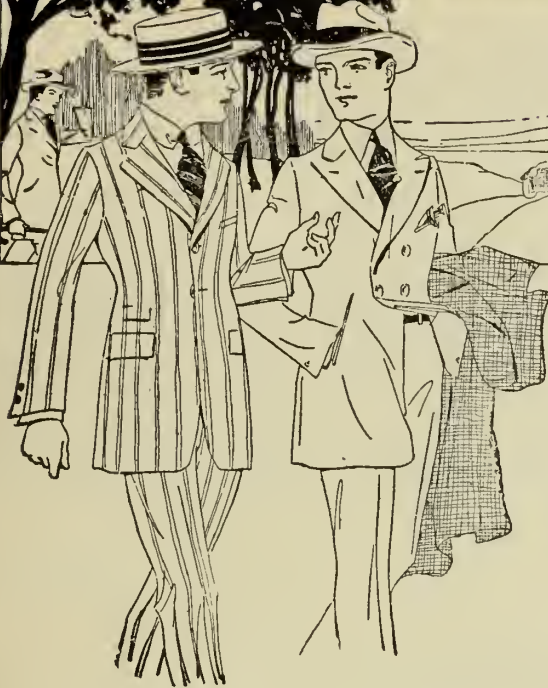
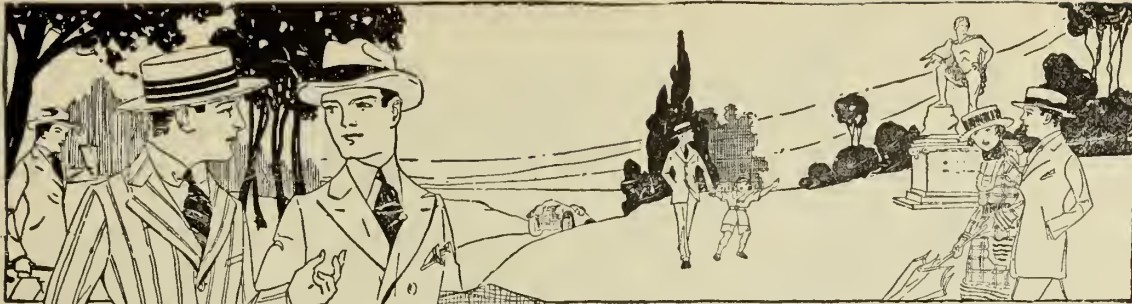
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MEN'S WEAR REVIEW

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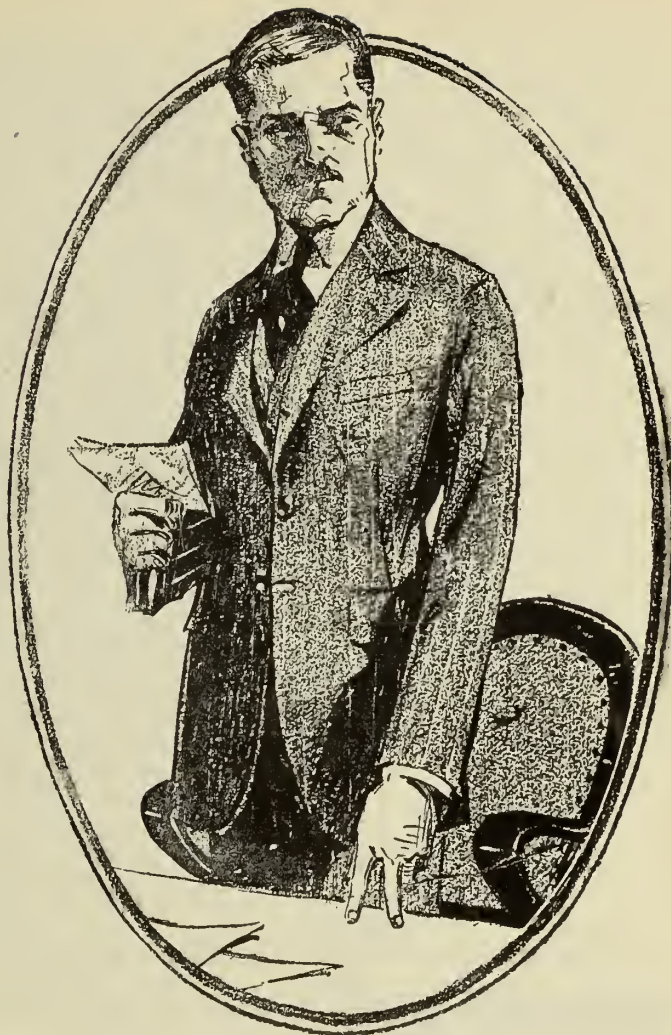
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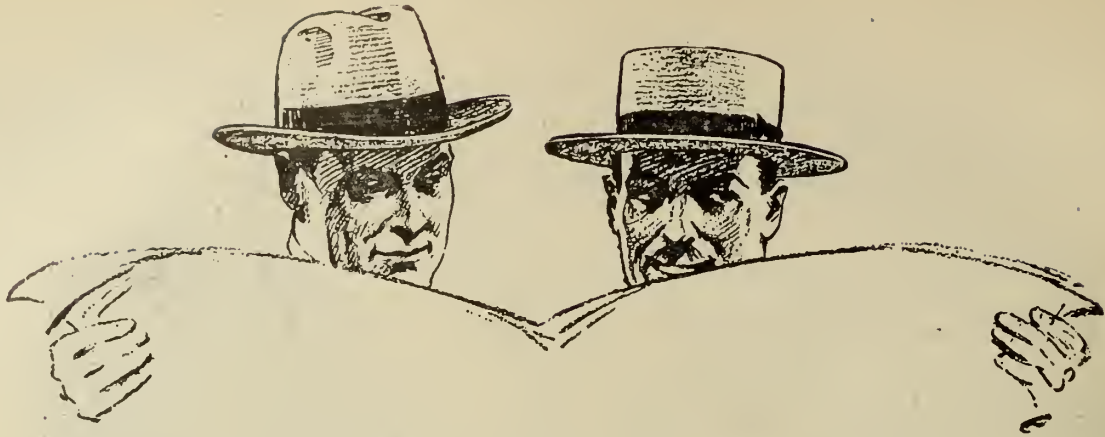


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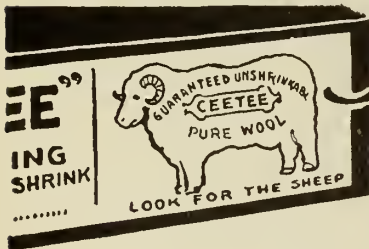
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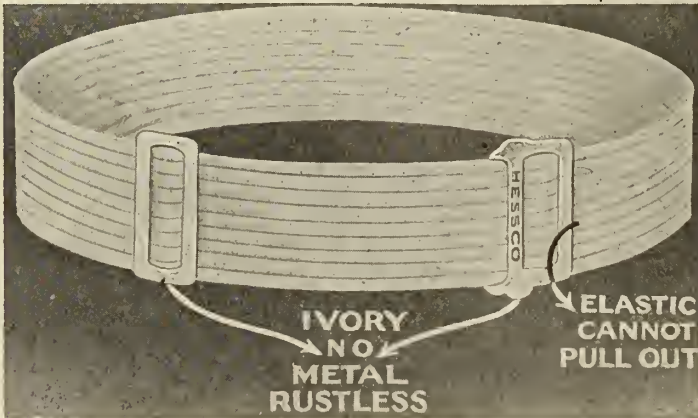
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Montreal

Annual Fall Number Men's Wear Review

Published August 25th

SPECIAL FEATURES FOR SUBSCRIBERS

Double amount of editorial articles, well illustrated, new styles for Spring, 1920 delivery reproduced from manufacturers' models, latest patterns and designs, shirts and neckwear, Buyers' Guide containing names of practically all manufacturers allied with clothing and men's furnishing business.

SPECIAL FEATURES FOR ADVERTISERS

Entire issue printed on heavy coated stock. This will show cuts and colors off to greatest advantage. Extra circulation. A sample copy will be mailed to every rated clothier and furnisher in Canada, together with subscription literature. Free listing of all lines you manufacture in "Buyers' Guide Directory."

Advertisers and Subscribers, neither can afford to miss the big Fall Number. Remember the date, AUGUST 25th.

MEN'S WEAR REVIEW

143-153 University Ave.

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TORONTO

Are You in Jones' Class or Brown's?

IN a particular Canadian town, there were two general merchants who kept, besides others, a line of men's wear. Both were making about the same turnover, both were prospering. Then, something began to happen; Brown's trade began to fall off; his haberdashery sales became fewer and farther between; on the other hand, Jones' store took on a more prosperous appearance, once a week or so one of his show windows displayed an attractive line of haberdashery, men of the place began to go to Jones to see the latest lines. Why? Because Jones kept in touch with the men's wear trade; he knew where to buy to best advantage; he knew the latest styles and sold them; in fact, he knew that particular part of his business thoroughly. How? By reading a trade paper on men's wear, one which was an authority on the subject. In fact, he read

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It gave him—

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The newest novelties;
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Snappy well-made models at attractive prices. Every one a profit booster.

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Men's Wear Review

INDEX TO ADVERTISERS

A		
Aeme Glove Works	18	
Alshuler Mfg. Co., Chas.	21	
American Pad & Textile Co.	4	
Arlington Co. of Canada, Ltd.	4	
Arrow Garter Co.	22	
Atlantic Underwear, Ltd.	27	
B		
Brettle & Co., Limited, George.....	14	
C		
Canadian Cap Co.	26	
Canadian Consolidated Rubber Co., Ltd.	Inside back cover	
Canadian Converters Co.	69	
Carhartt Hamilton Cotton Mills, Ltd.	19	
Caulfeild, Burns & Gibson, Ltd.	1	
Charles, George H.	16	
Clarke & Co., A. R.	11	
Craftana Co.	29	
D		
Dale Wax Figure Co., Ltd.	29	
Davis Bros.	29	
Deacon Shirt Co.	26	
Delfosse & Co.	16	
Dominion Clothing	22	
Dubrule Mfg. Co.	72	
E		
Eastern Pants Mfg. Co.	72	
Everybody's Overall Co.	30	
F		
Faire Bros. & Co., Limited	19	
Freedman & Co.	13	
G		
Gnaedinger, Son & Co., L.	68	
Goodhue & Co., J. B.	26	
Grant-Holden-Graham, Ltd.	25	
H		
Hanson, George E.	28	
Haugh Mfg. Co., J. A.	7	
Hercules Garment Company	23	
J		
Jackson Mfg. Co., Ltd.	6	
Jones Bros. & Co.	6	
K		
Kitchen Overall & Shirt Co.	Inside front cover	
Kitchener Suspenders Co.	68	
L		
Long Shirt Co.	32	
Leishman & Co., Wm. H.	67	
M		
Manchester Waterproof Co.	66	
Mercury Mills	9	
Miller Mfg. Co.	65	
Milne, William	3	
Monarch Knitting Co.	12	
N		
National Cash Register Co. of Canada, Ltd.	15	
Niagara Neckwear Co.	34	
P		
Palter Bros.	6	
Parsons & Parsons Canadian Co.	16	
Peck & Co., John	5	
Perin Freres & Cie	31	
Provencher, George	16	
R		
Racine, Alphonse, Ltd.	20	
Randall & Johnston	17	
Roberts Clothing Co.	10	
Robinson, C. E.	22	
Rubin & Co., S.	8	
S		
Schwartz & Jaffee, Inc.	2	
Scottish Rubber Co.	71	
Shuttleworth, J. R.	23	
Standfields, Ltd.	Front cover	
T		
Tooke Bros., Ltd.	Back cover	
Turnbull & Co., C.	68	
V		
Van Allen Co., Ltd.	24	
W		
Wolfe & Co., Harry	30	
Wreyford & Co.	10	
Y		
York Clothing Co.	7	
Z		
Zimmerman Mfg. Co., Ltd.	28	



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MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX.

PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1919

No. 9.



THE STARCHED OR SOFT
ARROW
IS A DEPENDABLE INDICATOR
OF A SMART, SATISFACTORY
COLLAR

CLUETT, PEABODY & CO. OF CANADA, LIMITED



Increased Production

To take care of the increasing demand for Zimmerkmit Goods, we enlarged our plant, added to our equipment and have now capacity for an output many times larger than before.

We did this so that it would not be necessary to say "Orders cannot be promptly filled," but even with the greater capacity we still advise ordering early for Fall and Winter Goods.

Zimmerkmit lines include very complete range of Men's, Women's and Children's Underwear, Hosiery and other knit goods.



ZIMMERMAN RELIANCE LIMITED
HAMILTON, CANADA

A. B. COUCH, Sole Selling Agents for Canada

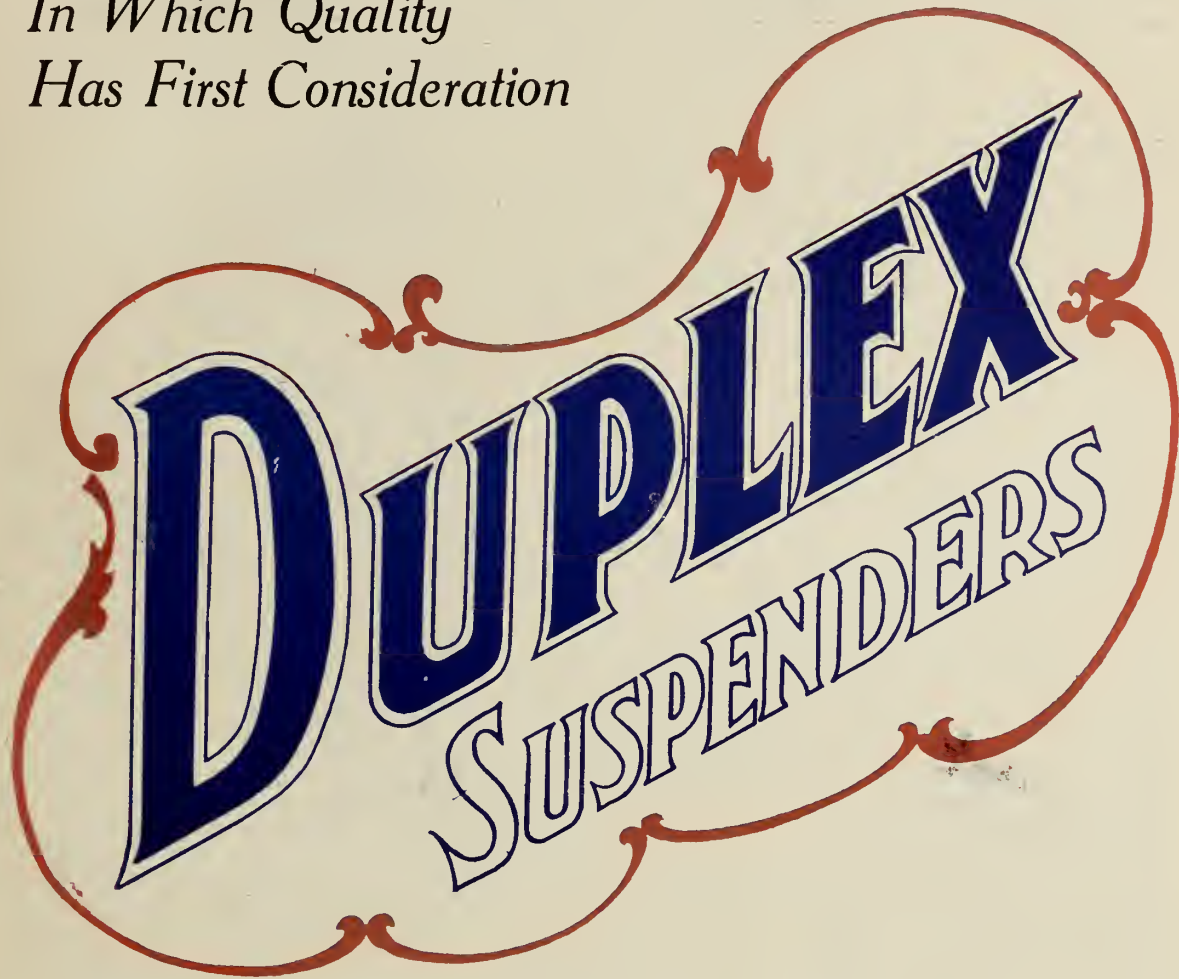
MONTREAL
43 St. Sacrement St.

TORONTO
63 Wellington St. West

WINNIPEG
Hammond Bldg.

VANCOUVER
Mercantile Bldg.

*Suspenders
In Which Quality
Has First Consideration*



President Suspenders Secretary Suspenders
Duplex Suspenders

Texend Braces Tropical Texend Braces
Bull Terrier, Xback Bull Terrier, Police
Kady Suspenders Silk lastic Suspenders Whiz Suspenders
Paris Garters Ivory Garters
Flexo and other well known Armbands

Dominion Suspender Company
Limited

NIAGARA FALLS

ONTARIO

MONARCH-KNIT

BATHING SUITS



Bathing Suits and Jerseys for Men, Women and Children, made
in Cottons and Worsteds in a fine range of Color Combinations.

THE MONARCH KNITTING COMPANY, LIMITED

HEAD OFFICE: DUNNVILLE, ONT.

FACTORIES: DUNNVILLE, ST. CATHARINES AND ST. THOMAS, ONT., AND BUFFALO, N.Y.

MONARCH-KNIT

HOSIERY

See the New Samples of Monarch-Knit Hosiery For Men

Our showing of hosiery this season is better than ever. The Monarch-Knit line for 1920 has never been equalled in Canada.

Its quality, finish and variety will give both you and your customers complete satisfaction.

We will appreciate your holding your order until you have seen the Monarch-Knit range.



THE MONARCH KNITTING
COMPANY, LIMITED

Head Office: - DUNNVILLE, ONT.

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



BORSALINO HATS

FOR SPRING 1920

Samples will be shown shortly together
with our celebrated



KING HATS

FELTS and STRAWS

EXCLUSIVE



NOVELTIES

New Fancy Braids in Sailors

Quite different from the ordinary Sennit Braid
Both Bleached and Palm Beach Shades

Special Trimmings

Saw edges or Cable edge Finish. You should see these
Novelties in

SAILOR SHAPES

Genuine Panamas and Japanese (Toyos), Bangkoks, Leghorns and Balibuntals

Snappy Styles for the Young Men

Workmanship and Finish near perfection

OUR PRICES ARE RIGHT—WAIT AND SEE

Borsalino
Grand Prix - Paris 1900



ESTABLISHED 1857

ALL GENUINE HAVE ABOVE
TRADE MARK ON LEATHERS

ANDERSON — MACBETH
LIMITED

284-286 KING ST. WEST, TORONTO



Acme Glove Works
 Limited
 MONTREAL

Announce: —the departure of their travelers on fall sorting trips. Many new lines are shown in samples carried.

Prompt deliveries will be made.

The Complete Acme Line

WORKING GLOVES AND MITTS
 FINE DRESS GLOVES
 KNIT GOODS MACKINAW CLOTHING
 SHEEP LINED CLOTHING
 MOCCASINS SHIRTS OVERALLS
 LARRIGANS

MAIL ORDER SERVICE

In case your stock needs sorting before our salesman calls, write us. Your order will receive the most careful attention.



In the Matter of the Names "Perrin" Are A Quality

Every man recognizes the name *Perrin* as a symbol of elegance and money's worth in gloves.

Dealers handling the *Perrin* line never find a lengthy selling talk necessary. The Perrin Trade Mark stamped on the dome of every glove assures the purchaser of right style and right quality.

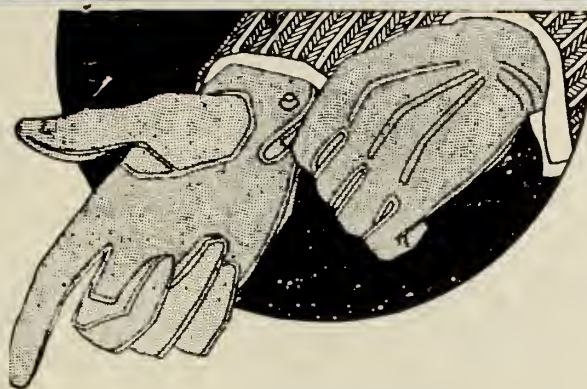
Share in the advantages of Perrin popularity by featuring Perrin Gloves regularly.

P. K. Company, Limited,

Successors to

Perrin Freres & Cie

SOMMER



Gloves and "Kayser" Guarantee

The best way to meet the present-day demand for good Chamoisette Gloves is to stock and recommend *Kayser Gloves*.

But little recommendation is necessary. *Kayser Gloves* are known to be Durable, Dependable and Dressy. For Fall selling the *Kayser* lines are particularly promising.

Be sure you've got the genuine *Kayser* Gloves. Look for the trade mark shown below. It's a guarantee to both you and your customer.

Montreal

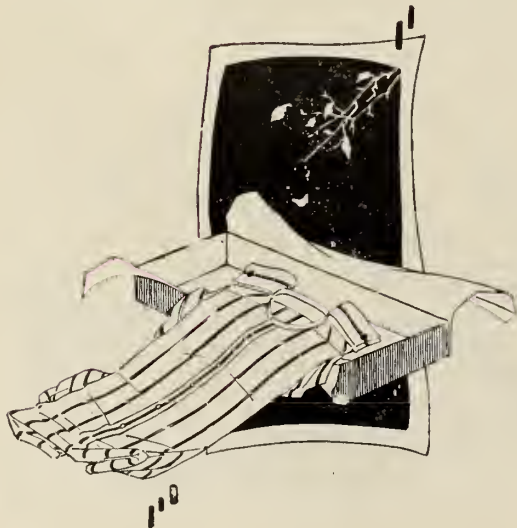
"Kayser"
GLOVE
REAL CHAMOISETTE
MADE IN CANADA

BUILDING

THE
Lang
SHIRT

THE Lang Shirt is a Big Value line. Customers are attracted by the beauty of the patterns and sales are created by the remarkably reasonable prices.

In design, colorings and workmanship Lang Shirts appeal to men who want something out of the common yet not so extreme as to conflict with the principles of good taste.



Though there are many different weaves in the Lang line there is only one standard of quality in all--the highest.

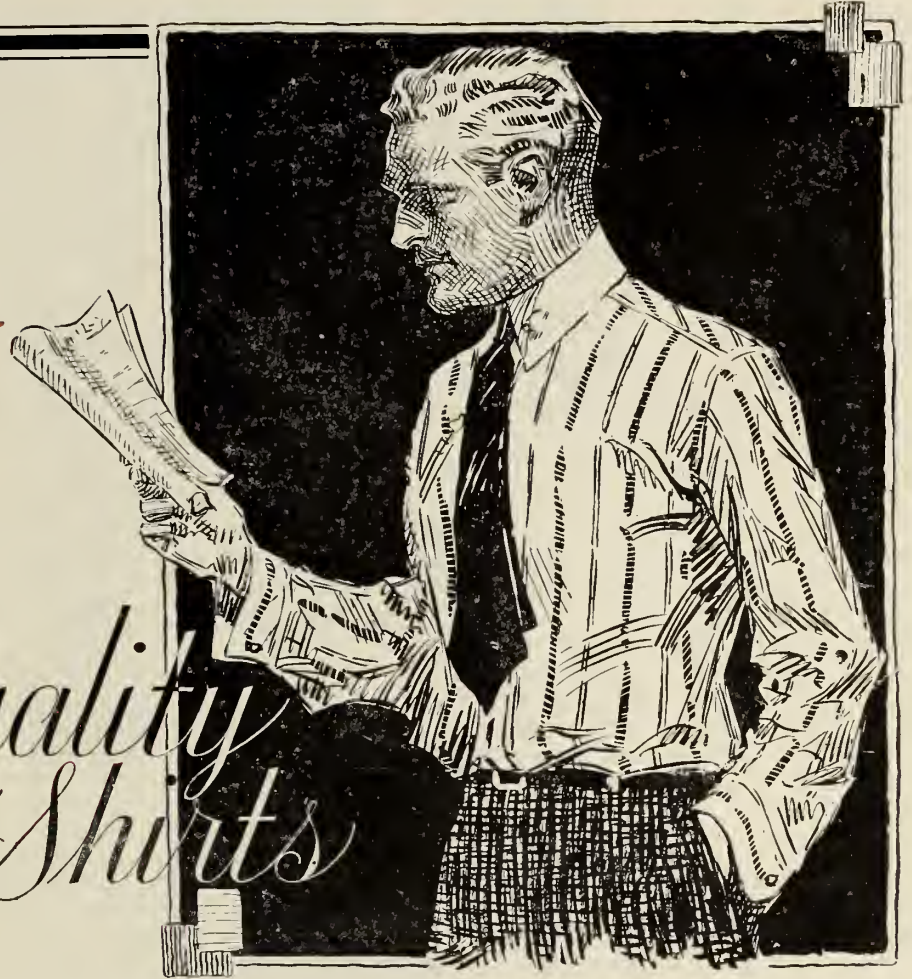
Made in desirable sleeve lengths.

**The Spring
 Showing Is
 Priced
 At A
 For Every
 Carries**

The Lang Shirt
 KITCHENER,

1920
Now Ready
To Sell
Good Profit
Dealer Who
Them

*Quality
Shirts*



Our Spring 1920 offerings are now ready. If you are already familiar with Lang Shirt quality we need only say that the records of the past are more than maintained in this new assortment. If you have yet to become acquainted now is an excellent time to plan on seeing what big things we offer you. And note — we will put your own name on every shirt in your order if you so desire.

That will tangibly identify your store with Lang Shirts —the Big Value Line.

Our stocks are ready. Prompt deliveries assured for spring, but our advice is

ORDER EARLY

Company, Limited

ONTARIO

The Dufferin Shirt
The Best The Market Affords



**In All Good Grades And
In All Good Shades**

A winning combination—exclusive patterns, beautiful colorings, durable fabrics, perfect fit and big money value. You'll find them all, in generous measure, in the Dufferin samples for Spring and Summer 1920. When would you like to look them over?

Send along your order now for Fall sorting—Flannel Shirts, Night Shirts, Pyjamas, Bathrobes, House Coats, Dressing Gowns, etc.

The Dufferin Shirt Co., Limited
914-916 Dufferin St., Toronto



“A Little Later” But Better Than Ever!

Owing to the unusual conditions under which we are operating to-day both as to labor and material we have deemed it wiser not to send out our Salesmen with Spring samples until October 1st or thereabouts.

This will enable us to *take better care of Fall shipments*, also to *submit later styles and fabrics* with our Spring samples.

Business to-day, as you are aware, is being done under exceptional conditions, and if it continues much longer without relief, it will certainly be a case of “the survival of the fittest.”

Recognizing this fact we have inaugurated a *profit sharing plan for our employees* which will enable us to secure the best possible organization and to keep them working loyally and enthusiastically. All this will redound to the benefit of **College Brand Clothes**, not only to those who make them, but those who sell them, and those who wear them as well.

Live trade always goes to the most up-to-date line — that's a time-honored merchandising principle that many a dealer has cashed in on.

College Brand Clothes is a distinctly live line because they're not only GOOD clothes, but they're SUPERLATIVELY SMART clothes. They sell fast, they look well, and wear well because they're made right.

A POST CARD IS A “SHOW ME” ORDER
VIA A SALESMAN OR SAMPLES.



ONE OF OUR NEW MODELS
THE ARGYLE

The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal

(Read Building)

ANNOUNCEMENT
FOR
SPRING
AND
FALL SORTING



DENT'S customers are better off this season than many others. Despite increasingly difficult conditions we have been able to give a remarkably good service in most lines and are making every effort to continue to do so.

Our travellers are now showing samples of the following goods for Immediate Delivery:

Kids, Suedes, Capes, Washables, Mochas, etc., and in Wool and Fur-lined Capes and Mocha Gloves and Mitts; also Fabric and Woolen Gloves.

Anticipate your sorting requirements from our present range—many lines it will be impossible to duplicate.

ALSO FOR SPRING

We are showing a complete range of Silk and Fabric Gloves for men, women and children.

Prompt attention to mail orders.

DENT, ALLCROFT & COMPANY

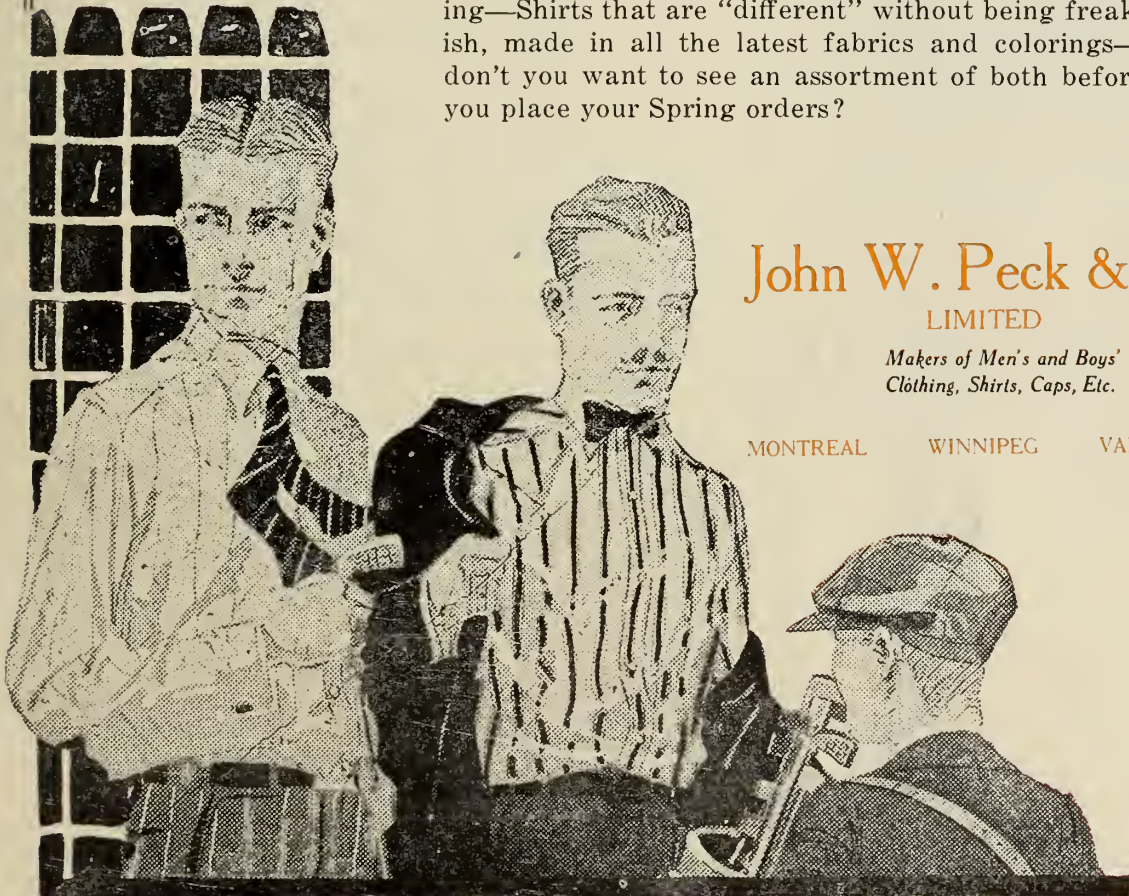
128 BLEURY STREET, MONTREAL

Peck's

Caps And Shirts For Your Spring 1920 Displays

Men who are more than usually particular will find it an easy matter to select distinctive styles to suit their tastes from the new Spring assortments of Peck's Caps and Shirts.

Caps that are timely in shape and attractive in coloring—Shirts that are "different" without being freakish, made in all the latest fabrics and colorings—don't you want to see an assortment of both before you place your Spring orders?



John W. Peck & Co.
LIMITED

*Makers of Men's and Boys'
Clothing, Shirts, Caps, Etc.*

MONTREAL

WINNIPEG

VANCOUVER

Peck's



Clothes for Boys that stand the test

In the making of Peck's juvenile clothing the importance of building for wear is never lost sight of. A successful line of boys' clothing must have great endurance as well as up-to-date styling. Peck's Juvenile "Togs" possess both to a marked degree. The same care and attention devoted to the making of Peck's Men's Clothes are rigidly adhered to in the tailoring of these Boys' lines so that they may maintain the Peck tradition of Style plus quality.

Prove our statements by
examining samples.

John W. Peck & Co., Limited

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

MONTREAL

WINNIPEG

VANCOUVER

Peck's

Durability and Shape Permanency

are pronounced characteristics of Peck's Clothes for Men, and in addition they possess a fabric value that warrants the retailer in putting a profit-making price upon every garment he sells.

Even a superficial, examination will show you that Peck's Men's Clothing possesses style, elegance and money value above the average.

Plan on seeing the Peck samples before you finally decide.



John W. Peck & Co., Limited

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

MONTREAL

WINNIPEG

VANCOUVER

Goodhue's Star Brand Overalls Are Guaranteed

Remind the overall customer of that fact. Star Brand will make good—or we will.

Twenty-five years' experience behind the manufacture of every pair of Star Brand. Made big and roomy — just the kind of working togs every man appreciates.

Send for prices and samples

THE J. B. GOODHUE CO., LTD., Rock Island, Que.

OTTAWA
16 O'Connor Street

MONTREAL
211 Drummond Bldg.



Broadway

BRAND

Clothes
for exacting men

SEPTEMBER, 1919

BIG BUSINESS



More than just Cloth, Buttons and Workmanship

Broadway Brand stands for more than "just clothes". For in every Broadway model, whether suit or overcoat, there is included a reputation as well as cloth and buttons—a reputation that spells s-u-c-c-e-s-s for the merchant who sells Broadway.

Up to this standard in every particular are the new Broadway Overcoats now being shown. A postcard will bring our representative with a full assortment. Write it now and ask for particulars of the Broadway Made-to-Measure System—simple and satisfactory.

Randall & Johnston
Limited
TORONTO

KANTKRACK

Trade Mark

Registered



A good standard shape
12-18 1-2



A popular style
13-17

Linen-like collars that need no laundering

Collars that sell on their appearance and with instant cleanable features that save the wearers real money in reduced laundry bills.

KANTKRACK Collars are made in many attractive shapes and in a big range of sizes. Think of the three K K K when next you need a stock of waterproof collars.

The Parsons & Parsons
Canadian Company

HAMILTON

CANADA



Always saleable
12-18 1-2



A collar that sells
12-18 1-2

The "Carhartt"

GLOVES

for delivery at once

No Outseams
To Rip
Good as the
Carhartt
Overall



HEAT
WATER
PROOF

Patented

Reinforced Where the Wear Comes. The Service of Two
Pair for the Price of ONE.

We have ready for immediate shipment gauntlets in Al Muleskin split at \$6 and \$9; other lines from \$10.50 to \$35.00 in combination Muleskin and horsehide, and in full horsehide, all of which you can offer to your customers with the same degree of confidence that enables you to recommend unreservedly our Carhartt overalls and allovers.

Carhartt's Gloves are carefully made of sound, first-grade materials and in finish and workmanship are quite in keeping with the high standard of quality maintained in your other lines.

Drop us a card for a sample range of the best sellers and you'll come back for more.

The Hamilton Carhartt Cotton
Mills, Limited

Toronto Montreal Winnipeg Vancouver



THE FREEDMAN CO.

MONTREAL

wish to announce to their customers and the trade in general that, owing to labour conditions and a desire not to delay the manufacture of Fall orders, their travellers will only leave for their respective territories on October 1st.

This policy has been decided upon by the leading Clothing Manufacturers of this city, and is felt to be in the interest of the trade in general.

We beg to announce



That we are now in our new factory at 172 SIMCOE STREET, TORONTO.

That we are Wholesale Custom Tailors.

That we make nothing but strictly "HIGH GRADE CLOTHING" for MEN, paying special attention to the "YOUNG MEN'S TRADE."

That by saying "HIGH GRADE CLOTHING" we mean "HIGH GRADE CLOTHING," and we invite comparisons.

That we are NOT advertising a BRAND but that we ARE advertising OUR HIGH CLASS TAILORING.

That we are after your "SPECIAL ORDER BUSINESS," and that we KNOW we can "DELIVER THE GOODS."

That we have a special department for "CUT, MAKE AND TRIM" orders that is filling a long-felt want in the Custom Tailoring Trade. (Send us a trial order).

That we have been particularly fortunate in procuring a very select range of materials for FALL AND WINTER.

AND

That we respectfully solicit a share of your business.

Write us for samples and price list.

A. E. Richardson & Company
172 SIMCOE ST., TORONTO

Makers of
High Grade Clothing for Men

Telephone
Adelaide 4182

The Deacon Shirt Co.

announce that their lines of Men's and Boys'

SHIRTS for the Spring of 1920 are now being

shown by their traveling representatives. Our

range includes many desirable numbers in Starched

lines as well as Outing and Working Shirts.

The Deacon Shirt Company
BELLEVILLE, ONT.

C.B.G.
TRADE MARK

SWEATERS



This reproduction in actual colors from a photograph shows one of our many attractive color combinations.

in attractive combinations of colors appeal to men and boys who enjoy outdoor sports.

The quality of material and excellence of workmanship ensure long wear.

They are "best sellers" because they give thorough satisfaction and are distinctive in style and color combinations.

They Sell Best, Because
They Are Best

Caulfeild, Burns & Gibson, Ltd.

60-62 Front Street, W., Toronto



Smart—Stylish
and
Cleverly Tailored

Art-Kraft
Clothes

Models—snappy, graceful and quick selling; Fabrics—new, neat and serviceable, are the dominant features of our new season's showing. All tailored in the Art-Kraft high quality of workmanship.

The store where smartest fashions are known to reign is the store that gets the trade of the fastidious dresser.

An Art-Kraft stock will equip you to meet the demands of the best dressed men in town. It will enable you to get a good big share of the returned men's trade.

An inspection will convince you.

Walter Blue & Co., Limited

Owning and Operating Coaticook Woollen Mills, Coaticook, Que.

SHERBROOKE, QUE.

MONTREAL, QUE.

WINNIPEG, MAN.

Style—of course but Service also

To-day Service is hardly less important than Style as the essential, desirable feature in Clothes—particularly Boys' Clothes.

Wearbetter

CLOTHES FOR BOYS

have long been distinguished for their splendid wearing qualities as well as for the timely styles that captivate the youngsters and please the parents equally well.

In the interest of your own business we suggest an early examination of the "Wearbetter" offerings.

Walter Blue & Co., Ltd.

Makers

SHERBROOKE, QUE.

MONTREAL, QUE. ∴ WINNIPEG, MAN.

*Owning and Operating Coaticook Woollen Mills,
Coaticook, Que.*



Star
BRAND



Shirts for Spring

comprise an exceedingly interesting range of materials imported and domestic.

Real Scotch Madras cloths from celebrated and well-known makers such as Wm. Anderson & Co., Glasgow, Scotland. Piece-bleached woven shirtings of Horrockses' and other well-known manufacturers. Also a wide and varied range of novelties from the best American mills.

Magnificent range of Silk Shirtings in all designs as well as plain colors in the latest pastel shades.

This complete range will be submitted to the trade about September 15th. As there is bound to be a great shortage and higher prices, we advise all customers to anticipate their wants early.

SILK NECKWEAR

For Fall and Christmas Trade

Famous Delpark Neckwear Productions

\$12.00 to \$30.00

Star Brand Neckwear

\$7.50 to \$12.00

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

ADMIRAL

NATURAL WOOL Underwear

A big seller---and gaining in popularity every year.

The genuine attractive natural wool color, texture and serviceability.

Made in two-piece garments. Also in perfect form-fitting combinations.

"Admiral" and "Commodore" brands for Men and Boys.

"Primrose" and "Priscilla" brands for Women and Girls.

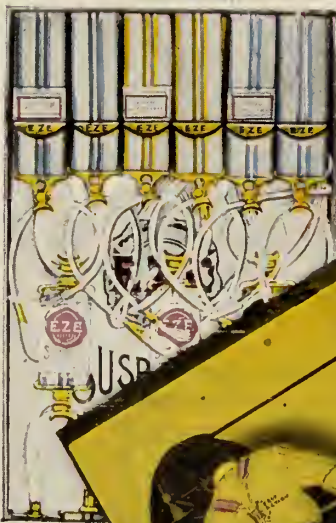
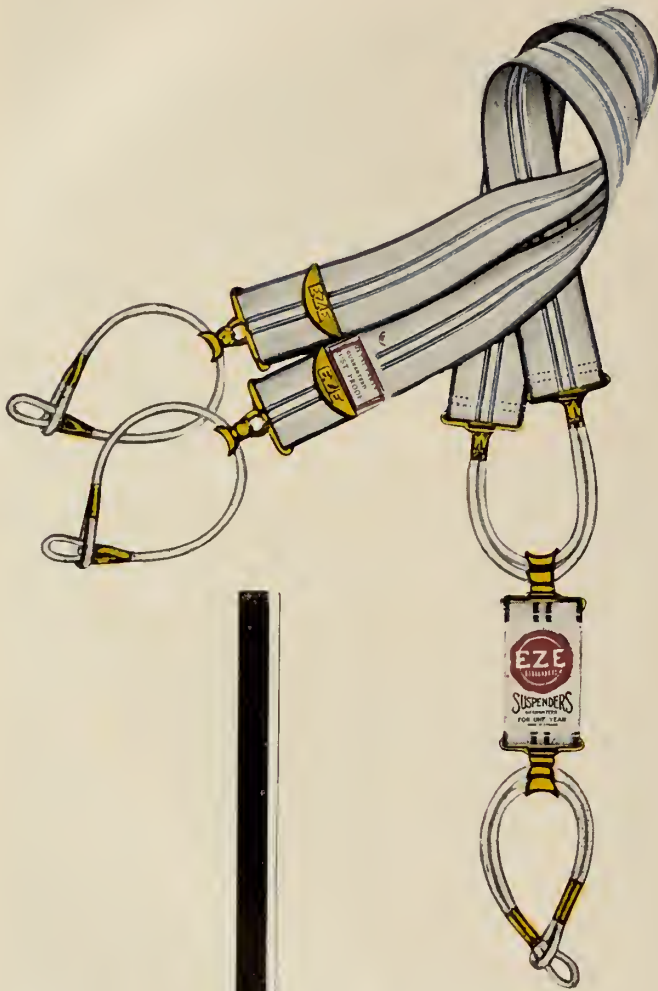
Selling Agent to the Wholesale Trade

C. O. Paton

23 Foy Bldg. Toronto



Still at the Old Price!



“EZE”

(Pronounced Easy)

SUSPENDERS

are still selling at the old popular price, in spite of recent sharp advances in materials and skilled labor.

Same Guaranteed Quality As Before

Heavy 1 $\frac{3}{8}$ " twill web
Narrow 1 $\frac{1}{8}$ " lisle web
Wide 1 $\frac{3}{8}$ " lisle web

Solid Brass Rust-Proof Metals

In stock for immediate delivery.

**Mail Orders Given
Prompt Attention**

BUY NOW!

Another advance in materials or labor may force us to raise the present low price.

Packed in this well-known yellow display box.

Made in Canada by
The King Suspender and Neckwear Coy.
TORONTO, - CANADA



 & R Co
 "Fit Well"
 WATERPROOF
 BEST BRITISH MAKE

"Fit-Well"
Waterproofs
 Give Security
plus
Appearance

It's one thing to be protected against the downpour. "Fit-Well" Waterproofs protect the wearer, but there is another point about them—they look dressy. They are designed and cut with an eye to style correctness; just the kind of good-looking rain-resisters that the well-dressed man appreciates.

And the waterproof qualities of "Fit-Well" coats are guaranteed. Would you like to see samples?

S. RUBIN & CO.

*Manufacturers of
 the Fit-Well Waterproofs*

437 St. Paul Street West
 MONTREAL



BENTRO-KNIT SWEATERS

*Boys' Jerseys
Scarfs, Toques, Caps,
Mitts, Gloves,
Etc.*

Always give one hundred per cent. satisfaction. The quality, workmanship and value are superior.

Feature Bentro-Knit lines in your Fall and Christmas selling.

Let us know your sorting requirements in good time.

See this BENTRO-KNIT Boys' Jersey

Of very finest worsted in regular and unusual color combinations.

Model No. 900, made in plain colors and combinations of Navy, Oxford, Silver, Dark Brown, Light Brown, Maroon, White, Black, Paddy, Orange, Cardinal, Copenhagen, Royal Blue and Straw. Real novelty effects that will please the boys. Model 905, same, without domes on shoulder.

Write for Samples

**THE WILLIAMS-TROW
KNITTING CO., LIMITED**
STRATFORD - CANADA

Representatives:

J. M. ROBERTSON & CO.,
Toronto.
O'BRIEN ALLEN & CO.,
Winnipeg.

J. B. TROW & CO.,
Montreal
A. M. MOUAT,
Calgary.

A. J. SNELL, Vancouver.





Imperial Clothes

Correct Styles Good Tailoring

Designs based on what the majority of men and young men look for in buying clothes.

Imperial Clothes (suits or overcoats) insure your customers the utmost in value.

This year more than ever before you should place your orders early.

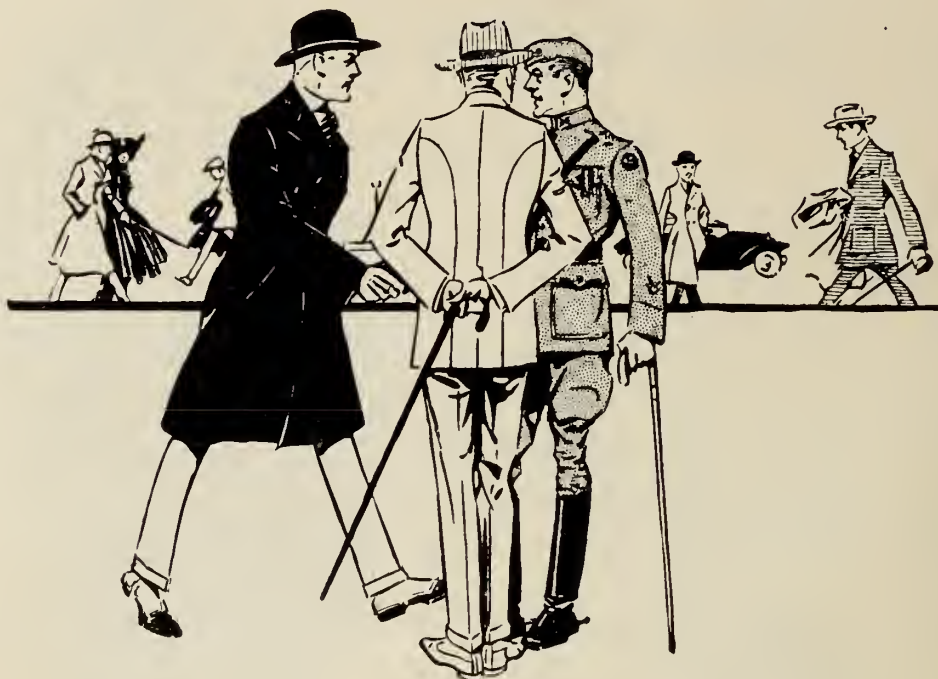
Write us when you would like our representative to call.



IMPERIAL CLOTHING MFG CO.

TORONTO

Leishman Clothes For Spring



will strengthen the reputation of your store

because the three fundamentals of good merchandising—Quality, Workmanship, Value—are splendidly apparent in every Leishman model.

There are snappy, up-to-the-second styles for men who insist upon the newest things in the world of men's fashions as well as the more subdued and conservative models for older men.

It will be to your advantage to see and compare Leishman offerings before finally deciding on your Spring, 1920, stocks.

Wm. H. Leishman & Co., Ltd.

Wholesale Custom Tailors

68 Temperance St. - - - Toronto

Makers of the best Tailored Garments for Men.

For The Man Who Wears Tailor-Made Clothes

Always in every community there are men who prefer to wear clothes that are specially tailored to meet their individual tastes. They are willing to pay the difference, provided they can procure just what they want.

Leishman Special Measure System makes it easy to give every "tailored-to-measure" man the sort of style and fit he most requires. The Leishman self-measuring forms are simplicity itself and Leishman made-to-measure garments are tailored with exceeding care by expert clothing craftsmen.

Look into this Leishman offering. A card will bring you all particulars.



Wm. H. Leishman & Co., Ltd.

Wholesale Custom Tailors

68 Temperance St. - - - - Toronto

Makers of the best Tailored Garments for Men.

CANADA'S GREATEST MACKINAW HOUSE

These "G.H.G." Mackinaws

are made from the finest
Canadian Fleeced Wool

They look good, do they not? And they **ARE** good—fashioned along pleasing lines and with a quality that precludes possibility of unsatisfactory wear.

There's a big variety of checks and colorings—a mackinaw for every man in town.



No. 604

Naidanac Mackinaw Street Suit
A most popular suit for town and city wear—very comfortable for motoring. Used exclusively by smart dressers at sporting events. Merchants will find this a "best seller."



No. 610

Boys' "Country" Brand Mackinaw Coat. Single breasted, shawl collar, two pockets with flaps, belt and smart cuff. A stylish coat made from our "Naidanac" Mackinaw in small exclusive checked patterns.



No. 612

Mackinaw Wool Blazers. Made from pure Canadian Wool Mackinaw in fancy stripes and checks. They are soft and pliable, with lots of room, and are in great favor with lumbermen.

Get the illustrated price list that describes the "G.H.G." line in detail. A copy is here all ready to mail you.

Send for it now and figure the advantages of selling "G.H.G." Mackinaws during the winter months.

Grant-Holden-Graham

Limited

Ottawa, Canada

DU PONT CANADIAN INDUSTRIES

Let Us Help You "Collar the Collar Trade"



We are not content to simply make Arlington Collars and ship them to you—we want to do our part in selling them again to your customers.

So the good points of Arlington Collars are brought before the public—your customers—in every part of Canada by extensive, persistent advertising in the newspapers and journals.

To remind your customers that you sell Arlington Collars we have store cards in colors and illustrating various shapes and styles of Arlington Collars. Let us send you a supply for your store.

Is your store equipped with an Arlington Collar Stand? It's a handsome store fixture and it displays and sells the goods for you. Would you like one for your store? Write us for it.

Arlington Collars in all their up-to-date shapes and styles were never so popular as now.

Keep your stock up. Let us help you "collar the collar trade." It's profitable business.

The Arlington Co. of Canada LIMITED

Sales Offices :

63 Bay Street

∴

TORONTO





Panama and Straw Hats

LOOKING FORWARD

To the greatest season in the recollection of this establishment, we are rapidly assembling our new lines on a very extensive scale for our 1920 season. Our hats have an enviable reputation and do not fail to interest progressive merchants. Our travellers will be on the road early, but a card from you will enhance our interest.

V. L. CUNNINGHAM & CO.

73-81 Adelaide Street West, Toronto, Canada

"The Home of the Panama Hat"

For The Out-door Winter Worker

"A.R.C." Brand

Leather Working Gloves, Mitts and Gauntlets

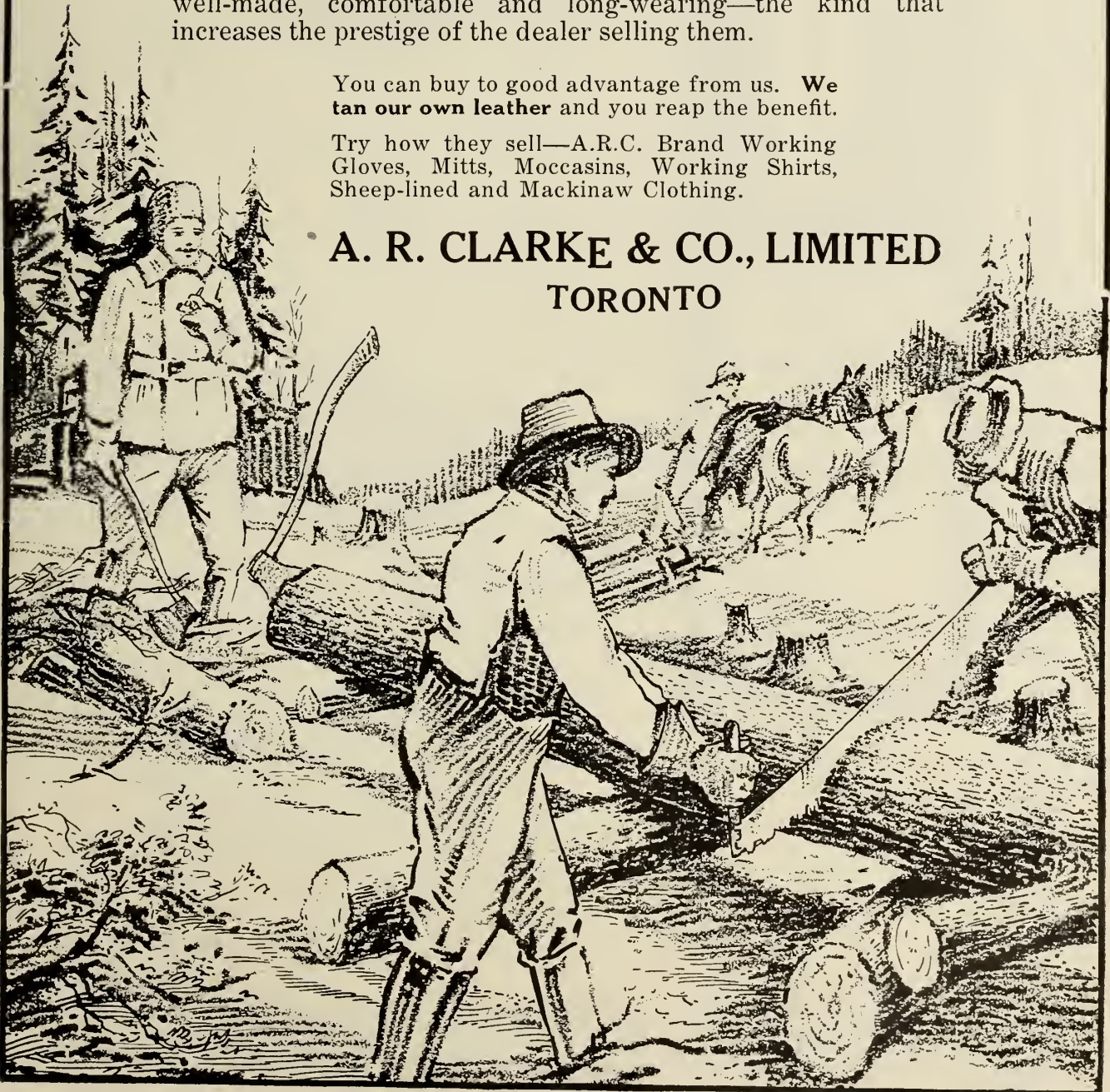
Every live merchant should be in a position to meet the working men's demand for good, serviceable working gloves.

In "A.R.C." Leather Working Gloves, Gauntlets and Mitts you give your customers value above the ordinary. For these are well-made, comfortable and long-wearing—the kind that increases the prestige of the dealer selling them.

You can buy to good advantage from us. **We tan our own leather** and you reap the benefit.

Try how they sell—A.R.C. Brand Working Gloves, Mitts, Moccasins, Working Shirts, Sheep-lined and Mackinaw Clothing.

A. R. CLARKE & CO., LIMITED
TORONTO



AN EXTRA PAIR OF TROUSERS

Will Double The Life of Your Suit



LOOK FOR THIS TRADE MARK INSIDE OF THE WAIST BAND

Ask your Dealer to show you his line of

EVERYMAN'S TROUSERS

Notice the attractive style, perfect fit and high quality of materials.

You can find a pair that will go nicely with your suit at all "Everyman's Dealers"

UNION MADE



"Everyman's" Trousers are union made by skilled operators. There's a look about them that prompts ready sales and makes satisfied customers.

Also a good margin of profit for the dealer. Write us for prices and patterns.

DAVIS BROS.
HAMILTON, CANADA

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.

The New Way System

OF UNIT FIXTURES

Two hundred different units, scientifically designed to display and store every item of merchandise handled by

**CLOTHING,
DRY GOODS,
GENTS' FURNISHING,
DEPARTMENT STORES.**

Catalogue and particulars on request.

Jones Bros. & Co. Limited
Store Fitters

Eastern Branch: 71 Bleury Street, Montreal P.Q.
 Head Office: 29-31 Adelaide St. West, Toronto, Ont.
 Western Branch: 437 Main Street, Winnipeg, Man.
 In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company



Every Feature is a Selling Point

Better fabric, better designing, better workmanship characterize Kitchen's "Railroad Signal" Overalls. They possess that magnetic quality which draws repeat business and makes a host of satisfied customers. There are superior features at every point in

KITCHEN'S *"Railroad Signal"* **OVERALLS**

They are of highest grade material and are built to permit freedom of action. The high bib protects the undergarment and there are plenty of roomy pockets. These overalls are of such extraordinary strength that they resist wear and tear, while the stitching is double or triple wherever the pull comes.



Union Made

Dealers, get after this live line. Write us for dealers' helps.

The Kitchen Overall and Shirt Company, Limited
Brantford Ontario

Also Makers of the famous "Railroad Signal" Open Front Work Shirt

JEWELRY

that adds the necessary touch of smartness

Jewelry is a very necessary detail of correctness in the matter of full dress.

The logical place for your customers to buy such essentials is in YOUR store. They WILL buy from you if you are handling the right stocks.

We offer you a very complete and very smart assortment of men's jewelry. Being sole selling agents for several leading men's jewelry manufacturers our stocks are always replete with the things that catch the eye and open the pocket-book.

We suggest early ordering. Always advisable it is almost imperative just now because saleable goods are scarce in these particular lines—more scarce than at any time during the war.

We manufacture our men's garters and armbands in silk and mercerized cotton in a variety of styles.

THE JEWELRY HOUSE THAT

C. H. Westwood

TORONTO

KUM-A-PART CUFF BUTTON

sells well the year round

Time was when the soft cuff was synonymous with Summer and Outing days. But the comfort and convenience of the soft cuff has carried its popularity beyond any one particular season—it is now regarded, and rightly so, as the sensible cuff for practically every occasion.

The need of a simple yet reliable fastener for the soft cuffed shirt made the Kum-A-Part Cuff Button essential.

The Kum-A-Part is the soft cuff's own button: stays in place whether the cuff is open or closed; snaps together and apart instantly.

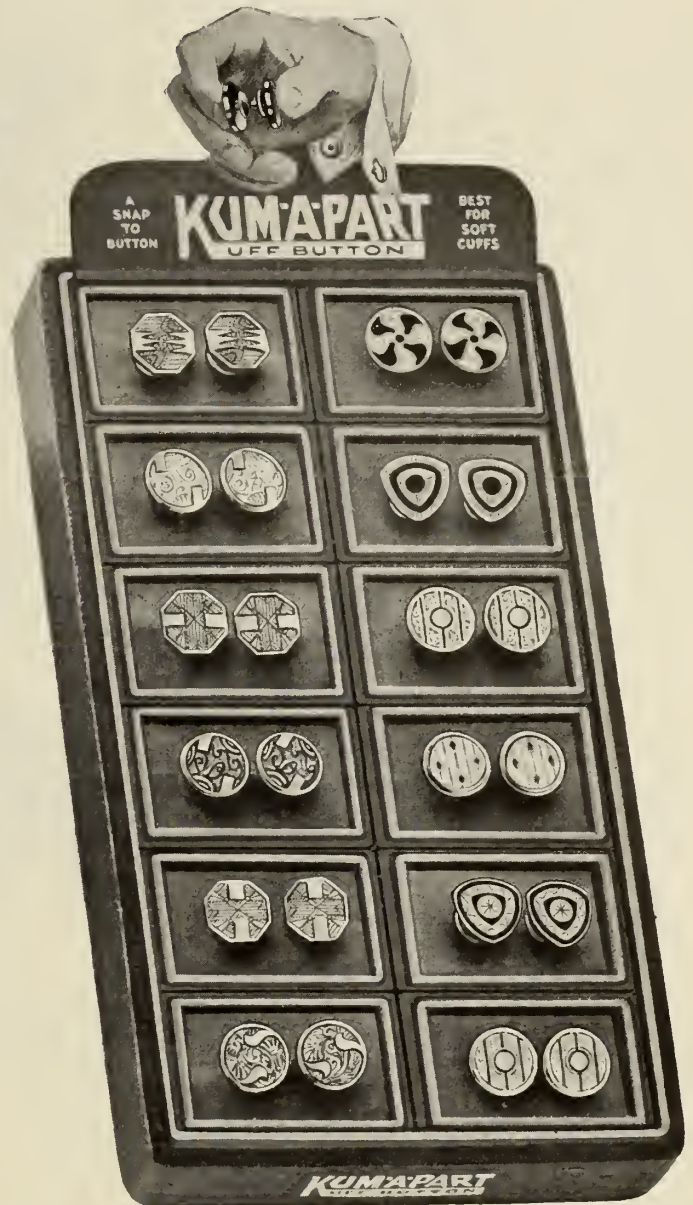
See the assortment pictured at the side. And note the quotations. A good rent-paying profit for you on every pair you sell.

Our illustrated price list offers you many such. We'll mail you one on request. Just ask us on a post-card —to-day.

SUPPLIES THE MEN'S WEAR STORES

Mfg. Company

CANADA



DISPLAY ASSORTMENT No. 01156
containing 12 pairs Kum-A-Part enamel
kuff buttons in individual cases as illus-
trated.

An assortment of varied patterns, contrast-
ing 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 world's bookkeeper

MODERN National Cash Registers are recognized throughout the world as labor-saving machines.

They are used wherever money is handled and accounts kept—in every line of business, in all parts of the world.

National Cash Registers are the result of 35 years of study and invention.

To make them requires 7,100 people, 21 buildings, 40 acres of floor space, and 2,475 patents covering 35,000 claims.

Considering workmanship, materials, and what it does, the National Cash Register is the lowest priced piece of machinery in the world.

The National Cash Register Company of Canada, Limited

Factory: Toronto, Ontario

BRANCH OFFICES:

Calgary 714 Second Street, W.
 Edmonton 5 McLeod Bldg.
 Halifax 63 Granville Street
 Hamilton 14 Main Street, E.
 London 350 Dundas Street
 Montreal 122 St. Catherine Street, W.
 Ottawa 306 Bank Street

Quebec 133 St. Paul Street
 Regina 1820 Cornwall Street
 Saskatoon 265 Third Avenue, S.
 St. John 50 St. Germain Street
 Toronto 40 Adelaide Street
 Vancouver 524 Pender Street, W.
 Winnipeg 213 McDermot Avenue

Reliable Always Are the "Miller-Made" Offerings

Reliable in the matter of style and in the durability of the fabric, as well as essentially sound where the tailoring is concerned.

Take Miller-Made Summer Weight Clothing for Instance

The success that has marked their introduction in hundreds of retail stores is an accurate indication of their intrinsic worth. Then there are Miller-made White Duck Coats and Dusters, White Duck, Khaki Duck and Flannel Trousers, Lustre Coats, etc.

The Miller man will be in your district soon and will show you the complete line if you just ask us to-day.



The Miller Manufacturing Co., Ltd.

Manufacturers of Miller-Made Clothing

44 YORK STREET

TORONTO



“Peppy” Styles in Juvenile Togs

Snap and vigor in every line of them because they are designed and tailored by craftsmen who make a specialty of fashionable clothes for young folks.

A sure way to appreciate the selling possibilities of these clothes is to examine the samples now being shown by our travelling representatives. We invite comparison.

One of our men can call any time you say.

York Clothing Co., 35 Church St., Toronto



Men's Suits with style in every line



Good, sound, long-wearing fabrics, cut in nifty, up-to-the-second styles and priced at the smallest possible figure.

We also offer a splendid assortment of SCHOOL SUITS — just the right stock for Fall selling. Models for High School boys, etc.

Dominion Clothing Co.
157 St. Paul St. West — Montreal

Craftana

Registered No 262005



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing 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, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

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

If Value and Style Are The Determining Factors In Your Buying, Try Racine's

By a carefully developed system of specialization in general and fancy furnishings for men we are in a position to offer the trade unusual values in

"RACINE" Working Shirts.	"LIFESAVER" Overalls.
"HERO" Fine Shirts.	"SAMSON" Pants.
"STRAND" (Chemise de Luxe) Shirts.	"RECORD" Sox.

These lines are manufactured in our clean, airy, well equipped factories, and every line in every lot is made up to "Racine" standard.

We will be glad to have you look over a sample assortment and will prepay carriage to you. Then you can decide for yourself whether Racine Values are worth featuring.

Alphonse Racine, Limited

Everything in Men's Furnishings

60-96 ST. PAUL ST. W.

MONTREAL

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

Sample Rooms: Ottawa, 111 Sparks St.; Quebec, Merger Bldg.; Three Rivers, Sherbrooke; Sydney, N.S. 269 Charlotte St.; Toronto, 123 Bay St.; Haileybury, Matabanick Hotel.

A New Line OF Young Men's Clothing

with which we are entering the field.

**Stylish
Attractive Fabrics
Well-Made
Popular Priced**

the kind the returning soldier will appreciate.

Be sure and see our range before placing orders.

**Bannockburn Clothing
Company, Limited**

Also Manufacturers Manchester Waterproofs

319 St. James Street - MONTREAL

Raincoats For Men

that you can sell
with success

You can sell them because they are 'genuine "rain shedders" — made to keep the wearer dry and they do.

Coats that take the wet out of the heaviest downpour, coats that look well and wear good — that's the kind of waterproofs we offer you here.

Our men are now out with samples. See them.



TRADE MARK

Hoffman Ducoffe & Co.

314 NOTRE DAME ST., W., MONTREAL

PREPARE

For a Rainy Day!

"Storm Resista" WATERPROOFS

The kind that you have always bought.

See "Storm Resista" Coats before ordering again.

Samples for Spring and Fall sorting now in the hands of our Salesmen.

H. E. DAVIS & CO.

117-119-121 St. Henry St. Montreal



STARTING FOR HIMSELF

After several years' experience with leading manufacturers of Raincoats in Montreal, I have decided to start for myself under the name of I. COHEN & CO.

I will, therefore, call on my old friends shortly with a full line of Raincoats and Gabardines

It will always be my effort as hitherto to give the best value and best service to whatever business you may entrust to the firm.

I take this opportunity of thanking all my friends for past favors, and it will be to your advantage to see my line before placing your Spring orders.

I. COHEN & CO.

207 St. James Street - Montreal



Correct Styles For Spring 1920

Even after one of the most unusual seasons we are able to give money value—value that can be figured in dollars and cents. Our Spring lines will be fashioned of hardy and attractive fabrics that will demonstrate our ability to produce smart clothing for Men and Boys that mean sure sales to the dealer.

Our salesmen will go to the trade about Oct. 1st. Wait for them, it will be to your advantage.

Every model a creation worked out through clever designing and expert tailoring under the supervision of Mr. Beekel, and backed by sound fabrics that give the wearer long serviceable wear.

*For your Boys' Department we offer
Elk Brand Clothes for Boys*

Stylish and up-to-date in every essential. We carry a complete stock. Exclusive models designed by Mr. Jonap. See them and appreciate something different in Boys' Suits.

J. Elkin & Co., Limited

Makers of Elk Brand Clothes

29-31 VITRE ST. WEST

MONTREAL

OVERCOATS

ON

FOUR WEEKS DELIVERY

We have in stock:

MELTONS	}	in Black
BEAVERS		Gray
FRIEZES		Oxford
		Cambridge
		Brown

and all wool fancy Overcoatings.

To make about 8,000 Overcoats.

Delivery four weeks from receipt of order. Orders executed in rotation as received, but not more than 50 Coats per week to each customer.

H. Vineberg & Company, Limited

Corner St. Lawrence Boulevard and Duluth Ave.

MONTREAL

SPRING 1920

N.B. Our travellers will be on their respective routes this season a little later than usual, but it will be to your interest to wait for them.



OUTDOOR WORKERS

insist on serviceable, comfortable and durable underwear—that's why they take so kindly to Atlantics.

Conscientiously made of stout, honest wool, Atlantic Underwear is best calculated to meet the demands of out-of-door men.

If Atlantic Underwear serves your customers with greater comfort and better service, isn't it reasonable to suppose that it will serve you with greater sales and larger profits?



Your jobber has them.

Atlantic Underwear, Ltd.
MONCTON, N.B.

E. H. Walsh & Company
MONTREAL AND TORONTO

Selling agents for Quebec, Ontario, and Western Provinces

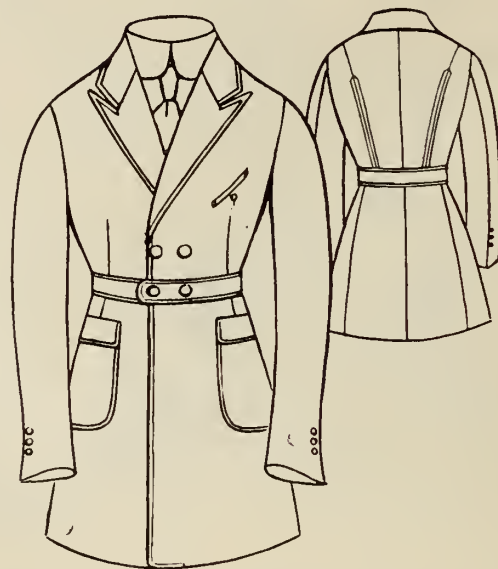
Leaders for Spring 1920



"PRINCELY"

We have every reason to believe that our ability to produce the "latest" *First* is again vindicated.

Three of our new Spring Styles are here illustrated, and are easily distinguished for the style and clear cut lines.

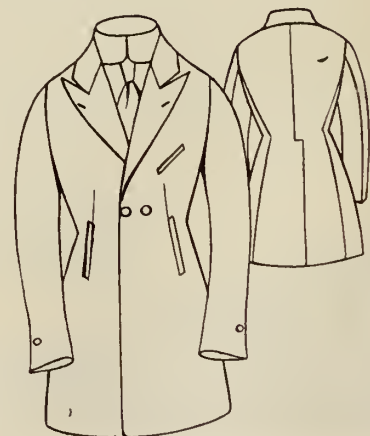


"PRESTON"

From the selection of fabrics to the finished product the utmost care is taken to insure 100% value.

After **October 1st** our representatives will be calling on the trade. Wait to see them before you decide.

Kaplan, Samuelsohn & Co.
Montreal



"ENSIGN"

Tooke

ANNOUNCEMENT

Supply and Demand

If you have found it impossible to secure prompt delivery of "Tooke Shirts and Collars" please remember that we share your disappointment and keenly regret our inability to have served you.

Our plants are now working at capacity with a very large production schedule, but despite our best efforts, it is impossible to keep step with the public demand. The increased shirt and collar wearing population has caused an unprecedented inquiry for Tooke products, and we must ask our friends to bear with us for the time being. We are increasing our production facilities and daily getting into better shape to handle your requests, and a very short time should see us in a position to handle your increased business promptly.

Tooke Bros., Limited

Montreal

Toronto

Winnipeg

Vancouver

As Popular as His Majesty

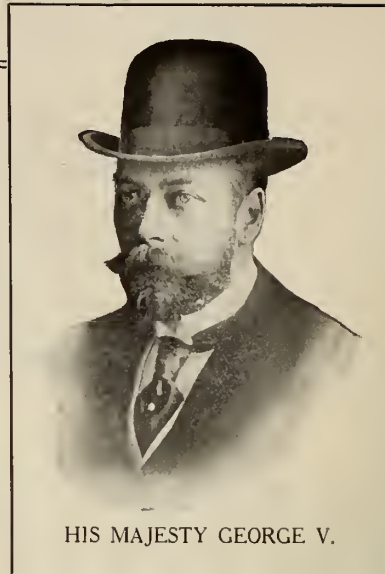
MONARCH HATS

Styles for 1920 in Felts and Straws

Now being shown by our travellers.

* * *

The name Monarch has been made famous through the quality of the hats of which it is the trade-mark.



HIS MAJESTY GEORGE V.

Sold by

1852 - THE PIONEER HOUSE of CANADA - 1920

L. Gnaedinger Son & Co.

St. Peter Street, Montreal



IT APPEARS ON ALL OUR SOCKS

COLD FEET?

Give him Hanson's. We specialize in the making of all wool socks for general wear.

Comfort and service have made them favorites everywhere. Why risk your reputation—we guarantee them.

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

GEORGE E. HANSON
HULL, P.Q.

Special Values

Direct from Mill To The Trade
Through Selling Agents

Stocks Carried in Montreal

"Pure Wool Scotch Tweeds"

ON ACCOUNT OF

HEATHER MILLS Co.
SELKIRK, SCOTLAND

ALSO

Grey and Fancy Worsteds
Blue and Black Serges

INQUIRIES SOLICITED

C. E. ROBINSON & Co.

IMPORTERS AND COMMISSION MERCHANTS
10 VICTORIA STREET MONTREAL

There's Satisfaction in Selling

TRUE-FIT
BRAND
WATERPROOF
COATS



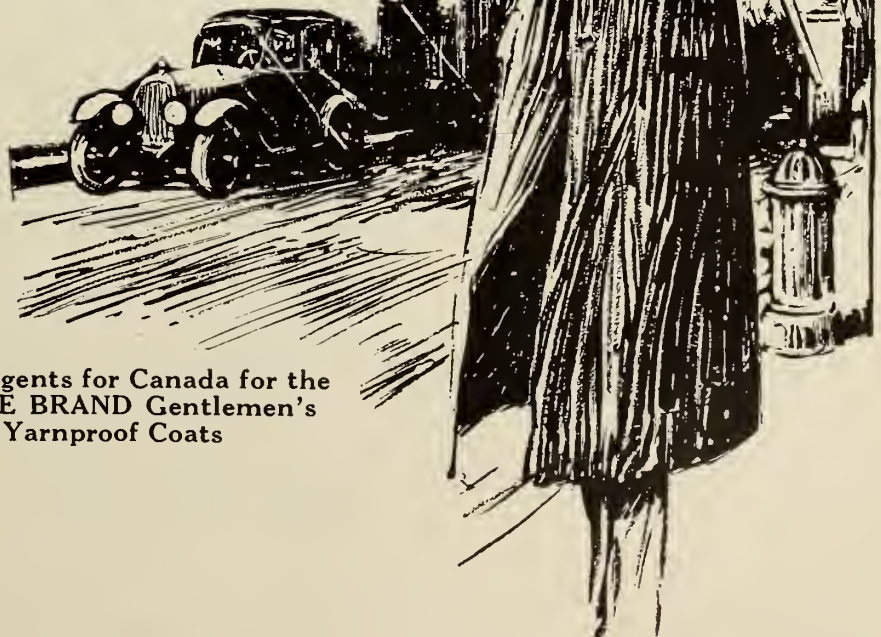
Because True-Fit Waterproofs are all that the name suggests — neat looking, correct fitting rain resisters—that make fine weather for the wearers in the heaviest downpour. True-Fit Waterproofs can be guaranteed. They are made to stand the test.

See samples in the hands of our travellers. Then place your order.

Samuel Wener and Co.
Limited

SOMMER BLDG.

MONTREAL



We are sole agents for Canada for the
AQUATITE BRAND Gentlemen's
Yarnproof Coats

A Later Showing this Season

In common with other Montreal Clothing manufacturers our Spring Range of

CROWN PANTS

will be in the hands of our Salesmen later than usual this year.

This has been inevitable owing to difficulties in the labor and material markets.



About September 15th, however, our travellers will call on you as usual, with a full range that will be *well worth waiting for*.

We have been fortunate in securing a large line of fancy fabrics which cannot fail to please.

The kind "Nobby Shops" enjoy carrying and "Well-dressed Men" enjoy wearing.

Price, workmanship, merchandise and patterns are our assets which tend to create the enormous demand which we have been having on our 1919 line.

Remember we are manufacturing under difficult conditions and though we are doing our utmost to supply customers' demands, *early orders must receive first attention*. Therefore, let us know your wants early.

CROWN PANTS COMPANY

322 Notre Dame Street West
MONTREAL

Exceptional Showing
of
DUKTEX COATS

You will find the showing of Duktex Rainproof Top Coats and Specialty Coats for the approaching season exceedingly attractive.

Duktex are the type of coat your customer wants to buy—the type you want to sell. Every time you've sold one you know you've created good-will for yourself. And you'll sell them as soon as you show them—they make an instant appeal.

Our Range for Spring measures fully up to the usual High Standard and includes many new and artistic models, snappy designs in fabrics, which we have been fortunate in procuring from the best markets.

We are maintaining the policy of manufacturing stock ahead as much as labor conditions will possibly admit so as to be able to fill all orders promptly.

Salesmen will be ready with samples during early part of September and dealers will benefit by a liberal selection from this exceptional range.

DUKTEX FOR QUALITY

DUKTEX COAT COMPANY

322 Notre Dame Street West, MONTREAL

HATS

For Fall Sorting And Spring Placing



When you decide on placing your order with us you guarantee yourself satisfaction in your hat stocks. For we have the right stock at the right prices and we assure every customer **prompt deliveries.**

See the big range now being shown by our men

Fur Felt Hats, Ballyluks, Bankoks, Panamas, Toyos, Sennitts and Split Boaters.

And a snappy assortment of stylish caps in attractive fabrics and colorings.



Fried, Grills Hat Co., Ltd. Guelph, Ont.

Manufacturers of Fur Felt, Straw and Panama Hats.

Salesrooms: 313 McKinnon Bldg., Toronto

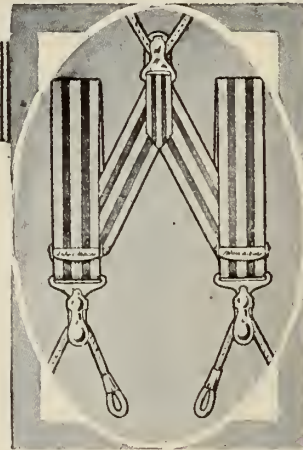
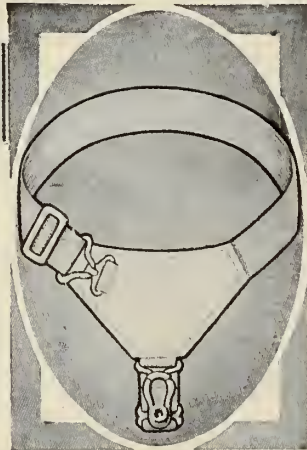
308 Mappin & Webb Bldg., Montreal

A Fstied Hat means a guarantee of Style and Quality

Sphere Garters Sphere Braces



Pad garter with soft leather front and special finish Suede Cloth back. Extra strong Mercerised Elastic $\frac{3}{4}$ " 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

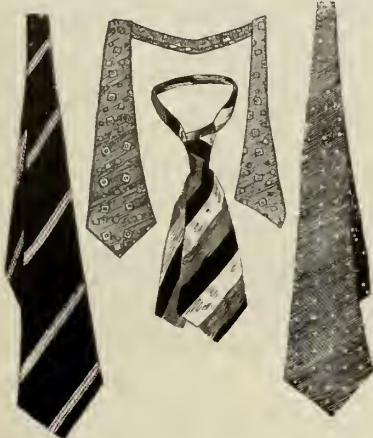
19, Fore Street, London, E.C.2.

32, George Street, Manchester.



BRETTLÉ'S BRITISH MEN'S WEAR for CANADA

NECKWEAR



Brettlé's are actual manufacturers of Neckwear, and have always in stock a wide and attractive range of Ties in tasteful exclusive designs, in all up-to-date colourings, and especially suitable for the better to best-class trade. We ask our numerous friends who have not yet stocked these goods to make a point of sending us a trial order.



SILK HANDKERCHIEFS

We always hold well assorted stocks in Madders, Plain Colours, Fancy Colours and Jap Silks in plain hemmed and hemstitched lines—all of our usual high standard of quality and excellent value.

The wide range of our productions covers everything that is essential for the better-to-best-class trade in men's outfitting.

Our long experience of over a century enables us to foresee exactly the needs of the market and provide goods that are right in materials, make and price.

Customers, therefore, who make us their chief centre for supplies can always depend upon keeping their stocks complete with up-to-date attractive ready selling goods. "OBERON" goods, "SUTOPLEX" gloves and "BELNIT" ribbed underwear are our chief productions. All of them are famous the world over for quality and value.

Complete Ranges for Spring now to be seen at our

CANADIAN REPRESENTATIVES

EASTERN PROVINCES

Mr. Hugh D. Marshall

Stair Bldg., Corner Bay and Adelaide St.
Toronto

WESTERN PROVINCES

Mr. G. E. Ledger

Grace Court, Cornox St.
Vancouver

At the Canadian National Exhibition in Toronto

Our representatives will be showing a full range of samples for immediate and Spring delivery, which all enterprising buyers will do well to inspect.



"SUTOPLEX"
(REGD TRADE MARK)
FABRIC GLOVES

"BELNIT" Ribbed Underwear

Made in our factory at Belper, Derbyshire, is unquestionably the best line of its kind on the market. Belnit Underwear sells freely on its merits and brings repeat orders without effort.

Made in our own factory, especially to replace the German Duplex gloves, and are now recognized as being well ahead of that article. We can supply Sutoplex Gloves in a full range of men's and women's lines and recommend them with every confidence.

New Customers are asked to kindly furnish the usual trade references.

GEORGE BRETTLÉ & CO., LTD.

Manufacturers and Merchants,

119, WOOD STREET, LONDON, E.C. 2,
and at BELPER, DERBYSHIRE.

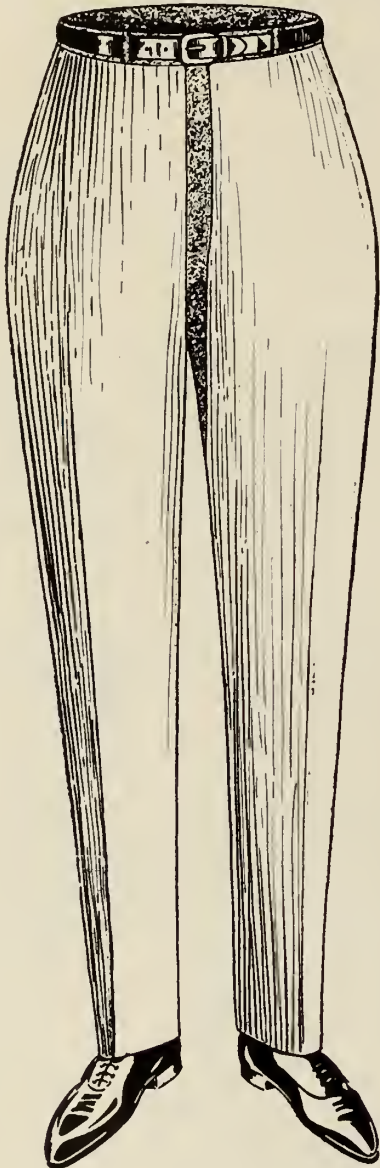
Telegraphic Address: Brettlé, Cent. London.

Telephone: Central 6564 (Four Lines)

Roberts Clothing Co.
 "MADEWELL BRAND"

Wholesale Clothing Manufacturers
 TORONTO

Trousers a Specialty



For some considerable time to come, whilst the price of good clothes is so extremely high, owing to abnormal conditions that cannot be avoided, there is likely to be a heavy demand for odd pants to match up that Spring suit, and should the storekeeper stock up with the "Made Well Brand" there is no need to turn away a customer. We are specializing in this direction and our prices are right. Write us for samples sent prepaid, or we will have one of our 12 representatives call on you. Let your customers go away satisfied with a "Made Well" pant; they will come again. Satisfied customers are the best medium of publicity. Popular priced pants that ensure a good profit always in stock.



Brophey - Chester "Wear - Well" Suspenders

Selling Brophey-Chester Suspenders is free advertising for your store. With each pair that goes over your counter a satisfied customer is gained and retained.

Brophey-Chester Suspenders

are manufactured from the finest materials. Freshly-woven web embodying the snappiest of heavy cut rubber ensures longevity and utmost service to the consumer.

Our Boston factory is responsible for the high quality web from which Brophey-Chester Suspenders are made—and it is the only manufactory of suspenders in America weaving their own web and selling direct to the retail trade.

Our dealers' Postal Service invites correspondence but, if you prefer, our traveller will call upon receipt of your enquiry.

Suspenders, Leather Belts,
 Armbands, Garters

**The Brophey
 Suspender Co.,
 Limited**

TORONTO

Office, Factory and Sales
 Room

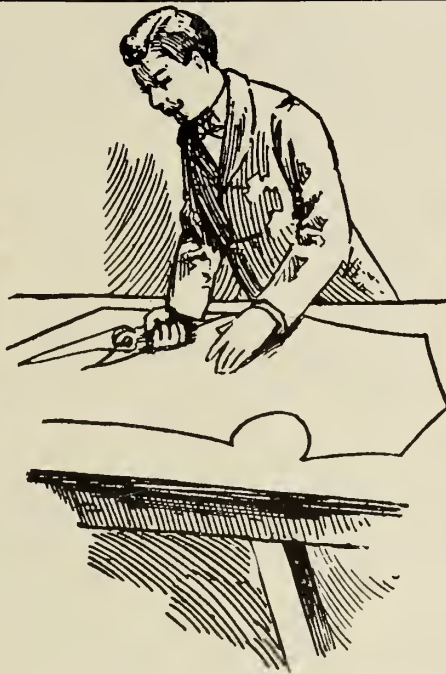
266 King Street West

BROPHEY-CHESTER





The label that made Canada famous for its Reliable Clothing.



The label that made Canada famous for its Reliable Clothing.

The Importance of an Up-to-Date Made-to-Measure Department

"Progress Brand" Clothes, Made-to-Measure System, enables you to fill every inquiry to individual taste and quick service.

Write to-day for particulars.

H. VINEBERG & COMPANY, LIMITED

Corner ST. LAWRENCE BOULEVARD AND DULUTH AVE.

Better Displays mean Better Sales



MODEL FORM
No. 2014

Note the neat Fitting of coat.

Men's stores everywhere are improving their fixtures.

We have them for all purposes.

See our NEW BUST FORMS for men, for tight-fitting suits.

Display Fixtures of every kind

Special for Haberdasher Displays, New Tie Stands, New Shirt Displayers.

Ask for our latest folder.

Delfosse & Company

Largest makers of Fixtures and Forms for Store Equipment

249 CRAIG ST. WEST, MONTREAL

"EVERY LINE A LEADER"

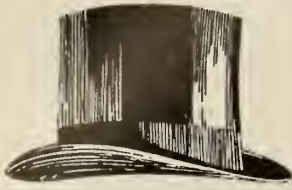
Our travellers are now out with a complete range for Fall and we are able to fill all requirements.

We have opened one of the largest pant plants in the Dominion of Canada and can give good deliveries.



"We Lead, Others Follow"

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.



Prices Moderate.

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 underclothing—such as Turnbull's "CEETEE," which requires special machinery. Our only competition is from imported articles.

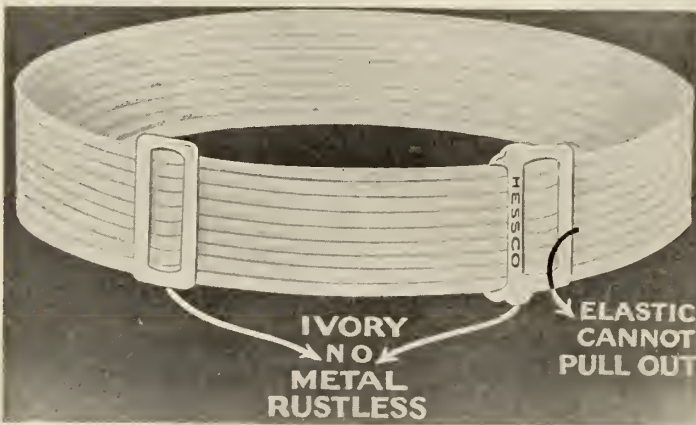
But remember—there is no low grade "CEETEE" made—only the very finest quality and highest grade underclothing bears the famous "CEETEE SHEEP" trademark.

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



The Hessco Arm Band

A good looking and durable arm band made to retail at 25c, 35c and 50c (silk cord).

There is no metal whatever in the "Hessco," and another important point—the elastic cannot pull out.

The "Hessco" Arm Band is a money maker. Send for a trial supply to

Kitchener Suspender Co., Ltd.

KITCHENER, ONT.

WALL CASES WORTH WHILE



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

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

The Walker Store Fixture Company
KITCHENER - ONTARIO

Schwartz & Jaffee, Inc.
sell more
Juvenile, Boys' and Young Men's Clothing
to the most discriminating buyers
than any other house 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

THEY ALMOST
-TALK-
TO YOU!

MAKE YOUR ADS

ALIVE!

WITH HUMAN INTEREST

PICTURING correct style is important - but secondary in its value, compared with that most difficult thing to do - GETTING and - HOLDING the attention of the average man.

HE is so used to commonplace advertising that he gives it no more than a passing glance. The unusual is the only thing that holds his attention!

IF you want your advertising to be different, unusual, and 100% effective - we'll tell you how to do it!

Merchants Service

233 West 59 St., New York

Please tell me about your human-interest illustrations - terse, pointed ad-copy - three color-price tickets - and business counsel for live-wire clothing merchants.

NAME _____

ADDRESS _____



Mats for Canadian Clients Shipped -> F.O.B. Montreal!



Everybodys Overall Co.

Manufacturers of

"EVERYBODY'S"

The Line that Sells

Overalls and Work Pants

Mr. Merchant,
Everywhere.

London, Ont., Can., 1919.

Dear Sir:-

Introducing any new line to the trade, that will stand the acid test of criticism, requires that the article introduced must carry considerable merit.

First, it must look well. Second, be well made. Third, be constructed of the best materials. Fourth and last, give satisfaction to the consumer.

Overalls require yet one more item of special individual merit all their own. This special feature is ROOMINESS. They must be sufficiently large to permit all actions of the body to be free, yet to have that proper balance necessary in any well-fitting garment.

EVERYBODY'S OVERALL embodies all of these features. Should it be possible that our representative has not called on you, we shall be only too pleased to submit you samples of EVERYBODY'S OVERALLS - the line that sells.

All samples are sent with the distinct understanding that you are under no obligation whatever. All we ask is that you examine them thoroughly at your own convenience. You will be pleasantly surprised at the workmanship and roominess of EVERYBODY'S OVERALLS.

May we send you samples?

Yours sincerely,

EVERYBODY'S OVERALL CO.

Mgr.

WE NOW HAVE THE UNION LABEL

few/w



Coming —

"ARGONNE" the new

ARROW COLLAR

for Fall

It will be shown here

October 1st

CLUETT, PEABODY & CO. OF CANADA, LIMITED

The BEST WAY

to create customer confidence—the backbone of every business—is to sell the men of your town suits and overcoats of reliable fabrics and better tailoring.

We offer you for next season's buying clothing that is satisfactory in every detail—sound fabrics, nifty styles and conscientious tailoring.

Show the particular dresser that made-to-measure togs are not essential to correctness in apparel. Show the man who is more than usually difficult to please that you can fit him and please him with the fit and style he requires from this new Punchard-Birrell assortment.

Seeing the clothes is the best and quickest way to prove our statements true. Our samples are now nearing completion and our travellers will soon be on the road. Post card us if they do not call.

The
Punchard-Birrell
Co.

545-7-9 King Street West
TORONTO





The "Leatherette" Coat

Is absolutely waterproof, used as a rain coat, auto coat and for general out-door wear. When soiled wash with water. It does not crack, soften, rot, get sticky or harden under the severest service conditions.

Our coats are uniform in shade—all parts match exactly.

Leatherette looks like leather—but is superior to leather in every other respect. Our Leatherette is odorless.

"Leatherette coats" are made of LEATHER'S SUCCESSOR—not of a LEATHER SUBSTITUTE.

They sell readily because they give service plus authentic style.

Made in many models, each one full of grace and distinction.

Prices are right and the demand is large. None genuine without our label.

*Models for
MEN, WOMEN and
CHILDREN*

Long Coats, bellows or slash pocket, set-in sleeve or Raglan shoulder—tan, black and battleship gray, \$16.50.

Many models for women.

*AVIATOR LENGTH
COATS \$13.50.*

*Reversible—two coats in one
— can be worn either on
cloth or leather side, \$27.50.*

*COATS FOR CHILDREN
\$11.50*

*Immediate Delivery
Terms—Net 30 days*

SIFF BROTHERS CO.

71 FIFTH AVE.

NEW YORK



2000 Pairs of Pants per week

Two thousand pairs of "Wear-well" Men's pants—every garment cut and tailored in a way that guarantees the wearer entire satisfaction. That is the size of our weekly output and we have always a large stock on hand from which to fill our customers' orders.

We assure our patrons prompt deliveries and will send samples to retailers on request.

If you are figuring on laying in a new stock of pants for Winter or Spring selling it will be to your advantage to see our values before finally deciding. Prices range from \$2.25 to \$8.50 a pair.

Look for the "Wear-well" trade mark. Riding breeches a specialty.

Levine Mfg. Co., 162 John St., Toronto



Kiddies' Lids

Here is something new for the little folk made in all colors of tweeds. Notice the pencil seams that give it that smart appearance. This will be a big success this Fall. Prices range from \$10.50 to \$16.50 the dozen. The one shown is \$10.50 dozen. Let us send you a sample dozen.

We show the most complete assortment of children's head wear in Canada.

Our range of Men's and Boys' Caps and Hats is now complete.

We make a specialty of Uniform Caps and graduation motor boards.

Always look at our samples—it will pay you.

PALTER BROTHERS

Manufacturers of Hats, Caps and Uniform Caps

122-128 WELLINGTON STREET WEST, TORONTO



Shirts and Collars for Spring 1920

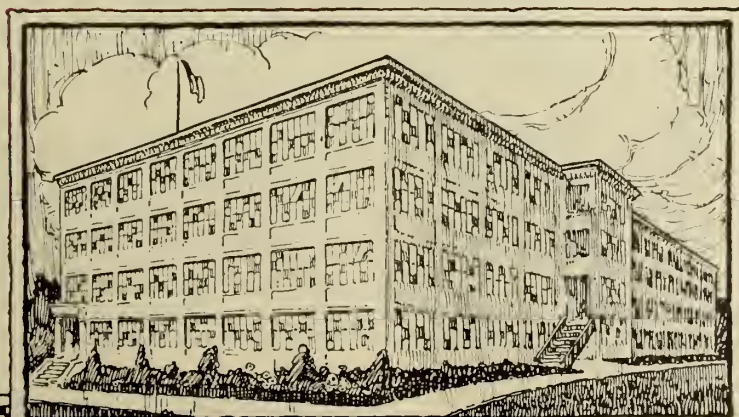
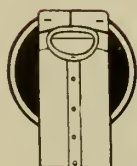
THE W. G. & R. reputation for producing Shirts for the better class trade is completely sustained in the quality of the new styles, patterns and fabrics comprising our collection for Spring 1920.

Included in the display are Silk Striped Soisette, Toile Madras, Silk Striped Taffeta, Fibre Silks, Jap Silks and Novelty Cloths.

In Soft Collars we have a large variety of styles and fabrics.

The Williams, Greene & Rome Co., Limited

Head Office: Kitchener, Canada
Branches at Montreal, Toronto, Winnipge, Vancouver



COLOSSUS

THE BIG SHIRT



Made in Heavy Woven
Cloth in Plain Colors, Blue
Chambray and Fancy Stripes
and Checks.

Extra large Body and Sleeves.

Double stitched throughout.

Full Yoke and Pocket.

Extension Neck Band and
Gussets.

A Real Workshirt.

Value, Durability and Comfort.

*The Canadian Converters'
Company, Limited*

Montreal

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX.

TORONTO, SEPTEMBER, 1919

No. 9

CONTENTS

The Outlook For Spring	69
Cost of Living Commissioner Fires Second Round	71
Increased Cost of Hat Trimmings Shoots Prices Upwards	72
Making Best Use of Slack Hours	73
Secrets of Successful Storekeeping	74
A Canadian Aerial Post Record	75
The Pricing of Goods and the Figuring of Profits	76
News of the Smaller Western Towns	77
Ottawa Has Test Case on Early Closing By-law	79
Eaton's Jubilee Park	80
Editorial	81
The Chain Versus the Individual Store	82
Some Dainty Show Cards	83
Looking at Business Conditions From Financial Viewpoint	84
Market Reports	85
Collars and Shirts	87
Neckwear	89
Suits and Overcoats	90
Notes of the Trade	92
Hats and Caps	93
Retail Merchants' Convention in Manitoba	94-97

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BY STANFIELD'S LIMITED

STANFIELD'S
Unshrinkable
UNDERWEAR

**"Stands
Strenuous
Wear"**

Our mills are in a position to fill promptly repeat orders on practically all our old standard lines.

STANFIELD'S UNSHRINKABLE UNDERWEAR is the Standard for Canada. By standardizing your underwear department you can reduce your underwear stock, and at the same time increase your sales.

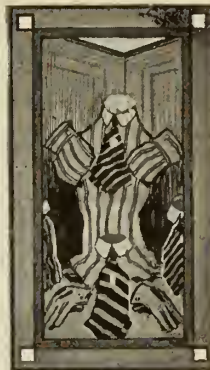
It pays to sell

Truro

STANFIELD'S
Unshrinkable
UNDERWEAR

Nova Scotia

Stanfield's Patented Adjustable Combination and Sleepers for Growing Children.



Men's Wear Review

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

VOL. IX.

TORONTO, SEPTEMBER, 1919

No. 9

THE OUTLOOK FOR SPRING, 1920

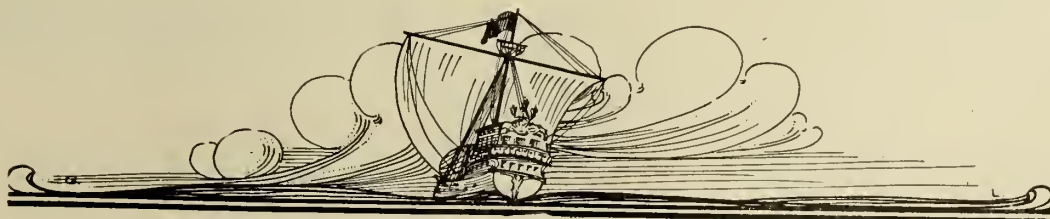
A Survey of the Season's Past, Present and Future With the Idea of Outlining a Buying Policy for Spring.

ALWAYS about this time of year one must of necessity try and reach into the future, and upon the accuracy of that reaching depends to a great extent the success of the next season's business. The past season caught everybody, wholesalers and retailers alike, with short stocks. This in itself could ordinarily have been remedied by speeding up production, but here again, a change of conditions was met with, the unexpected happened, and instead of increased production, the labor unrest came to a head; strikes, shorter hours, and increased wages had to be grappled with, and the outcome for the manufacturer was smaller production than ever, cancellations of thousands of dollars' worth of orders and partial delivery on others. The higher rates of pay caused some manufacturers to actually lose money on orders placed last Spring for this Fall delivery, in other cases the buyers consented to the necessary increases provided they could be assured of prompt deliveries. Last year retailers, wholesalers and manufacturers made a conservative guess and were even inclined to be pessimistic in spite of the fact that prices on raw were steadily advancing and stocks were short. No one can gainsay the fact that the Spring and Summer of 1919 have been the biggest years ever experienced in all branches of the men's wear trade. No one begrudges the extra business that came to the men's furnishers from the soldiers, for was not their branch of the trade affected more than any other? Did it not suffer the most when 496,000 men took up arms for their country and left these shores? Four lean years for the men's furnishers, years of struggle to make ends meet, to devise new methods and means to reach the men who were left at home. Yes, if any branch of trade

deserve prosperity, it is the men's wear dealers, the haberdashers.

CHANGED CONDITIONS

This year we have peace conditions to face, and unfortunately, they are more upsetting to industry than actual war conditions. Skilled labor is scarce and high-priced, textile plants all over the world have more business than they can possibly handle for this season, and this all has its effect on the piece goods market, and it is difficult for the clothing manufacturers to get cloth in sufficient quantity to fulfill their obligations to the retailer. So much for the past and present. Looking back we see prosperity, good business, landed in spite of hardships, lack of goods and high prices: the present, there never was such a Summer, straw hats, panamas and in fact, every kind of Summer hat went like hot cakes at prices that were a surprise even to the salesmen themselves, old stocks were cleaned out, job lots bought and still the demand was brisk, Palm Beach and outing togs slid right off the shelves at top prices. No wonder so many new men's wear stores have opened up in the last few weeks. Past and present spell profitable business. How about the future? Next Spring? Have you seriously considered how you are going to buy this Fall for next Spring delivery? What has the future in store for the men's wear stores? One can but guess at best, put two and two together (past and present), and make fine, supplying the missing denomination by imagination in this case and looking into the future. We have some guiding facts to go by that cannot but help us reach a fairly accurate forecast, for instance, we know that to a great extent the large sales made this Spring were due in most cases to



outfitting the returned soldiers, three hundred thousand of them, scattered all over the country, and now we know that this Fall they will again be prospects for heavy underwear, overcoats, felt hats, and other lines. But can we expect such a quantity of complete outfits next Spring that were purchased last? Common sense tells us no! Not by any means. Then what we can count on is regular business, and with wages at a new high level, regular business is going to be good. But it is better to play safe, even if a few sales are lost in consequence, than overbuy and impair credits. One should buy for normal business conditions next Spring.

CROP AND LABOR CONDITIONS A FACTOR

Another thing to bear in mind in trying to see into the future is that the crops in Ontario and the West are light; this together with labor unrest that has caused a great number to be out of employment and live on their bank balances, or smaller strike pay, will have their part to play in the prosperity of the country next year.

Some of the views expressed here will not meet with the hearty approval of the jobbers; they would prefer to have us talk optimistically always, but it is as much to their advantage as your own to keep credits high, and this can only be done when a merchant buys in advance such quantities of merchandise as will be readily disposed of at the proper seasons.

FEWER SALES STRENGTHENED CREDITS

There have been remarkably few sales this year, most of them being confined to the last two weeks in August, when the usual quiet season between holidays and work had to be met with, and this lack of sales meant that goods were turned over at regular prices, proper margin of profits made and credit standing strengthened.

PRICES UP ON MOST LINES FOR SPRING

The price question has been decided upon in most instances to take care of Spring deliveries, and in the majority of cases it is to be noted that the prices quoted on the finished articles are about ten per cent. higher than prices prevailing for Fall delivery. This we predicted when touching on the subject of prices last month, and it is our firm belief that the prices are now at the high level, conditions will be altered before the next buying season and prices should begin to come down gradually. There are a great many things that enter into this question that would take up too much time to explain, but the facts are there to be seen and we firmly believe that next Fall merchandise will be quoted at from 10 to 20 per cent. lower than prices now prevailing.

SCARCITY OF GOODS

That there is an actual scarcity of the better grade of woollens we all realize, and this in spite of anything the High Cost of Living Commissioner may have to say on the subject, for he has yet to tell the trade where they can lay their hands on the wonderful stock of woollens he has discovered, and until such time we have only facts to go on, facts as we know them. Cancelled orders, slow deliveries and substitution of one pattern of piece goods for another as near like it as possible.

There are a number of mills in Canada weaving a good quality of tweed, but by glancing over the export figures one cannot help but notice the thousands of yards that are being sent out of the country on account of European orders. It is expected that most of this export business will be completed by next Spring; then and not till then will there be any appreciable surplus of even tweeds on the Canadian markets, and the increased output of the Canadian textile mills will be felt.

A great many clothing manufacturers have not yet completed orders booked last Spring for Fall deliveries and have, therefore, had little or no time to work on stock. This will upset the usual assorting orders placed for late Fall delivery. In other lines besides clothing the demands have been fairly well met, although there is an acute shortage in all kinds of silks, such as are used in manufacturing neckwear, the buyers for neckwear houses having in some instances had to resort to law proceedings to get their orders delivered. The market price on silks has risen 35 per cent. in the last six months.

IMPORTS WILL RELIEVE SITUATION

Just as soon as goods start coming in from England (and some lines are already back on the Canadian market), the shortages in a great many lines will be considerably relieved. The United States firms are now out after business and it will not be long now till merchants will be able to sit back with a sigh of relief and know that "delivery in 60 days" on an order will mean just that.

Summing up all conditions, facts and surmises, it is safe to say that next Spring, although prices will be high, and goods scarce, that the turn will set in before the next buying season, and the safe game to play would be to order what you would expect to order for a normal year's or season's trade.

THE PRICE OF CLOTHES



First Rustic: "It looks like Bill was going to marry that there widdler."

Second Rustic: "Well, 'e might do worse. Her first husband left an uncommon good overcoat."—*The Bystander, London.*

COST OF LIVING COMMISSIONER FIRES SECOND ROUND INTO RETAIL CLOTHIERS' CAMP

Contradicts Clothiers and Says Assertions He Made on July 7th Still Hold Good—Has New Evidence for Ammunition.

THE Cost of Living Commissioner makes the following report regarding woollen and worsteds for suitings and overcoatings:

"Following my report of June 7, the retail trade made vigorous attack on the assertions contained there and sought to have the Cost of Living Committee of the House disprove the facts of the same. In the evidence brought out before the committee my assertion was fully substantiated that the Canadian manufactured cloth for suits to be sold during this Fall was sold by our manufacturers this Spring at prices 8 to 10 per cent. below their previous lists. Moreover, our domestic manufacturers submitted samples of materials showing that the Canadian made goods were of very high quality and equal to many of the lines imported from England previous to the war. It was brought out in testimony before the committee that the three and one-half yards of the finest domestic material necessary to make a suit of clothes only amounted to \$17.50 at the cloth manufacturers' prices. The goods purchased in the United States covering the same period showed an even greater decline in price than the Canadian over the previous sales.

"The sole grounds for high prices offered by the retailers was the price of goods imported from England and the increased labor charges. It happens that since the war English prices have changed from the lowest to almost the highest levels. Since exports of woollens and worsteds from England have been so largely curtailed of late, it is unfair to make these prices the standard by which to charge for suitings in Canada. I have been informed, even, that it is not uncommon for Canadian-made goods to be sold as material imported from Britain. Since my report in June on this subject there has been no warrant for increasing prices. The Canadian prices of fine wool have risen somewhat; the coarser wools have only risen slightly. The grading of our wool has improved, and, as a consequence, the upper level of prices has risen these last few months, while the lower level has remained at nearly the old figure. In no case has wool in Canada advanced anything like the prices of last year. Moreover, the manufacturers' sales for this coming season's consumption were all made some time ago at the reduced prices quoted above. As far as the supply of raw material in concerned no attempt was ever made to disprove the

fact that Canada is better supplied with wool than ever."

Answering this second round from the commissioner, the dealers all over the country express the opinion that the Cost of Living Commissioner, besides lots of others things uncomplimentary, must be off his base. They tell us wool that formerly sold for 25 cents is now selling at \$2.00 per pound. "He is off his base," says the shoe manufacturer.

"What does he know about clothing?" "I'd be glad to have him put me wise as to where to find the big stocks he's always talking about," the clothing manufacturer murmurs.

Contradict Commissioner

And they all with one voice, contradict his statement that the retailers and manufacturers of commodities are responsible for the prevailing high prices. They lay the blame at the door of the farmer, the hide producer, the wool grower and the British Government and add a contributory cause, the demand in Europe for everything that the rest of the world is finding it hard to satisfy. But they all emphatically assert that the Cost of Living Commissioner is wrong.

Cost of Wool

"The British Government is as big a profiteer as we know of as far as clothing prices are concerned," was the opinion expressed by the manager of the Thornton & Douglas Company clothing manufacturers. He claimed that the manufacturers were not making a big thing out of clothes. The high cost of wool was responsible for soaring prices, and the British Government, which controlled all supplies of Australian wool, was responsible for keeping the price of wool up. Wool that sold before the war for 25 cents a pound is now held for \$2. With such conditions, what can you expect but high prices?" he added. "Cloth manufacturers are making a darned sight better thing out of it than we are."

The W. E. Sanford Company refused to express its views on the subject at present.

Price of Shoes

The high price of shoes is attributed also to the exorbitant prices that are being charged for hides. The John McPherson Company positively denied that the manufacturers of shoes or the retailers were to blame for the prevailing high prices, and pointed out in support of this that Russia calf that could be bought three months ago for 68 cents now cost \$1.68, while hides that used to sell for 20 cents now cost 65.

"The cost of living commissioner is off this base when he says that the manufacturers and the retailer are responsible for high prices," declared the manager.

WINNIPEG WINDOW DISPLAY MEN FORM ASSOCIATION

A local association of the Window Display Men of Winnipeg was formed at a meeting held in the St. Charles Hotel August 8th. This association will be purely for business and educational purposes, but the fraternal doubtless will receive attention.

The attendance was large and representative. All the best concerns in the city delegated at least one man, and every one was a booster for the principles laid down for the association. The opinion expressed was that the Winnipeg association would soon become a very important factor in the business of the community, and would lead to a better understanding of the pictorial side of the retail business.

The secretary, H. H. Vankirk of Chevrier & Sons, gave an address, in which he stated the objects of the newly formed association. The promotion of closer friendships between the members of the profession was one of the points dwelt on.

The art of artistic displays of merchandise and the proper use of sign cards, he declared, was of the utmost importance in the retail business. The holding of competition in window display and the keen rivalry of the stores to make theirs a beauty spot of the city would lead to much good, he said. The deplorable lack of decoration during the special days in the last few weeks was pointed out as a bad advertisement for the city.

The following officers were unanimously elected: A. N. Calle, Ranard Shoe Store, president; S. A. Bain, Styles & Humphries, vice-president; and H. H. Vankirk, Chevrier & Son, secretary.



INCREASED COST OF HAT TRIMMINGS SHOOT THE PRICE OF THE FINISHED PRODUCT UPWARDS

The Expected Action of the Hat Band Weavers in Demanding and Getting a Forty-four-Hour Week Has Compelled Manufacturers to Raise Prices.

ONE of the industries that has felt the effects to a greater extent than any other, is that of cap and hat making. In a great many cap factories the employees have been out for some time, and they appear to be as far from settling as they did the day they walked out. Some of the cap manufacturers have been compelled to advance their prices on merchandise already booked at lower prices for Fall delivery. Although conditions as far as deliveries on the other side are concerned are worse than they are here, they are nothing to crow over.

In all varieties of men's headwear, whether it be felt, straw, silk or of cloth, the same conditions prevail. Scarcity of supplies of raw materials, steadily mounting prices, higher wages and shorter working hours, reduction of output and strain to fill order on hand "complete." The "American Hatter," in commenting on these conditions on the United States side of the border, frankly advises the merchants to refrain from asking for the little extras such as bindings, linings, and other things that tend to slow down the output of any factory. In this way earlier deliveries could be made to the merchant.

The following agreement was made between the United Cloak and Hat Manufacturers of America and the Hat and Cap Welfare Association to come into effect on August 4th:

By the terms of the agreement the cap makers are assured a 44-hour week at a substantial advance over present wages and the union is recognized. The workers get ten holidays a year with full pay, and a board of adjustment was established to adjust all claims and disputes arising between the manufacturers and the cap makers.

The lowered production resulting from fewer working hours, combined with greatly increased pay and the reduced efficiency that invariably follows union domination, mean higher prices to the retailer on all caps and cloth headwear bought in the future.

Here are some of the concessions which made up the agreement:

A week of 44 hours. No more than 8 hours overtime to be permitted in any one week; and to be paid at the rate of time and a half.

Operators and blockers were paid \$6 a week advance above the average earnings of six active consecutive weeks.

Lining makers and trimmers were paid \$5 per week above the average earnings of six consecutive weeks.

Cutters, packers and finishers were paid \$6 per week above the average earnings of six consecutive weeks.

The manufacturers were compelled to add any loss of time during the six active consecutive weeks to their earnings, which in all instances averaged between

15 and 20 per cent. above their actual earnings.

The manufacturers are required to pay full pay for ten holidays during the year whether the employees perform work or not.

No manufacturer shall give out work to any non-union shop, or purchase any goods from any shop that is non-union.

No manufacturer shall sell goods to any concern where there is any controversy between the union and the concern.

A board of adjustment shall be established for the purpose of adjusting all claims and disputes that may arise between any member of the Association and the Union. This board shall consist of two representing the Union and two representing the Association.

In the event that the adjustment board cannot come to a decision, they are to select a fifth impartial person for a final decision.

One might almost imagine that he was doing business for the sole purpose of accommodating the union, and that capital, plant and brains were pooled that the employees might get all they wished for, or might wish for in the future.

R. Karp Co. have opened a men's wear store in Edmonton on the corner of Rice and 101st Street. They are carrying a complete line of men's furnishings, clothing and boots and shoes.



The King Street branch of L. J. Applegath & Son, Toronto.

MAKING BEST USE OF THE SLACK MORNING HOURS

How One Progressive Western Merchant Makes Every Minute of the Slack Hours Tell.

SOUNDS interesting, doesn't it?—"building business on two hours a day." Well, it is interesting. And what's more, it's possible, for a Middle Western dealer proved it.

Almost every retailer has his "slack" time of day—the period early in the morning before the shoppers are out—the period after lunch, when the bulk of the day's orders are out of the way; or the mid-afternoon lull.

The merchant in question found that the first two hours every morning were the leisure hours in his business. How well he employed his clerks during this period may be best understood by results.

Facts For the Day's Business

By 10 o'clock each morning he has in his hands the following important facts about his business:

Value of merchandise on hand.

Total cash and charge sales of preceding day.

Total cost of goods sold preceding day.

Gross profits of preceding day.

Money received on account.

Total outstanding accounts.

Amount of goods sold, and left in stock.

Sales record of each individual clerk.

Purchases discounts, deposits, merchandise, returns, etc.

Some merchants may not be awake to the value of such information, but this dealer has made use of it to the extent of building up a \$50,000 business in four years on an original investment of \$5,500.

His records make it possible to locate and forestall losses due to theft, overstocking, and hit-or-miss buying. They help him get the best out of his clerks, for by knowing each man's sales record he can pay him on a merit basis. Records enable him to watch credits, discounts and his cost of doing business.

But you're naturally interested in what goes on in his store in the two hours at the beginning of every day. This man has four clerks and a boy in the store. One of these acts as manager, and another as bookkeeper. All are better paid than are the average retail clerks.

A regular sales slip is made out in duplicate for all cash sales, the duplicate going to the customer and the original to the office. The slip shows the stock number, goods sold, selling price, cost (in code), and the salesman's number. This form of sales slip also is used to record payment of cash on account, in which case the customer's name and address is added.

Triplicate Slips For Charge Sales

Charge sales are noted on triplicate sales slips, which bear the same information as cash slips. The original goes to the customer, and the yellow duplicate copy goes to the office with the

pink triplicate slip, the extra copy serving as a check.

The bookkeeper totals all these slips, then finds the total cost, both for cash and charge sales. Other information also is taken from them, such as sales by clerks, by departments, etc.

Expense items are listed in a check register under ten heads, so that the proprietor may know each day just what was paid out and for what purpose. The total expense each month as shown by this book is used to figure net profits.

By adding the total of merchandise received during the day to the value of merchandise on hand, and by deducting goods sold or returned, he has the approximate retail and cost value of his entire stock. This serves as a perpetual inventory, but he supplements it with a complete physical inventory every sixty days.

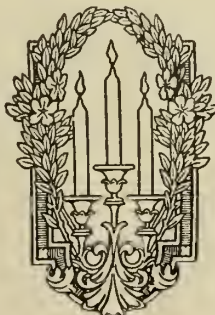
Stock Divided Into Two Departments

His stock is divided into departments corresponding to the different lines handled, and each department has a letter which is marked on the sales slips. Thus it is easy to keep track of sales in each line, see how the goods are moving, and know the amount remaining in stock.

This dealer buys very closely so as to have few left-overs and he knows from experience how to order so that he can keep goods moving. His record of sales and stock helps him to know what quantity to order.

This is the way one successful merchant gets at the vital facts in his business and how he uses them. His is a growing, well-organized business, simply because he realized the value of system in a retail business, however small.

Any retailer who has two hours a day to spare, or who has a clerk at leisure for this period, may get just as intimately acquainted with his business as does this man. If he and his clerks haven't this time to spare, it would pay him to unload enough petty detail somehow long enough to get this valuable information. If there is no other way he can employ a girl office clerk at about \$15 a week to keep his books. If this information is accurate, and if it is used right, it will pay—it's bound to.



BRITAIN'S \$20,000,000 LINEN DEAL

The plans of Mr. L. J. Martin for selling to the British public the 40,000,000 yards of aeroplane wing linen, which he recently bought from the British Government for nearly \$20,000,000, have been made public, according to the American Chamber of Commerce in London.

The American Chamber understands that Mr. Martin, in the desire to get his linen to the British public in the shortest time, and at the lowest price possible, has totally eliminated the wholesale dealer, and has circularized the entire retail trade in the British Isles with his proposals. Four qualities have been selected, which will be sold to the retail drapers on prices ranging from 1s 10d (about 44 cents), to 2s. 8d. (about 64 cents) per square yard. Terms are nett cash with order, and buyers are bound not to sell to any other retailer.

The export trade will pay the same as the retail trade in England, and there will be no differential feature between buyers whether small or large, domestic or foreign. According to the American Chamber in London, Mr. Martin says he could have sold the whole lot to America, but wanted the British public to get as much of this linen as they want. His prices are claimed to be 30 per cent. below the cost of production in Belfast.

Further interest in this type of thing has been aroused, the Chamber says, by the reported sale by the Ministry of Munitions of 12,000,000 yards of fine balloon cloth to another single buyer of Manchester. This cloth is particularly suitable for men's shirting, ladies' underwear, and if, dyed and proofed, for raincoats.

NEW WOOLLEN MILL MERGER TO BE FLOATED

Stock in the new woollen mill merger will be offered the public about the first of September. The merger represents the Standard Woolen Mills, Toronto; the Auburn Mills, Peterboro, and the Bonner-Worch Co., Peterboro, the new name will be the Canadian Woollen Mills, Limited. The capitalization is \$3,500,000, of which half will be redeemable cumulative preferred stock and half common stock. The preferred will be offered at par with a 25 per cent. bonus of common. There are no bonds.

The directors are as follows: F. B. Hayes, Toronto Carpet Mfg Co., president and general manager; A. O. Dawson, manager Canadian Cottons, Limited, vice-president; F. R. Sweeney, president and manager of Zimmerman-Reliance, Limited; G. D. Perry, general manager G.N.W. Telegraph Co.; W. K. George, president Canada Bond Corporation; Isaac Bonner, general manager of Penman's, Limited; and I. B. Ferguson of Ferguson & Ormsby.

SECRETS OF SUCCESSFUL STORE-KEEPING

Sir Thomas Lipton Gives Some Valuable Advice as to How to Succeed in Running a Store.

INTERVIEWED by a Tit-Bits (London, Eng.) representative, Sir Thomas Lipton lately gave some valuable and interesting advice as to how to succeed in running a store.

"Concentrate! That, to my mind," said Sir Thomas to the interviewer, "is the keynote of success in shopkeeping, just as it is in any other business. There is no secret in my life story at all. I simply worked hard, had my heart in my shop, and so could not help succeeding."

Conditions, of course, Sir Thomas pointed out, have changed somewhat since 1874, when, at the age of twenty-four, he rented his first shop in Stobcross street, Glasgow, and slept in the back room at night.

"But although," he continued, "competition to-day is far more keen than it was in my early days, and although ideas regarding the buying and selling of goods then may appear old-fashioned to the present-day tradesman, whose ambition in many cases seems to be to sink capital in his business and expand it as quickly as possible, the principles which guided me in the development of my little shop in Stobcross Street apply to-day."

Never Take a Partner

From the very beginning, however, Sir Thomas had one determination fixed in his mind: Never take a partner.

"To the young shopkeeper, I say," he remarked, "don't be tempted to take a partner because you are short of capital. Make the best of what you've got, but do not go beyond your capital. Keep within your bank balance, and don't strike out on lines beyond it."

"I remember when I had made the Stobcross shop pay sufficiently to enable me to open another shop in the High Street, Glasgow, I had several offers of partnership, but I never for one moment entertained them, for this reason; that in my opinion, the right man can develop his business without the aid of a partner, whose ideas may run counter to his own and thus retard the progress of the business while the benefits are being shared."

Watch the Markets

"A partner is often necessary, however, Sir Thomas," the interviewer remarked, "to secure fresh capital."

"Perhaps," Sir Thomas replied. "Capital, I consider, is a secondary consideration. It is brains, enterprise, and individual management that count. For instance, many shopkeepers worry about and bemoan their lack of capital, while all the time they are wasting money by buying in the worst markets. The means of development without money is in their own hands, but they refuse to see it."

"I say emphatically that it is absolutely necessary if a shopkeeper is to succeed, that he should have a perfect

knowledge of the best available markets in order that he may take advantage of them at the first opportunity. It is only common sense to say that the man who knows the cheapest market is the man who is going to make the most profit.

"When I started as a provision dealer, I kept a very keen eye on trade developments, and it was this observation which induced me to do away, as far as possible, with the middleman in my business transactions. Thereafter I bought most of my butter, bacon, and eggs in the markets in Ireland, and from several thousand acres in Ceylon which I had acquired I procured my supplies of tea, coffee and cocoa."

A Striking Illustration

"But the young grocer may say that it is impossible for him to strike out on such lines nowadays. Acres in Ceylon and buying in the principal markets in Ireland are quite beyond him."

"That may be," said Sir Thomas, "but that is not the point. What I wish to emphasize is that a knowledge of the best markets is absolutely necessary if a tradesman is to succeed."

"What is the use of a man selling only those articles which, owing to the fact that they have to pass through so many hands before they reach him, are almost profitless, when there are other goods which he can buy direct from growers or manufacturers, on which he could reap a good profit?"

"To give an illustration. In 1889 I suddenly made the discovery that there were large profits to be made in tea, and I purchased 20,000 chests. I took care to advertise the fact well, and sent through Glasgow a procession of fifty drays, accompanied by a brass band and a squad of pipers. Thus introduced, and my tea being good tea, it sold well, and its large success has continued ever since."

Value of Advertisement

Discussing advertising, Sir Thomas expressed the view that advertising plays an even greater part in business development to-day than it did when he sent his brass band and squad of pipers around Glasgow to advertise his tea, and that it is the man who hits upon the most novel and striking method of advertising his goods who will come out on top.

"I always tried," he said, "to devise some new method, and even in my early days I was very fond of posting comic cartoons in my shop windows, relating to the latest events of the day, in order to attract the attention of the passer-by."

"Are there not any individual qualities necessary to bear in mind in the details of business, Sir Thomas?"

"Certainly. Work hard, deal honestly, be enterprising, and exercise careful judgment; that is my reply to that ques-

tion. If you can be born poor, so much the better.

"I always think it is a good thing for a young man, whether he is a grocer, baker, or candlestick-maker, to be born poor. If a boy is born rich and goes into business—a business that has been made for him—what is his first disadvantage? He is, of course, at once handicapped by the fact that he can never realize the value of money. On the other hand, suppose a young man is born poor, and has to work for every penny he has, doesn't he realize the true value of money? And doesn't the fact that he makes his own money make him more independent?"

"To succeed, however," Sir Thomas concluded, "a shopman must also make up his mind to spend a few hours in the shop after the shutters are up and before they are down in the morning. Don't forget my favorite motto: 'There is no fun like work.'"

"My whole heart was in my first shop. It didn't contain much as shops do nowadays, but I dressed the windows, attended to customers, and did everything myself. I always kept my place as smart and clean as I could, and in this way I encouraged customers to patronize me. I was careful of the smallest detail, and took care that my customers always went away pleased. To that solicitude on my part in those days I owe the great success that has attended my later efforts."

"Civility and consideration towards customers are great assets to a shopkeeper. Try to treat rich and poor alike, for the poor man's twenty shillings are as good as the rich man's pound, and the working man's wife with her basket on her arm is entitled to as much respect as the lady who comes in her carriage, in war as well as peace time."

SHODDY IS WOOL

There is a popular impression among consumers that "shoddy" is not wool. In these times "shoddy" is not an uncommon thing in garments and it is difficult for any but a cloth expert to discover whether re-worked wool has been used in a piece of goods. It is a fact that when a fair proportion of virgin wool is worked in with shoddy it makes a satisfactory cloth that will give good service to the wearer.

Shoddy as a name for re-worked wool was dropped for a time because of wrong, but generally accepted, interpretation of its meaning. The dictionary defines shoddy as a "fibre re-manufactured of shredded rags of soft woolen fabrics."

Therefore, those who adhere to an "all wool" standard in their advertising need have no fear of misrepresentation. It is simply a matter of clearing up the point with the customer.

A CANADIAN AERIAL POST RECORD

Capt. E. C. Hoy, D.F.C., Delivers Merchandise via Aerial Route to Calgary Firm.



Mr. Charles Benjamin, manager of The Diamond Clothing Co., Ltd., Calgary, Alta., while taking a brief respite from business cares at Vancouver, B.C., conceived the idea of forwarding a shipment of merchandise via the air route, upon hearing that Captain Hoy was going to attempt the flight over the Canadian Rockies from Vancouver to Calgary.

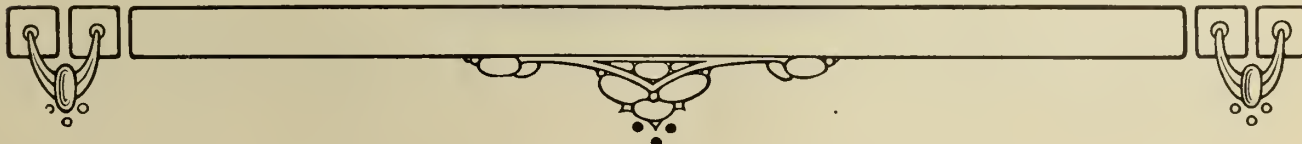
Captain E. C. Hoy, D.F.C., of the Aerial League of B.C., was approached and consented to accept the shipment. He successfully delivered the goods to The Diamond Clothing Co., making his trip under 18 hours, including three stops for gasoline.

In doing this The Diamond Clothing Co. have established a distinct record for Canada, they being the first firm in this country to receive goods by the air route.

Captain Hoy in successfully accomplishing his hazardous flight over the Rockies also made a record as being the first airman in Canada to deliver goods in this manner.

The goods received were an advance shipment of men's jersey sweaters, which upon their arrival were displayed in their store windows, with photo, wrapping paper and shipping label bearing the official stamp—1st B.C.-Alberta Aerial Post—and they are the production of The Universal Knitting Co., of Vancouver, well known for the superiority of their knit goods.

The idea of shipping goods by this means via the aerial route was suggested to Mr. Benjamin's mind by the fact that "Society Brand, Ltd.," of Chicago, whose sole agency his firm has in Calgary, equipped and maintain a special aeroplane for the delivery of special and other rush shipments needed by their many agents within a certain radius of their factory, and this Society Brand aerial service has already proved a decided success.





SUITS & OVERCOATS



LABOR TROUBLES UNSETTLE THE CLOTHING INDUSTRY

Spring Styles Complete Reversal of This Year's

NEVER in the history of the clothing industry have conditions been fraught with so many perplexing problems and difficulties to surmount. As one manufacturer remarked: "It's really remarkable that we are able to get any goods made up at all." Labor has been one of the most perplexing questions; they no sooner make a settlement with their employers and get the factory turning out orders again than "Zwoiee" something else happens; another branch of the union thinks the members should have tea served at 4.30, and there you are, another strike. Now the big idea is to force all the open shops to close down, make agreements with an association of the manufacturers for 44 hours, 25 per cent. raise in wages, no piece work, and paid for seven legal

holidays, and unfortunately for the retail trade (who get most of the blame

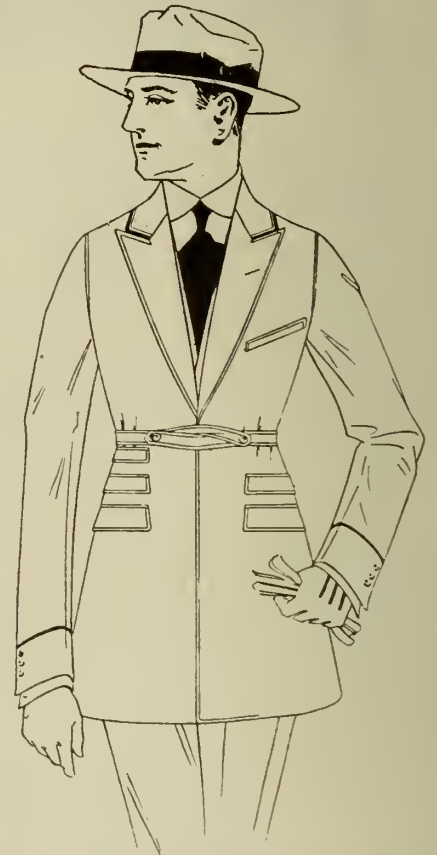
for the H. C. of L.) up go the prices. Deliveries are worse than ever, and the whole merchandising system upset. Then, too, there is the difficulty of securing enough piece goods to supply the demand of the regular trade and at the present time this is a real difficulty that can only be overcome by resorting to all sorts of schemes and racking of brains to get materials delivered from the different markets in time to complete reasonable orders. There has been almost



A style that will be very popular next Spring. Note the high waist, slightly form fitting, the extra length of the coat. Although the high waist makes it appear longer than it actually is, the three-button sack with two to button, and the rolling lapels that are still a feature of the latest styles.



New dress togs for boys, tuxedo jacket, being shown by the Freedman Co., Montreal.



A New York model that embodies the extreme styles of last year. It is doubtful if a style of this kind would be very popular in this country even if "fashion critics" had not doomed the short life of the waist seam line model. This style is being shown by one or two New York Houses for next Spring delivery.

MEN'S WEAR REVIEW

a complete reversal of styles between last Spring and samples that are now being prepared for 1920 delivery; the styles for Spring are most conservative, doing away entirely with seam line, waist lines, slope, pockets, belts, and fancy braids. This year most of the models being shown (witness the illustrations on this page) are high waisted, form fitting, one or two button roll lapel, single or double-breasted sack, with narrow trousers and cuffs in keeping.

There will be quite a demand this Fall for evening dress, and it would be good policy to at least be prepared to get some of this desirable business by having either a small range of styles or some good fashion sheets showing the different features of the correct evening attire. The class of customers one gets for business of this character are as a rule good spenders, and are generally good prospects for other lines such as white gloves, dress ties, dress shirts, collar or jewelry to add the finishing touch to the outfit.

Not much has been said about the Spring overcoats, but it is pretty generally understood that in this country they will follow the lines of the more conservative styles of English garments, Raglan styles, principally and without belts. The materials will, where price admits, be of all wool, light weight tweeds

in heather mixtures, and coats with cravenette finish after the style of the Burberry and other well-known British made coats.

There has been a mutual understanding arrived at between most of the



A neat sailor suit for the "little fellows" being shown by the Freedman Co. in their Spring 1920 lines.

Eastern clothing manufacturers (and some of the others as well) in which they have agreed to send their representatives out about a month later this year or about the first week in October; this, they claim, will leave them more time to finish up orders on hand for early Fall delivery, and allow more time for new materials to arrive from mills that have been overtaxed with orders for the last six months.

NEWS NOTES

Mr. George Smith, manufacturers' agent, Winnipeg, has opened a branch office and stock rooms at 205 Sterling Trust Building, Regina. The Regina office will be in charge of Leslie Day and he will be assisted by his brother, who has recently returned from overseas.

The two Kempts, Norwood, will now be known as the three Kempts. Mr. Alex. Kempt having lately taken his nephew, who has just lately returned from overseas, into partnership with him. The firm will now be composed of Alex, Fred, and Percy Kempt.

Ed. Riley of the Oak Hall store, Peterborough, has been awarded a prize of two De Luxe shirts by the John Forsyth Company, for his window trim of Forsyth shirts.

Firth Bros., Limited, James Street, North Hamilton, have purchased the property on Hughson Street directly back of their present store. Plans are being made for a modern five-storey establishment capable of turning out 1,000 garments weekly, and giving employment to some 300 hands.

Ely's men's wear store, Yonge Street branch, was visited by thieves the night of August 3rd., obtaining an entrance through a skylight above the store, and then making their way by stairs to the ground floor. The shop-breakers obtained \$390 from the till, and a varied assortment of high-grade neckwear.

John F. Kitzrow, who for many years has been connected with the Black Cat Textiles Company in the capacity of salesman, has recently been placed in charge of the Northwestern district. Mr. Kitzrow will have charge of the selling force covering Wisconsin, Minnesota, North and South Dakota, Montana and Northern Illinois.

In order to look after this work, Mr. Kitzrow will have to give up part of his territory, which will be taken care of by Mr. H. B. Murphy, who has been connected with the Black Cat Textile Company for many years in the Sales Department.



A neat one-button, double-breasted, form-fitting sack. An ultra New York style that has a good chance of being favorably received on this side of the border.



HEAVY KNIT SWEATER

Man's coat sweater with shawl collar. It is knitted in the "Jumbo" stitch which promises to be a good seller this Fall. It expresses warmth, wear and comfort. Shown by the Acme Glove Works, Limited, Montreal.

OTTAWA HAS TEST CASE ON EARLY CLOSING BY-LAW

Defendants Win Out for Time Being, but City Solicitor Intends Amending By-law to Close Up Section That Allows Dry Goods Stores Under the Act to Remain Open.

A DECISION of importance to many merchants in the city was reached by Deputy Magistrate Kidd in police court to-day in dismissing the action brought by the city against Mr. H. Brouse, charging him with an infringement of the city bylaw regulating "early closing" of stores.

Mr. Brouse, who conducts what he designates as a "dry goods" store, was charged with having kept open on Saturday evening last after six o'clock, at which hour he should have closed under the bylaw if he was selling "ladies's wear, boots and shoes or gents' furnishings."

The question at issue was as to what constitutes a dry goods store under the meaning of the bylaw, and City Solicitor Proctor who prosecuted held that as Mr. Brouse admitted his stock comprised about \$2,000 in gents' furnishings, \$1,000 to \$1,500 in ladies' wear and about \$300 in running shoes, etc., that it would not be designated as a dry goods store, but was rather a "departmental store." In support of this contention he produced Mr. Oliver Paquette, clerk in the J. A. Larocque store, and financial secretary of the Retail Clerks' Association. This witness said that in his opinion, after thirty years' experience, he would say that the Brouse store would come under the category. He admitted that in earlier years most of the stock for sale in the store in question would have been found in a dry goods store in those days, but the term "dry goods" store had been broadened to such an extent with later day developments that it was practically non-existent.

80 Per Cent. "Dry Goods."

Mr. J. A. Macdonald, manager for Mr. Harry Brouse, stated that the total stock carried was about \$12,000. Of this amount he considered 80 per cent. was what had always come under the heading of dry goods. This included ladies' underwear and hosiery. He stated he did not carry boots and shoes, but merely rubber goods, such as children's running shoes.

Mr. Proctor asked if it was not a fact that dry goods, in the accepted sense of the word, meant only cloth in the whole, that is cottons, woollens, gingham and prints, not made up into articles.

"Yes," replied witness, "but there is no store in existence in Ottawa to-day which carries these lines alone, and therefore there would be no dry goods stores."

Calls Them Benefit

Mr. George Kelley, for the defence, submitted that the bulk of the Brouse stock was dry goods, and thus the store should be designated as such. As the bylaw by clause seven permitted these

stores to remain open, there could be no case. He contended that the store could not be termed departmental, as it was too small. This applied also to "ladies' wear."

"I think," said Mr. Kelley, "although this is not relevant to the case, that a great deal of the present industrial unrest is due to the fact that the lower classes, if I am pardoned for using the term, are compelled to forego the opportunity of doing their shopping at the only hours which are really open to them, and I do not see why we should be left to the tender mercies of the board of control and city council when we are not a nuisance but a benefit to the community."

Deputy Magistrate Kidd said that the term dry goods store applied to just such a store as the Brouse establishment many years ago, where all the articles now sold by him were to be found. He was of the opinion that "ladies' wear," as defined by Mr. Macdonald came under the heading of dry goods. Such stores as La Mode, New Vogue and others had simply created a distinctive trade by specializing in ladies' wear.

Drapery, shirts and collars had certainly always been known as dry goods, and unless the city council had intended to perpetuate this term he

failed to see why it had been put in the bylaw.

"The largest proportion of the stock in this store I find is legitimate dry goods," concluded the court, "and another twenty per cent. is what was known as dry goods in the olden days. I think this makes the Brouse store a 'dry goods store' under the bylaw and dismiss the action."

City Solicitor Proctor stated he was satisfied with the decision, intimating that the case had been taken in the nature of a test, and that the city would now amend the bylaw to provide that these stores should also close at the same hour as others which came under the bylaw. He then withdrew a similar charge which had been laid against J. F. Duff and Co., 838 Somerset street, also a dry goods store.

A CORRECTION

In last month's issue we had a note to the effect that Mitchell's Clothing Store, 1188 St. Clair avenue, had suffered \$300 loss by fire. Mr. Mitchell advises us that the information was not correct. We are therefore only too pleased to correct the former misleading report.

CLOTHES DEAR IN ENGLAND—BOOTS SKY HIGH

Returned Canadians Tell of Huge Advances in Men's Suits and Women's Dresses, etc.

FUSSY dressers in Canada who used to buy their clothes in England, are nowadays more inclined to patronize home industry. Previous to August, 1914, and for some time afterwards, England was a land of good clothes at low prices. In the old days, with sweatshop labor, even west-end tailors could turn out classy clothes for from \$25 to \$35 a suit. But cutters, and particularly garment sewers, etc., in Britain are no longer content to toil for the wretchedly low pay so many of them received before the war. For this and other reasons prices have soared until to-day, according to returned Canadians, most lines of men's and women's clothes, and especially boots and shoes, are as dear, if not dearer, in England than in Canada.

"Previous to 1914," stated a returned traveller, "I could buy a first-class serge tweed or worsted suit from my tailor in the west-end of London for \$35. To-day he is asking from \$90.00 to \$100 for a suit of that kind. Add a stiff Canadian

duty to that and the fact that you will have to have the suit altered when it arrives, and it will be readily appreciated that one does not gain much by passing up their own home tailors or ready-made agencies."

Cotton Dress \$100!

The prices they ask for women's clothes is simply frantic," exclaimed a Canadian woman just home. "They will show you the plainest little cotton dress and holding it up to view, remark: 'Only twenty guineas, madam.' Think of it, more than \$100 for a thing like that. Everything else is in the same ratio."

"Good boots and shoes are infinitely higher in England than Canada," declared another Canadian. "In Canada the very best makes do not seem to exceed \$15 at the outside. In London they are asking from \$20 to \$30 for boots and shoes which are no better. In fact, gloves, hosiery, everything is sky-high in the Old Country, and things look cheap here in comparison."

TWENTY-FIRST ANNUAL SALESMEN'S CONVENTION

Black Cat Textile Company, Kenosha, Wis., August 7 and 8, 1919.



THE BLACK CAT SALESMEN MEET

THE twenty-first annual convention of the salesmen of the Black Cat Textiles Company was held in Kenosha, Wisconsin, August 7th and 8th, and was the most successful affair of its kind ever held by the company, eighty men connected with the sales department were present.

The conferences of the convention were largely devoted to sales and advertising of Black Cat Hosiery and Cooper's-Bennington Underwear.

The salesmen were shown complete lines of both underwear and hosiery, many new styles and new features were added to the lines.

The underwear line was thoroughly gone over by Mr. Mendenhall, manager of underwear sales.

The hosiery line was explained in detail by Mr. H. M. Appel, manager of hosiery sales.

The men were all highly pleased with both lines, especially in the high-grade silk and silk-lisle styles of hosiery and underwear. High tribute was paid superintendent J. H. Brine, for the high standard of quality and completeness of both lines.

The most interesting announcement of the convention was made by R. N. Kimball, vice-president and general manager, assuring the salesmen of increased production of both hosiery and underwear.

At the close of the convention presi-

dent C. C. Allen said: "I am gratified over the success of our convention and I am impressed with the earnest and forceful feeling of our salesmen. The general feeling of co-operation is the keynote to success."

The convention closed with a banquet at the Kenosha Country Club.

The program of the convention was as follows:

PROGRAMME OF EVENTS

Thursday, August 7, 1919

	9.30 a.m.
Black Cat Recreation Room.	
Welcome.....	C. C. Allen
	10.00 a.m.
Future Policy.....	R. N. Kimball
	10.30 a.m.
Merchandising.....	W. C. Cook, of G. L. Dyer Co.
	11.30 a.m.
General Inspection of Mill....	Entire Sales Org'n
	12.00.
Buffet Lunch, Black Cat Recreation Room.	
Entertainment by Black Cat Talent.	
	2.00 p.m.
Advertising.....	A. J. Palica
	2.30 p.m.
Production.....	J. H. Brine
	3.30 p.m.
Credits.....	F. H. Baum

	6.00 p.m.
Dinner at Elks.	
Music by Johnson Orchestra.	
	Short Talks.
Friday, August 8, 1919	
	9.30 a.m.
Black Cat Recreation Room.	
Underwear.....	J. H. Mendenhall
	11.00 a.m.
Hosiery.....	H. M. Appel
	12.00.
Buffet Lunch, Black Cat Recreation Room.	
Entertainment by Black Cat Talent.	
	2.00 p.m.
General Discussion.	
	4.00 p.m.
Auto Ride.	Bathing.
	6.30 p.m.
Banquet at Kenosha Country Club.	
	All-Star Entertainment.

INCREASE PLANT AND VARIETY OF PRODUCT

Extensive additions have been made to the Zimmerman-Reliance plant at Hamilton, Ont. It is now one of the largest on the continent. Since the amalgamation of the two firms, as reported this Spring in MEN'S WEAR REVIEW, the output embraces both Summer and Winter underwear of all kinds for men, women and children; also bathing suits, sweaters and hosiery.

EATON'S JUBILEE PARK

An Inviting Spot—Many Novel Ideas—Continuous Musical Program—Tuesdays and Thursdays Special Days—Very Popular With the Public.

WHAT has proven to be one of the most unique and popular of all the special monthly features of the T. Eaton Company's Jubilee year, thus far, is their Jubilee Park, located in the furniture building, on the main floor, just a step from the street.

Here a miniature park is admirably staged and is attracting daily between 7,000 and 8,000 people by its unique and realistic arrangement. It is probable that it will be retained until after the Exhibition weeks, with some necessary changes, although originally it was intended as a feature for the month of July only. Its great and increasing popularity has made this necessary.

The effect of trees is cleverly carried out by using specially painted paper on the pillars, with real branches attached near the ceiling. Some of these branches are dipped in a wax-like preparation that renders them fire-proof and retains their original freshness, giving a glossy finish. Wicker trellises with climbing vines and rustic flower boxes surround the tree trunks, adding greatly to the artistic effect.

Perhaps the most unique and attractive feature in the arrangement is the mysterious cascade with multi-colored lights (from revolving glass disc of many colors) playing upon its glistening, rushing waters. This waterfall is 12 feet deep and about twenty feet in width. The arrangement is quite simple, although apparently quite mysterious. By the use of a pumping system the water from the cascade, which falls into a most inviting lagoon with small dinghies gracing its surface, is pumped up again to the head of the cascade, again to rush down its quite realistic, painted "rocks." The effect obtained is quite wonderful and supplies a very refreshing atmosphere for the tired shopper.

Scores of inviting benches and delightful lawn swings complete the park effect.

A continuous musical program of very high calibre, supplied by a quartette of Toronto's leading vocal concert artists, with an orchestra playing between these numbers, adds the supreme touch to the unusual effect of the whole project.

Tuesday and Thursdays are special days in the park, some of these being:

Soldiers' and Sailors' Day.—On this day about 120 soldiers from the Toronto Orthopedic Hospital were entertained with a specially arranged program, and refreshments served. A large number of Toronto's returned soldiers and sailors were dropped in also during the day.

Children's Day.—When about the same number of orphans from some of the children's homes were royally entertained in the same day. Trained seals were an added attraction on this day,

giving many performances throughout the day when not making themselves perfectly "at home" in the lagoon. This day was so very popular and well attended that it was found necessary to have a second Children's Day the following day.

Out-of-Town Visitors' Day.—When about 30 members of the 48th Highlanders' band supplied the program throughout the day.

English Day, Irish Day, Scotch Day were all featured, with suitable programs and attractions.

Old Folks' Day.—When over a hundred old folks from the different homes for the aged were entertained in a most enjoyable manner.

Musical Day.—When selections were rendered from famous operatic numbers, in addition to the usual program. The number of artists was also increased.

Boy Scouts' Day.—When several boy scouts gave exhibitions of signalling and other scout activities.

It is interesting to note that Mr. C. H. Rooke, Manager of the Park, informed a representative from MEN'S WEAR REVIEW that invariably a better class of people were attracted to the Park on these special days as compared with the other days.

For a few weeks after the opening a famous Canadian expert canoeist was engaged to show the proper handling of a canoe, the exhibition taking place on the lagoon. He also made many small children very happy by taking them for short trips in his canoe.

A Boy Scouts exhibit is combined with an exhibit of all manner of outdoor accessories for camping, hiking, etc., with a boy scout in attendance.

A photographer, wearing an outfit of old-fashioned cut, takes old-fashioned tintypes, which are finished within a few minutes.

Quite a large space is given over to serving light refreshments and ices, with many quaintly-costumed girls in attendance. In this department it is not the intention to meet the great demands for ices, etc., as it would be quite impossible. The furniture here is all the artistic hickory style, and adds greatly to the Summer effect obtained throughout.

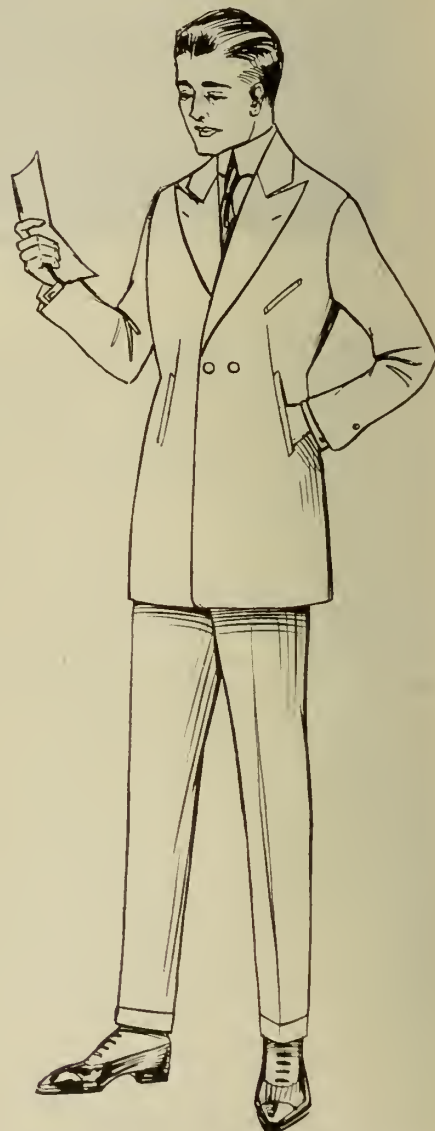
"The idea behind all of this is not to make money, nor to advertise, but to give the public something in the way of service," stated Mr. Rooke. He said he could not emphasize this too much as they did not want the idea mistaken for an advertising or money-making scheme. It would hardly be taken for such though, by the average person, the great attention to detail and the splendid features throughout showing such unique and satisfactory effects, all of which are being heartily recognized by the public.

STILL ANOTHER

Mr. Steinburg, president of the Monarch Overall Co., of Winnipeg, wired us that the report of their moving their plant to Mount Forest was news to him. The news item appeared in a Woodstock and Mount Forest paper. The rumor, however, seems to be without foundation and we regret publishing the note of last month, and take this means of contradicting same.

The Jersey cloth or imitation Jersey cloth caps are in for their share of popularity in the mind and on the minds of the general public, as represented in all classes of men that wear caps. They are light-weight, come in attractive colors and will sell readily the year round.

When you find yourself becoming too insistent with a customer who does not want to buy, remember how you feel when a book agent gets after you and you won't give up.



One-button, double-breasted sack being shown by Kaplan-Samuelsohn Co., Montreal, for Spring, 1920.

MEN'S WEAR REVIEW

THE RECOGNIZED
THE CANADIAN

AUTHORITY OF
MEN'S WEAR TRADE

Published
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Vol. IX. SEPTEMBER, 1919 No. 9

OUR readers, and particularly those personally acquainted with Col. J. B. Maclean, President of the Maclean Publishing Co., will learn with deep regret and heartfelt sympathy of the sudden death on August 17, of his son and only child Hector, aged sixteen years.

Hector was on a camping trip with Upper Canada College boys and was taken suddenly ill with acute indigestion. He was rushed in to Temiskaming, where medical attention was secured, but they were unable to save his life.

CANADA AND THE HIGH COST OF LIVING

SPeAKING at a reception given on the beautiful grounds of Mr. A. M. Hobberlin's residence at Port Credit, Hon. Arthur Meighen, Minister of the Interior in the Dominion Government, warned the people against talking without first knowing the facts. Never was there a time in history, he declared, when public officials were held up to so much ridicule and criticism. The world had emerged from the war only to fall into the troubles second only to the war, and if the world were to surmount the difficulties now besetting it, the principal duty of every citizen would be to understand public affairs thoroughly before talking about them, and criticizing them.

Mr. Meighen touched briefly on the high cost of living. There had been cases, he said, of unduly raising the prices of every-day necessities of life, and something might be done to partially remedy the situation. But, he added, during four years of war, the supply of materials has diminished in relation to demand and will likely continue to do so for some time to come. Mr. Meighen pointed out, except for the United States, where the cost of living had risen only 74 per cent., Canada, with an increase of 76 per cent., had been injured the least of all belligerents by the high cost of living. Mr. Meighen declared that he was not arguing that unearned profits had not been made. There was, he said, an excess profits tax, which would partially restore the money to the people's treasury. Besides a board with full power of control over all men who sought to trade, had been appointed, and it would, he hoped, be able to cope with the situation.

Another speaker said that "After passing through the war, we have emerged into an age of censorious-

ness, unrest and dissatisfaction, from which this country is not exempt. There never was such an age for criticism. The cardinal sin of this Dominion at the present hour is talking without the books. From the Atlantic to the Pacific, from the Arctic to the 49th parallel, there is an epidemic in this country, in the press and everywhere else, of talking without facts. Don't be lead astray by every breath of rumor that you hear or see printed in the public press."

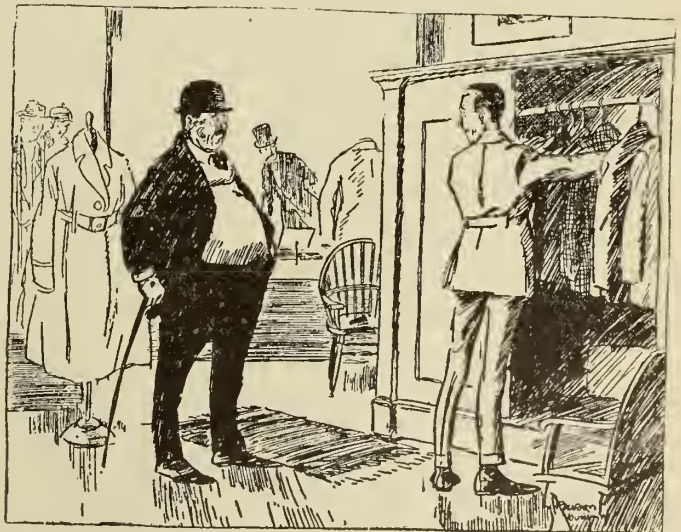
THE CHAMELEON HAS NOTHING ON THE NEW LININGS FOR SPRING

EVEN while the Peace Conference had convened in Versailles to decide the future destinies of all the civilized nations of the world—and Germany—a body of men unostentatiously met in New York for a purpose quite as significant, quite as far-reaching, of like importance to the Peace Congress. There were the master tailors, the fashion despots of the Western Hemisphere.

They met and the royal edict went forth: "Waists will be shorter, coats will be fancier cut, shoulders more heavily padded, waistcoats shorter to display more fancy shirt, ties of gorgeous hues, and linings with chameleon-like variations," of a truth, woman's kingdom is to be invaded.

The chatelaine bag for the business man, Georgette sleeves for those who have been tattooed, butterfly stockings for the socially ambitious youth, squirrel fur trimmings for the young knut's motoring togs, are suggestions for next Spring's wear.

To-day, a young flying corps officer was discussing the dress question (Heaven knows that branch of the service ought to know something about such questions) at lunch. "I thought our sky-blue suit with gold trimmings was about the most gorgeous since Joseph's coat," said he, "but the new styles!!! Goodbye-ee-ee!!!"



A DIFFICULT PROPOSITION

Customer—"I'd like to see a suit that would fit me."

Salesman (absently)—"So would I."—*Browning's Magazine.*

THE CHAIN VERSUS THE INDIVIDUAL STORE

By "Merchandiser," in *Men's Wear*

This Article Presents the Views of a Successful Retail Clothier Who Has Made a Careful Study of the Advantages and Disadvantages of Chain Store Distribution.

RUMORS of new chain stores in the men's wear field are causing considerable comment and in some instances anxiety. It is, therefore, well at this time to analyze conditions surrounding the operation of both systems.

The first point usually raised in favor of chain store operation is "increased purchasing power," resulting in cheaper buying. While this is true in principle, there are many factors at work which greatly offset this advantage. Every merchant knows that the merchandise desired differs in various locations. This not only pertains to pattern effects and styling, but weights of cloth as well. Then, too, measurements and size scales vary. Every one of these considerations must be given the very closest attention in efficient buying. This means that orders, although placed by one concern, will be badly split, thus robbing them of much of their attraction to the manufacturer. The quantity discount, however, bears a close relationship to quantity production with the intelligent manufacturer and will be reduced by him in direct proportion to the extent to which quantity production is impeded by splitting of orders.

The next factor entering into consideration is stock management. It has been found that in the case of some commodities like canned goods, cigars, etc., "interchangeability" is practicable. Slow moving stock may be shifted and overstocks disposed of. The factors stated as operating against quantity purchases also handicap the interchange of men's wear between stores to a great extent. This, then, reduces another basic advantage of chain store operation.

EXPENSE OF OPERATION

Expenses are next to be considered. It is variously claimed that expenses of operation are lower for chain stores. This claim cannot be definitely established for men's wear, inasmuch as there are not as yet sufficient figures available. It is disproved at present in those few instances where a small number of men's wear stores are operated in various parts of the country by the same interests. It has been shown there and clearly demonstrated that in order to produce the same favorable results under chain operation as previously obtained under individual ownership that the owner must either remain as resident manager or must be superseded by a person of equal or higher ability.

This plainly results in no reduction of managerial expense. The local manager must be consulted at repeated intervals in visiting the markets, which does not reduce traveling expenses. If an automaton is chosen as the resident head the condition of the stock will soon bespeak his lack of ability and the depreciation column will more than offset any reduction of managerial expense.

In addition to this, there must be taken into con-

sideration the expense of the central management, which consists of the directing staff, office rent, stationery, buying force, bookkeepers, traveling auditors, stock inspectors, correspondents, etc. This is by no means an inconsiderable expense and operates pro rata against every store in the combination through the fact that this percentage must be added to the mark-up of the merchandise.

SERVICE IN THE INDIVIDUAL STORE

In the up-to-date retailing, service is the keynote. It commences with care in chasing merchandise of the right kind, pleasing to the local taste. It is a well-known fact that smaller ready-to-wear merchants in the market often go as far as picking garments suiting the preferences of individual customers. Stock so carefully chosen can be depended upon to move readily. No quantity discount will make up for the lack of such attention. The bond between the merchant and the customer is of uppermost importance. It has been established through conscientious service and resulted in a certain intimacy which the local manager sent from "headquarters" cannot possess. For him to acquire it will take considerable time and effort.

THE HUMAN ELEMENT

It is not the purpose of the foregoing to infer that it is impossible to operate chain stores in the men's wear line efficiently and profitably. It can be done if the human element is given a prominent place in the management rather than following ordinary chain store methods with their burden of red tape and officialdom supreme.

The well-established merchant need not fear that the fruits of a lifelong endeavor will be jeopardized through the new competition. The battle may be more intense, but he may intrench himself firmly.

A BLESSING IN DISGUISE

Time there was, but recently, when the heavy clouds of the mail order business looked more threatening to him than the shadow of the chain store to-day. Every intelligent critic of merchandising methods will agree that it was but a blessing in disguise. It has made the local merchant look to his business with greater care. Poor turnovers, with resulting ill-kept stocks, has given way to snappy, up-to-date merchandise. Unsightly fixtures have disappeared. Attractive display and life bestowing publicity have taken the place of drifting indifference.

Intensified activity along these lines will meet the chain store threat and will redound to the benefit of the business all around.

SOME DAINY SHOW CARDS

Many Firms Use the Small Neatly-Lettered Show Cards for Both Store and Window Displays—They May Be Easily Kept Seasonable and Changed Quickly.

By R. T. D. EDWARDS

THE show card writer, whether he is a window trimmer or not, can do a great deal in encouraging the trimming of better merchandise displays by making show cards of such a dainty nature as to compel the trimmer to make better displays in order to be in keeping with the cards. In fact, better card writing in the interior, as well as the windows, encourages the better displaying of the merchandise on the counters.

It works vice versa also. If the cards are inclined to be poorly made the window trimmer can make his displays show up the poor show card so that it is absolutely necessary for better show cards to be made.

Use Small Cards

When one speaks of a men's wear display and the cards to go with it, the first natural thought is of something refined and not too showy.

The modern method of display demands small cards. Men's wear can be displayed in a very neat and attractive manner in windows with small suitably worded cards such as are illustrated. The small cards may be used in a prominent position in the display so that they may be easily read by the customer.

When you look at it in a common-sense way it stands to reason that the small card is better than a larger one. The smaller card takes up less room in the display, therefore, you have more room to show the merchandise.

Is Easily Read

The smaller card, when lettered neatly, can be as easily read when close up as the large card. Clerks never shout at the customer, so why should a heavily printed large card be used in a good display?

The small show card was first introduced by the department stores on this continent, and have become quite the rule. In fact, large cards for good displays are uncommon and are often looked upon as more or less cheap.

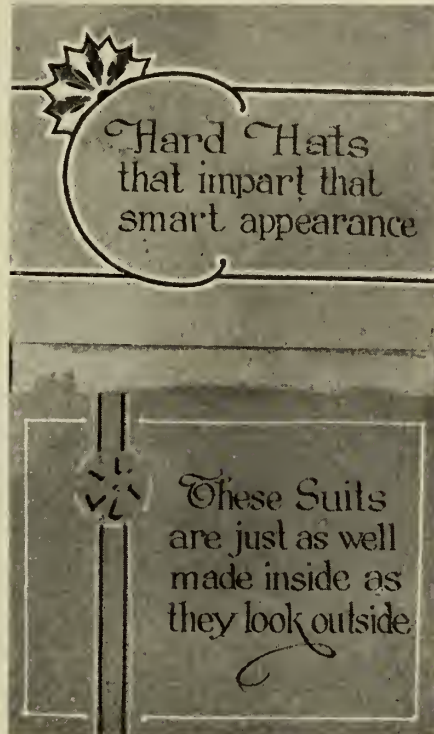
The large stores select a rather small card with a design suitable for the season of the year it is to be used, and carry that card all through their windows. Then when a change to another variety is made, it is all done in a day. Uniformity is the idea and so it can be done in either hardware, grocery, dry goods or men's wear stores just the same. The small card has a great advantage over the larger one because it can be carried out in the windows and interior of the store very quickly on account of so few cards being required.

Are Very Attractive

The two examples of small cards il-

lustrated on this page are exceptionally good ones. They are very attractive in design and the colorings are of fall hues.

Both designs are of a conventional order and are illustrative of Fall flowers. The shades used are red, orange, light brown, blue and white, all in opaque colors. These are only a few of the



combinations that may be used to produce effective results.

The colors may be changed around so that you get a variety of effects, but still have the same design.

If many cards of one design are desired, make an outline drawing in pencil on a piece of tough paper first. This may be used with the aid of tracing paper to draw as many as desired very quickly.

The placing of the opaque colors is a simple matter after the layout is marked out.

Try these designs for your Fall store and show cards.

THE NEW TOOKE STORE ON ST. JAMES STREET IS NOW READY

On the new Tooke store at 245 St. James street there is a facsimile of the original R. J. Tooke sign, where Mr. Tooke began his business career in Montreal just 48 years ago. This was in 1871. Mr. Tooke to-day enjoys telling of his modest capital and meagre

stock of goods—"Though I hardly had my plans complete before I was offered the most generous help and accommodation," he says.

Canada at the time was beginning to feel keenly the abrogation of the Elgin treaty by the United States, and the erection of a high tariff wall against Canadian products by that country. It was in the days when the United States thought to force Canada into their union by commercial laws—for the American politician of the day argued that this country had grown dependent upon its neighbor for all manufactured products.

Mr. Tooke's store was started nearly eight years before Canadians were alive to the proper defence for such a move—the National Policy of protection.

"Had our protective tariff been then made as stringent and as high as that of the United States, which is almost prohibitive against competition in manufactured products, Canada would to-day have been richer by many billions," is the opinion of the present head of the Tooke firm.

After many years in a store facing St. John street, the Tooke store has been moved twice in ten years. The present store, just completed at No. 245 St. James Street, is the best equipped and most commodious yet occupied by Tooke's.

The building is one of the historic landmarks of the street. It was erected when all the fine residences of Montreal were below the hill—when Sherbrooke street and St. Catherine street were farm lands and pasture fields.

Yet within there is every modern contrivance and convenience for the smart and efficient service which a man demands from a man's shop.

"While our uptown shop has a large number of lady customers—ladies who buy for men—downtown we do not often have one lady shopper each day," says the manager.

The considerable delay in making formal mention of the opening of the new store was due to the non-delivery of the clothing wardrobes, which had been specially made for the reception of the new stock of semi-ready clothes.

But the new store as completed is attractive and home-like, with a quiet air of elegance, comfort and welcome pervading the shop.

Every department is clearly defined and arranged for quick service—for the lunch-hour shopper and for the train-to-catch customer.

There are quiet, restful spots for the leisurely buyer, who would prefer his shirts made to order, or his suits made to measure.

LOOKING AT BUSINESS CONDITIONS FROM THE FINANCIAL VIEWPOINT

Extracts From *Commerce Monthly*, Published by the National Bank of Commerce, New York

GENERALLY speaking, when the first half of the year has been passed, the time of business uncertainty has passed with it, and it is possible to look into the future and see what the next six months have in store for us. Commenting on this, the *Journal of Commerce*, in a market letter, voices the opinion that the time of uncertainty is now in the background and prosperity is definitely under way. It says: "This is evidenced by an improvement in basic industrial conditions of a character to justify confidence in its permanency. Building has not yet reached such proportions as to demand capacity production of steel, nevertheless, the expansion which was well started during May, showed greatly increased activity in June and July.

Beginning with May the tide of employment turned, and since that time workers have been in constantly greater demand, until to-day there is an actual labor shortage felt; this is a contrast to the opinion held and the fears expressed

of widespread unemployment—no less than six months ago."

By midsummer it is usually possible to form a fairly accurate judgment as to the agricultural outlook for the year. And although the following remarks of the *Journal of Commerce* have their bearing on the crop conditions in the United States, the same viewpoint may be taken as accurately summing up our own crop condition. It says: "Although the wheat crop will fall short of the estimate of June 1, production will be about on a par with the autumn of 1918. While the corn crop had a late start, the rain in the last couple of weeks have helped considerably. The Government crop estimates and advices from trade sources seem to indicate a satisfactory condition. Widely varying reports are being received as to oat production, but it is generally understood that it will fall below the level of last year. The official Government estimate of the cotton crop for this year, made on June 25, foreshadows a yield of but 10,-

986,000 bobs. Since that date reports as to conditions in the cotton growing districts vary.

"Business in retail lines during June showed increased activity throughout the country, the chief demand being where it has maintained for the last few months—in textiles and clothing, furs, leather goods, jewelry and other lines of luxuries. The report of active and idle wool machinery for June 2, which has been recently issued, shows a decline in all lines of idle machinery reported, and a corresponding increase in the number of machines in operation. Cotton manufacturers have orders booked far ahead, and the demand for silk goods exceeds the manufacturers' ability to supply it.

"Expansion of domestic consumption after the restrictions of war was certain and desirable. The stimulus provided our industry by this increased consumption tided us over the first difficult months and greatly aided industry the transition to a peace basis."



"Victory Window" Dressed by F. G. Keeler for the T. S. Ford Co., Ltd., Mitchell, Ont.



MARKET REPORTS



MARKETS AT A GLANCE

TORONTO, Aug. 7.—From month to month the story in the market columns has almost invariably been one of advancing prices, and this month is by no means an exception. Limited supplies of goods coming forward, and values mounting to new high levels are the reports heard on every side. Of all the markets embracing the general dry goods trade, none report any declines in quotations, but there is a general strengthening, and even where advances have not occurred, there is a very firm tendency. Business is reported active with the retail trade, and the present season has been one of the best in years. Merchants who were holding off, fearing that markets would slump, are finding that such precaution is unnecessary and the thing to do would seem to be to secure the goods at present values, endeavoring to get deliveries before new increases are recorded. There is complaint among both manufacturers and some retailers that the incoming of shorter working hours generally is curtailing the production of goods which are already scarce the world over.

In the market for woollens, there is no indication of lower prices. Buyers returning to Canada from England, speak of the difficulties encountered to secure goods. Labor conditions and lack of fine tops are two principal factors contributing to a continuation of a very strong market. European buyers are also in the market for goods, and buyers state

that they can see no lower prices for two years. It will be fully that time before normal conditions of supply again prevail. Canadian manufacturers are not in a position to accept new orders, and at present mills are running to capacity.

In cottons, the story is one of strong prices for materials, both here and on the American market. On the latter, goods are being so quickly picked up that practically the full amount provided for next Spring was sold during July. Manufacturers are not eager to take orders. Mills are reported booked up until next January. Fancy goods show advances and plain staple lines, too, were quoted higher towards the end of July.

Quotations on linens are practically double now what they were two years ago. New stocks are exceedingly hard to get and manufacturers in the Old Country are experiencing great difficulty in getting flax and the increasing cost of labor is making it by no means an easy matter to operate. There is nothing to indicate lower markets for a good while to come.

Like all other markets, the situation in silks shows marked advances. A plain silk that last March could be purchased at \$1.46 per yard, can not be bought under \$2.25 per yard at the present time. Plain silks in high colors are selling well and novelty silks, too, are in demand.

WOOL

WOOL.—The Canadian wool clip is being gradually assembled by the Co-Operative Wool Growers' Association, and is being placed on the market. This year the clip will total between 15 and 18 million pounds. Only about twenty per cent. of this is used in Canada, and the balance mainly finds a market in the United States. Prices are ranging all the way from 43 to 75 cents, according to grade, quality and shrinkage, but the average price is around 65 cents per pound. The market just now is very strong for all fine wools. The demand is abnormally high, and stocks of fine wools are almost depleted. There is also a very active market for medium wools, but the coarse grades are slow. Most of the Canadian manufacturers are working to capacity, and have more orders than they can hope to fill for some time to come. In fact, orders are being refused. As stated in another column of this issue, a Toronto wholesaler tried to

place an order for six hundred yards of blue serge, but was unable to do so. The situation in England is one that has been greatly hampered by labor difficulties and also impaired shipping facilities. There are all kinds of Australian and New Zealand wool waiting to be shipped, but cannot be handled because of the lack of tonnage. Then again, mill workers in the Old Land have only been working about half time, and many of the men who were employees before the war, have not yet returned to their work. The output is, of course, very much curtailed, and buyers who have recently been abroad state that it will be fully two years before there is any normal supply of stuff. Buyers express the opinion that there will be no return of easy prices. Under present conditions there can be no lower values, and ruling quotations now on woollen lines are from three to five times as high as in pre-war times. Canadian buyers who have been in the Old Country speaking of the difficulties en-

countered in securing materials. There is a big demand from European centres for all kinds of woollens, and buyers even in the home market are on the spot ready to pick up any materials that they can get hold of. Goods are still, however, being apportioned to buyers on a basis of equal distribution, and it is not possible to buy of any one thing as much of it as one would desire. The opinion among Canadian dealers is that prices next Spring will be higher, and that the removal of the five per cent. surtax on Old Country goods coming into this country will not be a factor of any account in reducing prices. Merchants who bought early may consider themselves fortunate, as continued scarcity of materials is not unlikely. It was very difficult to buy Scotch tweeds in the Old Land, and prices will be from \$6 to \$8 per yard here. Worsteds, too, which are big sellers in this country, will sell from \$7.50 to \$10.50 per yard.

COTTONS

Buyers Find Scarcity of Goods in New York Houses, and Goods For Next Spring Show Sharp Advances

COTTONS.—The situation in cottons continues very strong, and buyers are finding it exceedingly difficult to purchase goods at anything but prices that show very marked advances. A buyer of cottons in one of Toronto's large wholesale houses told MEN'S WEAR REVIEW that on two recent visits to New York City, for the purpose of buying cottons, he had found it very hard to buy, and prices were very much higher than last year. On the first visit he was buying wash materials for next Spring. The staple lines didn't show so big an advance, but all fancy stuff was very much above last year's quotations. Fancy printed voiles ran on an average of 30 per cent. over last year's prices. Fancy printed goods are in great demand. The sharp jump in prices is attributed to the big inquiry, and also to the fact that the mills are paying much higher wages than a year ago. On a trip to New York three weeks later, this buyer dropped into the same houses where he had purchased these materials, and found that prices had again jumped from 2½ to 10 cents per yard, according to the grade of goods. The additional advance amounted to about 15 per cent. These extra advances were accounted for by the fact that there were so many buyers in the market during July that practically the full amount provided for Spring had been sold up, and manufacturers had to go into the market for additional goods in the grey (unfinished cotton), basing their advances on just what they had to pay themselves. Buyers who were fortunate enough to be in the market early, will have an advantage over the buyer going into the market now. There seems to be no limit to where the market might go. Even plain staple lines advanced in the three weeks intervening between this buyer's two trips.

On the occasion of his last visit to New York, he was buying chiefly towels, towelling, and such like. He found the market for these goods very high. Manufacturers' quotations for future delivery were so high that he bought scarcely a dozen towels. However, he was able to buy some good quantities from commission men at a saving of from 20 to 25 per cent. on mill prices. Manufacturers all reported being booked up to next January, and were not at all eager to quote for later delivery. Going through jobbing warehouses, stocks of staple goods were found to be very light. Heavy business was reported in all directions, and a scarcity of goods in the coming months was prophesied.

Canadian textile mills have had to face strikes and labor difficulties of a more or less serious nature, and all this has had the tendency to strengthen the

market. Canadian mills are not at all anxious to accept orders at the present time, already having more than enough to keep their plants going for some months to come. All indications point to a return of war-time prices, there having been already two ten per cent. increases since April, and future buying is bound to be at even higher figures.

HATS AND CAPS

HATS AND CAPS.—Most of the wholesale houses, as far as hats are concerned, are prepared to ship at least seventy-five per cent. of orders taken for Fall delivery. The imported lines are coming in freely, and it is expected that orders for these goods will be filled 100 per cent., that in spite of the extra demand that was anticipated by the retailers when they placed their Fall orders. Prices on lines for immediate deliveries are up in most instances \$2.00 to \$3.00 per dozen, on some imported lines \$6.00 per dozen. This will mean a \$1.00 advance to the retail price, per hat. Hatters' fur is a little easier, although still high in price, braids, ribbons and sweat bands are all up, due to the recent advance in wages to operators on these lines.

Caps are high in price and none too plentiful, although the labor situation is clearing up and production should be back to nearly normal in a short time. Manufacturers have been holding out against the labor demands; office help have been keeping the wheels turning, and only rush orders and regular customers have been looked after.

There are some new all wool and imitation Jersey cloths out that will make attractive caps, and should sell well. These will be retailed at from \$2.75 to \$3.00.

CLOTHING

CLOTHING.—The clothing industry as a whole have never been so far behind in their deliveries of Fall orders. This, however, had been expected, and a great many merchants placed larger orders than they really wanted or expected to get deliveries of, with the idea that they would get about 75 per cent. of the whole order filled, and would thereby be in shape for the earliest demands upon their stocks. The Eastern clothing manufacturers have in most instances decided to send their representatives out from two weeks to one month later this year. A letter to this effect has been sent to their old customers and it gives as the reason, the fact that they have been disappointed in receiving materials, have not had the time to make up new samples and believe the merchants would rather they completed their order on hand, than tie up deliveries by using machines and labor in getting out next season's range of samples. Prices for next Spring are up. They couldn't be anything else with the new schedule of wages and shorter hours that the manufacturers have been compelled to grant the factory operatives.

NECKWEAR

It is getting increasingly difficult for manufacturers to secure sufficient materials of the better grades to allow their machines to run to capacity on orders already in hand. Neckwear firms are in most instances withholding quotations for spring delivery, preferring to make up for assorting orders and immediate delivery needs. It is rumored that French silks are again on the market and are cheaper than either the American or Italian lines. It is difficult to estimate what effect this will have on the market here until something definite is known as to quantities arriving for consumption. The buyers for neckwear houses will welcome relief from any quarter as most of them have been sidetracked by the American mills, who have stalled on deliveries, and taken new orders at higher prices. Boxing cravats for Christmas will not be as popular with the trade as in former years, not that the demand will be less, but it is hard to get deliveries of boxes and hands to fill them. And therefore, it is expected that where possible, shipments will be made without special boxes.

STOLLERY'S AT BLOOR AND YONGE STREETS, TORONTO. ENLARGE PREMISES

The addition of a second floor and the enlargement of the main floor combine to make Stollery's haberdashery one of the finest of its kind in Canada. The lower floor has been lengthened and now reaches a depth of 70 feet, while the second floor has dimensions of 100 feet and 34 feet. This gives the store a total floor space of 5,000 square feet.

The original store, which has been in operation for eighteen years, has been unaltered in furnishings. The additional length, however, gives more space for show cases and for the fine gumwood staircase that leads to the second floor.

This floor is spacious and exceptionally light, there being large windows along the north and east sides. Along both sides are pannelled showcase cabinets of gumwood with three-panel mirror alcoves and trying-on apartments of the same material placed at regular intervals. The showcase cabinets are of the most up-to-date, compact kind, adding efficiency to the service of the store. They display a large quantity of goods in a small space, thus leaving the large central aisle for customers.

Luxurious Wilton rugs dorn the wide aisle passing around between the show-cases and display cabinets.

These rugs give an air of prosperity and dignity to the efficient appearance of the furnishings. To the rear of the staircase are more cabinet showcases similar to the ones in the front of the store. One innovation here is the boys' barber shop, which has been built to one side of the staircase.

On the second floor are displayed men's and boys' clothes and furnishings.

EDITOR'S NOTE.—It was intended that this article should be illustrated, but owing to delay it was impossible to get the photographs reproduced in time for this issue.



COLLARS & SHIRTS



MANUFACTURERS STATE THAT INCREASE ON COLLARS SHOULD HAVE BEEN MADE ONE YEAR AGO

Not Sure of Market Conditions Retailers Were Given Benefit of Doubt and Increases Held Off as Long as Possible.

THE following information with regard to increase in prices of materials in connection with collar making, that decided the new price on collars may be of interest to our readers. A prominent manufacturer while in conversation with a MEN'S WEAR REVIEW representative, stated: "That the increase in price of collars that went into effect on July 4th, should have taken place last October, and it would have gone into effect had it not been that the armistice upset world conditions, and we, along with everybody else, thought that we should await developments.

"We anticipated that the cotton market would fall, but in the meantime had been obliged to protect ourselves by long term contracts. The cotton market did fall, and we placed a certain amount of materials at reduced prices. Since then cotton has risen so that today it is higher than it has ever been.

"The price of labor, however, was not reduced, but on the contrary, jumped to almost double in a short space of time.

"You will appreciate what the increases have been in the cost of production, when we tell you that the materials that enter into one dozen collars cost us 230 per cent. of what they did in 1914. Thread has advanced 200 per cent., while some laundry supplies are up as much as 500 per cent.

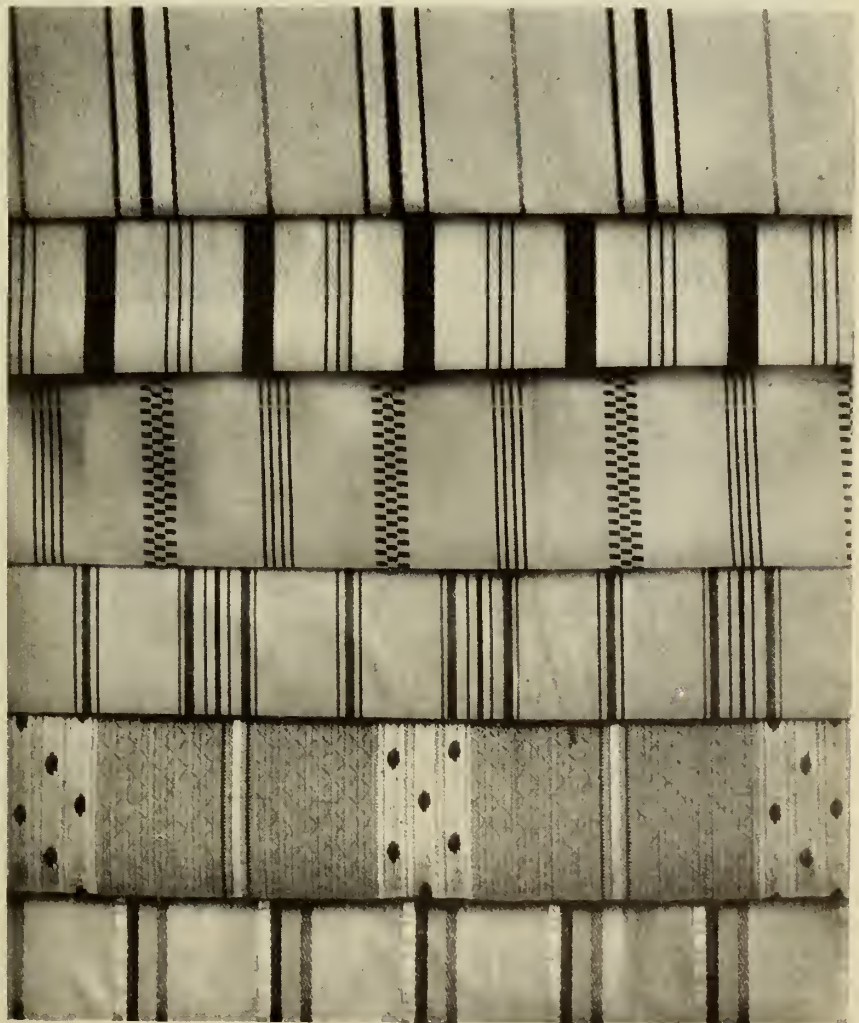
"The cost of selling, too, has not been reduced, and the increased cost of travelling expenses, in addition to the items mentioned above, helps to keep the price of collars high. We shall be glad to have you pass along these figures to your readers, so that they may see we are justified in taking the step we have done, and also that they, in turn, may talk facts when customers express surprise at the increased cost of them."

The figures quoted above are a revelation in themselves, and will no doubt give the trade a better idea of just why collar prices were increased. And convinced themselves, it will make it easier for their customers to see the justice of the move upwards.

Shirts Show Slight Increase

The market as far as shirts for dress and every day wear has been remarkably steady, some manufacturers reducing prices on delivery for Fall, due, no doubt, to the advantageous purchase of cotton at lower prices when American firms were railroaded into a mild panic, from which they recovered only when

enough orders had been taken to use up any surplus stock, and keep the mills busy for six months to come, when these orders were filled. Prices on the raw cotton and piece goods markets were back to normal, and are now higher than ever before, and these manufacturers are to-day quoting prices for spring delivery at an average of 10 per cent.



New shirtings in the Spring line of Tooke Bros.

THE PRINCE OF WALES SETS MEN'S STYLES IN CANADA

Following the Visits of the "People's Prince" Clothiers Note That English Styles are in Demand.

higher than last year or this Fall.

Patterns with finer stripes in blues and blacks are very much in evidence amongst the new samples for Spring delivery. Also hairlines in blues and blacks and a smattering of self tones, with very small checks.

In the better class American store they are showing and selling a great number of very neat light-green checks and stripes, with collar to match. Prices there for this class of shirt average \$3.00, and with collar to match \$3.50. In most cases where they were part of a window display, ties to match found a striking combination, and upon inquiry from one of the salesmen, found that the sale was usually consummated only when the three articles had been purchased.

Check Collars Take Trade by Surprise

It has been quite a surprise to a great many haberdashers the way the check collars in black and white silk have taken hold on all sorts of dressers, old and young alike. One of our representatives seeing a window dressed with these collars, inquired of a salesman how they were selling. And the answer was: "Fine, and you never know 'who's next.' An old gent comes in, looks around, puts his money on the counter, and says: 'Got a couple of those quiet collars that would fit a young fellow like me?' And the next one will be a young fellow that wants something out of the ordinary; something new. And away go a couple more. Yes, sir! I'll say we sell a few." And sure enough, two customers were outfitted with check collars while this conversation was going on.

Silk Shirts to be Big Sellers

That the silk shirts will be in greater demand than ever this Fall and Winter is evidenced in the fact that over one-third of the orders placed with manufacturers both here and in the United States call for silk or fibre silk shirts. The patterns are quieter than formerly, but are not what one might call unobtrusive. Yet, as it is a fact that when a man pays over \$5.00 for a shirt, silk or otherwise, he likes to see something for his money's worth, especially when worn with a vest—the few inches that ordinarily show must be of a striking character or the expensive effect is lost sight of. The combination of colors are in most instances blues and greys, black and red, green, red and black, and blue and black, in wide and narrow vertical stripes.

The Punchard-Birrell Co., Toronto, Ont., have again enlarged their organization and facilities for manufacturing men's and young men's clothing. Mr. G. H. Brett, who for many years has been connected with one of the largest clothing concerns has been engaged as designer. We wish Mr. Brett every success in his new position and feel sure that his efforts in the trade will be widely appreciated.

In England His Royal Highness the Prince of Wales has a marked influence upon the attire of the well-dressed Englishman. Unlike some of his forbears, who have set the pace for Englishmen, the Prince does not lean toward loud patterns or extreme styles. His hats are always of a conservative shape, suit of grey and his shoes are of a last that are made more for comfort than style. He has the reputation of dressing with quiet good taste typical of the average English gentleman. At the Ascot races he set a new style when he appeared in a one-button morning coat, fastening at the waistline. In Canada to date he has appeared mostly in the uniform of a Captain of the Guards, with which regiment he served in France, but in the photographs that the daily press have been showing lately he is to be seen in a number of different outfits. In evening clothes he dresses in a rather quiet, unexaggerated style. In out-of-doors suits he wears grey, invariably a white shirt and double collar, which has not the same hold in England as it has in this country. His shirts, on every occasion possible, have the soft style of cuff, although never has the Prince appeared in anything but a boiled shirt for formal occasions. Frills, pleated bosoms or exaggerated evening ties are not a part of the Prince's programme in

dress. The merchants in Canada have been most affected by the abnormal demand that the Prince's visit has occasioned for "plush toppers," "tiles," or whatever one may choose to style them. One merchant says he sold from 25 to 30 tiles in a few hours previous to the Prince's visit. And these at from \$7 to \$10.00 each.

It is to be noted that at one of the garden parties held in his honor that there were some three hundred men in evidence, and practically every one was equipped with the regulation "London Topper."

The men of any country would not go far wrong in modelling their dress after that of the Prince of Wales. He is just past twenty-five, is handsome, has an engaging manner, frank, boyish smile, and an otherwise very charming manner. He somewhat follows the pace set by his grandfather, King Edward, and is particularly like him when wearing a silk hat, as it is usually worn at a decided angle, so familiar in the many pictures of King Edward. His visit will long be remembered by Canadians, and the effect of his personality will do more than wean the men away from the fussy, rather effeminate styles previous to the war and starting up again after the armistice was signed.

LOOKS LIKE \$18.00 MINIMUM FOR SHIRTS

Increases of From 10 to 15 Per Cent.

THERE has been an excellent demand this season for silk shirts and fabric shirts of the better grades, at prices ranging from \$5 to \$13 apiece. This department of the men's furnishing business has grown considerably in the last few years, and is indeed proving very profitable, due in some part to the increased prices asked and the ready turnover at these higher prices. Many merchants have lost considerable business through lack of ability of manufacturers to supply repeat orders. Talking with a prominent shirt manufacturer, it was learned that there never has been such a shortage of men's shirts as at the present time. While the factories are busy, they are not working to capacity, due to the scarcity of skilled labor. This condition is likely to last for some time, or at least until the ban on immigration has been lifted, which, if reports coming through are correct, is likely to happen about the first of the new year.

On account of the length of the summer season and the extreme warm weather experienced earlier in the season than usual, the stocks of made-

up shirts on the floor does not amount to much compared with a normal season. The manager of a large factory told a MEN'S WEAR REVIEW representative that usually at this time of year they have from fifteen to twenty thousand dollars' worth of goods made up and in stock at this time of the year, while to-day their stock would not represent that much in hundreds. He also stated that they had been obliged to turn down orders from one firm alone that would have kept their factory busy for three months.

Prices continue firm, and while samples for Spring are not yet complete the general impression is that from 10 to 15 per cent. increases may be expected over the present prevailing quotations.

It looks like \$18 as the minimum price, and manufacturers will have to manoeuvre some to produce shirts at that price that will appeal to the trade. Retail merchants will be well advised to buy as early as possible and accept deliveries when they can get them, as all indications point to a scarcity for the holiday trade.



NECKWEAR



SILKS OF ALL KINDS SCARCE, HIGH IN PRICE AND OF AN INFERIOR QUALITY

New Patterns Seem to Favor Bar and Floral Designs and are Not Quite as Wide as Formerly.

PROBLEMS of production of neckwear seem to be on the increase, rather than the decrease, and buyers would be well advised to plan their orders just as soon as possible. There is absolutely no chance of any reductions in the near future, and quality is not now up to standard, and will be lower rather than higher. The range of patterns is not as large or varied as the usual lines shown to the trade for Fall and holiday business, but among them

are some brand new ideas, patterns and styles, and the lines of several manufacturers that have been shown to a MEN'S WEAR REVIEW representative are attractive, to say the least. We il-

lustrate a few of this range, picked at random from the lines about to be shown the retail trade. It will be noticed that there are some narrower styles, cut from the straight of the goods, also derbys, tubular and regular flowing end styles.

Self tones are meeting with the approval of the well dressed, and these together with the narrower styles of both these materials, will be good sellers for Fall or holiday.



New floral design in Faille being shown by Van Allan Co., Limited.



Reversible Derby with popular floral and panel pattern. This style of tie has been very popular in the United States amongst the particular dressers. It is especially adaptable to double collars, slipping easily through band. From appearances one is apt to think that there is less silk used in manufacturing this style of cravat, but as a matter of fact the material used does not cut to as great a saving as the regular flowing end styles. There is therefore very little, if any, difference in price between the two styles.



English four-in-hand, crepe Faille, conservative shape, that will appeal to good dressers. This tie is especially adapted to the turn-point collar.

THE PRICING OF GOODS AND THE FIGURING OF PROFITS

Some Light Thrown on a Subject That is Always of Interest and a Vital Point in Every Establishment.

Credit Men's Journal

DESPITE the barrels of ink and the balcs of paper which have been consumed in the effort to clarify the subject, how correctly to figure profits remains a big question mark in the minds of many merchants, retailers in particular.

As evidence, only recently a dealer-customer dropped into an establishment, and in the course of conversation the matter of profits came up.

"If I buy a gun for \$40 and sell it for \$45, what percentage of profit have I made, and how do you figure it?" he asked.

"You mean, how much have you lost?" he was asked. It nevertheless required pencil and paper to convince him that he had lost anything.

Of course, if a dealer does not know his selling costs, and it is feared that many of them are in the dark in that respect, it is difficult to make them see the light, and the task of enlightening some of them is almost hopeless. They will continue to "grope around" and proceed on the theory that whatever remains in their cash registers or their pockets represents profit.

In the case of the dealer referred to, he was in doubt even as to the correct method of ascertaining percentage of profit, and it was a pleasure to show him how it should be done, simple though it may appear to experts.

The percentage of his profit was—and is—obtained by subtracting from the selling price, \$45, the cost price, \$40, which left a gain of \$5, and dividing this gain, \$5 by 45, which gave a percentage of approximately 11 per cent.

If as estimated, this dealer's cost of doing business averaged 17 per cent., he lost 6 per cent. on every transaction such as he had cited. In other words, instead of making \$5 profit, he really lost \$2.70. However, it was difficult for him to see it.

"I can't see how it cost me \$7.65 to sell a \$45 article," he remarked. "How do you figure that my selling expense amount to 17 per cent?"

Figuring Selling Costs

With pencil and paper he was convinced. It was little more than elementary work, but there were not a few other modest merchants who are unaware that the way to reckon the percentage of cost of doing business is to divide the total expense—and "total" means every item of expense—by the total amount of sales. For instance, if the year's sales aggregate \$15,000 and the expenses \$2,500, dividing the latter by \$15,000 leaves 17 per cent. as the percentage cost of doing business, which represents the true selling cost.

Profits always should be figured on the selling price, because the percentage of selling expense is invariably reckoned on the selling price and unless gross profits are calculated on the same basis, it is more than likely that a discrepancy will be found when an accounting is made.

It is in this respect that many dealers go wrong. Having found the cost of doing business to be say, 20 per cent.—on the selling price, of course—they mark up their goods at an advance of 25 per cent. in order to earn a net profit of 5 per cent. Their mistake lies in figuring their selling percentage on the selling price and their gross profits on the cost price, two wholly different bases.

To make the falsity of this situation even clearer, let us figure on the total sales for a year. For every dollar's worth of goods sold, the dealer's expense amounted to 20 cents. He bought an article for, say, 80 cents, and added 25 per cent. to it, that is, 20 cents, making the sale price \$1. Instead of a profit of 5 per cent., the amount added to the cost exactly equalled the expense of selling the dollar's worth of goods. Example: Total sale \$1, expense 20 cents, balance 80 cents.

The system of calculating costs and profits here outlined is that followed in our own house, a big wholesale establishment maintaining a retail department, and its age, growth and long-continued success is proof enough that the system is right.

Table for Pricing

To permit of ready calculations, we have reduced our cost and pricing system to tabular form, in which shape it is instantly available to all those whose duties require reference to it. We have found it so useful I have no doubt it will prove of equal service to others. Here it is:

For profit upon selling price of:	
12½ per cent. add to cost	15 * per cent.
15 per cent. add to cost	17½ * per cent.
16 2-3 per cent. add to cost	20 per cent.
20 per cent. add to cost	25 per cent.
25 per cent. add to cost	33 1-3 per cent.
27½ per cent. add to cost	37½ * per cent.
30 per cent. add to cost	45 * per cent.
33 1-3 per cent. add to cost	50 per cent.
35 per cent. add to cost	55 * per cent.
37½ per cent. add to cost	60 per cent.
40 per cent. add to cost	65 * per cent.
42½ per cent. add to cost	75 * per cent.
45 per cent. add to cost	80 * per cent.
50 per cent. add to cost	100 per cent.

Figures marked thus (*) are a fraction from being exact, but are near enough for practical purposes.

This table operates in this way:

Suppose the cost of doing business is 16 per cent. and it is desired to make a net profit of 15 per cent.: Added, they total 31 per cent., and possibly this total might prove sufficiently convincing for some merchants.

As a stern matter of fact, however, to obtain a profit of 31 per cent., on a selling price, the table shows that it is necessary to add 45 per cent. to the cost. If 31 per cent. were added to the cost of doing business, the profit would be only about 24 per cent., as the table also makes plain, and this would mean 16 per cent. for doing business and 8 per cent. for profit, or a little more than half of the 15 per cent. it is desired to obtain.

Anyone who takes the trouble to study this little table and apply it to his business is likely to value it as highly as it is valued in our own establishment, where it has proved a sure chart to certain profits.

MONTREAL HOUSES SEND SALESMEN OUT MONTH LATER THIS YEAR

The Clothing Manufacturers Association of Montreal, which comprises the leading wholesale clothiers in that city have decided not to send out their travellers to their respective territories with Spring samples before October 1st.

This decision was arrived at in order not to interfere with the manufacture of Fall orders, which would be the case if they were obliged to get their Spring samples ready at this time.

The general labor unrest with the consequent falling off in production, has not escaped the clothing industry, and this, coupled with the fact that cloth materials are slow in coming to hand from the mills, has very seriously interfered with the manufacture of the Fall season orders.

It is considered in the general interest that the Fall orders be further advanced before commencing on the Spring samples. The manufacturers also feel that they will in this way be able to show a more complete range than if they were obliged to rush their samples through at an earlier date.

Samuel Hart & Co., clothing manufacturers, Montreal, have opened a new factory in Quebec City, with the latest type of machines, equipped for 270 extra employees.

Mr. I. Cohen, who for the past ten years has been representing Montreal Raincoat Manufacturers in Eastern and Western Ontario, has started in business for himself.

NEWS FROM THE SMALLER WESTERN TOWNS

Written by Men's Wear Review, Western Representative



Interior Geo. Snowden Store, Calgary, Alta.

In the parlance of the theatrical profession, to "Stop the Show" means to put on a vaudeville act so good that the audience refuses to let it go. In Medicine Hat, Alta., George Snowden "Stops the Crowd" every time he dresses his windows, which is about twice a week. The men's furnishing store which George conducts is a little one on the main street, but it more than makes up in appearance what it lacks in size, which is to say that the artistic nature of a store proprietor plays a very important part in the development of business.

Not only are the windows dressed in stunning style, but the entire interior of the store is artistically finished with wooden trellis work designs upon the walls, refined tapstries, by the use of palms and by lithographs furnished by manufacturers.

In his window displays Mr. Snowden achieves very striking effects by his carelessly draped velvets to form a base, and by his backgrounds of pillars and panels covered with striped tissue paper. The use of a handsome brown cane-seated chair, a new gladstone bag, a walking stick, a championship cup or some such articles lend strength to a display of ties, collars, shirts, hats or fancy waistcoats.

It is the custom of this young merchant to specialize in one line while dressing his windows. He believes that the attention of passers-by is more easily

concentrated on say a window full of hats than a general collection of men's wear. Furthermore, he aims to get immediate results by putting a price card in the window. On the day the representative for MEN'S WEAR REVIEW was in Medicine Hat, he had a wonderfully attractive display of four-in-hand ties, with an ornate hand-lettered sign prominently displayed bearing the words:

Pick them out. Any tie in the window75c

Mr. Snowden states that he never fails to make sales as a result of his window displays. Often when he has put in a window in the evening there are several early birds out the next morning to secure first choice of the goods offered for sale. It should have been mentioned that the use of brilliant lighting effects plays a strong part in bringing attention to bear on the windows after dark.

The fact that Mr. Snowden takes a keen interest in sport has a very marked effect on his business. As secretary of the Medicine Hat senior baseball team he is constantly associated with young men. Not only does he secure their business, but the trade of visiting teams. He is also secretary of the Curling Association.

During the war when the Red Cross drive was on Mr. Snowden won two first prizes for the best dressed windows in town. He also was awarded first prize for

the best decorated float in a parade.

Visits to a great many men's wear stores in Western Canada disclosed the fact that the great majority of them are selling away below the values quoted in city stores of the same description. In the city stores where the turnover is much more rapid, merchants are obliged to mark up their stocks in accordance with current market prices. Not so the country dealer. In most cases he has had a considerable portion of his goods in stock for months and he has hesitated to mark them up fearing the competition of his opposition.

"I know I am not getting enough, and that when I buy new lines I will have to pay almost as much for them wholesale as I am now selling for retail, but what can I do? The other fellow will not come across, and I cannot combat competition of that kind." That is the line of talk that most men's wear dealers gave the representative of this publication when he called upon them. Through failure to get together in order to secure fair, legitimate prices they are daily losing money and paving the way toward difficulties in the future when they receive their new stock and are obliged to put up the prices. In several stores the merchants were taking orders for tailor-made suits by means of sample books supplied them, and in every case the prices asked were out of all proportion to the lower prices asked for the suits in stock.

EARLY FALL IS SOFT HAT TIME

More Sales of Both Soft Hats and Derbys Will Result by Reserving the Derby for Winter

A MAN who buys a leather belt buys an article in which service counts, and appearance counts, but into which style does not enter to any extent. Consequently a man buys a new belt every two years or thereabouts.

Only that precious element of style keeps the hat out of the leather belt class and makes it the mainstay of an industry which helps support something like 30,000 retailers in this country.

People who wish the trade well have regretted in recent years the absence of the derby as a positive force in hat style. Every hatter has carried them, but their real vocation has been that of soft hat seller. While the soft hat, as a mainstay, has permitted more variety and novelty than the derby in the days of its ascendancy, the passing of the derby as an essential item of a man's costume has been deplored as reflecting a relaxed style sense, and reducing by one the hatter's sale possibilities.

Now the derby is showing signs of a return in force. It will be a pity if the trade does not extract from this extra hat the added profit which such a development should bring them. It is a matter on which hatters should work as a well-organized whole rather than as independent and unguided individuals.

If derbys are given prominence as soon as the call for fall hats develops, no style point will have been made and no profit will have been gained by their long-awaited and much heralded return.

If the revival of the derby is to mean anything to us it must be as a winter hat—a special hat for a special purpose. It should not be forgotten that not so

long ago the soft hat occupied the position which the derby now holds—the derby held the place of power; the soft hat was the interesting newcomer. The trade hailed it as a hat which was to furnish opportunity for an extra sale. "Don't wear a derby all the time—try a soft hat for outing, for motoring, for informal wear," was the tenor of hat advertising at that time. But in their eagerness to give the soft hat its due, the trade failed to preserve the rigid style distinction which should always be applied to it, with the unwelcome result which all now recognize. The soft hat flourished—and the derby was crowded out altogether.

We have now the opportunity to restore the old equilibrium of derby and soft hat, and by judicious style, counsel to keep it in the trade as a factor of the business.

Window displays, advertisements and interior showings during August and September and the early part of October, when the straw hat season has been wound up, should be concentrated entirely on soft felt hats. Derbys should be excluded as rigidly as straw hats in the winter time—their appointed day has not yet arrived, and they should not be seen in the window of the discriminating hatter. The acknowledged merits of the light, comfortable soft felt hats—this early fall hats—should be kept before all hat wearers.

Fall hat sales should be big, and this campaign should enable us to do a distinct season's business in these two months.

After October 15, conditions change. Overcoats are worn, changing men's out-

lines. Cold winds and early snows put the light weight, light color soft hats out of fashion, and makes place for hats which do not show rough treatment. The opera opens, theatre parties are the vogue, social functions increase—all calling for the decorous derby hat.

Hatters should do more than reflect these changes. They should point attention at them and make them the occasion of a new hat season—the derby season. October 15 should be signalized by solid derby displays, and derby talk should predominate in the store and in the store's advertising, just as August 15 was marked by emphasis of the soft hat.

If hatters generally will follow such a programme we can surely put the derby back on its feet—and not only bring back the derby, but preserve for the soft hat its present desirable popularity. Such a programme will not only mean selling more soft hats—it will mean selling more derbys, and doubly assuring the return of their vogue when the derby season comes around, because then undivided attention can be given them, and even men who want, and will always wear soft hats can be induced to try a derby, too; whereas at the beginning of the season, if asked to choose between reliable soft hat and new derby, they would invariably choose the derby.

The hat business is a style business and the only way we can get out all there is in it is to maintain an encourage its style traditions and distinctions. If we do not insist on them ourselves, hat wearers will never learn what they are.—From the "American Hatter."





HATS *and* CAPS



HEAVY DEMAND FOR FELT HATS—SHORTAGE PROBABLE

The shortage of straw hats this season foreshadows a similar condition with relation to felt hats when the Fall season opens. Last season felt hat stocks were reduced to a minimum and buyers have deferred placing orders for their normal requirements for Fall until recently, hoping thereby to be able to take advantage of lower prices for hats. As predicted in these columns, hat prices have not been reduced since the Fall lines were introduced, but buyers did not finally decide until very late in the season that lower prices could not be expected. There has recently been an avalanche of orders received at the felt hat factories—a volume in the aggregate which it is impossible to fill in the short time remaining before the opening of the Fall season and in consequence it is freely predicted that the situation will be quite as serious in felt hats as it was in straws, and moreover prices will be higher than when the Fall lines first went on the road.

The demand for velour hats will be greater than at any time heretofore and there will surely be a scarcity of the fine qualities on account of the inadequate supply of the best fur for velour hat production. Green will continue to be the dominant color, with limited demand for black and brown. Only the regular velour hat shape will be worn. Novelty styles will not be approved.

On plain felts also green will be the favorite color, with a steadily growing demand for brown. The color proportions, although varying in the different sections of the country, are generally about as follows: Green, 30 per cent.; dark brown, 15 per cent.; light brown and tan, 15 per cent.; grays, slate, pearl, gunmetal, etc., 20 per cent., and black, 20 per cent.

Plain felts are in the ascendancy, although there will be many silk finishes worn and some rough effects.

In trimmings the general vogue will be the use of dark, contrast effects on light bodies and matched bands on the dark bodies. Bindings and welt edges will be popular, although a majority of the brims will be raw edge.

On velour hats taffeta bands will be used almost exclusively, and bows on the side will be preferred. Velour hats really require the light silky effect of the taffeta band, the heavy effect of the

grograin trimming producing an unsightly appearance.

The favored dimensions of the felt hat styles will be shapes following the general proportions of 5 $\frac{1}{4}$ by 2 $\frac{1}{2}$.



American Fashion Cap of English Tweed. Note the Leatherette Coat.

SUCCESSFUL PROGRAM AT MANITOBA CONVENTION

Retailers Disclaim Responsibility for H. C. of L.—Decide to Form Joint Stock Fire Insurance Co. for Merchants—A. G. Box, Pierson, the New President—Small Attendance Did Not Mar Enthusiasm

Written by E. H. SCOTT, Western Representative MacLean Trade Newspapers

BRANDON, Aug. 15.—Business of far-reaching importance was transacted at the fifth annual convention of the Retail Merchants' Association of Manitoba, which was held at Brandon, August 13, 14, and 15, and this despite a very small attendance, there being present only about 30 delegates from points outside of Brandon. The membership in the province totals over 800. The fact that harvesting started about three weeks earlier than usual this year was mainly responsible for the poor attendance.

It was decided that in future district conventions should be held at points all over the province, these conventions to appoint delegates to the annual gathering.

Chief among the resolutions passed was one disclaiming responsibility for the high cost of living, and calling for an investigation of the charges made by Dr. R. J. McFall in this regard. It was decided to form a joint stock fire insurance company for merchants. There were several other resolutions passed, including a proposal to ask for a Federal law prohibiting premium contests. A. G. Box, hardware merchant, of Pierson, was appointed president. He is an energetic young country merchant, and as former vice-president took a leading part in the convention.

Several inspiring addresses were given by F. H. Mann of Devils Lake, North Dakota, and by R. L. Line of Columbus, Montana.

The entertainment features provided by the Brandon branch were excellent. Noonday luncheons at the Prince Edward hotel, with sing-songs from a printed card, were the rule daily. A well-staged banquet and dance brought the proceedings to a close.

The Secretary's Report

I have much pleasure in presenting to you the sixth annual report of the Manitoba Board of the Retail Merchants' Association of Canada, Incorporated. This report covers the fourteen months between the last convention held at Winnipeg on June 18 to 20, 1918, and the present meeting, August 13 to 15, 1919. During this period your Executive officers have had under consideration a large number of questions of great importance to the retail trade. The financial statement presented by the treasurer covers the fiscal year ending March 31, 1919.

Sixteen meetings of the Executive have been held. The membership as of July 31, 1919, totals 785; in Greater Winnipeg 330, other points in Manitoba 455. All of these members are in good standing; all dues having been paid. Our association work throughout Canada is receiving greater interest, more sympathetic co-operation and larger financial support on the part of members than formerly. This is due

to the fact that the members are beginning to measure and appreciate the service which our organization renders. During war time great opportunities were given for the exercise of co-operative effort and I would like to take this opportunity to direct your attention to the untiring and unselfish services of the Dominion Secretary, E. M. Trowern, at Ottawa, and the enthusiasm and genuine interest of J. A. Banfield, Dominion President, in all questions which affect the status of the retail trade in Canada.

At the last convention held in Winnipeg June 18-20, 1918, the following Executive officers were elected: George W. Markle, Winnipeg, president; A. G. Box, Pierson, first vice-president; A. F. Higgins, Carman, second vice-president; T. A. Connell, Winnipeg; treasurer; J. H. Curle, Winnipeg, secretary.

Action was taken on the resolutions passed at the last convention as follows:

1. Resolution on "Win the War Effort."—The Executive officers and members of the association have been identified with the various movements which had for their object the success of the war, and general rejoicing accompanied the signing of the armistice and peace terms.

2. Resolution asking merchants to study Transient Traders' Act, and that municipalities be requested to observe same. During the year this matter was covered in a bulletin to the members. In addition, municipal officers should be requested to examine the 1918 statutes and amendments.

3. Resolution asking for co-operation with the University of Manitoba in the establishment of a Chair of Commerce.—The officers have the assurance of the Advisory Committee on Commercial Education of the University of Manitoba that a director of commercial education will be appointed as soon as a man with the qualifications desired can be secured.

4. Resolution on Conference of Farmers and Commercial Organizations—A. F. Higgins and your secretary attended a meeting called by Henry Detchon, honorary secretary of the Joint Committee of Commerce and Agriculture, with a view to bringing about such a conference. Satisfactory arrangements were not made as to the date of the conference and the meeting was postponed indefinitely. The last

general meeting of the Joint Committee of Commerce and Agriculture was held at Regina in March, 1918, when A. F. Higgins, H. L. Montgomery and your secretary were present.

5. Resolution as to Time of the Holding of the Convention—To be determined by a questionnaire. Numerous interviews with members caused your executive to choose the month of June.

6. Resolution on Parcel Post—This matter was referred to the Dominion Executive for action. The Dominion Secretary has forwarded a letter to the members of the House of Commons and the Senate with statistics showing that the rates on parcels are not sufficient to pay for the service. Letter rates are high in order to absorb the loss occasioned on the parcel post service.

7. Resolution on Benefits of Prohibition in Manitoba—This resolution was passed to assist the campaign for prohibition in New Zealand. Your Executive is co-operating with the Social Service Council of Manitoba in an effort to secure satisfactory permanent prohibitory laws in Canada.

Resolutions 8 to 11 covered thanks to the press, Industrial Bureau and exhibitors and speakers.

12. Resolution appointed A. F. Higgins, H. L. Montgomery and William Iverach to meet farmers, manufacturers and wholesalers. This matter was referred to in Resolution No. 4.

13. Resolution re Bankruptcy Act—A special committee of the Dominion board met a special committee of the Dominion House when this bill was introduced in 1918. Numerous changes were suggested so that the whole retail trade would not be tied up. Your Executive, co-operating with Horace Chevrier, met in conference with W. F. O'Connor, K.C., and H. P. Grundy, when further changes were considered and agreed upon. The Act goes into effect in 1920.

Recommendations.

In addition to the resolutions referred to, your Executive was requested to ask for a revision of, "The present method for the inspection of weights and measures." This matter has been referred to the Dominion Executive.

"The Cold Storage Problem."—This matter will have to be taken up with the Minister of Agriculture. The Deputy Minister will likely be present to make a statement to the convention.

"The Classification of Freight."—This was referred to the Dominion Executive.

"District and Sectional Meetings throughout the Province."—This matter is under consideration, and will go into effect with the appointment of a business expert at the university.

Community Building and Affiliation With Social Service Council.

During the year the Executive received an invitation to affiliate with the Social Service Council of Manitoba and they did so. Your secretary is a member of the Committee on Community Organization. This department of the Social Service Council has as its secretary F. C. Middleton, who was appointed on June 1, 1918. Excellent work has been done throughout the province, clubs having been formed in 25 centres. We expect during the year these will become a get-together medium for the farmers and the merchants to their mutual benefit and the good of the community generally.

Co-operating with a representative of the wholesale grocers, a questionnaire was pre-

OFFICERS FOR 1919-20

The following officers were elected:

President, A. G. Box, Pierson.

First vice-president, A. F. Higgins, Winnipeg.

Second vice-president, T. A. Connell, Winnipeg.

Treasurer, J. W. Kelly, Winnipeg.

Honorary secretary, W. E. Crawford, Brandon.

Advisory committee, W. L. Salmon, W. J. Devlin, Winnipeg.

MEN'S WEAR REVIEW

pared with a view to securing the selling policy of all wholesale grocers soliciting business from the retail trade of Manitoba. The selling policy of these wholesale houses are now on file for reference. We would urge the members again to advise our office of all irregular selling.

Fixing of Prices by Dominion Government

Your Executive was requested to co-operate with the Government in the event of such action being taken.

Provincial Taxation Board

Your Secretary was appointed a member of the Manitoba Tax Commission. During the year meetings of the commission have been held at Winnipeg, Brandon, Souris, Portage la Prairie, Morden, Dauphin, Neepawa and Minnedosa. At all of these places evidence has been secured regarding the methods of making assessments and the collection of taxes. Merchants have shown their interest in the various sessions by submitting figures and other valuable information as a protest against the present tax on personal property and rental values. Practically every retail merchant was in favor of a tax on net profits and salaries in lieu of the business tax as now imposed.

Assisting Farmers in Greater Production

Reports go to show that great assistance was given to farmers by merchants and clerks throughout the Province of Manitoba during the 1918 harvest. In some places the stores were closed for part of the day to help the farmer in this movement.

Application by Express Companies for Increases in Rates

Your secretary appeared before the Board of Railway Commissioners at sittings held in Winnipeg, when objections to the appli-

cation of the express companies for increased rates were heard. The burden of the arguments were presented by the Winnipeg Board of Trade, with whom we were pleased to co-operate. An examination of the proposals of the express companies revealed the fact that they desired to reduce the tariff on those packages which entered into competition with the parcel post rates and have the increases apply to the heavier packages. We drew the attention of the commissioners to the fact that this would mean that one branch of the business would be conducted at a loss while another section would take care of this loss, and at the same time produce a profit on the entire investment. We opposed this attempt of the express companies to follow the lead of the Dominion Post Office in its policy of carrying parcels at less than the cost of the service.

1919 Legislation

(a) Licensing and Bonding of Produce Dealers—Manitoba has suffered for many years with certain produce dealers who were unbusinesslike and dishonest. Their plan was to offer higher prices than that paid by regular reliable dealers, with the result some persons, attracted by the price, made shipments and suffered losses accordingly. These were reported from time to time, the latest being those who shipped to the Anderson Produce Company December, 1918. Your Executive officers were of the opinion that the operations of this class of dealer should be checked. We sought and secured the support and co-operation of the officers of the Manitoba Grain-Growers' Association, the Home Economics Society and the Manitoba Agricultural Societies in our efforts to eliminate such, and by a special Act granted by the Government, which went into effect May 13, 1919, all dealers whose principal business consists of handling

farm produce shall be required to obtain a license of \$10.00 and furnish a bond for \$3,000 before doing business in Manitoba. I would urge all shippers of produce to co-operate as far as possible in carrying out the provisions of this Act. Our association will use its best efforts to make it hard to be dishonest in business.

(b) Amendment needed in respect to certain licenses. Your officers have applied for the Amendment of the Municipal Act and the Transient Traders' Act in respect to the exemption from licenses of goods manufactured in Manitoba if sold by the manufacturer or his authorized agent. This provision is unfair, is out of date and discriminates. At the suggestion of the Committee on Amendments to the Municipal Act this matter will be considered with the Union of Municipalities prior to being brought again before the Government.

(c) Early Closing Movement Growing.—This question has been a live issue in Winnipeg for years, but more particularly during the past year, due to an appeal that has been made from the decision of the magistrate based on the amended by-law. Your officers have studied this question carefully and are fully convinced that early closing by-laws if introduced must be properly enforced. Dealers who wish to enjoy the privileges of remaining open after the closing hours of other stores should (as provided for in the Shops Regulation Act) be required to confine their stocks to those lines which may be sold after hours. This action on the part of your officers has not been popular with some dealers, who looked at the question purely with a selfish motive, but we believe that early closing will never prove satisfactory until there is administration that is guided by the best interests of all concerned, and it must be fair and effective.



View of Rosser Ave., Brandon, Man., looking west. One of the principal retailing streets of this Western city. Inset is the new fire hall.

does not consider the time opportune for such extension of operations;

"And whereas the Manitoba Fire Insurance Committee has advised against the formation of a mutual fire insurance company in Manitoba,

"Therefore, be it resolved that the officers of this association take the steps necessary to form a joint stock insurance company as soon as sufficient amount of stock has been subscribed by the members, the said stock to be limited to the members in good standing in this association."

During the discussion which ensued President Markle pointed out that in the case of a joint stock company all risks could be reinsured, whereas this would be impossible in the case of a mutual company. Under this plan, too, the operations would be unlimited. He stated that in April or May of last year, when enquiries were sent out, the merchants immediately offered business amounting to \$215,000. He made the statement that A. F. Higgins, a Winnipeg grocer, had offered to subscribe \$10,000 for stock in a merchants' insurance company.

F. H. Mann, president of the North Dakota Retail Merchants' Association, said that he was also president of the Merchants' Mutual Fire Insurance Company of North Dakota. This company, he said, wrote all classes of insurance, and operated the same as the old-line companies. They offered a cash discount of ten per cent. for insurance paid within 15 days. Insurance to the amount of \$4,000,000 was carried, and the company had been able to pay a dividend of 20 per cent. His company, he said, had the privilege of reinsuring risks, and further protects itself by scattering its insurance. For instance, it would not place insurance on an entire block. He told further about the Implement Dealers' Insurance Company in his state, which had been operating successfully for 18 years on the note system. That is to say that only 60 per cent. of the premium was payable in cash, the other 40 per cent. in the form of notes, on which money was never realized except it became necessary to assess the members in the case of some great conflagration. He said that the merchants' company was the largest in the state.

"Therefore, be it resolved that the executive be requested to use their best efforts to get the manufacturers and jobbers of Canada to assume greater responsibility in studying and assisting to solve the common problems of distribution."

* * *

A window dressing contest was a feature of the convention of the Manitoba Retail Merchants' Association at Brandon, August 13-16.

The judges, H. R. Vankirk and J. Baxter, expert window dressers, stated the interest taken was very keen and the windows generally were exceptionally good. The prizes were awarded as follows:

First prize—Knowlton's shoe store. This was a display of ladies' footwear. The feature of this window was a neat and well-executed background. The merchandise was seasonable and neatly displayed. Another good point was the splendid range of all prices ticketed with exceptionally neat price tickets. A well-designed and harmonious show card was well placed in the display. The percentage awarded was 95 per cent.

Second prize—Clement's drug store. A display of toilet powder. 90 per cent. award.

Third prize—W. T. Creelman, display of ladies' and men's footwear, 85 per cent. award.

Fourth prize—McPherson & Bedford, a display of bedroom furnishings; awarded 80 per cent.

Fifth prize—McCulloch Drug Co., a display of kodaks and candies, 75 per cent. award.

Sixth prize—Johnson Hardware Co., a general display of hardware.

Seventh prize—Star Grocery.

Eighth prize—W. S. Gooden, gents' furnishings.

Ninth prize—S. A. Thompson, clothier.

Tenth prize—Cut Rate American Shoe Store.

Newsy Features of the Convention Briefly Told

A very important resolution was passed by the R.M.A. regarding future plans for conventions. It was decided that in future, district conventions would be held. At these district conventions delegates familiar with local conditions in their respective districts would be appointed to attend a yearly conference to conduct the general business of the association. It was further pointed out by J. H. Curle, provincial secretary, that such a movement would awaken intensified interest among merchants who have not as yet linked up with the association.

* * *

W. J. Keyes, of Kelvin Technical School, Winnipeg, spoke on practical

retail advertising: "Many merchants," said Mr. Keyes, "could not see the connection between selling and advertising. Good advertising results in reduction in price of goods to the consumer, an important item at the present time. He advised co-operation between retailer and manufacturer in advertising as this would result in assisting the retailer in making his advertising expenses cheaper.

Edwin Loftus, K.C., lecturer of the Manitoba Law School, addressed the convention on "Commercial Law as Related to the Retailer."

"Partnership," said Mr. Loftus, "is a poor proposition for the reason that partners are liable for partnership debts even if they do not know such debts are being or have been contracted. Oral contracts," he said, "open up a large field for fraud." In order to get away from this in 1910, the statute of frauds was passed. His whole address dealt largely with questionings of vital interest to merchants, and was made interesting by the illustration of practical cases coming under his attention daily.

* * *

The question of better distributing of merchandise caused a brief discussion. Particularly in respect to the jobber selling goods direct to the consumer, in a district at a price that prevented the local dealer from competing for the business. Better co-operation between the wholesaler and retailer was considered necessary and the following resolution was adopted:

"Whereas, the problem of the efficient sympathetic co-operation of manufacturers, wholesalers and retailers, and

"Whereas, the limited co-operation of the past has not produced as rapid strides as is desired in solving the problems of modern merchandising.



ALDERMAN J. B. CURRAN,
Proprietor of the Brandon Hardware Co., Brandon,
Man., and 1st Vice-President of the Brandon
branch of the R.M.A. of Canada.



JOHN POPKIN,
Of the Johnson Hardware Co., Brandon, Man.,
Secretary of the Brandon branch of the
R.M.A. of Canada.

Meeting To-day's Competition

Specialty Store the Store of the Future—With What Are You Competing?—Buy in Cold Blood, Sell With Enthusiasm—Limit the Lines But Give the Assortment

THIS is the fourth and concluding address delivered by Frank Stockdale, the noted business expert, in connection with the Saskatchewan R.M.A. Convention, as reported by the special representative of MEN'S WEAR REVIEW.

The series of lectures has been followed with great interest and the points brought out in this lecture on "Meeting To-day's Competition" are worth careful perusal. Mr. Stockdale says that whereas to-day in the West, competition is probably from the general store, the store of the future is the specialty store. He indicates that the retail merchant's creed should be "Buy in Cold Blood and Sell With Enthusiasm." There is something in it too—think it over.

WHEN we start to define competition we want to know what kind of competition it is," said Mr. Stockdale, opening his address on the subject, and proceeding to outline competition under the following headings: 1. General stores; 2. Specialty stores; 3. Department stores; 4. Mail-order stores; 5. Chain stores.

"A great evolution is taking place in business," continued Mr. Stockdale. "Western Canada is a developing country and that makes a difference. One of the things in a new country is the rapid change which takes place when the country begins to get settled. Then you have not only changes in retail merchandising but the changes that take place between a new and an old community. The question in the average man's mind is which of the foregoing classes of store is the store of the future? This is not a very important question. Don't worry about someone else's kind of a store, it is the way you take care of the kind of a store you are running. As the country grows older there will be fewer general stores. There will be more specialty stores, and general stores will evolve into department stores. Specialty Store the Store of the Future

"In the West your competition is probably the general store, and you will have to face it. The store of the future is the specialty store. Department stores are collections of specialty stores, and in many cases in the United States the advertisements of the various departments of the department store are run individually in the newspapers as if to advertise individual stores specializing on the lines advertised.

"We have general stores competing with general stores, chain stores competing with chain stores, etc., and all competing with each other.

"My experience is that there is ten times as much noise over a customer who goes to the mail-order house as there is over a customer who goes anywhere else out of your town. I know the seriousness of mail-order competition in some districts, but you have a way of measuring this competition, whereas you have no way of finding out the amount of goods brought into your community in the suit cases of your townspeople when they return from the

cities. We must realize that we are going to beat the field, and whoever is in the lead we are going to beat them. The flypaper stage of business is passed. By this is meant the time when customers used to light and stick. Many business men made their money at that time in new districts. The mail-order house has been a big factor in eliminating the flypaper stage of business. People are not forced to buy at one place. People are travelling. Your competition to-day is nation-wide. You are not competing just with the fellow across the street or in the next town, you are competing with the best they have in Canada, and when you talk of the best in Canada you are talking about the best in the world as far as retail merchants are concerned. The big octopus you talk about is one of the best managed businesses I have seen.

With What are You Competing

"What are you competing with? Low prices, beautiful stores, high class salesmanship, or what? I think you are competing with a man or men who have the keenest and highest developed brains along the line of retail distribution that are to be found anywhere. Your customers are reading their literature each evening. Your customers are going into their stores every day and are being served by stores managed by the keenest brains in business. And the only reason that you are able to exist is because of your advantage of being on the ground. If you had to compete side by side you would not stand very much show until you revised your methods of business. We are getting along in a way without any retail preparation. One retailer who made money yesterday figures he is going to make it the same way to-morrow, but he has to find another way to make his money to-morrow. You made your money in competition with certain kinds of merchants, now your competition is becoming nation-wide and the only way to meet it is to study merchandising yourselves.

"The retail store is one of the biggest business propositions to-day. The great trouble with many retailers is that they think they know the game. There is nothing more fatal than this. Business requires more kinds of the higher grades of ability than anything else. I have

sympathy for you when I think of the pitfalls along your path.

"A good retail merchant must be a good buyer and a good seller. A manager of things and a manager of people. Selling is divided into three sections: 1. Display; 2. Advertising; 3. Personal selling.

Buy in Cold Blood and Sell With Enthusiasm

"One of the reasons why we are having business done in bigger units is because we cannot find a man who can do all of these things well. This is the reason for the general stores, department stores, etc., because we have to get specialists to do this job. Very few of us are good buyers and good sellers. The retail merchant's creed should be: 'Buy in cold blood and sell with enthusiasm.'"

At this point Mr. Stockdale gave an illustration regarding buying and selling. An Ottawa, Ont., merchant who now manages one of the biggest stores in that city, and who a few years ago travelled the city with sample rugs on his back, made the following statement: "I never allow myself to become enthusiastic over goods that I do not own, but once I own them they become the greatest goods that were ever brought to Ottawa."

"Two-thirds of the merchants to-day buy with enthusiasm and sell in cold blood," continued Mr. Stockdale, "and the stocks of goods in their stores proves this is true. Why does a man buy with enthusiasm? Because there are men who make their living by supplying enthusiasm to a man when he is buying. Hotels and trains are full of them. A man could not get far as a travelling salesman unless he can impart this enthusiasm.

Limit the Lines But Give the Assortment

"One of the reasons that people trade with mail-order houses and go to the larger towns is not price, but assortment. Where you have lines criss-crossing you have a partial assortment—a little of everything but not much of anything. You should not carry too many lines and be unable to give what may be required in any one of them.

"As long as you depend upon the salesman telling you what to buy, as long as you refuse to keep stock record systems you are going to buy with enthusiasm and sell in cold blood, because you will be dissatisfied after you get them. The only way to have enthusiasm which you can cash in on is to generate it yourself. Any man who generates enthusiasm gets paid for it."

The following definition for efficiency was hereupon given by Mr. Stockdale as follows: "Efficiency consists in buying from a Hebrew and selling to a Scotchman."

"We have got to find some way to give time and attention to our businesses so that we can do some thinking. Our competitors are winning out because they have more mental ability.

"In meeting to-day's competition you have to meet men who know how to figure profits, manage things, and manage people.

In the discussion that followed some interesting questions were raised.

Question.—"In taking goods from stock for expenses of the store, should they be charged at cost or selling price, and why?"

Answer.—"There are two expenses in selling. One is carrying expense and the other is selling expense. A moderate overhead charge should be added on to the cost of goods in stock. When you deal with figures, deal with facts.

Question.—"Should there not be a distinction made in regard to cash and credit customers in the matter of the price charged for goods?"

Answer.—"A distinction is being made between cash and credit customers. The cash-and-carry stores and the mail-order houses are two examples. The general practice is to put the goods high enough so you can charge high enough and yet give discount to cash customers. By doing this you are not adding any-

thing to anybody—so that they can see it."

At the conclusion of this address Mr. Stockdale spoke a few words, impressing upon the assembled retailers the necessity of getting away from their businesses to avoid getting in a rut and becoming narrow-minded.

"Come to conventions, and don't come thinking that you are needed at home. If this is the way you feel, it is because you leave no organization behind you," said Mr. Stockdale. "I admire the man who has the ability to take a vacation. I make this recommendation for two reasons. One is because of the things you will have to do in your store before you can take a holiday. The store has to be in running order and needs organization. The men who come to conventions usually have good businesses. The successful business man is the one who works for his community. He gets a perspective and sees what the other fellows are doing."

Better Business

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TRADE-MARK IN ONE OF
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BUYS ONE OF THESE
SPACES

“WHERE-TO-BUY”

DIRECTORY

APRONS

American Pad & Textile Co., Ltd., Chatham.
Hamilton Carhartt Cotton Mills, Toronto.
Everybody's Overall Co., London.
Kitchen Shirt & Overall Co., Ltd., Brantford.
Haugh & Co., Ltd., J. A., Toronto.
Canadian Converters, Ltd., Montreal.

ARM BANDS

Dominion Suspender Co., Ltd., Niagara Falls.
Brophy Suspender Co., Ltd., Toronto.
Kitchener Suspender Co., Ltd., Kitchener.
King Suspender Co., Ltd., Toronto.
Faire Bros. & Co., Ltd., England.
Racine, Alphonse & Co., Ltd., Montreal.
Westwood & Co., Ltd., C. H., Toronto.

AUTOMOBILE GAUNTLETS

Acme Glove Works, Ltd., Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
American Pad & Textile Co. (cotton), Chatham.
Dent, Alleroft & Co., Montreal.
A. R. Clarke & Co., Ltd., Toronto.

ARTIFICIAL FLOWERS

Dale Wax Figure Co., Ltd., Toronto.

BATHING SUITS

Monarch Knitting Co., Ltd., Dunnville.
Zimmerman-Reliance, Ltd., Hamilton.
Caulfeild, Burns & Gibson, Toronto.
Brettle, Geo. (Canadian office), Toronto.
Peck & Co., Ltd., John W., Montreal.
Williams-Trow Knitting Co., Ltd., Stratford.

BOYS' BLOUSES

Dufferin Shirt Co., Ltd., Toronto.
Jackson Mfg. Co., Ltd., Clinton.
Williams, Greene & Rome Co., Kitchener.
Lang Shirt Co., Ltd., Kitchener.
Tooke Bros., Ltd., Montreal.
Cluett, Peabody, Ltd., Montreal.
Van Allen Co., Ltd., Hamilton.
Caulfeild, Burns & Gibson, Toronto.
Racine, Alphonse & Co., Ltd., Montreal.
Hercules Garment Co., Montreal.
Canadian Converters, Ltd., Montreal.

BOYS' BLOOMERS

Blue & Co., Ltd., Walter, Sherbrooke.
Jackson Mfg. Co., Ltd., Clinton.
York Clothing Co., Toronto.
Freedman Co., Ltd., Montreal.
Davis Bros., Ltd., Hamilton.
Roberts Clothing Co., Ltd., Toronto.
Peck & Co., Ltd., John W., Montreal.

CHILDREN'S KNITTED GOODS

Zimmerman-Reliance, Ltd., Hamilton.
Turnbull, Ltd., C. Galt.
Williams-Trow Knitting Co., Ltd., Stratford.
Acme Glove Works, Montreal.
Monarch Knitting Co., Ltd., Toronto.
Racine Limited, Alphonse, Montreal.
Caulfeild, Burns & Gibson, Toronto.

CAPS

Canadian Cap Co., Ltd., Toronto.
Palter Bros. & Co., Toronto.
Wolfe, Ltd., A. Harry, Montreal.

COLLARS AND CUFFS

Cluett, Peabody, Ltd., Montreal.
Tooke Bros., Ltd., Montreal.
Williams, Greene & Rome, Kitchener.
Van Allen Co., Ltd., Hamilton.
Lang Shirt Co., Ltd., Kitchener.

COMPOSITION COLLARS

Parsons & Parsons Can. Co., Ltd., Hamilton.
Arlington Co., Ltd., Toronto.

CLOTHING, BOYS'

Blue & Co., Ltd., Walter, Sherbrooke.
Freedman & Co., Ltd., Montreal.
Jackson Mfg. Co., Ltd., Clinton.
Schwartz & Jaffee, Inc., New York.
Siff Bros. Co., Inc., New York.
Wearbest Clothing Co., Montreal.
Elkin & Co., J., Montreal.
Hoffman, Ducoffe & Co., Montreal.
York Clothing Co., Toronto.
Vineberg & Co., Ltd., H., Montreal.

CLOTHING, MEN'S

Hachborn & Co., Ltd., E. G., Toronto.
Dominion Clothing Co., Montreal.
Leishman & Co., Ltd., Wm. H., Toronto.
Siff Bros. Co., Inc., New York.
Imperial Clothing Co., Ltd., Toronto.
Randall & Johnston, Ltd., Toronto.
Richardson & Co., Ltd., A. E., Toronto.
Empire Clothing Co., Ltd., Toronto.
Peck & Co., Ltd., John W., Montreal.
Punchard, Birrell & Co., Ltd., Toronto.
Blue & Co., Ltd., Walter, Sherbrooke.
Bachelor Clothing Co., Ltd., Sherbrooke.
College Brand Clothes Co., Montreal.
Freedman & Co., Ltd., Montreal.
Vineberg & Co., H., Montreal.
Wearbest Clothing Co., Ltd., Montreal.
Kaplan, Samuelsohn & Co., Ltd., Montreal.
Grant-Holden-Graham, Ltd., Ottawa.
Siff Bros. Co., Inc., New York.
Miller Mfg. Co., Ltd., Toronto.
Hoffman, Ducoffe & Co., Montreal.

CLOTHING (SPECIAL MEASURE)

Blue & Co., Ltd., Walter, Sherbrooke.
Bachelor Clothing Co., Ltd., Sherbrooke.
Punchard-Birrell & Co., Ltd., Toronto.
Leishman & Co., Ltd., Wm. H., Toronto.
Richardson & Co., Ltd., A. E., Toronto.
Freedman & Co., Ltd., Montreal.
Vineberg & Co., Ltd., H., Montreal.
Wearbest Clothing Co., Ltd., Montreal.
Peck & Co., Ltd., John W., Montreal.
Hachborn & Co., Ltd., E. G., Toronto.
Elkin & Co., J., Montreal.
York Clothing Co., Toronto.
Randall & Johnston, Limited, Toronto.

CLOTHING SPECIALTY

Miller Manufacturing Co., Ltd., Toronto.
Duktex Coat Co., Montreal.
Wreyford & Co., Ltd., Toronto.
Leishman Co., Ltd., Wm. H., Toronto.
Siff Bros. Co., Inc., New York.
Grant-Holden-Graham, Ltd., Ottawa.

CLOTHING, YOUNG MEN'S

Bachelor Clothing Co., Ltd., Sherbrooke.
Blue & Co., Ltd., Walter, Sherbrooke.
College Brand Clothes, Montreal.
Freedman & Co., Montreal.
Kaplan, Samuelsohn & Co., Montreal.
Leishman Co., Ltd., Wm. H., Toronto.
Peck & Co., Ltd., John W., Montreal.
Randall & Johnston, Limited, Toronto.
Punchard-Birrell Co., Toronto.
Empire Clothing Co., Ltd., Toronto.
Imperial Clothing Co., Ltd., Toronto.
Wearbest Clothing Co., Montreal.
Richardson & Co., Ltd., A. E., Toronto.

Vineberg & Co., Ltd., H., Montreal.
Miller Mfg. Co., Ltd., Toronto.
Schwartz & Jaffee, Inc., New York.
Siff Bros. Co., Inc., New York.

CRAVATS

Milne & Co., Ltd., Walter, Toronto.
King Neckwear & Suspender Co., Ltd., Toronto.
Van Allen & Co., Ltd., Hamilton.
Tooke Bros. & Co., Ltd., Montreal.
Brettle & Co., Geo. (Can. office), Toronto.

FURS

Gnædinger & Sen, G. L., Montreal.
Anderson-MacBeth Co., Ltd., Toronto.

GARTERS

Dominion Suspender Co., Ltd., Niagara Falls.
King Neckwear & Suspender Co., Ltd., Toronto.
Brophy Suspender Co., Ltd., Toronto.
Faire Bros. & Co., Ltd., England.
Kitchener Suspender Co., Kitchener.
Westwood & Co., Ltd., Toronto.
Brettle & Co., Limited, England.

GAUNTLETS

Acme Glove Works, Ltd., Montreal.
Clarke & Co., Limited, A. R., Toronto.
American Pad & Textile Co., Ltd., Chatham.
Carhartt Cotton Mills, Hamilton, Toronto.

GLOBES, Washable, Cape, Chamois

Dent, Alleroft & Co., Ltd., Montreal.
Perrin Freres & Cie, Montreal.
Acme Glove Works, Ltd., Montreal.
Racine, Alphonse, Montreal.

GLOVES, Dress

Acme Glove Works, Ltd., Montreal.
Perrin Freres & Cie, Montreal.
Dent, Alleroft & Co., Ltd., Montreal.

GLOVES, Heavy and Working

Clarke & Co., Ltd., A. R., Toronto.
Carhartt Cotton Mills, Hamilton, Toronto.
Acme Glove Works, Montreal.

GLOVES, Suede

Perrin Freres & Cie, Montreal.
Dent, Alleroft & Co., Ltd., Montreal.
Acme Glove Works, Montreal.

GLOVES, Lined

Dent, Alleroft & Co., Ltd., Montreal.
Acme Glove Works, Montreal.
Perrin Freres & Cie, Montreal.
Clarke & Co., A. R., Toronto.

GLOVES, Horsehide

Clarke & Co., Ltd., A. R., Toronto.
Acme Glove Works, Montreal.

GLOVES, Fabric and Canvas

American Pad & Textile Co., Ltd., Chatham.
Racine Limited, Alphonse, Montreal.
Acme Glove Works, Montreal.

GLOVES, Woollen

Williams-Trow Knitting Co., Ltd., Stratford.
Acme Glove Works, Montreal.
Wreyford & Co., Ltd., Toronto.
Monarch Knitting Co., Ltd., Dunnville.
Racine Limited, Alphonse, Montreal.
Grant-Holden-Graham, Ltd., Ottawa.

HANDKERCHIEFS

Cluett, Peabody, Limited, Montreal.
Tooke Bros., Limited, Montreal.
Williams, Greene & Rome, Kitchener.
Racine Limited, Alphonse, Montreal.

"WHERE-TO-BUY"

DIRECTORY

HATS, Panama

Anderson, MacBeth, Limited, Toronto.
Cunningham & Co., Limited, V. L., Toronto.
Gnaedinger & Son, L., Montreal.
Fried-Grills Hat Co., Limited, Guelph.
Peck & Co., Limited, John W., Montreal.

HATS, Felt

Gnaedinger, Son & Co., L., Montreal.
Anderson-MacBeth, Ltd., Toronto.
Wolthausen Hat Co., Inc., Brockville.
Fried Grills Hat Co., Ltd., Guelph.
Peck & Co., Ltd., John W., Montreal.

HATS, Straw

Cunningham & Co., Ltd., V. L., Toronto.
Gnaedinger, Son & Co., L., Montreal.
Anderson-MacBeth, Limited, Toronto.
Fried-Grills Hat Co., Limited, Guelph.
Peck & Co., Ltd., John W., Montreal.

HOSIERY, Boys

Craftana (wholesale houses).
Monarch Knitting Co., Ltd., Dunnville.
Racine Limited, Alphonse, Montreal.
Wreyford & Co., Ltd., Toronto.
Acme Glove Works, Montreal.
Zimmerman-Reliance, Ltd., Hamilton.

HOSIERY, Men's

Craftana, London, England.
Brettle & Co., George, Toronto.
Racine Limited, Alphonse, Montreal.
Zimmerman-Reliance, Ltd., Hamilton.
Acme Glove Works, Montreal.
Caulfeild, Burns & Gibson, Toronto.
Wreyford & Co., Ltd., Toronto.

JEWELRY AND ACCESSORIES

Westwood & Co., Ltd., C. H., Toronto.

LEATHER GOODS

Davis Novelty Co., Montreal.

LOUNGE COATS

Dufferin Shirt Co., Ltd., Toronto.
Brettle & Co., George, Toronto.
Caulfeild, Burns & Gibson, Toronto.
Tooke Bros., Limited, Montreal.
Racine Limited, Alphonse, Montreal.

MACKINAWs

Grant-Holden-Graham, Ltd., Ottawa.
Clarke & Co., Ltd., A. R., Toronto.
Williams-Trow Knitting Co., Ltd., Stratford.

MEN'S TROUSERS

Roberts Clothing Co., Toronto.
Crown Pants Co., Montreal.
Davis Bros., Hamilton.
Haugh & Co., Ltd., J. A., Toronto.
Levine Mfg. Co., Ltd., Toronto.
Miller Mfg. Co., Ltd., Toronto.
Vineberg Pants Co., Ltd., Montreal.
Eastern Pants Co., Ltd., Montreal.
Blue & Co., Ltd., Walter, Sherbrooke.
Hamilton Carhartt Cotton Mills, Toronto.
Racine Limited, Alphonse, Montreal.
Wearbest Clothing Co., Montreal.
Empire Clothing Co., Toronto.
Imperial Clothing Co., Ltd., Toronto.
Goodhue & Co., Ltd., J. B., Rock Island.
Hoffman, Ducoffe & Co., Montreal.

MEN'S FURNISHINGS

Tooke Bros., Ltd., Montreal.
Caulfeild, Burns & Gibson, Toronto.
Hoffman, Ducoffe & Co., Montreal.
Racine Limited, Alphonse, Montreal.
Westwood & Co., Ltd., C. H., Toronto.
Faire Bros. & Co., Ltd., England.
Brettle & Co., George (Marshall), Toronto.

MILITARY SUPPLIES

Miller Mfg. Co., Ltd., Toronto.
Wreyford & Co., Ltd., Toronto.

MUFFLERS

Brettle & Co., George, England.
Acme Glove Works, Montreal.
King Neckwear Co., Ltd., Toronto.
Wreyford & Co., Ltd., Toronto.
Williams-Trow Knitting Co., Ltd., Stratford.
Van Allen Co., Ltd., Montreal.
Tooke Bros., Ltd., Montreal.
Caulfeild, Burns & Gibson, Toronto.
Milne, William, Toronto.

NECKWEAR

Brettle & Co., George, London, Eng.
King Neckwear Co., Ltd., Toronto.
Tooke Bros., Ltd., Montreal.
Milne, William, Toronto.
Van Allen Co., Ltd., Montreal.
Wreyford & Co., Ltd., Toronto.

NIGHT ROBES

Dufferin Shirt Co., Ltd., Toronto.
Cluett, Peabody & Co., Ltd., Montreal.
Deacon Shirt Co., Ltd., Belleville.
Lang Shirt Co., Ltd., Kitchener.
Williams, Greene & Rome, Kitchener.
Racine Limited, Alphonse, Montreal.
Van Allen & Co., Ltd., Montreal.

NOVELTIES

Davis Leather Co., Montreal.
Westwood & Co., Ltd., C. H., Toronto.

OVERCOATS

Blue & Co., Ltd., Walter, Sherbrooke.
College Brand Clothes, Montreal.
Kaplan, Samuelsohn & Co., Montreal.
Leishman & Co., Ltd., Wm. H., Toronto.
Randall & Johnston, Ltd., Toronto.
Wearbest Clothing Co., Montreal.
Vineberg & Co., Ltd., H., Montreal.
Hachborn & Co., Ltd., E. G., Toronto.
Duktex Coat Co., Montreal.
Punchard-Birrell Co., Toronto.
Imperial Clothing Co., Ltd., Toronto.
Empire Clothing Co., Toronto.

OVERALLS AND SMOCKS

Everybody's Overall Co., London.
Acme Glove Works, Montreal.
Hamilton Carhartt Cotton Mills, Toronto.
Kitchen Overall Co., Ltd., Brantford.
Goodhue & Co., Ltd., J. B., Rock Island.
Racine Limited, Alphonse, Montreal.
Haugh & Co., Ltd., J. A., Toronto.

OVERALLS AND ROMPERS, Boys'

Jackson Mfg. Co., Ltd., Clinton.
Haugh & Co., Ltd., J. A., Toronto.

PYJAMAS

Cluett, Peabody & Co., Ltd., Montreal.
Dufferin Shirt Co., Ltd., Toronto.
Deacon Shirt Co., Ltd., Belleville.
Tooke Bros., Ltd., Montreal.
Racine Limited, Alphonse, Montreal.
Lang Shirt Co., Ltd., Kitchener.
Williams, Greene & Rome, Kitchener.
Van Allen & Co., Ltd., Montreal.
Caulfeild, Burns & Gibson, Ltd., Toronto.

PULLOVERS

Monarch Knitting Co., Ltd., Dunnville.
Williams-Trow Knitting Co., Ltd., Stratford.
Racine Limited, Alphonse, Montreal.
Caulfeild, Burns & Gibson, Toronto.

PANTS, see Trousers List

RAINCOATS

Rubin & Co., Ltd., S., Montreal.
Wener & Co., Ltd., S., Montreal.
Can. Consolidated Rubber Ltd., Montreal.
Dominion Clothing Co., Ltd., Montreal.
Davis & Co., H. C., Montreal.
Cohen, I., Montreal.

RIDING BREECHES

Levine Mfg. Co., Ltd., Toronto.
Eastern Pants Co., Montreal.
Davis & Co., Ltd., H. C., Montreal.
Davis Bros., Ltd., Hamilton.
Vineberg Pants Co., Ltd., Montreal.

SHIRTS, Fine

Cluett, Peabody, Ltd., Montreal.
Tooke Bros. Co., Ltd., Montreal.
Deacon Shirt Co., Ltd., Belleville.
Lang Shirt Co., Ltd., Kitchener.
Canadian Converters, Ltd., Montreal.
Williams, Greene & Rome, Kitchener.
Brettle & Co., George, London, England.
Dufferin Shirt Co., Ltd., Toronto.

UNDERWEAR, Summer

Cluett, Peabody, Ltd., Montreal.
Tooke Bros., Ltd., Montreal.
Williams, Greene & Rome, Kitchener.
Mercury Mills, Ltd., Hamilton.
Zimmerman-Reliance, Ltd., Hamilton.
Atlantic Underwear Co., Ltd., Moncton.
Wreyford & Co., Ltd., Toronto.
Turnbull & Co., Ltd., C., Galt.
Racine Limited, Alphonse, Montreal.
Stanfields Limited, Truro, N.S.

UNDERWEAR, Winter

Turnbull Co., Ltd., C., Galt.
Stanfields Limited, Truro, N.S.
Atlantic Underwear, Ltd., Moncton.
Mercury Mills, Ltd., Hamilton.
Zimmerman-Reliance, Ltd., Hamilton.
Wreyford & Co., Ltd., Toronto.
Racine Limited, Alphonse, Montreal.
Caulfeild, Burns & Gibson, Toronto.

WOOLENS AND WORSTEDS

Robinson, C. E., Montreal.

WATERPROOF CLOTHING

Can. Consolidated Rubber Co., Ltd.
Siff Bros. Co., Inc., New York.
Rubin & Co., Ltd., S., Montreal.
Wener & Co., Ltd., S., Montreal.
Cohen, I., Montreal.
Davis & Co., Ltd., H. E., Montreal.
Racine Limited, Alphonse, Montreal.
Duktex Coat Co., Montreal.

EQUIPMENT SECTION

ARTIFICIAL FLOWERS

Dale Wax Figure Co., Ltd., Toronto.

BACKGROUNDS

Charles, George H., Toronto.

DISPLAY STANDS

Dale Wax Figure Co., Ltd., Toronto.
Delfosse & Co., Ltd., Montreal.
Jones Bros. Co., Ltd., Toronto.

CASH REGISTERS

National Cash Register Co., Ltd., Toronto.

CREDIT FILES

National Cash Register Co., Ltd., Toronto.

RACKS AND HANGERS

Dale Wax Figure Co., Ltd., Toronto.
Walker Store Fixture Co., Kitchener.
Delfosse Co., Montreal.

SHOW CASES

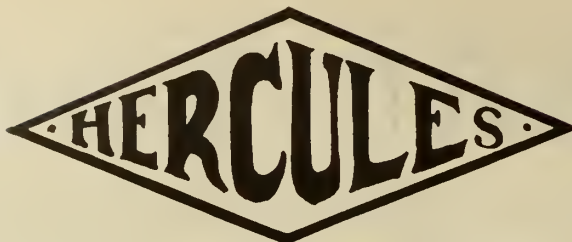
Jones Bros., Ltd., Toronto.
Walker Store Fixture, Kitchener.

WARDROBES

Jones Bros., Ltd., Toronto.

WAX FIGURES

Dale Wax Figure Co., Ltd., Toronto.
Delfosse & Co., Ltd., Montreal.



FINE SHIRTS AND WORK SHIRTS

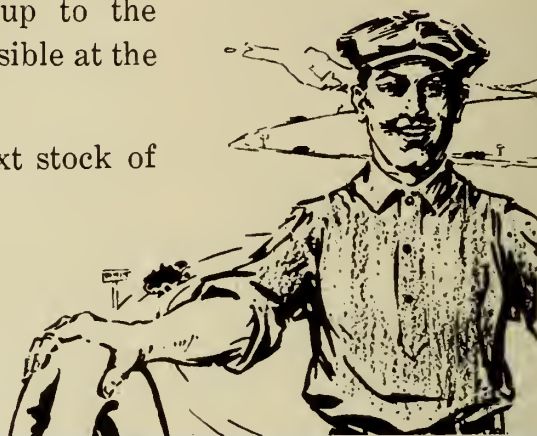
Both are extremely attractive from the
Quality and Value Point of View

Both Fine and Work Shirts are made up to the "Hercules" standard—the biggest value possible at the price.

Look for the name "Hercules" on your next stock of Work and Negligee Shirts.

THE HERCULES GARMENT CO.
LIMITED

Head Office: Montreal
Factories: Montreal and Louiseville, P.Q.



Worthy of Your Consideration

Retailers want to deal with people who know why they have something to sell.

Did you ever stop to figure that the retailers you want to interest have advertising news for the public in every day's newspapers? Let the retailers have particulars of your goods at least once a month.

Think this over and let us strengthen your trade development work beginning in next month's

Men's Wear Review

143 University Avenue, Toronto

COPY PREPARED

WRITE FOR RATES

Public Finance Disaster of Early Canadian Days

The almost forgotten experience of our forefathers, of which, to quote Sir Oliver Mowatt, "The effect was to diminish the value of municipal securities generally, and to corrupt the moral sense of the people with reference to moral obligations," makes a fascinating and thought-stimulating article as presented by Dr. J. Murray Clark in recent issues of THE FINANCIAL POST.

Dr. Clark, dealing with this Municipal Loan Fund of the fifties, says of its author, Sir Francis Hincks:

He had in some respects genuine ability and, in matters which he understood, rendered considerable useful public service, but he was an idealist and a theorist without any practical grasp of the rigorous laws and unyielding facts of finance. He was patriotic and well-meaning, but his patriotism and good intentions did not save the country from the inevitable consequences of his scheme which those able to think clearly on matters of finance perceived from the beginning. He possessed in an eminent degree that fatal fluency of persuasive speech with which so many of our politicians are endowed, and swayed the people, for whom he expressed and probably felt sincere devotion, with superficial catchwords and glittering generalities not founded on the stern realities of economic laws. The confidence he inspired only enabled him to do infinitely more mischief than would otherwise have been caused by his scheme, and did not protect the people from the losses and distress resulting from disregard of sound business principles.

There is more here than an interesting story of early days. Here is a marking on the map of Canada's history by which all interested in the country should make their reckonings, should chart their course of action.

THE FINANCIAL POST is continually presenting such articles. Consider some which appeared in the early issues of August:

Grain Growers Condemned by a Retailer.
 Bolshevism and Public Morals.
 Some Alberta Oil Wells Are Showing Profit.
 Bright Outlook for Canadian Pulp & Paper.
 Why Henders Fell Out With Grain Growers.
 Sawyer-Massey on the Road to Better Times.
 Sir Adam Gets in Some Fine Work at Guelph.
 Dominion Loan Campaign to Start Oct. 27.

Frank A. Vanderlip Continues His Vivid Survey of
 War-ridden Europe.
 Make Maturities of Loans as Short as Possible.
 Tariff Action by Liberals Step in Dark.
 Canners' Head Gives Answer to Prof. Jackson.
 Small Retailer Renders Service to the Community.
 Reorganization of the Standard Reliance Corporation.
 British Will Not Unload Their Canadian Bonds

You will find enlightenment in the balanced viewpoint of THE FINANCIAL POST'S articles and editorials. You will find its "Answers to Enquiry" department of value. THE POST is the paper for the thinker—be he rich or poor; the paper for the man who is eager to study not only what is best for his business, but what is best for Canada. This is the paper which you may receive weekly for one year at a cost of \$3.00. Fill in the attached coupon:

THE FINANCIAL POST

MONTREAL 143-153 UNIVERSITY AVE., TORONTO WINNIPEG

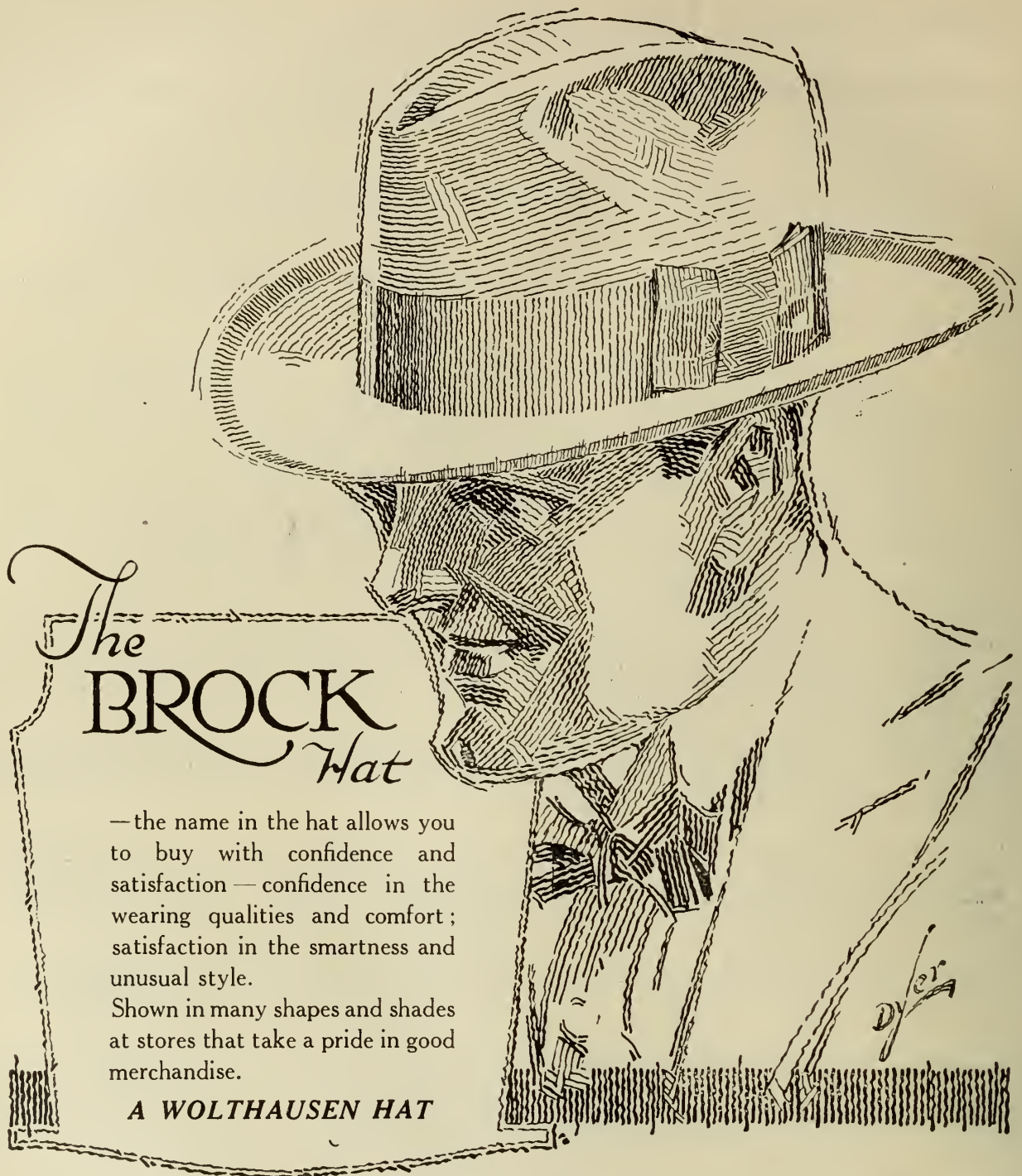
Annual Subscription \$3.00.
 THE FINANCIAL POST OF CANADA.
 143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. I am enclosing ^{an enclosing} will forward \$3.00 to pay for my subscription for the first year.

Name

Address

Please write plainly



The
BROCK
Hat

—the name in the hat allows you to buy with confidence and satisfaction—confidence in the wearing qualities and comfort; satisfaction in the smartness and unusual style.
Shown in many shapes and shades at stores that take a pride in good merchandise.

A WOLTHAUSEN HAT

One of the striking Brock hat ads appearing in the press throughout Canada this Fall. Put in a window display and tie your store up to this campaign.

The
Wolthausen Hat Corporation

Limited

Head Office and Factory: Brockville, Ont.

SALESROOMS:

Cosgrave Bldg. - - - Toronto, Ont.

Mappin & Webb Bldg. - Montreal, Que.

"Style Clothes"

For Spring, 1920

Buy Style Clothes in the knowledge that their individual exclusiveness will bring the young men of the town to your store.

Style Clothes are just that— an authority in Style, in Fit and in Material. We are recognized as the Canadian house of Young Men's Fashions and the range we have assembled for Spring is more exclusive than you have seen in years.

Our new lines will be shown to the trade after October 1st, when our travellers will be in their respective territories.

**Wearbest Clothing
Manufacturing Company**

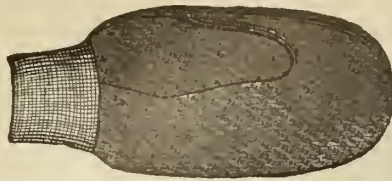
*Makers of Stylish Clothes
for Men and Younger Men*

149 Notre Dame Street West
MONTREAL

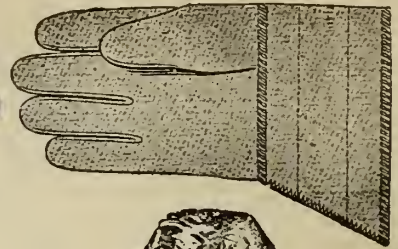


"Style Clothes"

CHARACTER & INDIVIDUALITY



TAPATCO
REGISTERED TRADE MARK
BRAND



Two Reasons Why You Should Stock TAPATCO GLOVES—

They meet every demand for all lines of work.

They are the best value that you can possibly offer in a cotton working glove.

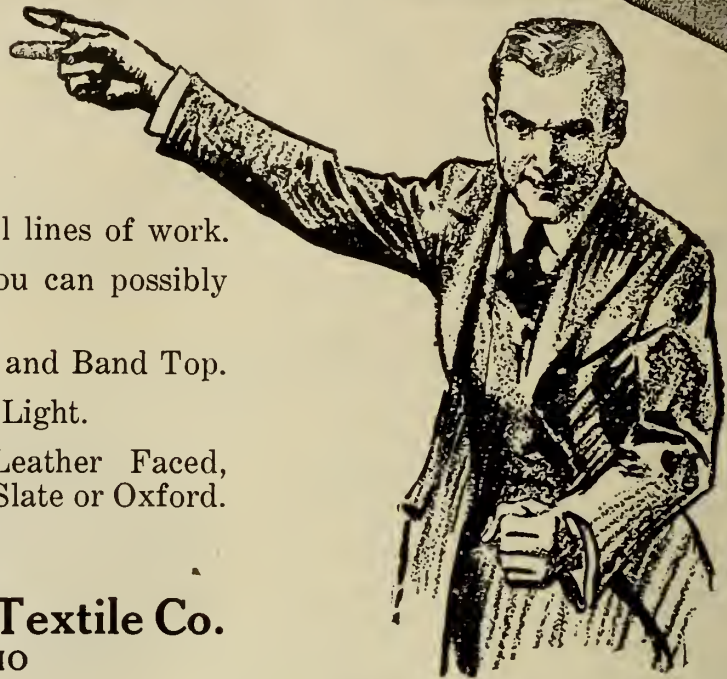
STYLES—Gauntlet, Knit Wrist and Band Top.

WEIGHTS—Heavy, Medium or Light.

MATERIALS—Leather Tip, Leather Faced, Jersey Gloves and Mitts in Tan, Slate or Oxford.

Made in Canada

The American Pad & Textile Co.
CHATHAM, ONTARIO



CANADIAN BRAND CAPS
*easily take the leadership by right of
Superb Quality and Correct Style*



Silver and Gold Caps

All wool silver tones in nifty caps that are as good as gold to any merchant. Something new and are bound to bring you business.

Just received a full range of English Tweeds. These are just a little different from the ordinary. Our travellers will be showing these in the near future.

Our factory is well equipped and our employees are skilled in the art of making caps.

Post card us if our traveller does not call.

Canadian Cap Co.
160 John Street, Toronto

WREYFORD & CO. TORONTO

Manufacturers' Agents and
Wholesale Men's Furnishers

Dominion Agents for

TRESS & CO., Manufacturers, London and
Luton
Sporting Caps and Straws, High Class Hats

YOUNG & ROCHESTER, London and
Londonderry
Manufacturers Shirts, Neckwear, Flannel Trousers

"AQUASCUTUM" Noted English Ulsters,
Rainproof Coats for Sports, etc.

R. W. MYHILL, Leicester, Eng.
Manufacturers Hoisery

JOHN SKELTON & SON, Norwich, Eng.
Manufacturers Coat Sweaters, Mufflers, etc.

Save Manufacturers' Profits

We are in a position to

**Cut
Make and
Trim**

**High Grade Men's and Young Men's
Suits and O'Coats**

You furnish the cloth, we do the rest. Our plan will

Save You 20 to 30%
on clothing manufacturers' prices.

Write or wire for particulars.

At your service for Good Workmanship.

N.B.—Prompt Deliveries.

BEECKEL-ROST CO.

285 NOTRE DAME ST. WEST

MONTREAL

TROUSERS

in which are combined
sound materials and good
workmanship

It's merely good business to stock a reliable line of trousers. The high cost of clothes is making many a man prolong the life of an old suit by buying a new pair of pants where formerly he bought a whole suit, and an extra pair of pants is the general rule with most men.

HAUGH BRAND TROUSERS

Afford the merchant an excellent means of connecting with this widespread demand. Every Haugh Brand Trousers is well cut and well made and will give the wearer big satisfaction in wearing value.



We can fill your order promptly.

J. A. Haugh Mfg. Co., Ltd.

TORONTO

Manufacturers of Arm and Hammer Brand Shirts and Overalls



MILNE'S NECKWEAR NEWS

BIG VALUES

SEPTEMBER, 1919

RIGHT PRICES



FALL AND HOLIDAY NECKWEAR

The distinctiveness that careful selection of fabrics coupled with tasty and attractive color schemes make possible is well expressed in the new Milne Christmas Neckwear offerings.

Sell a man one of these Big Value lines and you've laid the foundation for securing his permanent tie custom.

We guarantee deliveries but—

Order Now

WILLIAM MILNE

The Newest in Neckwear

50 York Street

Toronto

Caps That Are Styled to Please Particular Men **WOLFE'S**

In Style, Comfort, Quality and Pattern—from the first stitch to the last—Wolfe's Caps are essentially superior.

Our representatives are now on the road with our new lines for immediate and Spring delivery. It will pay you to wait for them.

Is your stock low? Why not send an open order for sample lot prepaid by express—a postcard does it.



EXPRESSLY FOR
Gentlemen

A. Harry Wolfe

Limited

1202 St. Lawrence Blvd.
Montreal



Clothes
that
satisfy
the
critical
demand

Whether the first consideration be appearance or whether money value is the determining factor you can offer both in generous measure when you're handling the Spring, 1920, lines which our men are now showing.

The fabrics are carefully selected while the tailoring is up to our usual satisfaction standard.

Pictures and descriptive matter cannot equal a personal examination. And we are ready to show you a complete line of samples just whenever you say.

Empire Clothing Company
Toronto, Ont.



Lion Brand Bloomers

A juvenile line that for satisfaction cannot be excelled. Made by operators who have made a study of the boys' clothing problem and know how to put the wear-resisting qualities where the wear comes hardest.

Sorting orders on Wash Goods for Boys will be promptly attended to.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

Factories: Clinton Goderich Exeter Seaforth

Style-Craft
TAILORED CLOTHES

Your customers are our customers, and it is up to us to please them. It is to our mutual benefit.

E. G. HACHBORN & CO.

Toronto



Correct Styles and Big Value

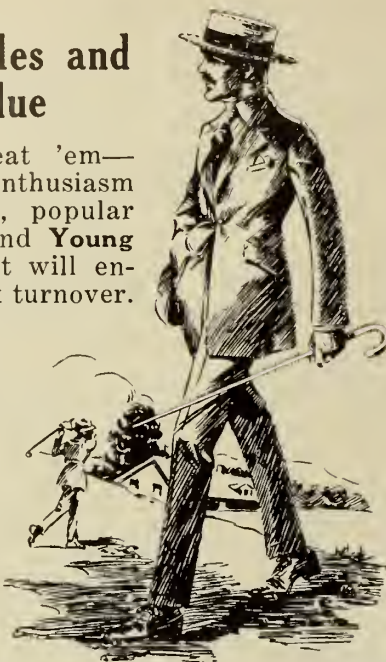
You cannot beat 'em—there's a lively enthusiasm about our new, popular line of **Men's and Young Men's Suits** that will ensure you a quick turnover.

The styling and fabrics are suited to the taste of the most discriminating buyers.

Boys' Line

Attractively Priced Boys' School Suits ready for immediate shipment.

Our travellers will be out shortly — watch for them.



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

CONDENSED ADVERTISEMENTS

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

"There is a tide in the affairs of men which, taken at the flood, leads on to fortune."

WELL ESTABLISHED HOSIERY AGENT REQUIRES REPRESENTATIONS of manufacturers of WOOL, COTTON, LISLE, ARTIFICIAL SILK AND PURE SILK, HOSE, HALFHOSE, ¾ HOSE AND SOCKS. Fine and medium flat underwear; women's and men's gloves (not working gloves); women's sports coats and scarves; boys' jerseys. Communications invited from all enterprising mill owners who desire to do British trade direct with wholesale houses (jobbers). Absolutely in close touch with all buyers of above goods. Address "Hosiery," c/o Street's, 30, Cornhill, London, England.

Say
 You Saw It
 in
 Men's Wear Review

INDEX TO ADVERTISERS

A		Elkin & Co., J. 45	N		
Acme Glove Works 5	American Pad & Textile Co. 106	Empire Clothing Co. 110	National Cash Register Co. of Canada, Ltd. 40	P	
Anderson-MacBeth, Ltd. 4	Arlington Co. of Canada, Ltd. 33	Everybody's Overall Co. 60	R		
Atlantic Underwear, Ltd. 47	B		Peck & Co., John 13, 14, 15	Perrin Freres & Cie 6, 7	
Bannockburn Clothing Co. 44	Beeckel-Rost Co. 107	Faire Bros. & Co., Limited. 54	Provencher, George 58	Punchard-Birrell Co. 62	
Blue & Co., Walter 22, 23	Brettle & Co., Limited, George. 55	Fowler, S. L. 99	Palter Bros. 64	Parsons & Parsons Canadian Co. 18	
Brophy Suspender Co. 56	C		S		
Canadian Cap Co. 106	Can. Consolidated Rubber Co., Ltd. Inside back cover	Fried Grills Hat Mfg. Co. 54	Schwartz & Jaffee, Inc. 59	Siff Bros. & Co. 63	
Canadian Converters Co. 66	Carhartt, Hamilton, Cotton Mills, Ltd. 18	Gnaedinger, Son & Co., L. 50	Standfields, Ltd. 34	T	
Caulfeild, Burns & Gibson, Ltd. 21	Clarke & Co., A. R. 35	Goodhue & Co., J. B. 16	Tooke Bros., Ltd. Back cover and 49	Turnbull & Co., C. 58	
Cluett, Peabody & Co. of Canada. Front cover and 61	Cohen & Co., I. 44	Grant-Holden-Graham, Ltd. 32	V		
College Brand Clothes. 11	Craftana Co. 42	Hachborn & Co., E. G. 111	Van Allen Co., Ltd. 24	Vineburg & Co., H. 46, 57	
Crown Pants Co. 52	Cunningham, V. L. 34	Hanson, George E. 50	Vineburg Pant Co. 57	W	
D		Haugh Mfg. Co., J. A. 108	Walker Store Fixture Co. 58	Westwood Mfg. Co., C. H. 38, 39	Wearbest Clothing Mfg. Co. 105
Dale Wax Figure Co., Ltd. 36	Davis Bros. 36	Hercules Garment Company 102	Wener & Co. 51	Williams, Greene & Rome Co. 33	Williams-Trow Knitting Co. 28
Davis & Co., H. E. 14	Davis Novelty Co. 99	Hoffman, Ducoffe & Co. 44	Y		
Davis Shirt Co. 20	Delfosse & Co. 57	I		Z	
Dent, Allcroft & Co. 12	Dominion Clothing 42	Imperial Clothing Co. 29	York Clothing Co. 42	Zimmerman Reliance, Ltd. Inside front cover	
Dominion Suspender 1	Dubrulle Mfg. Co. 99	J			
Dufferin Shirt Co. 10	Duktex Coat Co. 53	Jackson Mfg. Co., Ltd. 110			
E		Jones Bros. & Co. 36			
Eastern Pants Mfg. Co. 112	K				
		Kaplan, Samuelsohn & Co. 48			
		King Neckwear & Suspender Co. 26			
		Kitchen Overall & Shirt Co. 37			
		Kitchener Suspender Co. 58			
		L			
		Lang Shirt Co. 8, 9			
		Levine Mfg. Co. 64			
		Leishman & Co., Wm. H. 30, 31			
		M			
		Merchants Service Co. 60			
		Mercury Mills 25			
		Miller Mfg. Co. 41			
		Milne, William 109			
		Monarch Knitting Co. 2, 3			



A New Price List for

"DOMINION RAYNSTERS"

"Made-in-Canada" Raincoats

went into effect on August 1st. It is important that every dealer and buyer of men's clothing and women's coats should have this information.

If you have not received a copy, write our nearest Service Branch.

Dominion Rubber System

Service Branches 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-Seald Handkerchiefs

*The handkerchief that is made
clean, kept clean, and sold clean.*

A Clean Seller With No Ragged Edges

Tooke Kum-Seald Handkerchiefs have entirely revolutionized the retail end of handkerchief selling.

There's Big Business for the dealer who sells this "Clean Way" handkerchief.

The display case shows them to advantage and their patented package ensures new-pin cleanliness—the kind the customer expects.

Packed ready to hand over your counter—either single or multiple, as desired.

Popular Priced Immediate Delivery

TOOKE BROS., LIMITED
MAKERS

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX.

PUBLICATION OFFICE: TORONTO, OCTOBER, 1919

No. 10.

The advertisement features a large, detailed illustration of a white, wide collar with a dotted hem and a central opening. Below the collar, a group of men in suits and hats are shown in profile, some with their arms raised in a gesture of excitement or approval. To the right, a man in a suit is shown from the waist up, looking towards the group. The background is dark, with a silhouette of a city skyline and several biplanes flying in the sky above. The text 'Ace G.H.I.' is written in a large, white, cursive font, and 'THE NEW G.H.I. COLLAR' is written in a smaller, white, sans-serif font. The 'G.H.I.' part of the text is highlighted in a vibrant pink color.

READY FOR DELIVERY OCTOBER FIFTEENTH

The Williams, Greene & Rome Co., Limited, Kitchener, Montreal, Toronto, Winnipeg, Vancouver



Increased Production

To take care of the increasing demand for Zimmerknit Goods, we enlarged our plant, added to our equipment and have now capacity for an output many times larger than before.

We did this so that it would not be necessary to say "Orders cannot be promptly filled," but even with the greater capacity we still advise ordering early for Fall and Winter Goods.

Zimmerknit lines include very complete range of Men's, Women's and Children's Underwear, Hosiery and other knit goods.



ZIMMERMAN RELIANCE LIMITED
HAMILTON, CANADA

A. B. COUCH, Sole Selling Agents for Canada

MONTREAL
43 St. Sacrement St.

TORONTO
63 Wellington St. West

WINNIPEG
Hammond Bldg

VANCOUVER
Mercantile Bldg.



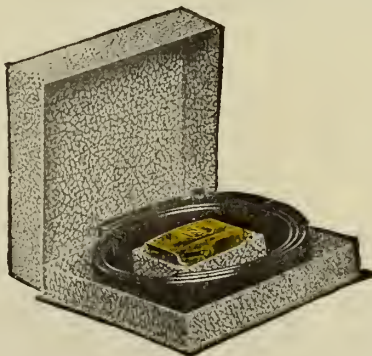
HICKOK

BELTS *and*
INITIAL
BUCKLES

NOW FOR THE GREATEST HICKOK
HOLIDAY BUSINESS EVER!

Thousands of stores are buying thousands more of Hickok Initial Buckles and Belts for the coming holiday season, because past seasons have proved them to be the one universally ideal gift for man and boy.

Today in our big buckle and belt factory at Rochester (the largest buckle and belt factory in the world, by the way) we are turning out the most beautiful designs in Initial buckles ever produced. These are made in 10K and 14K Gold, Sterling Silver Engine Turned, Gold Front, and also Sterling Front and Sterling Deposit. And we are using the finest grade of Cowhide and Calfskin leathers in our belts—all of which we make ourselves.



See that your assortments are complete—ready for the Christmas buyers who will want Hickok Belts and Buckles.

Our salesmen are now on the road showing the complete line, and all of the newest numbers.

Hickok Display Stands and Gift Boxes will make quick sales for you.

Write at once for big catalogue, just issued.

The Hickok Mfg. Co.
Rochester, N.Y.

A NEW DEVELOPMENT

You are no doubt wondering whether any house will be able to create something to take the place of a medium priced suit of regular clothes for 1920.

Whatever it is—it daren't be a makeshift. It must answer every requirement of the man who wants a serviceable suit of clothes to wear all through the spring and summer months and at a moderate price.

We are going to step into that field. We have developed a new type of suit in Palm Beach, crash and similar fabrics for 1920 that breaks away

Cohen,

PANTS

Canadian Representative
Phone St. Louis 2125 or

IN SUMMER CLOTHING

completely from the present standards of summer clothing.

It so closely approximates regular clothing that our customers will be able to maintain their full volume of medium-price suit business and at the same time have a line of summer clothing to feature that is absolutely different in appearance from anything ever seen before in tropical fabrics.

These new De Luxe Palm Beaches and crashes, as well as our regular Palm Beach line, will be opened in September.

Goldman & Co.

NEW YORK

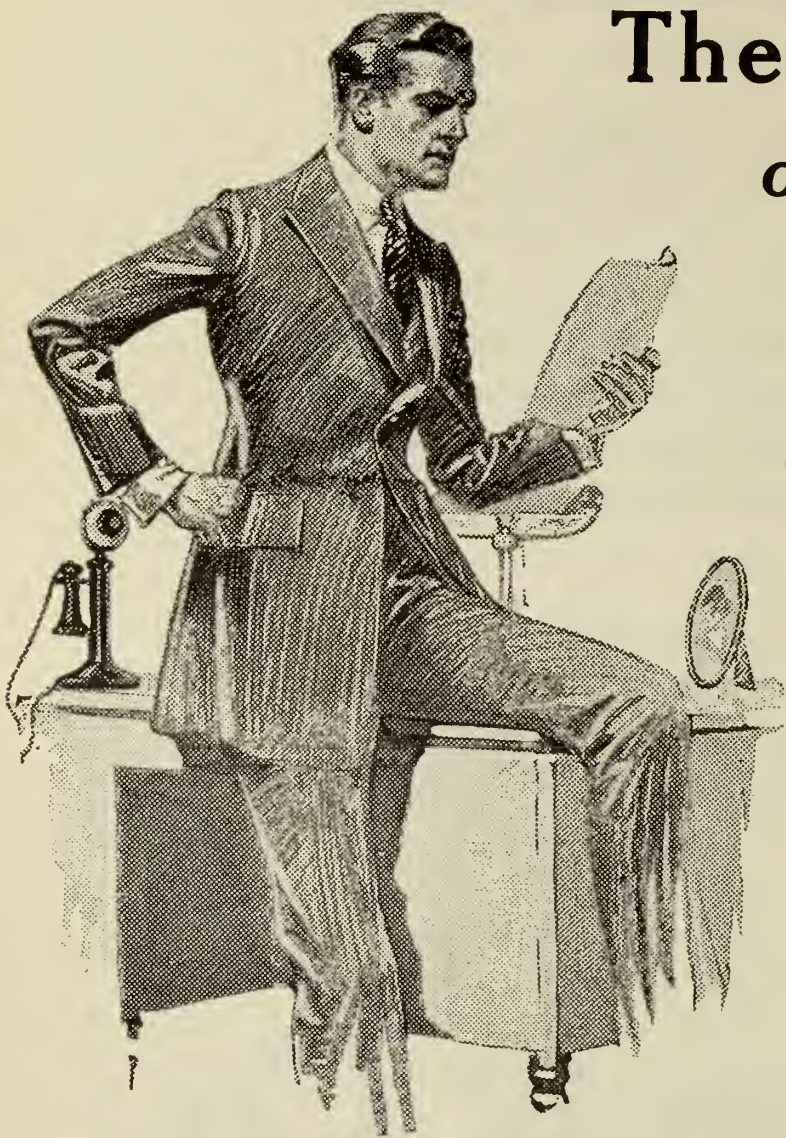
OVERCOATS

RAINCOATS

SUMMER CLOTHING

MR. E. N. DIMBLEBY

P.O. Box 566, Montreal



The High Cost of Cheap Clothing

was never so evident as it is this season. Cheap clothing at any price is dear to-day. The careful merchant must, now more than before, handle a line where values and prices balance. A line where serviceable materials are made up in sensible styles at moderate prices.

**New Era Quality
Clothes**
is that line.

**THE FREEDM
SOMMER BUILDING**



OUR representatives will
shortly call on you with
a complete range of

**Men's, Young Men's
Boys' and
Juvenile Clothes**

in a selection of fabrics which recall pre-war days; made up in styles that are the last word from the world's fashion centres.



AN COMPANY
MONTREAL

DU PONT CANADIAN INDUSTRIES



CLEANED INSTANTLY
May be cleaned in an instant simply by applying a damp cloth, and they look as good as new.

Challenge Cleanable Collars

Big Demand! Big Sales! Big Profits!

They're one of the best sellers you can keep in your store.

The general satisfaction, economy and comfort, that come from wearing Challenge Cleanable Collars are developing a big demand for them.

Is your stock of Challenge Collars complete for this Fall's trade? Don't miss this source of constant revenue. You can count on a host of satisfied customers when you sell Challenge Collars.

*Write us for free collar stands and other sales helps.
 They're silent and always-on-the-job salesmen.*

The Arlington Company of Canada
 63 Bay Street LIMITED TORONTO

DU PONT



Tweed Hats

Your stock will not be complete without a good assortment of Tweed Hats. **Palter** made Hats are just a little different from the ordinary kind, the difference that makes sales on account of their snappy appearance and stay-in-shape quality, and the price is no more than you pay for goods of inferior make. We make a specialty of these Hats. Prices from \$21.00 to \$27.50 per doz.

To insure delivery **our advice** is to order early.

Men's and Boys' Caps in Jersey Cloth and Tweeds, all colorings and shapes, made in our own particular way.

Always look at our samples.

PALTER BROTHERS

Manufacturers of Hats, Caps and Uniform Caps

122-128 WELLINGTON STREET WEST, TORONTO