



Up-to-date labor-saving machinery will take the drudgery out of keeping store records

A man should never do the work which a machine can do quicker, better, cheaper and easier.

Let a National Cash Register and Credit File do your work—

Put these two labor-saving devices in your store. They will help you to do business in business hours.

Your time and money are the very lifeblood of your business—

Protect them with a National Cash Register and N. C. R. Credit File. There is no need of risking business failure when safety is so easy and certain.

Labor-saving machinery offers you a great opportunity—

Thousands of your fellow merchants in Canada can tell you that a National Cash Register and N. C. R. Credit File put them on the road to greater profit and less work. You have the same opportunity!

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

- | | |
|---|------------------------------------|
| Calgary.....714 Second Street W. | Quebec.....133 St. Paul Street |
| Edmonton.....5 McLeod Bldg. | Regina.....1820 Cornwall Street |
| Halifax.....63 Granville St. | Saskatoon.....265 Third Avenue S. |
| Hamilton.....14 Main Street East | St. John.....50 St. Germain Street |
| London.....350 Dundas Street | Toronto.....40 Adelaide Street |
| Montreal....122 St. Catherine Street W. | Vancouver.....524 Pender St. W. |
| Ottawa.....306 Bank Street | Winnipeg.....213 McDermot Avenue |

FACTORY: TORONTO, ONTARIO



CLOTHES

and complete

For Boys--

Made according to the principles that must necessarily govern successful clothes for active, healthy, hustling lads.

Every garment in our Spring assortments of boys' clothes represents an interesting combination of style correctness and big value for money.

You will profit by a comparison of these values with any other boys' togs at a similar price.

**Coppley, Noyes &
HAMILTON,**

FOR STYLE

satisfaction

For Men--

Suits and overcoats that are expressly made to register satisfaction—big and unstinted—with the men who exercise keen discernment in the selecting of their Spring clothes.

Without being the least bit grotesque these creations of ours for the coming season combine the very essence of correctness in fashion and are equally attractive from the standpoint of money value.

We urge you to look over these before you definitely decide to place your order. You be the judge.



Randall, Ltd.
ONT.



PERRIN'S GLOVE

The name "Perrin" on gloves corresponds to the word "sterling" on silver. Men and women who buy with the sharpest discrimination and keen appreciation of worth, style and wearing qualities invariably choose Perrin's.

"Kayser"
GLOVE
 REAL CHAMOISETTE
 MADE IN CANADA

The quality of Kayser "Real chamoisette" gloves sells them with practically little recommendation. Men and women know that Kayser Chamoisette Gloves wear well, look well and are best in the long run.

Seldom do you find two such lines of outstanding popularity as Perrin's and Kayser Gloves.

It pays to feature them.

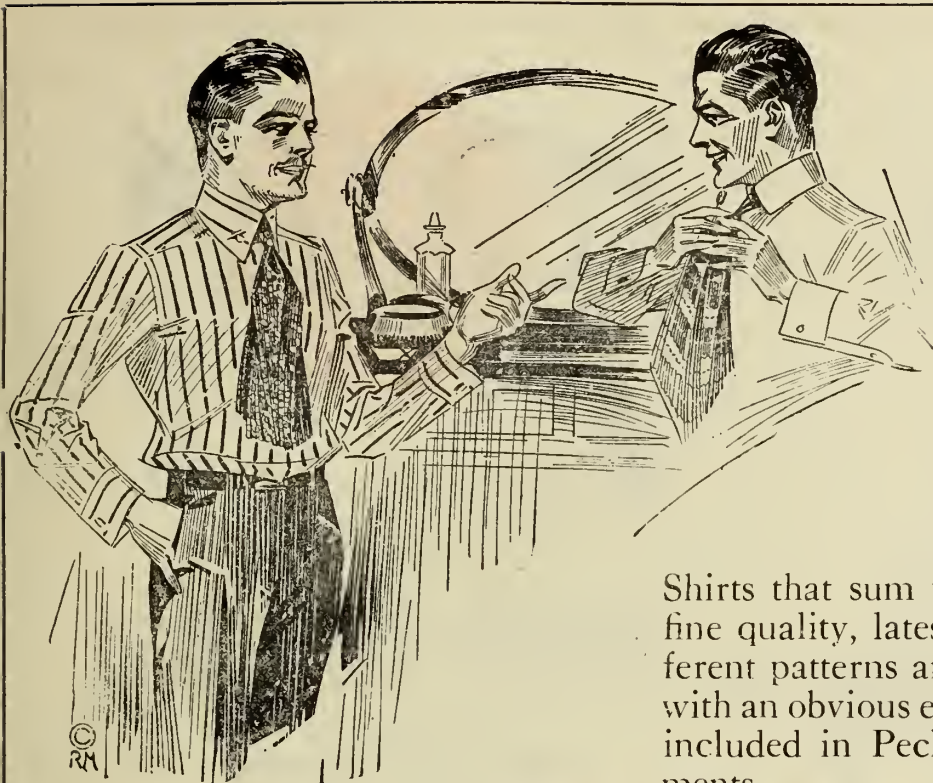
P. K. Company

Successors to

Perrin Freres & Cie

SOMMER BUILDING

MONTREAL



Shirts

For

Spring 1920

Shirts that sum up distinctive styling, fine quality, latest shirtings, totally different patterns and color combinations, with an obvious element of smartness are included in Peck's new Spring assortments.

Peck's

Caps That Are Correct

You will want to see Peck's attractive line of caps before you place your Spring orders.

Caps that are correct, classy and characterful.



John W. Peck & Co., Limited

Manufacturers of

Men's and Boys' Clothing, Shirts, Caps, etc.

MONTREAL

WINNIPEG

VANCOUVER

Peck's



BOYS' CLOTHES

—they're tailored to *safeguard* what the boy forgets.

When "regular" youngsters play they don't give a "whoop" about their clothes—they can't think of wear and tear.

Peck's juvenile clothes are sturdily tailored to stand this strain—tailored with the same care and attention that have made Peck's Men's Clothing famous.

Mothers will feel a thrill of pride to see "their boy" arrayed in such beautifully styled, practical play clothes.

Be sure you see our samples

John W. Peck & Co., Limited

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

MONTREAL

WINNIPEG

VANCOUVER

Peck's

Distinctive Clothes

Suits that portray a superior degree of style distinctiveness form the make-up of Peck's unusual range of Spring offerings.

The clever modelling, rich textures and the refined exclusive pattern variety appeal to men who demand the particular. Clothes that look right—wear right and sell right.

Don't fill your Spring order until you've seen Peck's.

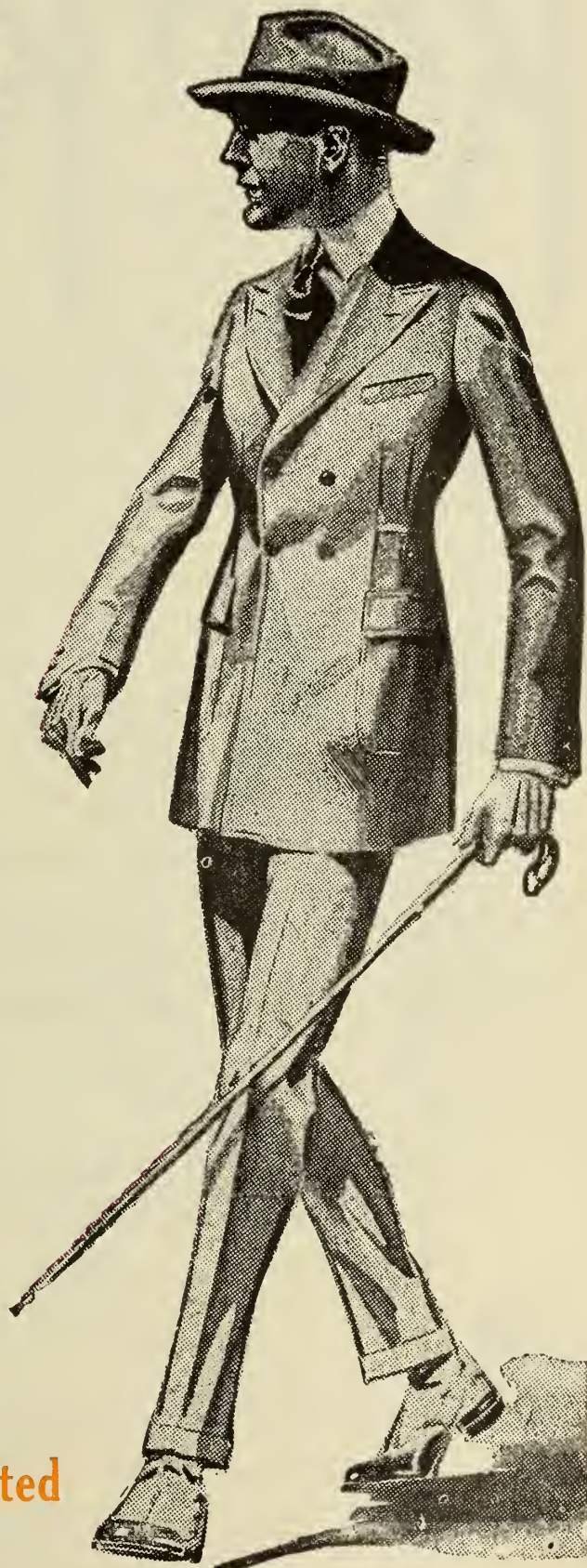
John W. Peck & Co., Limited

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

MONTREAL

WINNIPEG

VANCOUVER



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

Get the
Habit of Selling
Our
Guaranteed
Thistle Brand
Raincoats

Need a Stock of Men's and Ladies' Waterproofs ?

Get the
Habit of Selling
Our
Guaranteed
Thistle Brand
Raincoats

Our Salesmen are now showing as nice an assortment of

Waterproof Motoring and Top Coats for Ladies and Gentlemen

as you could possibly wish to see.

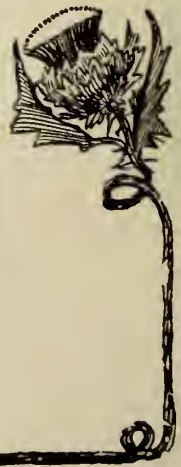
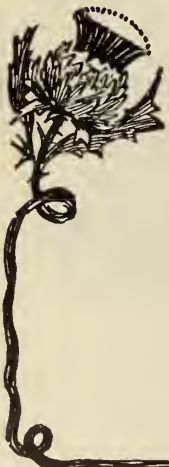
These Coats excel in Fabric, Style and Workmanship. Write for samples and Prices.

The new management guarantee
smart, courteous service.

**THE SCOTTISH RUBBER CO.
LIMITED**

316 Notre Dame Street W.

MONTREAL



Star
BRAND

NEXT SPRING

will bring you the profits of orders wisely placed this Fall. Our Shirts for Spring comprise an exceedingly interesting range of materials imported and domestic. When this complete range is submitted to you by our representatives we recommend that you place your order immediately as prices are still unstable and we anticipate a shortage of materials.

DELPARK PRODUCTIONS

Underwear and Pyjamas

THIS FALL

We regret we are unable to accept any further orders for Neckwear for the Christmas season, our production being entirely sold since September 1st.



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

Broadway

BRAND

Clothes
for exacting men

OCTOBER, 1919

BIG BUSINESS



Distinctive Clothes that help
to advertise your business.

Once a Broadway suit or overcoat gets into the hands of the customer it becomes a publicity agent for the brand. Its distinctive style and the very apparent quality of the fabric prompts inquiries of its owner.

That is the way the demand for Broadway Clothes and Overcoats multiplies and the man who sells them builds up his business. A card will bring one of our travellers to you with a full line of samples. He will convince you.

Randall & Johnston
Limited
TORONTO

**EVERYMAN'S
TROUSERS
for EVERYMAN**

LOOK FOR
THIS
TRADE
MARK
INSIDE
OF THE
WAIST BAND



Get double value out of that coat and vest by matching up the suit with a pair of

**EVERYMAN'S
TROUSERS**

You'll be surprised how easy it is to get almost a perfect match—and with style and fit too.

Ask for Everyman's and insist on the Everyman's Label on the inside of the waistband.

UNION MADE



It pays to stock "Everyman's" Trousers. Your profits are as good and even better than on the cheaper and less popular lines.

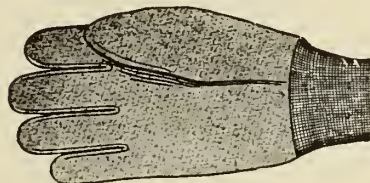
Write us for prices and patterns.

DAVIS BROS.

HAMILTON, CANADA

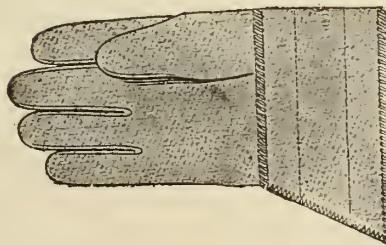
You'll need a stock of
TAPATCO
REGISTERED BRAND TRADE MARK
GLOVES
for the Harvest Trade

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.

A PROBLEM

YOURS ^A_N^D OURS

There are a lot of people that you'd like to sell goods to who do not trade with you. It is the same way with us.

Taking your own case you can probably think of many men, just **the** men whom you would like to have buy from you and yet they don't. You honestly believe that it would pay them to patronize **your** store. You'd like to know why they do not. **Why** when you yourself **know** that your store offers nothing but **quality** merchandise and has a **reputation** for excellent service, do they **seem** to overlook you?

Well, that's just the way we look at it. We put on the market a high grade of general and fancy **men's furnishings** and yet there are some merchants who miss buying these goods. Why not make **mutual** effort to get together and build up a bigger business for **both**?

You must **know** our goods and you surely **know** us. Let us convince you that both of us are losing business because you are not selling our line.

Look below. Other retailers are handling our line with big results. Why not have a share of

"Racine" Working Shirts

"Lifesaver" Overalls

"Hero" Fine Shirts

"Samson" Pants

"Strand" (Chemise de Luxe)
Shirts

"Record" Sox

One department of our organization which is steadily increasing in popularity is our mail order department. On receipt of your orders we will forward the goods by return express.

Alphonse Racine, Limited

Everything in Men's Furnishings

60-96 St. Paul Street West, 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.

R Co
"Fit Well"
WATERPROOF
BEST BRITISH MAKE

RAINY days have no terrors for the man who wears a "Fit-Well" rainproof, for he has learned that "Fit-Well" rainproofs are a real protection. Cleverly tailored their striking appearance wins favor with "natty" dressers. Don't fail to see our samples and stock up for the Fall trade.

We have a large stock for immediate delivery. Mail orders will receive special attention.

S. RUBIN and COMPANY

*Mfrs. of the
Fit Well Waterproofs*

437 ST. PAUL ST. W., MONTREAL



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

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.



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.

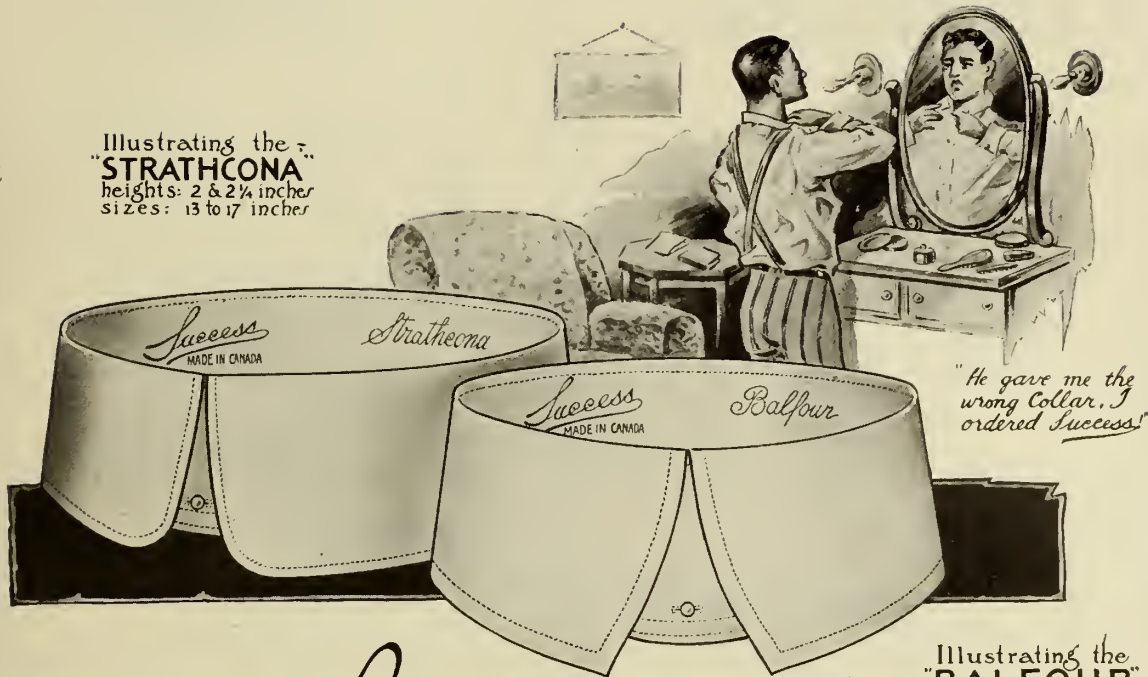
Get the illustrated price list that describes the "G.H.G." line in detail. A copy is here all ready to mail you.

Send for it now and figure the advantages of selling "G.H.G." Mackinaws during the winter months.

Grant- Holden- Graham
Limited

Ottawa, Canada

Illustrating the
"STRATHCONA"
heights: 2 & 2 1/4 inches
sizes: 13 to 17 inches



"He gave me the
wrong collar, I
ordered Success!"

Illustrating the
"BALFOUR"
sizes 14 to 17 inches

Success

Collars are

Easy to put on
a pleasure to wear
and good to look at.

Ask your wholesaler about them

The Canadian Converters Co. Limited.
Montreal

"Storm Resista" WATERPROOFS

Reliable weather-proof utility coats, stylish, neat-fitting and of good quality throughout.

Make a liberal selection from the samples presented to you by our salesmen. It will pay you well to do so.

AN EXTENSION

On or about May 1st, 1920, we take possession of more commodious and modern premises in the new Sommer Building now in course of erection on Mayor Street.

H. E. DAVIS & CO.

117-119-121 St. Henry St., Montreal



IT APPEARS ON ALL OUR SOCKS

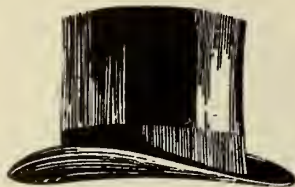
COLD FEET?

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.



Prices Moderate.

SILK HATS FOR LADIES AND GENTLEMEN

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

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

The only genuine on the market.

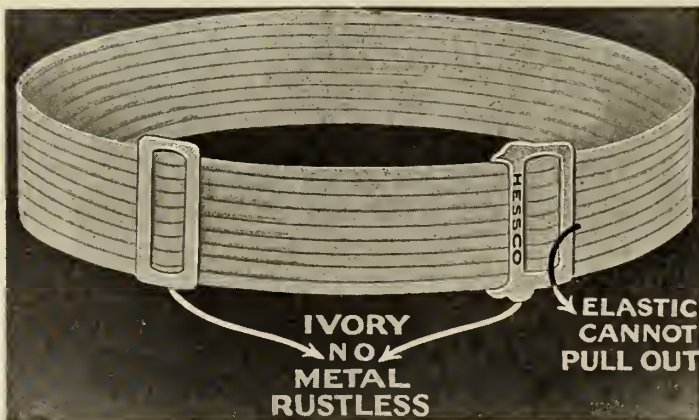
New styles now ready.

GEO. PROVENCHER

166b. St. Elizabeth Street

Established 1894

MONTREAL



IVORY
NO
METAL
RUSTLESS

ELASTIC
CANNOT
PULL OUT

The Hessco Arm Band

A good looking and durable arm band made to retail at popular prices.

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.

**FOR NEXT
SPRING**

There is every reason why you should place early for next Spring's requirements. We advised early buying for Fall and our advice was sound. You cannot get your order in too soon.



**Order
Early**



FINE GLOVES
WORK GLOVES AND MITTS
KNITTED GOODS
LARRIGANS
MOCCASINS
WORK SHIRTS
OVERALLS
MACKINAW CLOTHING
SHEEP-LINED CLOTHING
RIDING BREECHES

SORTING BUSINESS

Do not let your stocks run low. Sort up early.
Prompt attention to mail orders.

ACME GLOVE WORKS
Limited
MONTREAL



THE
Lang
SHIRT



**The
Spring
1920
Showing
Is
Now Ready**

A remarkable array of distinctive shirtings, newest designs and handsome colorings await your selection in our unique assortments for spring offering. Our travellers are now out on the road and a postal card will insure you of an inspection.

All Lang Shirts are made in desirable sleeve lengths with your name on the neck band if so desired.

We can assure you of prompt deliveries if you order early.

The Lang Shirt Co., Limited
Kitchener, Ontario

PROGRESS



CLOTHING

The Label that made Canada famous for its reliable clothing

FOR SPRING 1920

OUR MUTUAL WANTS

YOU WANT PROGRESS CLOTHES Representing Value
The Standard of your Coin

YOU WANT PROGRESS CLOTHES Distinguished in Form
Correct in Style
Perfect in Make and
Reliable in Wear

YOU WANT PROGRESS CLOTHES To bring ONE Honest Profit
and TEN New Customers

YOU WANT PROGRESS CLOTHES Known through personal ex-
perience and advertised by
"word of mouth" from coast
to coast

**WE
WANT**

CUSTOMERS
who are
KEEN BUYERS
LIVE SELLERS
who buy
TO SELL
and sell,
so as to
SELL AGAIN

IF OUR WANTS are not too much to ask for what we offer, write us
to-day and reserve a place in the great procession of
"PROGRESS" for SPRING 1920

Our Salesmen are Now on the Road—Your Inspection is Earnestly Solicited

CASH (or equivalent) **BUYERS**
visiting the market
will do well to
GIVE US A CALL



The Label that made Canada famous for its reliable clothing

Our **SPECIAL ORDER Dept.**
has proven the keynote
of **"PROGRESS."** We are
open for a limited number
of accounts. One in a
town. Are you one?

H. Vineberg & Company, Limited

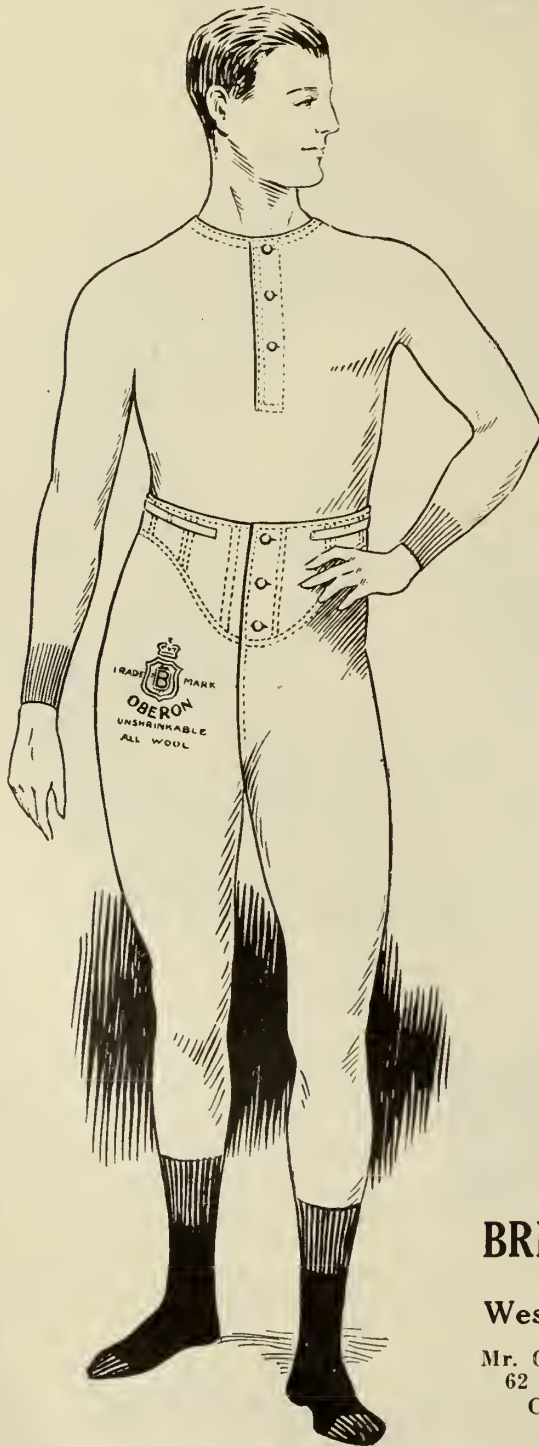
Corner St. Lawrence Blvd. and Duluth Ave.

MONTREAL

GEORGE BRETTE & CO^{LD}

Manufacturers and Merchants

119 WOOD ST., LONDON, E.C. 2, ENGLAND



"OBERON" UNDERWEAR (BRETTE'S FAMOUS MAKE) FOR CANADA



THE world-wide sale of Brettle's "Oberon" Underwear is due to its sterling qualities. Brettle's "Oberon" Underwear always gives the customer complete satisfaction—full value for money in comfort and durability. It brings the customer back again and again with repeat orders; it yields you a fair profit. Is not this a sound business proposition worth investigation as soon as possible?

Brettle's "Oberon" Underwear is made in full ranges of boys', youths' and men's garments. Samples can be seen at the addresses below:

BRETTE'S CANADIAN AGENCIES

Western Provinces :

Mr. G. E. Ledger,
62 Grace Court
Comox Street,
Vancouver, B.C.

Eastern Provinces :

Mr. Hugh D. Marshall,
306 Stair Building,
Cor. Bay and Adelaide Sts.
Toronto

GEORGE BRETTE & CO., 119 WOOD ST., LONDON, E.C.2, ENGLAND

SCHWARTZ & JAFFEE, Inc.

ANNOUNCE
THAT THE OPENING OF
SPRING 1920 LINES
JUVENILE, BOYS' AND YOUNG MEN'S CLOTHING
WILL TAKE PLACE SIMULTANEOUSLY
IN NEW YORK AND CHICAGO

ON TUESDAY, OCTOBER 14th, 1919

Our Staff will be in attendance.

CHICAGO :
Palmer House

NEW YORK :
880 Broadway
at 19th St.

Schwartz & Jaffee, Inc.

JUVENILE,
BOYS' AND
YOUNG MEN'S
CLOTHING.

**BROADWAY
AT 19TH STREET
NEW YORK**

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

For the Out-door Winter Worker

"A.R.C." Brand

Leather Working Gloves, Mitts and Gauntlets

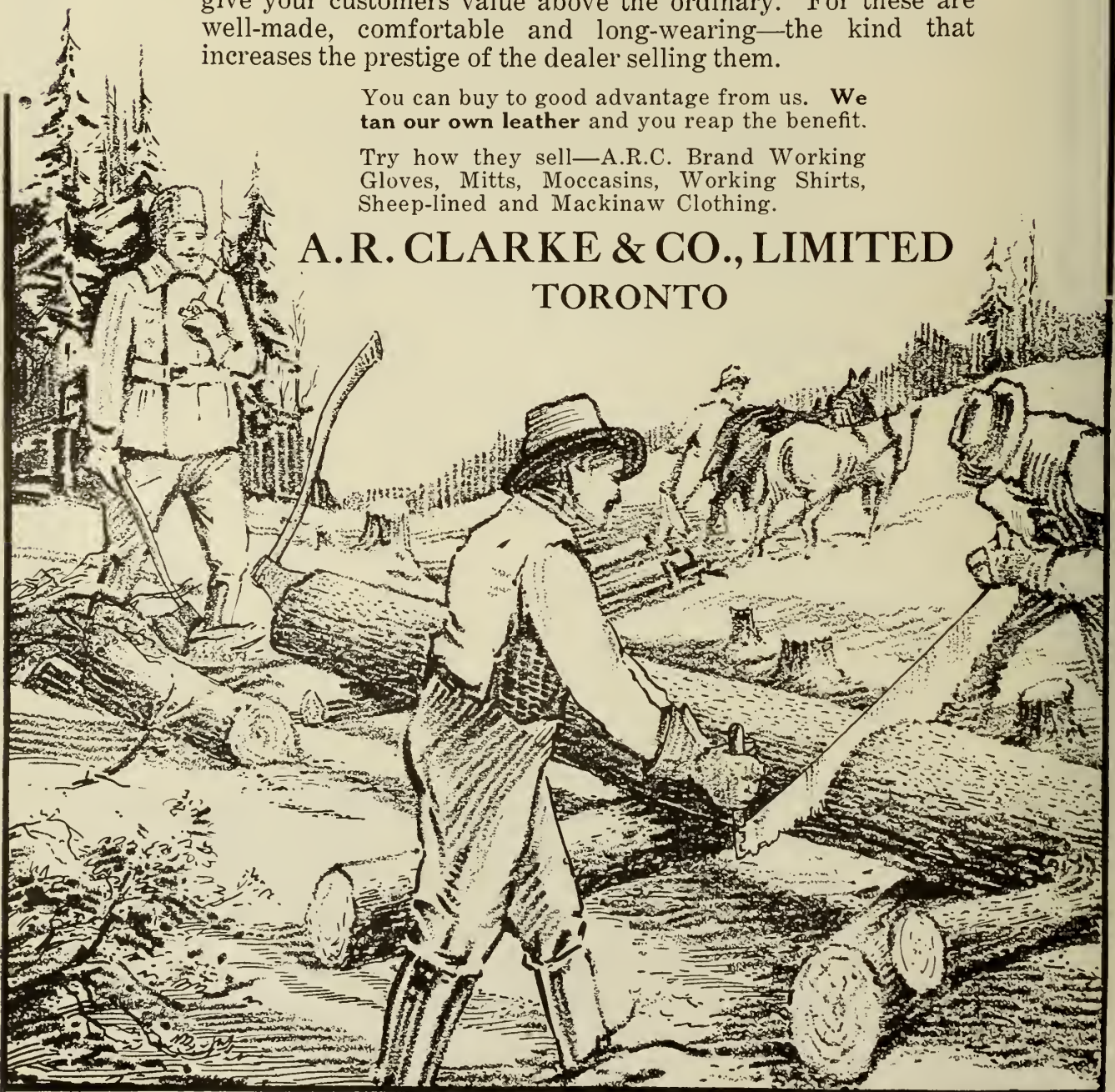
Every live merchant should be in a position to meet the working men's demand for good, serviceable working gloves.

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.

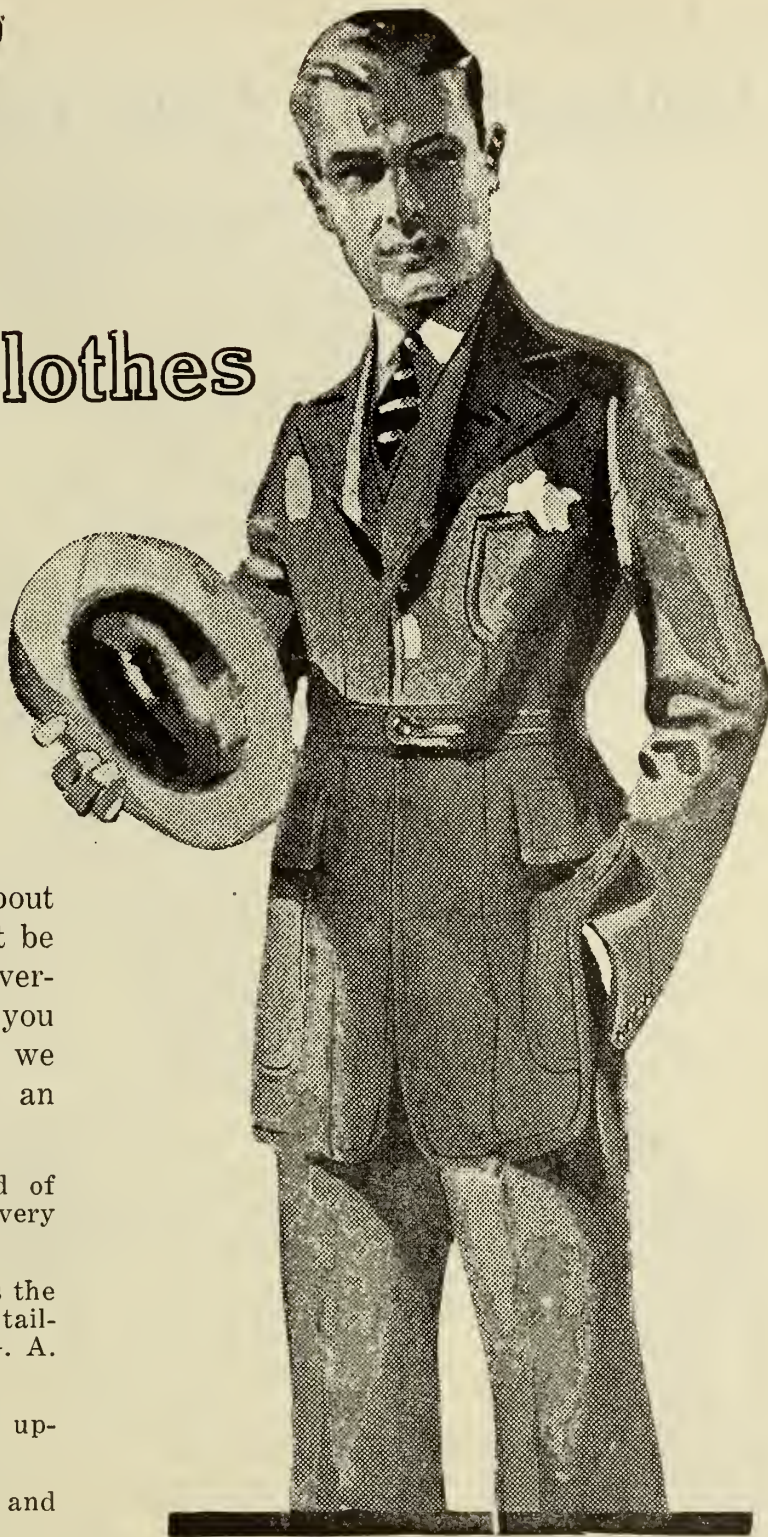
A. R. CLARKE & CO., LIMITED
TORONTO





Elk Brand Clothes

for
SPRING
1920



Mr. Dealer, read these few facts about Elk Brand Clothes. They may not be told in very high brow sentences, nevertheless they tell you what we want you to know. Having this knowledge we feel that you will certainly place an order with us.

¶ Elk Brand Clothes are fashioned of hardy and attractive fabrics of the very latest design.

¶ Every suit of Elk Brand Clothes is the result of clever designing and expert tailoring, under the supervision of Mr. G. A. Beeckel.

¶ Elk Brand Clothes are stylish and up-to-date in every essential.

¶ The prices we quote are attractive and allow for the retailer a good profit.

For Your Boys' Department

Our line is larger and more complete than ever. Everything for boys and juveniles. Exclusive models designed and under supervision of Mr. Jonap, who has charge of our Boys' Department.

Our salesmen are now on the road

J. Elkin & Co., Limited

MAKERS OF ELK BRAND CLOTHES

29-31 Vitre Street West : Montreal

Uniforms And Caps For All Purposes

Are there any local organizations in your town that require uniforms and uniform equipment?

FIREMEN

POLICEMEN

RAILWAYMEN

BANDSMEN

NURSES

BOY SCOUTS

LODGES

CHAUFFEURS, etc.



If so, this is a business you, Mr. Men's Furnisher, should get after. Send your orders or enquiries to us. We specialize in this business and can supply you promptly and satisfactorily at lowest prices.

WM. SCULLY, LTD.

Uniform Equipment and Supplies

320 University Street

Montreal

The Dale Wax Figure Co., Ltd.

86 York St., Toronto



*Suits
Displayed
Well*

are more than half sold, for good display will attract your customers' attention and create the desire to buy.

Dale display fixtures will enable you to show off your stock to the very best advantage.

Dale Wax Figures will keep your stock moving all the time.

Shirt forms, hangers of all kinds always in stock.

Dale Wax Figure Co., Limited

86 York St., Toronto

Montreal: 150 Bleury St.

Vancouver: E. R. Bollert & Son.

501 Mercantile Building

*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



AS STURDY AS THE MEN
WHO WEAR THEM

Atlantic wool underwear is made stout and hardy to meet the demands of stout and hardy out-of-door men.

Men whose work takes them into the open know the wisdom of buying the very warmest and most serviceable underwear made.

These men are your most exacting customers. When they ask for warm, durable underwear give them Atlantics—Atlantics insure satisfaction to both dealer and customer.

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



The Big Demand

Someone in your locality is going to go hard after the increasing trade in Kitchen's overalls and shirts. The returned soldiers getting back into industry will double the demand for these garments. Let your store be the first to be identified with

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

This line is noted for real, honest quality and workmanship. Built for service and comfort. Double reinforcing where the pulls come, double and triple stitching where the wear is

hardest. Overalls have plenty of pockets and high bib. Open front work shirt—handiest ever made.

Take hold of this strong line and capture the profits.

The Kitchen Overall and Shirt Co., Limited
Brantford, Ontario

MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX.

TORONTO, OCTOBER, 1919

No. 10

CONTENTS

Holiday to be Big Selling Season	35
Successful Merchant Tells How Retail Business Can Be Increased	36
Time For a Change	37
"O Wad Some Power the Giftie Gie Us".....	40
Ritchie Store News, a Retailers' Paper	41
Andrews and His Ads.	42
Manufacturing Artificial Silk	43
B.C. Retailers Meet in Second Convention.....	44-49
Just a Little Bit of Everything	50
British House Has Exhibit at Toronto Exhibition	51
Merchandising on a Rising Market	52
Editorial	53
Market Reports	54-55
Collars and Shirts	56
Neckwear	57
Hats and Caps	58
Suits and Overcoats	59
Where to Buy Directory	62

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T. B. COSTAIN, *Managing Editor*

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STANFIELD'S
Unshrinkable
UNDERWEAR

**"Stands
Strenuous
Wear"**

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BY STANFIELD'S LIMITED

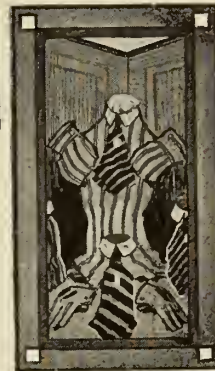
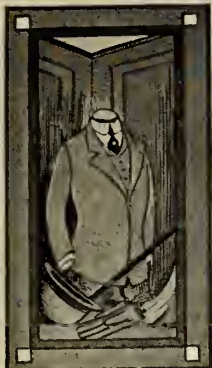
REPEAT ORDERS

for most of our standard lines filled promptly. 1920 Spring lines are now being shown by our salesmen.

It pays to sell

Truro **STANFIELD'S** Nova Scotia
Unshrinkable
UNDERWEAR

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. 1X.

TORONTO, OCTOBER, 1919

No. 10

HOLIDAY TO BE BIG SELLING SEASON

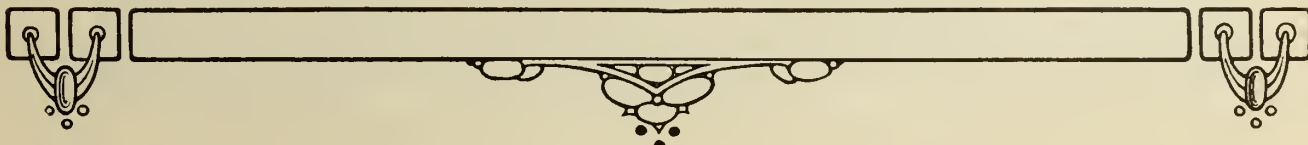
Preparations Being Made by Wholesalers For Biggest Assorting Business in Years.

THE trade, both retail and wholesale, are looking forward to a very busy season. Starting in considerably earlier than usual, due to the buying public being educated up to the idea that goods will be scarcer as time goes on, and that the selection will be poor but at the same prices, therefore, why wait? Then, again, all of "the boys" that have come home met and made many good friends in England, and it is only natural to expect that they will wish to send them some token of remembrance at the Xmas season. Allowing for time taken for overseas shipments it may be expected that gifts will be bought early in November. Then there are the "boys" who are home for the first Xmas in years. They won't get chocolate, figs, dates, Christmas cake and socks, as they have for some years past—they will get more personal things, neckwear, gloves, smoking jackets, shirts, and so forth, things as a rule a man does not buy himself but is always glad to get.

You will find that every department of your business will be called on to handle more goods than ever, for all kinds of furnishings will be in great demand.

In some of the American men's wear stores they advertise that saleswomen will be employed at the Christmas season to look after the customers who are shopping for "hubby," brother and sweetheart. It is an idea that can be made use of here to advantage, creating confidence in the minds of the women purchasers is another good rule to follow. They are doing the shopping for men to-day more than

ever before, and the Xmas shopping may just begin the habit of coming into your store. A great many men's wear stores are now handling boys' wear and here again it's the mothers that have to be appealed to. Father is consulted before the suit is bought and after, but is not usually on the job when it is bought. No, sir, he knows better. The women customers are, therefore, most desirable, and everything should be done to make them feel at home in a "men's wear" store. In some departmental stores they have a shopper who looks after the poor male member of the family who is elected to match a piece of ribbon for friend wife. He is directed to the shopper who takes the ribbon or instructions and shows the said male where he can rest in peace, and you may be sure that if that ribbon or request can possibly be matched or fulfilled it will be, and the shopper does it all. And all the shrinking man has to do is pull something out of one pocket and put something in the other. Simple, isn't it? But the idea is there and we can reverse the rule and look after the women in the same way, only with the difference that merchandise must be felt, handled and compared, with suitable explanations thrown in from time to time, and the final decision left to the customer. It will be found difficult to get a number of lines in the attractive wrappings and packages that have generally gone with lines shown at Christmas time. The manufacturers have been disappointed in deliveries and again have not had the help to spare to box goods as formerly, preferring to keep every hand busy on production that would fill orders badly wanted by retailers.



Successful Merchant Tells How Retail Business Can Be Increased

By LLOYD P. SOUDERS

President, Parsons-Souders Co., Clarksburg, W. Va.

Honest advertising, consistently and persistently pursued, with liberal injections of brains, supported in the store by fair dealing and honest merchandise, will make any establishment grow; tested it out by stopping his own advertisements, noting receipts fall and then watching them rebound when he resumed printed bids for custom.

Reprinted by courtesy Associated Advertising, New York, N.Y.

THE merchant of to-day who is not a commercial athlete, in constant training, eternally alert, quick to act, and equipped with modern strategy and skilled in merchandising, advertising and salesmanship, must be content with a diminishing volume of business and very precarious profits.

What is advertising?

Advertising is the power of an idea, multiplied.

Other powers lose by expansion. For instance: Steam is power only when confined. Electricity radiated and diffused becomes nothing. Sound dies with distance.

But the great power of advertising increases by expansion. Diffusion is its very life. It grows upon what it imparts.

Must be Genuine

Advertising to be a power must be genuine, vital and related to the function of a meritorious business, and means of its furtherance must be carefully chosen.

Advertising is not merely to sell goods. It should be educational, thus enabling people intelligently and economically to buy goods.

Advertising, when efficient, aids distribution and lowers the cost of commodities, because it becomes the thousand-tongued salesman, making possible the multiple merchant, who reaches tens of thousands of people at less cost and effort than the store that does not advertise could reach one or a dozen.

Advertising must be an asset to business, not an expense.

Advertising must produce, and not consume.

The prosperity of any community depends upon its retail business. The farmer may grow and the manufacturer can make only as the merchant sells, and the merchant can sell only as the people buy. When merchants sell and people buy, then money and merchandise

are kept in motion. Thus the whole community is prosperous.

I asked a merchant the other day why he didn't advertise, and he said: "I don't know how to advertise." "Well! Would you if you did?" "I certainly would. I'd go straight and contract space in papers. Other merchants would, too, but are just like me, not knowing how, have just let the matter go."

"Just letting the matter go" has cost merchants tremendously.

It is never safe, and the bad effect of it is usually felt just at the wrong moment for the business to stand it.

The biggest thing I have observed in the last twenty-five years of continuous

heretofore advertised, and with three per cent. of its sales the first year, consistently spent in printers' ink, so increase its volume that at the end of the second year, using only two per cent. of sales will double the business.

I know it can be done; have seen it done time and again, and what can be done by one can be done by another.

There is nothing magic about an advertisement. Let me briefly define what an advertisement is:

It is simply sending out word to the public about something you have to sell. It must be seen. It must be read. It must be understood. It must be believed. And to be believed it must carry

with it a reputation so that the person seeing, reading, understanding, believing, will want to possess the thing you have to offer:

Does advertising pay? Generally speaking, yes. Specifically speaking, yes and no. It all depends on the How, When and Where.

DOES ADVERTISING PAY? GET THIS:

In 1907 I tried an experiment. Our ready-to-wear department for the four and one-half months of the Spring season was running ahead 81 per cent., and not at the expense of profits, as the records showed 85 per cent. From June 15 to July 31 we cut out entirely advertising to see the effect. There was a drop to 50 per cent., a clean-cut loss of 31 per cent. for the season.

On August 1 we again started to advertise the department, and I'll admit, worked a little overtime to regain what we had lost. At the month end the sales showed an increase of 300 per cent.

That convinced me as nothing ever did that advertising does pay—and pays big to the one who knows how to use it.

hard work is that humanity needs to be prodded continuously to get done the thing it knows it ought to do. If we do not prod forward, we slip backward. Every time we "just let matters go" is just another slip.

The hardest person in the world to prod is yourself, to get done the things that you know must be done.

If I were to ask, "Is there a merchant but that would be willing to spend two cents to make ten cents?" he'd say, "No! Any merchant would do that."

Well, I'll tell you how to do it—advertise! Spend two per cent. of your sales, and every additional dollar added to your business there should be, and if you are a good merchant there will be ten cents net in it for you.

To Enormous Profit

I can take any retail business having the confidence of the public that has not

Seventeen years ago I came to Clarksburg, bought out the Jacobs store. His was the only store that advertised, spending \$12.50 a month for it. He claims to have sold \$5,000 a month. We immediately contracted with the four newspapers for a page, costing \$100 a month total, and increased the sales to \$8,500.

In other words, spending \$87.50 increased the business \$3,500—and that is less than two per cent.—just about half of it.

This additional business did not come from our competitors, either, because \$2,500 was in women's outer apparel, and no other store carried ready to wear.

This is not all it did. It started other merchants to thinking—and advertising.

It brought people to town to buy that never came before.

For upbuilding a retail business no promotive force has been discovered that compares with advertising. Nowhere in store activities will intelligent endeavor yield more definite and gratifying results. Yet the subject has been given little study by owners of business.

Merchants must study the principle of advertising themselves, and must either find the time to do it or find someone competent to take care of it.

There are many helps to be had that should broaden the advertising vision of merchant and manager, directing them to the vital points in planning, writing, printing and following up the advertising of a modern store.

That Day is Gone

The day of haphazard money-making in retail stores has gone. In the good old days, when every merchant started "from scratch" with nothing but his own wits to help him win, there was enough easy business to provide a satisfactory volume, and sufficient net profit for almost any man who went into the game.

To-day competition has grown to a state bordering on ferocity, and modern methods of efficiency, salesmanship, advertising methods and service have produced powerful allurements to attract the public.

The merchant of to-day who is not a commercial athlete, in constant training, eternally alert, quick to act and equipped with modern strategy and skilled in merchandising, advertising and salesmanship, must be content with a diminishing volume of business and very precarious profits.

Self interest, as some merchants interpret it, prompts them to falsify in their advertisements to sell shoddy goods.

Honesty Means Success

Contrasted with them are the wise

merchants who know that honesty is the cornerstone of success. Self-interest prompts them to take precisely the opposite course.

Enlightened self-interest is the greatest ally to the truth-in-advertising movement, and truth wins trade.

If we are to win the trade of all the people we must not only advertise, but we must advertise truthfully.

The first necessity for good advertising is to have some event to exploit or some exceptional merchandise to tell about. Simply listing goods is wasted energy, loss of time and money. It is better to have no advertising at all than to print commonplace stories about ordinary merchandise.

So exploit your merchandise that people will not only read your advertising, but will buy your goods.

To be really "good," your advertising must sell the maximum amount possible. It must sell the goods so that they will stay sold.

Good advertising not only makes immediate sales, but it should create a definite amount of good will, leaving with the purchaser a favorable impression that will bring him back again.

Must Know the Goods

Let the foundation of your advertising copy be complete knowledge of your goods. Fill yourself full of the fact about their merits. Write the story in the powerful words of truth. Gild the tale with honest enthusiasm. Endeavor to sell the goods to people who will most appreciate their possession. Thus sales will vastly increase, you will have a prosperous business, and satisfied customers, and you will take a new joy and pride in the results and spur you on to larger fields of merchandising.

Every advertisement should be sent to the printer with a layout in full detail

—showing the space to be devoted to each paragraph, the arrangement and the type face (in different sizes) that are to be used.

Select a definite space in the paper; use one type face for all your display headings, and demand that no other style be used or mixed with it. Likewise the type face for your body matter.

Make good use of white space, and when illustrations are used have only the best. For a few dollars a month an illustration service may be had, representing your particular business, thus giving harmony and producing a pleasing effect.

The advertising copy must be "good," must faithfully, completely and enthusiastically describe the goods for sale. It must be written intelligently and interestingly, in words that will be clearly understood, which will make the merchandise alluring to readers.

The headline must convey that information which will catch the attention of people most likely to buy that particular kind of goods, and it should arouse curiosity and interest, so that the matter following will be read.

The Meaford, Ont., Woollen Mills, have just received an order from the Canadian Woollen Manufacturers' Association for 17,000 yards of khaki frieze, worth about \$55,000. One of the firm has gone to the United States to purchase additional machinery for the manufacture of the cloth, which will be shipped to Greece for the use of the army.

At the annual dinner of the Canadian Woollen Manufacturers' Association, Mr. R. D. Fairbairn is reported to have said that prices have reached their peak and will soon decline.



The well arranged display window of Begg & Co., Limited, Hamilton, Can.

Time for a Change

Parcel Post System Working for Mail Order Houses and Retailers Helping to Pay the Shot—A System That Should Be Changed.

THE fact that the mail order houses are expanding again draws attention to the conditions under which they are working, so far as the postal service is concerned. The expansion of the two leading mail order houses in Canada during recent months, whereby both Nova Scotia and New Brunswick have been invaded, shows that this question is to become a very vital one in the near future. The two mail order houses situated in Toronto have now large branches in various parts of Canada, so that they are in a strategic position to cover the whole Dominion. There will be no limit to their expansion, so long as there is profitable business in sight.

It is a matter of common knowledge that the enormous business which the concerns mentioned are doing in Canada, has been done largely at the expense of the local retail merchant, and with the aid of the parcel post system of the Dominion. It is known that the parcel post system is being operated at a loss. The retail merchants of the country have to bear their proportion of this loss; and when they realize that the loss is caused by reason of postal convenience extended to their competitors in business, it is scarcely to be wondered at that they feel aggrieved.

In addition to the goods carried by the postal service of Canada for the mail order houses it is well known that the mails are weighed down with their bulky catalogs. It was thought that this grievance would be remedied under the zone system, by which the farther mail was carried the greater was the charge made by the Post Office Department; but the mail order houses got around this by shipping their catalogs by freight or express to the point where they could be mailed most cheaply, and the mails are still burdened with them.

It is difficult to get a satisfactory statement from the Post Office Department showing separately the financial statements of the parcel and letter carrying services, respectively; but it is well known that the letter service, particularly at the three-cent rate, pays well, while the parcels post is operated at a loss, which the general public must bear.

There is no sufficient reason why the

mail order houses of Canada should have the Post Office Department as a silent, and unpaid, partner in their business. The Retail Merchants' Association of Canada has compiled statistics showing how money is being taken out of the treasury of Canada in order to foster competition against country merchants, who would have a hard enough time to compete against the mail order houses in any event. If there is to be a loss made in any branch of the postal service, it would be far more in the interest of the general public that it should be made in the letter-carrying service.

It will be noted that the letter postage has been retained at three cents, instead of being returned to the old rate where it was before the war. "In other words," as Mr. Trowern, of the R. M. A., puts it, "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."

The mail order business in itself is a perfectly legitimate one, although it has not always been carried on with the nice regard for the ten commandments of commerce we should like to see. Apart from certain lines, used as leaders and priced accordingly, the average buyer can do better for cash in his own community; and the saving he effects in certain lines is inconsiderable because the low-priced lines are made up for by higher prices on something else. The buyer who confines his business to the one or two leaders which the mail order houses occasionally offer, may effect a saving on those articles, but very few buy so judiciously.

This matter of the parcel post is one of interest to all the people of Canada. It is being operated at a loss, and a large part of the trouble is well known to the department and to the Government. It is more than time that the favors which have been extended to certain individuals, great in resources but few in numbers, should be stopped, and the department put on a sound basis.

A NOVELTY WINDOW IN VICTORIA, B.C.

Peace Celebration Week.



The aeroplane was decorated with shirts, collars and ties, the model being outlined with small electric lights. The background was of white cheese cloth, trimmed with red and blue. Small silk flags of the Allies decorated the plant. The model was taken from the Curtiss machine and is exactly one-quarter the size of the original and was loaned by the Aerial League of Canada. Mr. Wright had the satisfaction of seeing large crowds come and give the display the once over.

"O WAD SOME POWER THE GIFTIE GIE US"

A Western Subscriber Helps Us to See Some of Our Shortcomings.

EDITOR'S NOTE:—The following letter was received by your editor some few days ago. It is a true example of helpful criticism and as it is our policy to give our readers information that it is difficult for them to get in other mediums, the suggestions contained in Mr. Peters' letter will be followed up. Next month a display article will be the first step and as for window displays from the smaller towns and cities, we are always glad to get these. This is where you can help. Send one along the next time you feel in "your bones" you've got "some window."

Empress, Alberta, Sept. 6, 1919.

The MacLean Publishing Co.,
Toronto, Ont.

Gentlemen:—

We have had, to-day, the pleasure of a call from your representative, Mr. Babcock, and we might add the greater pleasure of a real heart to heart talk on the merits and (from our point of view) the shortcomings of the trade magazine as published by MacLeans for our line of business.

When receiving our renewal, Mr. Babcock asked me to embody in a letter to the publishers our viewpoint as expressed to himself here. Fully realizing the aptness of Burns, "O wad some power the giftie gie us," and at the same time appreciating the fact that mistakes and shortcomings are always least apparent to the man who makes them, still, we are pleased to forward our mild criticism in the hope that it may contain some grain of thought which may be developed by MacLeans into a tangible form by which we, as well as others in our line of endeavor, may be helped.

We presume that seventy-five per cent. or more of the Men's Wear Reviews published goes into the hands of city merchants and their help. Our conclusion is based partly on the make up of the magazine and in part from your representative's statements here to-day. To those so favored, the magazine appeals almost wholly. The window suggestions, the interior trims, the store policy, the furniture, the help problem, deliveries, credit system, stock arrangements, etc., etc., are all discussed from the standpoint of the city business. Personally, we have had experience in both city trade and that of the small town and almost invariably find that good policy in system, store arrangement, advertising, etc., as applied in the small town is equally good in the city, BUT, the reverse is not true. Where the town is small, the merchant cannot specialize as can the city man. He must have a wider range of prices and consequently must buy his range in smaller quantities. These are all moot points in the business in the small town and we believe will stand a good deal of discussion.

Our windows, I speak of those of the small town man, have been entirely forgotten or overlooked.

Those of the city shops occupy a prominent place each month. From the standpoint of an artist, the appeal would no doubt make a hit. From that of a merchant it is valueless unless the windows or the effect can be copied. The latter, you will admit, is impossible as well as impracticable in the small town store. The city store with its professional window trimmer does not need the help, the small town man cannot use it—conclusion?

Following the line of thought in the preceding paragraph, may we for the once suggest an alternative method of help? If it is worthy of consideration we feel that you will be willing to give it trial, if not, no harm can be done by the suggestion.

You are no doubt in close touch with several good, practical window men—men who have been through the school of practical work in their line. Why not have these men give us an article each month on the art of window trimming? Not the highly ornamental and deeply complex setting, but rather the simple things that every man should know about the work, i.e.: What can be done with a T stand, drapes, the shirt stand, the best way to show underwear, sweaters, suits and in fact every line carried in a men's store. These men know the easy ways of producing a good setting and no doubt can explain away the many hard knots of the non pro or amateur window man. We believe that the average amateur has little conception of the real make-up of the elaborate city window and cannot know how the foundation for the window was made from the finished show. Nearly every man who has trimmed windows has some little pet ways of making a display stand out, but where one is situated away from the bright lights and has to rely entirely on his own imagination these little pets are very liable to become stale.

We could go further into the matter with pleasure but feel that we would like to see the reception of these few suggestions before further committing ourselves. If in any way we can co-operate to help "Men's Wear Review" to become more practical, better and bigger, we shall esteem it a pleasure and a help to ourselves.

We are,

Respectfully yours,

S. E. Peters & Son.

ANDREWS AND HIS ADS

A Short Article Outlining How One Retailer Built Up Original and Pulling Advertising Copy.

FRANK FARRINGTON

"A. J. ANDREWS" was the name over the doorway, or rather over the whole store front of the men's wear store where I stopped one morning with the expectation of buying a fur cap.

The reason I was going into Andrews' men's wear store to make this purchase was that in my newspaper the night before I had seen an advertisement something like this:

Warm Heads and Health

He complained of neuralgia.

He has frequent colds in the head.

He suffered from toothache, earache and frostbitten ears.

All this made him hate cold weather and it kept him from going out in the fresh air. The result was under-exercising and over-eating and lack of efficiency and pep.

A simple investment helped all this very materially. He bought a

FUR CAP

The doctor suggested it in the first place.

It made him comfortable outdoors.

His head was protected and he forgot about neuralgia and all the other things that came from exposure.

He exercised more, and then he could eat what he liked without suffering.

A warm fur cap, especially if you have warm fur gloves or mittens, too, will make winter a different proposition.

See our fur caps, stylish, becoming to you, inexpensive, even cheap if you want a cheap one. The cost is an investment in comfort and health. \$4 and upward.

ANDREWS' MEN'S WEAR

A Square Store

I thought that was a pretty good advertisement. I thought so because I claim to know something about what is a good advertisement, and I thought so because it set me thinking about the matter of certain neuralgic pains I had felt since cold weather began, and I remember the colds and the ulcerated tooth I had last Winter. The ad. sold me a fur cap, and I know of no better evidence than that it was a good advertisement.

"Who writes your advertisements, Andrews?" I asked when I went in and found the proprietor himself behind the counter.

"Who writes 'em? I write them. Why?" he asked.

"They're so darned good that I thought you might have them written by a professional."

"Sure, they're written by a professional. I'm a professional. I know more about my business and my stock than anybody else. I know more about what my customers want. I know more about how the public responds to what advertising I do. If I know more about all these things than anyone else, and if men who know less are called professionals, why can't I rate myself as a professional? I ought to class with the semi-pros anyway."

I had to admit that his logic was sound.

"It must take you a lot of your time to write clever, snappy little advertisements like those," I remarked.

"Well, it doesn't take as long as it used to take. When I first began to write the advertisements, right after I bought this store, I had to give up pretty much all of my spare time to the work. You see, I hadn't had any experience. I worked on those ads. night and day. It seemed as if it would take me forever to get the hang of the thing.

"I studied the ads. of the big department stores and of other clothing stores and I saw how they were put together, and I bought some simple books on retail advertising, and I kept writing until finally I began to see that I was putting it over.

"Men came in and spoke about what they had seen advertised and they spoke about the ads. themselves and complimented me, until I began to think I had got the hang of the thing. I've saved up a clipping of every newspaper advertisement I have used and I have them pasted up in a big scrap-book, and I want to tell you that the first pages are terrible examples of how it ought not to be done. Want to see the book?"

Of course I did. "Bring it out," I said.

"It's too big. Come into my office and sit down and take your time in looking it through, where you can lay it on the desk."

Well, it was a big book all right, and as I sat at his desk and looked through it, noticing the first rough beginnings of his advertising, I wondered the more that he had made good in the work. Those front ads. were just about in line with the old "Hats, Caps, Boots and Shoes" style that our grandfathers used when they used any advertising at all. Each advertisement mentioned pretty nearly everything in the store and said nothing about anything.

But this stage did not last long. Andrews evidently soon saw that it was not like the advertising being done by the stores that were getting the business, and soon the advertisements began to have something in them that a

man could carry away in his head. One good one was along this line:

Looking Well Dressed

Some men think that looking well dressed is all a matter of how much you pay.

They figure that if they pay five hundred dollars for a complete outfit they will look five times as well dressed as if they pay one hundred.

In the same way they reason that to pay five dollars for a shirt will give them five times the style they would get for one dollar.

There's more to it than that.

If you want shirt style, for instance, let us fit you with a shirt. Of course, we don't make the shirt to order, or alter it, but we select the right size and the right sleeve length.

Don't be satisfied just to walk in and say, "I'll take a size 15 shirt." That isn't all there is to it.

You want the shirt to fit and the collars to fit the shirt and to fit your neck. Get your collars and your shirts together and let us get you just right in the sizes and then your linen will have a style to it, unless you have poor taste in picking patterns suited to your wear.

We're specialists on this shirt and collar proposition. We'll make you look well-dressed.

ANDREWS' MEN'S WEAR

A Square Store.

There were other ads. to the same effect and they made a man feel that Andrews could give him the well-dressed look without taking all the money he had in his pocketbook. Another advertisement that appealed to me was one that made me feel like buying a new hat. The headline caught my eye as I was turning over the pages of the scrap-book:

What a Hat Does

A bad hat, an out-of-style hat, puts the whole outfit on the blink.

No matter how good a suit of clothes or overcoat you wear; no matter how well your feet are dressed, or how expensive your shirts and neckwear, a shocking bad hat kills it all.

The hat attracts more attention than anything else you wear if it is bad.

And if the hat is good, it helps mightily to overcome the defects of the rest of your apparel.

A stylish hat upon the head of a man otherwise very ordinarily dressed will help create a favorable

MANUFACTURE OF ARTIFICIAL SILK

Production Now Sufficient in Two States Alone for 15,000,000 Pairs of Stockings.

effect and it will distract attention from the rest of the clothes.

Don't wear a hat that does not fit you in size, or one that is not suited to your figure.

Let us sell you a hat. Don't merely walk into our store or some other and buy a hat of your own choice. Leave something to us in the selection and you will walk out a much better dressed individual, a walking advertisement of your own prosperity and success.

It isn't the price, you know. We can give you a suitable hat for any reasonable price.

ANDREWS' MEN'S WEAR
A Square Store.

I might as well admit right here that when I walked out of Andrews' store that day it was with a new hat on my head—a very different sort of hat from the one I wore coming in, and I did not even take the old tile with me. The fine thing about it is that others have noticed that improvement in my personal appearance, and only the hat has been changed.

"How do you decide what to advertise?" I asked Andrews.

"I have a rule," he replied, "to advertise what the other stores advertise, but to do it first."

"You mean that you keep your advertising a little ahead of the game, a little in advance of the season?"

"Yes," Andrews continued, "I advertise this week the things men are going to be asking for next week. I don't wait until a cold wave comes before I begin to advertise overcoats. I don't wait until it is sloppy before I advertise rain coats. To do that would mean that many men would have bought before my advertisements appeared in print, and those foresighted men would be the men whose business naturally is the most desirable.

"There is hardly a week that I can't find something that is just about the thing for that part of the season. It pays to look ahead in doing advertising, as well as to look ahead in buying goods. You know Jeffery's Men's Store?"

"The one that was closed by the sheriff last month?"

"That's the one. I thought for a long while that something like that would happen to them, because their advertising dragged. It was always just a little behind the times, the best they seemed able to do with it. Sometimes it got weeks behind. And the men noticed it. Don't think they didn't. They spoke about it and one day my banker spoke about it to me, and what he had to say about the Jeffery bunch would have been very enlightening to them. It only helped to stimulate me to work at my ads. harder to keep them up to time.

"If advertisements are seen and read by the public, you can bet the public is going to form opinions about how that advertising is handled. Business men, especially the men I want to reach, are just the ones to notice more than anyone else, how I handle my advertising.

THE exhibit of artificial silks displayed by the New York State College of Forestry at Syracuse at a score of New York State county fairs, and the State Fair, Rochester Industrial Exposition and similar exhibitions has attracted such attention that the College of Forestry has made a brief compilation of available material on the general subject of artificial silk. The College of Forestry exhibit was secured through the co-operation of various manufacturers and laboratories, and the college itself has done no experimenting in an extensive way with artificial silk.

The manufacture of artificial silk is a highly technical industry, but information compiled from various sources shows that American exports of this product starting with \$500,000 in 1916 increased to \$3,000,000 in 1918, in which year two states produced sufficient for the manufacture of over 6,000,000 pairs of silk stockings in 1918. Production then leaped so that the 1919 production may reach 15,000,000.

Artificial silk is practically the same substance chemically as natural silk, the retort and test tube of the chemist having been called upon to convert wood pulp into cellulose and then into silk by mechanical processes just as the silkworm within its body converts the mulberry leaf into cellulose and then spins its cocoon.

In general, wood pulp is converted into cellulose by treatment with caustic soda, which forms a sodium cellulose, and then is dissolved in carbon bisulphide. This product, alkali-cellulose-xanthate, is popularly known as viscose, used in another form for open-faced envelopes, and is ripened and filtered, then forced through minute openings in a metal

plate, into a solidifying solution, the threads then being about the same consistency and form as the threads of the silk worm's cocoon. The artificial silk goods are sometimes harsher in feeling than the natural, but advanced manufacture is rapidly eliminating this defect.

According to statistics compiled by the National City Bank of New York, American importations of artificial silk have totalled \$30,000,000 in the last ten years. The cutting down of importations during the war immensely stimulated American production, which increased from 320,000 pounds in 1914 to between 6,000,000 and 7,000,000 in 1917. Exports jumped from \$857,318 in 1917 to \$2,339,312 in 1918, the bulk of the latter year being in manufactured hosiery. The cost of artificial yarn used in the United States in 1899 was \$10,380, while the figure mounted to probably \$25,000,000 in 1917. The import and domestic prices about doubled from 1914 to 1918, imported rising to \$3, and native to \$4 per pound. The year 1914 was the banner year for imports of artificial silk, totalling \$4,082,000 in value. England led in production for American use, its banner figure being of a value of \$1,628,025 in 1915.

The detailed methods of manufacture of artificial silk have been held as trade secrets by the manufacturers, but the general method is as described.

The College of Forestry, in compiling and publishing these figures, does so to show to this industry alone, the value to the nation of what has been considered the waste of the nation, and to show what has been done by manufacturers to utilize the tree to the highest possible extent.

They haw-haw when they see anything advertised for Christmas or Easter gift use in the paper a day or a week after the day in question. Day late or week late advertising shows up a store as being behind the times. Isn't that so?"

I had to admit it, because I had had that same feeling about old advertisements and I had heard other men comment on it when they noticed a left-over ad. in the paper.

One thing is certain: Andrews keeps his advertising up just as he said, and you can always find out by reading it where to buy the things you are going to want next week.

Here is one last sample advertisement that illustrates his forehandedness to a certain extent. It was used at the beginning of a cold wave, just when the weather reports had promised a severe drop in temperature:

Overcoat or Doctor?

If you think you can get along without any overcoat through the

next cold snap, you may be making a mistake.

A man's constitution isn't intended to be tried out to see how much it will endure without giving up.

Don't see how far you can go and not catch cold. Keep warm and save doctors' bills.

Overcoat or Sheriff?

An overcoat, a good-looking overcoat, will give you business prestige and make you look more prosperous.

Dress well and show people you are doing well.

Men like to do business with prosperous business people, especially in the professional line.

We can fit you with an overcoat that will help your business.

A good overcoat will help keep the doctor and the sheriff away.

\$18 and upward.

ANDREWS' MEN'S WEAR
A Square Store.

B.C. Retailers Meet in 2nd Convention

Dealers From All Parts of Province Gather to Discuss Subjects of Vital Import. Some Striking Resolutions Passed

IN the Observation Parlor on the 14th floor of the Vancouver Block, with the panorama spread before them of the entire city of Vancouver, the busy harbor with the steamers coming and going to all ports of the Orient, backed by the snow-capped mountains, the second convention of the B.C. Retail Merchants' Association opened at 10 o'clock on September 8th, 1919.

Accredited delegates representing all the outposts of the Association in B.C., with one or two exceptions, responded to the roll call.

T. F. McDowell, Provincial President, was in the chair.

W. A. Moore of Silverdale, brought up the question of cartage on country shipments, claiming that whereas the jobbers in Vancouver would deliver free to many parts of Vancouver, they would not deliver free to the railroad depots when the out-of-town merchants ordered forward their requirements.

Another delegate complained that several tobacco, knitting and other jobbers made special prices to favored retailers.

There was some discussion by delegates from Duncan and Port Alberni that the Soldiers' Settlement Board, in erecting buildings for the soldiers, instead of buying their hardware and groceries from the local merchants, bought in the big centres.

It was also brought up that the collection of fees be discontinued in connection with the inspection of Weights and Measures.

Prince Rupert also reported that they had attempted to close up several fruit establishments who were open after the other merchants were compelled to close every evening, and expose for sale articles that otherwise could be procured in the stores that were closed. The magistrate dismissed the case, classifying fruit vendors as refreshment houses.

It is proposed to amalgamate the three Vancouver Societies, viz.: The Butchers' Association, the Grocers' Association, and the Vancouver Branch of the Retail Merchants' Association into one association.

The treasurer's report was read and adopted.

The President Tells of Year's Work

Calls Attention to the Inauguration of a Co-operative Fire Insurance Plan. Certain Advertising Schemes Condemned
—The Advertising Trade.

AS President of the British Columbia Board I wish to deal with the present and the future more than referring to the past in my report to you for this, our second annual convention. It gives me great pleasure to mention a few items during my tenure of office. I can assure you that my enthusiasm in association work (which after all is the best medium of helping my fellow-merchants) has never slackened since I assumed the chair at the birth of the board on March 1st, 1918.

In association work there is no one merchant, no matter how popular he may be in his community, no matter how much time he devotes to the work, no matter how brainy or what foresight he may possess, can spell success—success of the association is attained by the co-operation of every merchant that signs his membership card. Kipling wrote during the war this verse:

It ain't the individual,
Nor the Army as a whole,
But the everlasting team-work
Of every blooming soul.

So you can see very plainly, gentlemen, that this convention here assembled must be team-work. You, the accredited delegates from the branches of this board, and the individual members, hold in your power the future success of this association in British Columbia.

This is your convention. This is the place to straighten out sixes and sevens—the place to construct and the sphere of the convention should be sweet and wholesome. We cannot have team-work if we yap out a lot of destructive criticism. We invite criticism, but let it be constructive. I have said this about the members.

The Secretary Can Help

May I refer briefly to the Secretary's office. The duties of this office is the key to the whole situation. We as merchants can build up and find material. Your executive can plan and direct the work to be done from the merchants' standpoint, but the carrying out of the details rests with the secretary. Every branch in this province should use the office to the utmost. It is encouraging for the executive to have enquiries to come in. Country and town merchants have problems different to larger centres, and the secretary invites confidence in order to assist in your difficulties. I believe the association is large enough for a budget which will pay a secretary a remunerative salary. There is a tendency to run the office on a cheap plan. I say dig down and pay, and I will go on record as saying you will get results.

We have a spirit for association work in this province greater than ever before. Now provide a 1920 budget large enough to give a secretary a respectable salary. He is a paid official and often his enthusiasm and tenacity is dampened when pay day comes. During the past year I had the pleasure of visiting the branches of Chilliwack, New Westminster and Nanaimo. All of them I found not only enthusiastic in association work, but having a good amount of community spirit. In my address to these branches I touch on two subjects. First, the need of the retail merchants' activity in municipal government in his community; secondly, the Oriental in British Columbia.

The Co-operative Fire Insurance Move

The months of November, December and January were trying months on account of

the flu epidemic, but early in February we took up fire insurance with the North-western Mutual Fire Association with a view to cheaper fire insurance for our members. We looked with envy at some of our brother merchants across the line, sharing in that \$2,500,000 returned premiums which the policy-holders enjoyed from this company in seven years. To be brief, we have a service for you to-day with this company known as the Retail Merchants' Fire Underwriters' Agency of British Columbia, and you, gentlemen, can share in the dividends to the extent of 30 to 45 per cent. of your premiums.

We had considerable correspondence with the Canada Food Board. Flour and food dealers were being unfairly treated, and as a result of the association's activities, many of these unfair regulations were amended.

I made two trips to Victoria with your secretary to the Private Bills Committee in connection with the Vancouver business tax. While this was purely a local affair, both your secretary and myself could see the danger of allowing this bill to proceed without our protest, and while it went to the House for debate we feel that our association shares in no small degree the honor of defeating that bill.

The Auto Contest in B. C.

One morning in March we discovered a get-rich-quick artist in Vancouver. Yes, he hit Vancouver because in a large city they can arrange their preliminaries and get a start. He visited our office with a view to sizing up the layout, and left an odor, and Corley had a hunch something was wrong. Later on in the day the secretary discovered that the visitor of the morning was no other than one of the principals of the Auto Contest Co., of whom we had been warned by the Saskatchewan Board. The Provincial Executive immediately took steps to notify the various branches and individual members of this scheme, advising them of the unsatisfactory results obtained by the Saskatchewan members. Vancouver merchants at this time did not have a branch, but certain merchants came forward and gave their support to suppress the scheme. Our association laid information with the Vancouver police. The Auto Contest Co.'s office was raided, and everything seized. The case was contested in the Police Court, and after a stiff fight two of our largest merchants were fined \$50 and costs for violating the Trading Stamps Act. An order was issued by the Vancouver police for the arrest of the principals of this scheme, but to date neither of them have shown up in Vancouver. The merchants were saved many hundreds of dollars, and I want to emphasize right here that your secretary, Mr. Corley, deserves great credit for his ability in handling the case for the association.

The Danger of the Oriental Trader

As your representative I attended the Industrial Commission held in Vancouver. Their queries were very much on the high cost of living. I seized the opportunity to tell them of the unfair Oriental trader, reminded them that British Columbia is the Mecca for such a people, and for them to remember this when making their report to the Government.

It became necessary in June to call representatives from several of the branches to talk over the congested condition of the office. It was apparent that the service to members was unsatisfactory. The situation clearly showed that too much work was piling up on the secretary; also, that in order to continue association work in this province Vancouver must be organized. Greater membership must be obtained, and Vancou-

ver was the most logical place to tackle first. The result of this conference was that your executive withdrew the organizer from outside and loaned him to the Vancouver branch for a period of three months. The achievements of this venture will be shown in the organizer's report.

I would like to dwell more on other subjects, but I feel that the present and future deserve space in my reports. The French in Napoleon's time contemptibly spoke of the British as a little nation of shopkeepers. Are you not proud that you are a shopkeeper, for Britain has led the way in the character of her trades people? To-day our country is flooded with Orientals and Southern Europeans. They are forming a large section of our commercial community. Their standards of living, their character of trading, is un-British. We must face this situation and deal with it now. Their emigration must be limited.

Britain has vested this power with our Government. We must have an association from the Pacific to the Atlantic and act with a united front on a policy for a white man's country. Canadians fought and died for Canada in that awful conflict in Europe, and while commercial life was disorganized this Province had a very much larger Oriental population to deal with than any other province in Canada, many of them enjoying the business of those who had gone to the front. What is the result? Orientals here, there and everywhere in business, and patronized by our own Canadian people, who pressed by the high cost of living trade with the Oriental on account of price. The Government must bring up the Oriental standard of living or limit their activities, for the Occidental cannot trade on the same level.

In closing I want to emphasize the need of greater association work in this province. I refer to taxation. Canada has a tremendous war debt, and it is still climbing. The greatest financiers of our country are at their wits' end to know how to collect taxation on a fair and equitable basis. We all want to pay our share, but the retailer has no means of entering a protest against unjust taxation, unless he is organized.

The Retail Merchants' Association of Canada is the machinery. The officers of this association are big men, men who live for their country, men who give their time freely and without price. Surely this democratic principle warrants the support of the individual merchant.

I trust this convention will be a great success. It rests with you to make it such. Your Executive Board has not had conditions as rosy as it may appear, but we have arrived at a psychological period in our association. Let us pull together.

Convention committees were named as follows:

Resolutions—J. H. Ashwell, Chilliwack, M. J. Phillips, New Westminster; Geo. H. McRobbie, Vancouver.

Reports—H. Murphy, Nanaimo; B. S. Ross, New Westminster; F. Y. Cox, Port Alberni.

OFFICERS FOR THE NEW YEAR

The following officers were elected for the coming year: President, G. H. McRobbie, Vancouver; First Vice-president, M. J. Phillips, New Westminster; Second Vice-president, Harvey Murphey, Nanaimo; Treasurer, Dayrl. H. Kent, Vancouver. Secretary will be appointed by joint action of the B. C. executive and the Vancouver Branch executive, when formed, as he will occupy the secretaryship of both offices.

Finance—Mr. Jacobson, New Westminster; R. H. Ormand, Nanaimo; R. Fox, Chilliwack.

Resolutions on Various Subjects

The Resolutions Committee brought forward the following resolutions:

This convention of the British Columbia Branch of the Retail Merchants' Association goes on record as protesting against the Government's action in putting an embargo on foreign sardines, etc. In the judgment of the convention there is a legitimate demand in Canada for the very best sardines, and that these should be procurable wherever located.

Also the convention asks that the onus in connection with the Food Board's regulations should not be borne by the retailer, but should be borne by the manufacturer. The secretary pointed out that within the last week several prosecutions had been made by the authorities in Vancouver of various merchants in connection with the sale of maple syrup. Of this particular commodity, it is pointed out, that the maple syrup is bought by the retailer in good faith as pure maple syrup, labelled as such, and in some cases the local representatives have letters from their principals assuring them that the product is all that it is labelled to be. In other words, after a retailer has satisfied himself to the best of his ability that the product is a bona fide article, he can still be summoned into court, his name coupled in the newspapers with the selling of adulterated goods, and in the cases referred to the merchants having to pay a fine approximating \$50 each. The complaint of the pure food inspector in this case was that the maple syrup contained a solid matter in small quantities which pure maple syrup is not supposed to contain.

The Government apparently on various occasions informed the retailers that if they wish to protect themselves they should procure a special warranty form signed by the jobber in connection with any goods that

the retailer buys from the jobber, and on which he wishes to be safeguarded. The secretary pointed out that in order to be protected the retailer would require to have from his jobber a special warranty form for every single item of every single delivery made to his store. He also pointed out that it had been suggested that the said form be either printed on the back of all the jobbers' invoices, or affixed thereto with a rubber stamp, so that if exception were taken at any time to any line of merchandise the retailer carried in good faith, he would simply have to turn up the invoice for it and be protected by the warranty form on the invoice. This proposition was made to the authorities at Ottawa and met with their approval, but when the proposition was made to the wholesalers in Vancouver they refused to accede.

At this point one of the delegates amused the meeting by recalling how in one small town, when he was having hot cakes and maple syrup, he questioned the waitress as to whether the syrup was absolutely pure maple syrup. The waitress was highly indignant, and exclaimed: "Pure, I should say it is! We make everything on our own premises."

This convention urges upon the Dominion Executive the greater need of an amendment to the Food Adulteration Act whereby the retailer and the public receive better protection.

The convention committee brought in a resolution which was adopted, to the effect that the Provincial and the Vancouver Branches should be combined in one office with a joint secretary, and such help as should be found necessary, the expenses to be equally divided.

Also that the office of secretary be left open for the incoming executive to have a conference with the executive of the Vancouver branch as to the appointment.

A budget of \$5,000 was presented for the secretarial work of the two branches, making the expenses \$2,500 apiece.

Also, the incoming executive will be requested to ascertain from Mr. Corley whether there is any commission due to the provincial office for the increased advertising since the B. C. Retailer was made the official organ of the Provincial Association.

Percy Shallcross, past vice-president of the Board of Trade, welcomed the out-of-town delegates to the city, at the luncheon tendered by the Vancouver Branch and held in the banquet room of the Hudson Bay. In the course of his remarks Mr. Shallcross stated that a convention such as the present one was a movement greater than simply trade interests, but was a move for the good of the community, for the backbone of the community was the retail tradesman. He stated that at a time when every link in the merchandising chain was attacked with destructive criticism, there was one thing sure, that the manufacturer, and the retailer would always be in business. Each guest was asked to rise to his feet in turn, and state his name, his home town, and the



A group photo of the delegates to the British Columbia R.M.A. Convention, the figures marked are as follows: 1. G. H. McRobbie, new president; 2. D. H. Kent, new treasurer; 3. T. F. McDowell, retiring president; 4. G. A. Howker, retiring treasurer.

nature of his business. The company was amused when one druggist rose to his feet in turn, and after his name and business mentioned "two stores." Not to be outdone, a grocer shortly announced "three stores," and a Vancouver druggist then rose and announced "seven stores, nine telephones." It

our recollection there is great exception taken to the Government going into competition to any retail business by the trade concerned, and rightly so.

Discussion of Garnishee Act

A resolution was also drafted asking the

lakes in the interior and on Fraser River, have been approached for revision of tariff at many times without avail. It would be gathered that the Fraser River rates, having to meet the competition of the B. C. Electric and the C.P.R., are most reasonable—the others may be judged from the statement of one delegate from Vancouver Island, "It costs twice as much to ship freight to Nainaimo, forty miles across the gulf, as to bring freight eighty miles down the Fraser River. This is a rate four times as high. There is no competition with the boats across the gulf, and the matter does not come under the jurisdiction of the Railway Board. Whether it comes under the new Public Utilities Commission will be ascertained, otherwise the Dominion Executive will be asked to request a special board appointed to take care of water freights in British Columbia.

Foodstuff Handlers to Be Physically Sound

A far-reaching and sorely needed service is covered by the following resolution:

"Resolved, that all persons handling food-stuffs be compelled to undergo an examination satisfactory to the city health officer; failure to undergo satisfactory examination being grounds for refusal to grant a license to operate."

If the various foreign peoples in our Dominion are not particular as to the handlers and handling of the food they eat, they should be compelled to observe our standards when they have anything to do with the food we eat.

Certain statements which appeared in the B. C. Agricultural Journal were deemed to reflect unfaithfully on the retail trade. A resolution was made that the attention of the Minister of Agriculture be drawn to the article in question, and an apology and correction made.

It is the habit at this time for various privately-owned papers to permit their wordsmiths to make gratuitous attacks on the retailer—probably because popular prejudice requires a goat—and the wholesaler and the manufacturer are never in a position to cross the consumer. It is not thought the province of a Government paper to attempt to discredit any branch of the present merchandising system.



T. F. McDOWELL.

The retiring President of the British Columbia R.M.A., who presided at the Convention.

was generally conceded that the first man doesn't have a chance in an assemblage of this nature.

Discriminating Between Retailers Causes Hard Feeling

The temper of the convention was very pronounced in regard to certain manufacturers, who were named, who, it is stated, discriminate between retailers in various centres, selling one at wholesale prices and another at manufacturers' prices. The plans outlined in case these manufacturers cannot be made to see the light will undoubtedly achieve the desired result.

Considerable discussion was occasioned by a resolution presented dealing with the Soldier Settlement Board buying entirely in large centres, to the loss of the merchants in the districts where the dwellings are being erected. Many merchants contended that as the Government was buying in the cheapest market, the greatest good for the community as a whole would be attained. This view would have been unanimous had each delegate present felt assured that the whole saving in every case would go to the soldier. Premier Oliver in addressing the Rotary luncheon stated that when the Government spent money they got about fifty cents' worth for every dollar—that the other fifty cents was simply lost between places. It was stated that the hardware men in the province had taken strenuous exception to the Government's action, and that the actual case should be looked into by the incoming executive. It appears in cases of this kind that clothing men are very patriotic when the Government is buying groceries, and grocers can view with equanimity the Government handing out to discharged men \$35 worth of ready-made clothes, but in

Dominion Executive to get an amendment to the Garnishee Act making civil servants on the same status as any other delinquent.

A resolution was also presented asking that the charging of fees for the inspection of weights and measures be abolished. It was pointed out that the accuracy of scales was just as much an advantage to the retailer as to the public. It is worth a fee to have the onus off the grocer, and make the public feel that weights and scales are not matters of suspicion.

It is also complained that the present British Columbia Garnishee Act is absolutely worthless for the purpose. It exempts \$40 of a delinquent's pay from garnishment, and does not state whether per month or week. When the common usage was to pay by the month it was possible to recover a debt by garnishment. Now when a man is paid fortnightly, or often weekly, and \$40 is exempt from whatever is due, in most cases the whole wage is covered. A man might be paid \$40 per week and be paid weekly, and not a cent could be garnisheed. As this law works as a protection and encouragement to the dead beat, it is asked that the Attorney-General be again asked to draft up an improvement. This matter was brought to the attention of the Attorney-General's Department more than a year ago, and the Attorney-General expressed himself as quite in agreement that the present Garnishee Act does not function, but nothing has been done.

Freight Rates Considered

The matter of high water freight rates in British Columbia has been discussed at various times. The various steamship companies at present operating between the mainland and Vancouver Island, as well as on the

The Secretary's Report

IN submitting my second annual report for your consideration I shall endeavor to be brief and to the point. I realize that there is a great deal of work before you and that some of the subjects, especially that of the treasurer's report, will require your closest attention and earnest consideration. I mention the treasurer's report now because it is my opinion that his report is by far the most important subject to be considered at this convention. The future of your association depends directly upon your action in connection with it.

To commence with, I wish to submit a few statistics. The membership of the British Columbia Board at the time of our last convention was slightly below 200, 198 to be exact. At the end of last month the membership for the whole of the province, including Vancouver, was 413. We have more than doubled the membership in twelve months and it is still growing. Actual resignations for the twelve months have been less than ten.

Your Executive officers have held 20 meetings during the period. Some of these meetings have consisted of two sessions and on one occasion three sessions totalling nearly twelve hours were necessary in your interests. The total time spent by your Executive officers in attending meetings at Provincial headquarters has amounted to something like 75 to 80 hours, about ten working days. This does not include trips

MEN'S WEAR REVIEW

to various local branches in the interests of organization and delegations to the Provincial Government.

Your office staff has consisted of myself and stenographer, in each case part time, and the organizer. The work of the organizer speaks for itself in the increased membership. Organizer Hougham, however, will go into this in detail. The actual office work has occupied a great deal more time than has been paid for. The remuneration for the work done has been entirely inadequate. Yet there has been a great deal of work left undone. No one realizes the shortcomings of the association's present equipment more than I do myself. It should be kept in mind, however, that those shortcomings are the direct result of other shortcomings which are beyond our control. Your treasurer will, I believe, bear me out in that statement.

There are now 10 properly organized local branches in the province, consisting of 368 members, besides 45 members in more or less remote districts, who are not yet attached to any branch.

During the past few months strenuous efforts have been made to organize a Vancouver branch and I am glad to be able to report very satisfactory progress. This matter will also be dealt with in the organizer's report.

Regarding our office service departments it is gratifying to know that the collection service is being used increasingly by members, and that it is proving to be efficient and satisfactory.

The basis on which your collection department is operated is a commission one. The collection manager, Mr. Cotton, receives a commission on all amounts collected and the association pays for postage, stationery and printing used in connection with the work. By this method the greater part of the cost of operating the department is paid by those members who receive direct benefits from it.

The freight adjusting department, I regret to report, has not made the progress we anticipated. The manager of this department started off with great expectations, but our members did not rally as it was hoped and expected they would. Mr. Coy, who managed the department, was a man of undoubted ability in freight matters, but he became discouraged at the lack of support and gave it up. We are endeavoring to make arrangements for having freight bills checked by some good man who is well up in that work, but the great difficulty will be in obtaining a complete list of tariffs, as owing to the great number of changes that have taken place in freight rates during the past year or two, it requires a library of considerable proportions. Mr. Coy's list of tariffs cost him over \$300 and an enormous amount of time to collect from various sources.

Some months ago your Executive approved the appointment of Mr. L. D. Jones as solicitor and legal adviser to the association. Mr. Jones is a young man and a returned soldier, and a native son of British Columbia. Mr. Jones has already given the association very good service and the cost has been very reasonable. In fact, he has given his services in some cases. He is anxious to make a special study of the retailers' problems, and it is most necessary in a legal adviser for an association of this kind that he should endeavor to see the retailers' point of view clearly and intelligently.

If there is one service department that has excelled others it is the fire insurance department. The arrangement recently arrived at with the Northwestern Mutual Fire Association, and which you will be asked to approve, has made this service very popular, and deservedly so, with our members. By this plan those of our members whose risks are accepted by the Northwestern may save from 30 to 45 per cent. of their fire insurance premiums. And that is reckoning on the regular "board" rates. In no case does the Northwestern charge

more than the board rate and in some cases less. Yet in all cases the rebate is made.

The plan adopted by your Executive for handling this work has necessitated the formation of what is known as the Retail Merchants' Fire Underwriters Agency. This is simply a matter of convenience. It is the name that is used for writing fire insurance for members only of the R. M. A. in British Columbia. Applications are handled by the Agency and policies issued. Inspections are made by the N.-W. and all risks are subject to the Northwestern's approval. No commission whatsoever is paid by the Northwestern to any person, nor to the association for any business coming from our members, nor does the association make any charge to members placing insurance through the agency. The whole of the rebate is passed on direct to the member. Great interest is being taken in this plan, not only by our members, but by other associations in British Columbia and in the states to the south. The local insurance companies are also beginning to wonder where they are going to get off. I have no hesitation in saying that the association's fire insurance scheme is the most progressive and co-operative plan of its kind being operated by any business organization in Canada, and is something our members have every reason to congratulate their Executive upon. In this connection I would like to remind those who are interested that a special meeting to discuss the fire insurance feature will be held at 10 o'clock on Wednesday morning in the Provincial board room.

Coming now to legislative work, a number of resolutions were passed at last year's convention, and I shall endeavor to give a brief account of the progress made upon them. In the first place there were a number of resolutions dealing with the Provincial Weekly Half-Holiday Act. Many letters and wires have passed, and several personal interviews with members of the Provincial Government have been had in an effort to have our recommendations adopted. The Government has not yet seen fit to prohibit the sale of goods in stores not compelled to close by law, when such goods are sold in other stores which are compelled to close. The resolution requesting that statutory holidays be specified for the purposes of the Weekly Half-Holiday Act was pressed before the Government, and I am glad to report that the improvement was made. The Act now contains the required list of legal holidays.

The resolution dealing with the recovery of debts from civil servants was referred to our Dominion Board and has received considerable attention in that quarter. Every opportunity is being taken advantage of, I believe, towards having civil servants brought under the law in common with other citizens. As this is a matter that strikes almost at one of the fundamentals of the British Constitution, it will be realized that it cannot be easily brought about. These, however, are times of great changes, and a change of this kind is much more likely of realization than even a year ago.

In connection with the collection of provincial taxes I am given to understand that more strenuous efforts are being made by the Government in that direction. Some changes have been made in the taxation department, and there is every evidence that this matter is receiving considerable attention. There should, however, be no let up in our efforts to see that tax evaders are brought into line, and as our vice-president, Mr. Fink, expressed it last year, all members of the Association should render every assistance possible to the Government by directing attention to those who it was known were evading payment.

In regard to the resolutions covering Capias Law, Attachment of Debts and Small Debts Court Act. A delegation consisting of Mr. Howker and myself waited upon the Attorney-General some months ago and spent considerable time with him in a discussion of these matters. Our recommendations regarding judgment debtors were

not favorably received, nor was the recommendation that in the case of judgment debtors an order should be made by the Court requiring the debtor to pay a specified amount at stated periods instead of the present law which requires the creditor to repeatedly bring up a debtor for examination at the creditor's expense. It would seem that the Attorney-General's opinion was the natural outcome of a legal mind and entirely out of sympathy with the retailer's point of view. The Attorney-General's summing up of the whole situation was that retailers should exercise more care in extending credit. It is needless to remark that your delegate took good care to place the retailers' viewpoint of this matter before the Attorney-General.

Our recommendation that the Attachment of Debts Act be amended so that the amount exempted from the salary or wages of a debtor should be by the week or month, was more favorably received, and the Attorney-General promised that this should be looked into, as he also did in reference to our suggestion that the Small Debts Court maximum should be raised to \$200 instead of the present \$100. So far, however, no amendment has been passed.

The resolution dealing with the sale by wholesalers to consumers has received considerable attention from time to time, and I believe that some improvement has been noticed in this respect by our members. Nevertheless there is still considerable room for improvement, not only in this direction, but in the matter of special discounts and other privileges allowed to favored retailers by the wholesalers, thus encouraging unfair competition.

Passing from the work outlined at last year's convention we come to the activities and happenings with which our Association has been connected during the past twelve months. Probably the most important event has been the establishment by the Dominion Government of what is known as the Board of Commerce. For several years our National Association has urged the Government to establish an Inland Trade Commission with powers in connection with the manufacture and distribution of merchandise similar to those of the Railway Commission in connection with railroad affairs. This practically is what the Government has at last found it necessary to do. It is true that at present the Board of Commerce seems to be, if anything, in opposition to the retailer. It is sincerely to be hoped that the Board will execute its duties in a strictly fair and impartial manner. There are unbounded possibilities for good in such a body for all concerned, and it would be a crime if by reason of the blind prejudices of even one member, the splendid work that might be accomplished by a commission of this kind should be still-born.

It is hardly a matter for congratulation that a commission of this kind, dealing as it must with very material matters, should not have at least two legal men in its composition. The third member of the Board has not yet been appointed, and our Association is making every effort to have a good business man as the third member. It would seem only fair that the tremendous body of business men represented in the manufacture and distribution of merchandise should be represented by one member of the three. I venture to predict nothing but abortive results unless this is done. In the meantime it is gratifying to record that the Government has found it advisable to carry into effect something which our Association decided several years ago would be necessary, and it is not too much to claim that had the Government acted upon our suggestion when it was first submitted, much of the trouble in connection with increased prices would have been avoided. The work of the Board will now be to cure what could have been prevented.

The Bankruptcy Bill placed before the Dominion Government last year has not yet become law. It is entirely different in many respects to the Bill first drafted. Our As-

sociation became very active when this Bill was brought to its attention, and many clauses that might have inflicted severe injustice upon the retailers were eliminated. This is the class of work the full value of which will probably never be even partially appreciated by the large majority of retailers. The prevention of unjust legislation is, however, a most important part of the work of your organization. The proposed Bill provided that you could be declared in a state of bankruptcy if at any time you were unable to pay a bill for \$200 or more when it became due. Such provisions and many more as unjust would have been passed but for the watchfulness of such men as our Provincial Treasurer, Mr. Howker, who was present representing our province at the Dominion Board Convention when the Bill was first considered.

The first successful prosecution under the Trading Stamp Act, a measure enacted by the Dominion Parliament at the request of our Association in 1905, took place in this province when firms in New Westminster and Vancouver were convicted and fined for taking part in what was known as the Auto Contest. Our Association published warnings in the press and in the B.C. "Retailer" to the effect that this contest was illegal. There were those, however, who though they knew more about the Trading Stamp Act than the officers of the Association which drafted it. Our only regret was that we were unable to capture the promoters of the scheme. They made their get-away; they also made a clean-up at the expense of a number of foolish merchants. There is still a warrant out for the arrest of the promoter, and he will find B.C. an unhealthy place if he ever arrives here bekknown to certain people.

During the early part of the year your Executive Officers visited a number of local branches situated within easy reach of Vancouver. Excellent meetings were held, almost every merchant in the cities visited turning out. This move seems to have been a very successful one, and has created a closer feeling of friendship and co-operation between the branch members and the provincial office. It is to be hoped that the Association's finances will permit of this work being continued in the future on even a more extensive scale, and that other branches more distant will be visited.

Among the more recent activities of the provincial office was the matter of certain articles which appeared in a recent issue of the "Agricultural Journal," a publication issued by the B.C. Dept. of Agriculture. In this journal most unfair attacks were made upon the retailers of this province as a class and upon this Association. The matter was promptly taken up with the Premier, but owing to his absence in the East it has not yet received his attention. He has now returned, and in all probability we shall hear from him very soon. A communication was forwarded to him just a few days ago in connection with this matter.

While on this subject I would like to draw the attention of the delegates to the prominence given to co-operative societies in the "Agricultural Journal." In some issues several pages are devoted to boosting consumer co-operative societies, designed to eliminate the retailer. It seems hardly fair that the money paid by retailers in taxes should be used in attempts to put them out of business. I say attempts advisedly. I do not think they can succeed. I would suggest that this matter receive the further attention of your Association.

Amongst other matters I would suggest should receive the consideration of this Convention, are double cartage charges by wholesalers, the policy of collective buying, Discrimination by Imperial Tobacco Co., and other firms, medical inspection of persons handling food for sale. Most of the delegates are well in touch with these matters and will be dealing with them.

Before making my concluding remarks I wish to make special mention of the manner in which your Executive Officers have supported me. I refer to T. F. McDowell,

your president, and Geo. A. Howker, treasurer, and I may say that but for the encouragement and advice I have received from them at most discouraging times I would not have been submitting the secretary's report at this Convention. I feel that the members of the Provincial Board cannot give too much credit to the two officers whose names I have mentioned for the work they have done during the past 17 months, for it should be remembered that they have carried on since the inception of this organization in B.C. In that time they have held

over thirty meetings. Not one cent of remuneration have they received, nor did they expect it. Their work was done for the benefit of their fellow retailers, and I feel that I cannot offer a more fitting suggestion in the interests of each individual delegate present and of the Association as a whole, than that each retailer make a firm resolve that from now on he will endeavor to follow the excellent example set by the executive officers of this Board and give at least a little time and effort in the interests of his fellow retailers.

ORGANIZING THE B.C. MERCHANTS

The Report of the Organizer At the British Columbia Convention of the R. M. A. Gives a Very Optimistic Outlook for the Future Welfare of the Association

IN presenting the story of the activities of your organizer since the 1918 Convention I may as well admit that I am out to completely spoil my reputation, that is as I understand my reputation to be. I may say that I understand my reputation to be by suggesting that it is not a reputation for brevity.

I will touch upon facts and figures merely as illustrations and not simply as a recitation because facts and figures, and more particularly figures, can convey no adequate picture of what organization work in B.C. has involved since last September.

The first trip made by your organizer following the Convention was planned to cover the Okanagan territory, and was started early in October.

Defunct Association a Stumbling Block

The towns visited on this trip were Kamloops, Enderby, Armstrong, Vernon and Kelowna. In Armstrong and Enderby branches were established representing practically the whole of the possible membership. I spent quite a while at Vernon, but found it impossible to accomplish anything at that time, owing to the fact that "they had once had an association." This "association," like too many similarly ill-fated ventures, had gone to pieces around 1914, and had not yet had the decency to pay its own funeral expenses. These expenses were still owing to sundry creditors in the town, and the merchants did not seem to think it possible to start a branch of the R.M.A. of Canada without first paying the debts of their old local association, and nobody seemed to be particularly anxious to pay said debt. I pointed out to a meeting that I addressed at the City Hall there that it was hardly fair to penalize the R.M.A. of Canada for the sins of the Vernon Retail Merchants' Association of 1914, and had I been able to stay on the ground long enough to have given time for a committee to have canvassed the local merchants and paid off their old debt I am confident that we should now have a large branch in the Queen City of the Okanagan. The treatment accorded me there was entirely courteous and cordial, and several merchants expressed their intention of lining up with the R.M.A. of Canada as individuals, if their fellow merchants did not decide to establish an accredited branch. I judged it in the best interests of our Association, however, not to accept such applications at that time, as I felt it might hinder the larger programme that we had in view, because there is always a better chance of an organization standing together if it is properly organized at the start.

A Nucleus at Kamloops

The time limit under which I was working was again a handicap at Kamloops upon my return journey. I found it very difficult to get a hearing at Kamloops, for the reason that they also had once had an association, but I succeeded in getting five members as the nucleus of a future branch, and I was assured by these five that as soon as I could return to that field they would assist me in getting the merchants out and having a properly organized branch of our Association established there. Unfortunately for reasons entirely beyond our control I have never been able to revisit that territory, nor have I been able to cover the field further east and south, which had been my intention, so that it may fairly be stated that the possibilities of the interior in Association matters have scarcely been tapped.

Prince Rupert Has Branch

However, some signs of interest in our Association work having been evinced at Prince Rupert, a visit was made there, and a branch established, beginning with some eighteen members, which has since increased to thirty-three. Preliminary work was also begun in the month of December in the City of Vancouver itself, a meeting being held on December 6th at which the Vancouver branch came into existence. No further work was possible, however, in Vancouver on a part time basis, as this field is too large and complicated to be properly organized half-heartedly. I will deal with the organization of the Vancouver branch as a separate matter, but it is in order in this connection to mention the fact that the establishment upon an efficient basis of a branch in this city has been and is yet the biggest problem that the Association has to face in this province.

New Westminster was the next field for attention, and with the co-operation of local Secretary Ing, who worked unselfishly to give the New Westminster merchants a form of organization which he felt to be in their interest, we succeeded in establishing a branch there of some thirty-seven members. Mention might also be made here of a flying trip made from Nanaimo to Port Alberni, around the first of the year, at which a branch of our Association was established with a membership of fourteen, which is about one hundred per cent. of the possibilities in that district. Without knowing the geography intimately I would think that the British Columbia Board has at Port Alberni its farthest west branch and at Prince Rupert its farthest north branch. During the month that followed my attention was about equally divided between Vancouver and Nanaimo, and at Nanaimo we

were able to increase our membership from twenty-two to fifty-six members, and what was more important, end a condition that had hitherto existed under which we had had a local association and a branch of the R.M.A. of Canada operating in the same office.

Interested in Association

Other points visited have included Chilliwack, Duncan, Courtenay and Cumberland, while a trip was also made to other Fraser Valley points as far up as Mission. During the year numerous enquiries have come through from merchants both in the towns and country places asking for information as to membership in the Association. Some of these replies have been sent stating that the organizer would visit them in due course, while in others application cards have been sent, inviting them to take out membership by mail, which in several cases has been done. This method has only been adopted where the expense of a personal visit made it impossible to reach the merchant. An example of this is the case of a merchant at Willow River, which to the best of my knowledge is somewhere around the Prince George district, while we have another membership to recall from the top of Crow's Nest Mountain, this membership being entirely unsolicited.

A number of different attempts have been made to get a hearing of the merchants at Victoria, but so far entirely without success.

A Branch of Fifty Members

Early in 1919 the Provincial Secretary and I waited personally upon a number of representative retailers with a view to having them come to a meeting and hear for themselves what the claims of the R.M.A. of Canada actually were. In addition to this, some five hundred invitations were sent through the mail calling a meeting on a certain date, the result was an attendance of about fifteen. From that beginning a branch of approximately fifty-five members has grown, but it has taken many months to accomplish that result, and if this Convention regard Association work simply as a dollars and cents proposition, then I have to say that the organization of the Vancouver merchants has absorbed more money and time than the results would appear to warrant. I feel confident, however, that no such narrow viewpoint will be allowed to color discussion of this report, for it will be realized at once that an organization of retailers in B.C. cannot be said to be representative until a strong branch is well established in the chief city of the province.

I do not claim that such a result is yet apparent, but I believe that the results in Vancouver for the ensuing year will more than justify the effort that has been put into it during 1918 and 1919.

In this connection I think it is in order to say that although Vancouver has perhaps been slow in coming forward, the executive officers of its branch have rendered splendid service to Association work in this province since they were elected, and are even now committed to a policy of organization in the city which will place the Vancouver branch upon an efficient basis, in that it will bring all sections of retailers in this city together in a way that they have never been brought before. I mention this here because while I realize that your organizer's time, which is your time and money, has been almost wholly spent in Vancouver for several months, I do not think that you would have even the possibility of a satisfactory solution of the Vancouver Association situation in sight had it not been for the close attention given to this field by your organization department.

Meanwhile, it seems to me to be a matter for satisfaction that in every case but one, branches organized in 1918 have renewed their membership this year, and in most of these cases the membership has increased.

Growing Enthusiasm

This applies, for example, to Chilliwack, where we established a branch in June, 1918. This branch is now easily fifty per

cent. stronger than when first started, and this increase was voluntary. Altogether, surveyed from the viewpoint of numerical membership, the B.C. Board of the Retail Merchants' Association of Canada stands 100% stronger than it did at the 1918 Convention, while its possibilities in this direction are as yet hardly exploited.

This observation brings me to the conclusion of my report, and in presenting it for your consideration, I have simply this to say, you have in British Columbia today the nucleus of an organization of retail merchants. It has been brought together despite many difficulties and discouragements. It is, however, your organization, and you can make of it an efficient machine functioning in your interest and in the interest of the community whom you serve, if you wish and will. If, however, this purpose is to be achieved, you must here and now, at this Convention, decide to spread the burden of responsibility over more shoulders than have borne it to date. Executive officers must be elected who can and will give the work the time and attention it involves. I do not mean by this that your present officers have not given it that time and attention, but I do wish to emphasize the necessity for a careful selection of officers for the ensuing period, which in my judgment will be the testing time for Association work in this province.

Among the resolutions dealing with the organizer's report were the following:—

It is recommended that the Vancouver branch have a paid Secretary of their own.

It is recommended that the present organizer be freed from secretarial duties and resume organization work.

At this point the Vancouver delegate asked that the organizer be left on the Vancouver field for at least a couple of months—this request was acceded to by the Board of the Convention.

The Committee also pointed out that one of the most vital items of the Committee's report was the organization of Vancouver city. As one speaker put it, "Vancouver is the very anchor of the whole B.C. organization, and unless the Association can show strong organization and real service rendered in Vancouver the work of the organizer in the outside field is rendered exceptionally difficult."

A full explanation of the new insurance service of the Association was given at the evening session Tuesday. It has not been found advisable to attempt to found their own insurance company as has been done successfully by the Saskatchewan branch, but a close working agreement has been reached with the North-Western Mutual Fire Association of Seattle, whereby the Association conducts their own agency for the writing of the members' policies, and members only. The Association policy holders are guaranteed a rebate on each year's premiums of from thirty to forty-five per cent., depending on the risk. The saving at all times to be thirty per cent. or over, what the premium in a board company would be. It is also claimed that all of the money paid into the company in premiums will stay in Canada, being invested in Canadian securities. The standing of the company, reserve, and past history, was obtained both from Washington and the provincial office of the Government, in Victoria, and was found to be satisfactory. The B.C. agency will be known as the Retail Merchants' Fire Underwriters Agency of B.C.; they have written several policies already, and the forms were received on Monday.

The actions of the executive in negotiating with the North-Western Mutual were endorsed by the Convention.

A glowing tribute was paid to the untiring work and zeal of the retiring president, T. F. McDowell. Mr. McDowell pointed out that according to the constitution the retiring president was still a member of the executive, and that he would work just as hard as while in the chair.

A Tribute to the B.C. Secretary

In T. J. Corley the merchants of British Columbia have a whole-hearted, enthusiastic

Association man, to whose untiring efforts much of the present gratifying progress of the B.C. Board of the Retail Merchants' Association of Canada is due. When he took charge of the two organizations extant in 1914, the Vancouver Retail Grocers' Association, and the Retail Merchants' Association of B.C., he realized that a much greater field would be opened and much more progress would be possible if the Associations in this province were allied with similar Associations throughout the balance of the Dominion. The logical way was to have the existing Associations gradually merged into a Board of the Retail Merchants' Association of Canada and late in 1917 things began to shape up this way. With the able assistance of Mr. Haugham, an organizer of a magnetic and genial personality, a board was formed; many of the outside points in B.C. have their own local association of the R.M.A., and we may shortly expect to hear that the Vancouver Retail Grocers' Association and the Vancouver Butchers' Association have been merged into the Vancouver branch of the R.M.A. With this strong pivotal branch in good working order, the greater success of the organization of the remainder of the province of B.C. may be engineered. If further need might be urged for organization it need only be pointed out that the Oriental traders have the very strongest kind of an organization. The Japanese merchants were the only ones to, as an association, have a float in the recent peace pageant. The Oriental Association hired the best K.C. in Vancouver to fight for their interests during the city's attempt to collect business license fees—and they had a measure of success.

Convention Briefs

Professor Struthers gave an illuminating address to the delegates on "Character analysis at first sight." He gave a very interesting and correct reading of the natures of Mr. Phillips, of New Westminster, and Mr. Daykin. At one point the whole convention was thrown in an uproar when the Professor said, speaking of Mr. Daykin, "I should say that you would appreciate a droll, quiet, subtle witticism, whereas Mr. Phillips might enjoy a more hilarious joke." From the laughter this provoked we could but wish we had heard the jokes with which Mr. Phillips must have been regaling some of the delegates.

Mr. Murphey, of Nanaimo, seemed loth to remove his hat. It's no disgrace, Murphey, you never see grass on a busy street.

At the banquet at the Hudson's Bay, Professor Harper sang his own song, "Here's how, Vancouver." He was under a handicap, as no piano was available. However, Mr. Howker, Ernest McTaggart, and a few other lusty thrushes helped out splendidly.

The member from Port Alberni was so engrossed in watching the fireworks above the fair grounds that he pretty nearly moved an amendment to the motion to adjourn.

When the time came to sing "God Save the King," the entire assemblage voted that the Second Annual Convention of the B.C. Branch of the Retail Merchants' Association of Canada was an unqualified success.

Those Present at Convention

Among those present at the Convention were the following:—

K. Evans, South Vancouver; M. J. Phillips, accredited delegate, New Westminster; R. Fox, accredited delegate, Chilliwack; G. H. McRobbie, accredited delegate, Vancouver; R. H. Ormond, Nanaimo; F. G. Fox, Port Alberni; R. A. Thorpe, Duncan; Mr. Whitehouse, Armstrong.

Visitors who registered were as follows: G. A. Howker, prov. treasurer; D. H. Kent, President McDowell, W. M. Carson, H. C. Wilson, D. Shantz, J. Harkness, J. F. Merrilees, S. Des Brisay, A. T. Bridgeman, M. Rikson, E. R. Wilson, J. T. Crowder, T. H. White, E. R. McTaggart, E. A. Davey, C. Clarke, F. Cluff, J. W. Cornet, R. M. Tod, D. O. Bowen, J. M. Watson, H. Morrow, E. G.

Continued on page 58.

A LITTLE BIT OF EVERYTHING

Picked Up From All Over And Put in One Place.

A new Semi-Ready store has been opened in Maisonneuve, situated on the corner of LaSalle Avenue and Adam St.

Omitted from Buyers' Directory through an oversight, the Hercules Garment Co. were not listed in the Buyers' Directory last month. They should have been listed under the following headings: Fine Shirts, Work Shirts, Pyjamas, Boys' Wash Suits.

Mr. P. J. Kelly, the aggressive president of the Retail Merchants' Association of Stratford, has been fortunate in securing as a speaker for a meeting to be held in October, Col. Fred Voilande, of Topeka, Kansas, a great war veteran, and an exceptionally attractive speaker.

The George P. Ide Company, of Troy, N.Y., makers of collars, has announced that its future sales policy will be to refuse to sell its goods to merchants who cut the retail prices established by the manufacturers. This is in pursuance of the policy known as the "Colgate Plan," the legality of which was established by the Supreme Court in the case of Colgate and Company, who were indicted for violation of the Sherman Anti-Trust Law. The contention that in seeking to maintain a standard price for his goods a manufacturer was within his statutory rights, was sustained.

The progressive clothing firm of R. H. & J. Dowler, Limited, with headquarters in St. Thomas and chain stores in London, Windsor and Sarnia, have purchased the clothing stock and business of Walter Boug, one of the oldest and most successful clothing merchants in Windsor. The deal, which was completed by John Dowler in September, involves some \$60,000 worth of stock at once, bought at a rate on the dollar. The building occupied by Mr. Boug has been rented by Dowler Brothers for fifteen years with one year's option secured if they decide to purchase. Mr. Boug, it is announced, will retire from business.

The move is reported by J. Dowler to be absolutely necessary in order to take care of their ever-increasing business. They had entirely outgrown their old quarters, having been forced to convert a portion of the basement into selling space. Business will be conducted in both stores and it is the intention of the new proprietors to thoroughly renovate Mr. Boug's former store, installing an up-to-date front and making it one

of the most attractive clothing stores in the Dominion.

The change speaks well for Dowler merchandise and Dowler progressiveness, having to compete, as they do, with the large clothing stores in Detroit.

BURGLARY AT BELLEVILLE

On September 4 the premises of Simmons' men's wear store was broken into, and it is estimated that six hundred dollars' worth of merchandise was stolen, consisting mostly of men's and boys' furnishings.

WOLTHAUSEN HAT CORPORATION FORMS WAR SAVINGS BRANCH

A War Savings Society was recently formed at the factory of the Wolthausen Hat Corporation, Brockville. Frederick Wolthausen was elected president, and F. A. Wolthausen, secretary. The branch has a membership of over 30.

LONDON TAILORS ORGANIZE

A flat weekly salary of thirty dollars, with time and a half for overtime and double time for holidays will be the first claim of the newly organized union of London tailors.

MONTREAL FIRMS SHARE IN CONTRACT

In the recent contracts let for equipping the Montreal police with warm apparel for the winter months, the Acme Glove Works had orders placed with them for 840 pairs mitts at \$27.00 a dozen, and 140 pairs of buckskin gloves at \$16.00 a dozen.

The Dominion Rubber Co. received an order for 50 waterproof coats for officers at \$15.80 each, and 145 rubber coats for constables at \$11.80 each.

GROWING PAINS IN PRINCE ALBERT

Owing to the increase in business and a lack of space to handle it, Ralph Miller has moved his business from its old location on River street to the Knox Block on Central avenue.

WOODSTOCK HAS NEW STORE

The Hersee Brothers announce the opening of a new store early in October in the store occupied for so long by Frank Hyde, druggist. The agency has been secured for Semi-Ready and in addition there will be furnishings and haberdashery of the higher grade lines.

CHANGE IN HAMILTON FIRM

After 18 years as managing director of the Copley, Noyes and Randall Company, clothing manufacturers, of Hamilton, Geo. C. Copley has decided to withdraw from active service with the company and retire to private life. The new officers are Bruce Harvey, J. E. Clark, C. T. Beatty, associated with whom will be A. C. Cooper. Mr. Copley will remain on the board of directors.

BLOCK CHANGES HANDS IN CALGARY

D. A. MacLeod, of MacLeod Bros., has purchased the valuable property known as the Allan Block, corner of Ninth avenue and First Street East. MacLeod Bros. have been carrying on business in the Allan Block for the past 16 years and occupy seven-eighths of the space in the building.

BUSINESS CHANGES HANDS

Mr. Brown, of James Ramsey Co., Edmonton, and W. O. Kibler, formerly with the Williams Shoe Co., have purchased the stock of E. Berube, Windsor, Ont. The new firm will be known as Brown & Kibler and will be ready for business about 15th of September.

TAILOR "GETS HIS"

In a suit about two suits, Daniel Porter brought action in the Division Court against W. Pomerlain for \$50 paid on two suits that didn't fit. Porter had paid \$10 as a deposit on them. He went to Vancouver, and when he came back the suits were made—and disposed of. Defendant insisted on a further deposit of \$20, and Porter paid \$40. "Why?" asked the judge. "I shouldn't have done it." "But I did," replied Porter. He had ordered "plain suits; no fancy work about them."

"You'll get that all right," Pomerlain had promised him, but Porter complained of two pleats put on the sides and that the coats were too short. Pomerlain, in the course of the conversation, grabbed a club and threatened to hit him, and also threatened to call a policeman.

The coats were produced, and plaintiff pointed out the offending pleats. "Quite right, I wouldn't wear them," commented the judge. W. Pomerlain admitted the pleats, but said they could be pressed out in a few minutes. The plaintiff tried on the coats and the judgment of the court was that they were too short. "On your own admission also," said the judge, "you put in those horrible pleats," and gave judgment to plaintiff.

BRITISH WHOLESALE HOUSE DISPLAY AT EXHIBITION

Geo. Brettle & Co. Have Attractive Show Window at Toronto Exhibition.



Amongst the exhibits of the Toronto National Exhibition was the well-filled show case of Messrs. George Brettle & Co., Ltd., London, England, giving a very bright display of silk underwear, hosiery, scarves, neckwear and dressing gowns for men and women. Mr. Bob Walker, of R. Hawley Walker, Ltd., of Toronto, was responsible for the dressing of the stand, which was in charge of the firm's Eastern Canada representative, Mr. Hugh. D. Marshall, 306 Stair Building, Toronto.

MERCHANDISING ON A RISING MARKET

With the Certainty That Hats Will Cost More For Spring, Hatters Must Shape Their Policies This Season to Place Them Firmly on the New Level.

From "American Hatter"

THE practical certainty, as predicted elsewhere in this issue, that it will be impossible for retailers to secure hats to sell for less than five dollars each for the coming Spring, should cause them to do some careful and logical thinking in their present conduct of business.

It is going to take more capital to do business in 1920 than ever before. That fact must be kept uppermost through all plans and operations. Keep it especially in mind when marking up Fall merchandise. The present closing straw hat season is a striking example of what next year's experience will prove.

Allow for Expanding Values in Mark-Up

The thing to keep before you in the mark-up is this: if in the months to come you have to spend all of your profit to replace stock you will not be able to show a tangible profit at the end of the year. You may have your money's worth of merchandise, but that is not money. For example: if you now have in stock a hat which cost you \$2 and you expect to sell it at \$3, you may think this will give you a profit of \$1; but where will you stand when on re-ordering you find that same hat costing you \$3? The cost of the re-order will eat up the profit on the first purchase—unless in the original mark-up you provide for that one dollar which will surely be added to the cost price before the season is far advanced. In the same way, if you sell the \$3 re-order at \$4.50 you may think yourself \$1.50 to the good, but if on your next order that hat costs you \$4.50 your profit has again eluded you.

This does not mean that hatters should make an invariable rule of figuring present values as the basis from which to start their mark-up. This, perhaps, would not be fair to the customer. On the other hand, if the mark-up is figured on the original purchase price, the hatter is hardly being fair to himself and his employees. A medium course, which gives the customer all possible benefit of the original purchase price, yet allows the hatter leeway for future expansion and for providing himself and his business associates with fair compensation in view of the increased cost of living, would seem the proper course.

Another thing to keep in mind is this: this year stock will cost more and all your values will be higher. For instance, your fire insurance must be increased to cover the new value. Last year 500 hats may have represented a value of \$1,500 and you may have had them protected to that amount. This year those same 500 hats may represent a value of \$2,000, or even \$2,500. Your

very first business will be to see that your fire insurance is increased to cover this year's valuation. Unless you do, accident may leave you with a cold loss of thousands.

Don't make plans with clearance sales or cut prices in mind. To sell at cut prices when new stock will cost more than the original stock is unsound business. Furthermore, cut prices, or alleged cut prices, always tend to make the purchaser think the cut price the right price and the original price was the retailer's profiteering. It is a well-known fact that many men wait for "sales" to supply their hat needs. The present straw hat season taught these individuals a wholesome lesson which retailers should not be slow to drive home. After waiting for the usual "mark down sale" of straws and not finding it in evidence—because it was impossible to supply enough straw hats to meet the demand, let alone reduce the price of them—the lagers fell into line and bought their hats a month belated and at regular prices. Do not make the mistake of winding up the fall season with a sale event. Common sense demands that you do not sacrifice the stock which you have bought on a rising market, and a "sale" in the fall will make it doubly hard for you to get the new prices which a still rising market will compel you to quote in the spring.

One Danger of High Prices

Style interest must not be allowed to lag. In fact, when the market is rising, the style note is one to emphasize and keep sounding lest with the upward trend of prices the customer be tempted to turn economical and stick to his one hat as if it were glued to him. The practice of buying more than one hat a season received its initial stimulant years ago from the popular priced chain stores, which kept introducing new styles and sold them because of the insignificant price that one hat cost. This practice still continues, although the popular priced hat has gone out of existence. It has continued because men have made money during the war and have been free in spending it. There has been, as it were, a tidal wave of buying, but with advancing retail prices this wave may subside and men form the habit of buying for wear rather than for style. Hatters cannot afford to let this habit take hold of their public. To let it take hold means fewer hats per customer and reduced sales for hatters. Therefore, emphasize the style note and use every possible means of arousing style interest. Let it sound in every line of your advertising and trumpet from your show windows.

It is a good thing to let customers know that prices are going to be higher.

Fore-warned is fore-armed. A man prepares for what he knows is coming. Everyone is expecting lower prices in the Spring and many customers may put off the purchase of more than a makeshift hat in order to get the benefit of them. The fact that the expected did not happen in straws, and that the Fall failed of lower-priced promise will not deter them from looking forward to low prices in Spring—unless you begin right now to let them know that prices will be higher, not lower. Don't deceive yourself, and do not keep the truth from your customers. To keep the latter in the dark regarding the certain advance of Spring prices, and to let them discover it only in the inferior qualities you will be compelled to offer them at this Fall's prices will be bad policy.

Customers must be told the truth. How you tell them, is for you to decide—whether you tell them through the columns of your local newspaper or by word when they come into your store to buy. Editorial comment would not be out of place if you can induce your newspapers to co-operate. Advancing prices are as certain as that "the world do move," and since this is legitimate news the newspaper which has the interest of its readers at heart should not be averse to taking it up in the editorial column.

This year the hatter must also keep in mind that new standards have been established and must consider these standards in their relation to expenses—particularly the salary expense. If you have been in the habit of figuring all of your expenditures on a percentage basis, this year percentages must be larger. You must decide whether in these times this increase can be added to salaries or other expenses, or whether need for increased capital makes it necessary to reduce percentages, keeping amounts where they are. In making these calculations it must also be remembered that employees also need increased capital to meet the cost of living.

New Importance of the Sticker

This will have to be a year of close watching. For one thing, retailers will have to get a new perspective on the "sticker." The sticker always meant a loss, but this year it will mean twice the loss that it did two years ago. The watchword this year will be: "Don't let it stick." Devise some plan of stock-watching that will disclose the sticker in the first days of its sticking. The minute you find it inclined to nest, pry it loose from its comfortable quarters and make it hustle. There is no reason why one piece of merchandise should be a parasite on the rest of the stock. Clear it out—but make it pay for itself as it goes.

MEN'S WEAR REVIEW



Vol. IX. OCTOBER, 1919 No. 10

BRIEFS

THE longer the world takes to settle down, the longer it will take for it to settle up.—*Boston Transcript*.

* * *

SEPTEMBER the 15th marked the end of the straw hat season in New York, and it is reported that 1,000 discarded lids were found in front of one hotel alone.

UP-TO-THE-MINUTE ADVERTISING

THERE is nothing mossy about the way one Vancouver haberdasher advertises. A few weeks ago we mentioned that the display windows of the Jonah-Prat Co., on Hastings street, received very minute attention on the part of large crowds each time your representative passed, and on that occasion we discovered that a large card in the well-dressed window stated that a five dollar bill was at large some visible place in each window, and that any one locating it could walk in the store and take their pick of the two dollar ties. Don't ever imagine that that window did not get a real thorough "once-over" from a good many thousand prospective men's wear purchasers.

Now, the last two or three weeks they have a new one. A huge card announces that the Jonah-Prat Co. buys a ticket for one aerial joy-ride over Vancouver, every week. "Somebody is going to get an aeroplane ride this week—may be you're the lucky one," says another card.

WILL SHOW SAMPLES LATER THIS YEAR

DELIVERIES are still a source of worry to retailers all over the country, prices high, low or stationary are relegated to the background and the one demand is deliver the goods. In order to cope with and somewhat alleviate this condition, manufacturers and wholesale houses have, for the most part, agreed to send their representatives out later this year. Some of the clothing manufacturers deciding on six weeks' later showing of samples than was the case in other years. This means that it will be around October 15th before the bulk of their representatives are out calling on the trade. They assure us, however, that Spring deliveries will

not be held up on account of this, but will in reality be helped.

HIGH-PRICED CLOTHING IN U.S.

THE Birmingham *Post* has the following comments to make on the cost of clothing in the United States:—

"Although clothing prices in this country are very high, and still soaring upward, they are far below the level at which apparel is being sold in the United States. Complaints are numerous that high-class West End tailors are charging fourteen guineas for a suit of the best quality cloth, tailored by the most skilled journeymen, but in America suits have for some time been selling at £24. Exclusive tailors on Fifth Avenue, New York, are said to be asking up to £48 for winter overcoats, while retailers have been purchasing boys' overcoats, which they say cannot be sold in San Francisco under £12 each. Hard felt hats in London shops at 25s. and handsome velours at £2 5s. compare favorably with the £6 at which one Chicago store is offering a bowler. The same store is also showing a very fine quality soft felt, made from beaver fur, for which £9 10s. is asked. We have not yet come to that on this side, although both clothing and hats will—so the traders say—be dearer during the coming Autumn than they were last year."

HELP BUSINESS AND THE VICTORY LOAN

THE Victory Loan Campaign of 1919 will soon be in full swing, and it will need the united effort of every loyal citizen to bring it to a successful conclusion. It may be that some will think, that now the war is won, there can be a slackening in the enthusiasm that has made former loans a success. In such a feeling lies a great element of danger. It is no small task to raise sums running into the hundreds of millions, it is a still harder task to raise them in the wake of other heavy loans, but it must be done, and everyone must do his share to see that it is accomplished. Just as much as ever is this an imperative duty. It is a duty we owe to our country and ourselves. Should this loan prove a failure it would undoubtedly bring about a period of hard times that would be trying to everyone. With the loan a success there should be no question of the unbounded prosperity of this country. Money is needed to keep the wheels of commerce turning, to help finance the great natural resources of this country, to build up a more far-reaching prosperity than we have yet known.

In fostering an interest in this loan the merchant is doing himself a real and tangible service. He is the first to profit by good times, and the first to suffer from bad. In a great measure, he can by helping make this campaign a success protect himself against the dangers of hard-time years.



MARKET REPORTS



MARKETS AT A GLANCE

TORONTO, Sept. 7.—Enormous demand for goods, with insufficient supplies and rapidly advancing prices, characterize trade generally in dry goods. Until production can again attain anything like normal proportions there is going to be a great shortage of materials. The world is seeking goods of all kinds and Europe is in such dire need of almost everything that she has little to export. In the dry goods trade the merchant is largely dependent on Great Britain and Europe to supplement her needs in many kinds of merchandise. Labor conditions, the high price of coal and a generally unsettled state of affairs, tends to make the markets very strong for what there is available.

Advices received by Toronto houses from buyers who are now abroad show no improvement in the woollen market. Increasing difficulty is being experienced in securing dress goods. Buyers state that there is practically nothing to be had. Manufacturers do not want to take orders at all and a buyer is fortunate if he gets only a few pieces of goods. It is stated that many orders for next Spring will not be filled. Prices are still going higher.

In cottons, in a great many instances, prices are up to where they were before the declines were effected last Spring. New prices announced by Canadian mills are up ten per cent. on staple lines. Wholesalers are being rationed too, as the mills cannot begin to fill the orders they have. Canadian cottons, while at high figures, are claimed to be the cheapest in the world at the present time.

No improvement is reported in the linen situation, and prices are equally as high as they were a month ago, with stocks among the dealers not at all heavy. A Toronto importer and representative of a large Belfast linen manufacturing concern, recently returned from Ireland, states that production will be greatly curtailed, owing to the world shortage in flax. Further advances are probable.

In the silk market there is a great demand for Georgettes and crepe de Chines, but particularly the former. Prices are very firm. Reports from Japan show a very strong situation there in the raw market. Some very fine European silks are being received and are being shown in novelty effects.

COTTONS

Quotations on Canadian Staples for Next Spring Show Advances of Ten Per Cent.—Some Price Comparisons

COTTONS.—The Spring prices on Canadian staples have been announced, and advances over the former list approximate ten per cent. In the case of some mills quotations are back to where they were previous to the decline last Spring. This is particularly the case in such goods as flannelettes, linings and sateens. Canadian prints, too, show an advance, but they are not yet up to what they were before the slump last Spring. Supplies are still very limited, and it is impossible to secure anything like the amount of goods wholesalers would take under normal conditions. All

distributors are on rations, and as it is, the mills are considerably behind in their orders. Dealers are allowed goods on the basis of their average purchases of the last four or five years. As one wholesaler stated, he was not getting a quarter of what he was willing to buy from the Canadian mills, if it were available. He would not buy out of Canada at all, if it were not necessary, as the American market is higher than the Canadian. With all the criticism directed at high prices of materials in this country, Canadian cottons are the cheapest in the world to-day. They are lower than prices at New York, apart altogether from the duty that has to be paid. In the American market quotations show advances fully twenty per cent. over prices of July the first last. Buyers who

have delayed making purchases are going to have to pay very much higher figures in the future.

As an indication of the strong situation in the Canadian market some price comparisons are interesting. No. 3 print in navy is now quoted at 22½ cents per yard, that is, of course, for goods for delivery next Spring. For the Spring of this year it was quoted at 24 cents, and for Fall delivery the price was down as low as 19½ cents. In steel clad galateas, lights, the 1919 Spring price was 30¼ cents, the 1919 Fall quotation was 24½, and the new figure for next Spring is 29¼. In sheetings and the heavier cottons the prices in the great majority of instances are back to where they were in 1918. Curtailed production, due to shorter hours of labor, labor difficulties, etc., have all contributed to the high prices. There is an enormous demand for stuff, and the mills under present conditions cannot begin to meet it.

The position of the market for raw cottons at the present time is inclined to be weak, although fluctuations take place from day to day. The bearish factors seem to be favorable weather, and Southern selling. The declines in raws have amounted to \$5 and \$6 per bale.

The exports of United States cotton to all countries including Canada, prior to and since the commencement of the war, were from 1909 to 1913, including five crops, 42,667,000 bales, and from 1914 to 1918, including five crops, 30,666,000 bales, or 12,000,000 bales less than during the last period named. This is accounted for, says the "Daily Mill Stock Reporter," by the fact that some of the greatest consuming countries have been cut off by embargoes. With these countries actively in the market, and with other European countries rapidly increasing their demands for American cotton, it would not be surprising to see a real cotton famine before another crop can be produced.

BOOTS AND SHOES

Prices Have Advanced Five Per Cent. Since First of August. Wholesalers Report a Great Scarcity of Boots and Shoes

BOOTS AND SHOES.—There is nothing to indicate that there will be any lower quotations on shoes in the near future. Wholesalers informed MEN'S WEAR REVIEW that there was a great scarcity of shoes, and that since the first of August prices have advanced five per

cent. There is a great demand for shoes from all parts of the United States. Shipments to Europe from U. S. points have been very heavy, and the big inquiry for shoe leather is the strongest factor in keeping prices where they are. Then again there is an insistent demand for only the high-priced shoes, and people are seeking so much for particular shoes that this condition keeps the market very strong. It was reported in a large American centre the other day, that there are 600 styles of shoes for women calling for a frequency of individuality that does not justify the cost of the shoe. A Toronto wholesaler quoted women's high-grade brown kid shoes at from \$8.50 to \$9. This shoe, he claimed, was of the very best possible quality and should sell in the retail store around \$12. Women's oxfords are correspondingly high in price. There is not much demand for oxfords now, the season being over for them, as far as selling is concerned. Men's shoes in brown calfskin are quoted at from \$8.50 to \$9. Children's shoes have reached tremendously high figures, a good shoe for a boy or girl of ten or twelve years having to sell around \$6 at their present cost. The shoe market seems to be one of rapid progress towards higher values, and investigations, high cost of living, commission inquiries, etc., have not done much to relieve the situation. The excessive demand for shoes from all over the world appears to be the principal cause of the strong situation.

WOOL

Canadian Woollen Manufacturers Seek To Enlarge Trade. Very Difficult to Secure English Goods

WOOL.—Efforts of Canadian importers to buy worsteds on the English market are not meeting with much more success than they were a few months ago. Correspondence from English manufacturers report little improvement in the situation. According to the statement of some shippers it will be more than two years before the market assumes anything like a normal aspect. One buyer for a large Toronto wholesaler told MEN'S WEAR REVIEW that he had ordered thirteen pieces of grey pick and pick worsteds for an early delivery this Fall. The reply that he had received was an acceptance of an order for only two pieces. The price quoted was 16 shillings per yard. Shorter hours of labor and the fact that so many men in England have not yet returned to work since the ending of hostilities, is curtailing production, and manufacturers are experiencing their own difficulties in maintaining operations on a satisfactory basis. Advices from the Old Country are to the effect that there is nothing to indicate lower quotations on English woollens for a long time. All prices are very high and very strong. Buyers recently returned from New York in search of dress goods state that they did not buy a yard of woollen dress materials. Woollen lines were very scarce, and showed advances of 25 per cent. on June

quotations. There is a big demand in England from European centres, badly in need of woollen materials. This tends to render it impossible to meet the requirements from this side. The enquiry, too, for domestic account in the Old Country is also on a very large scale.

The Canadian wool clip, totalled at approximately 15,000,000 pounds is now being marketed. Only about a million and a half pounds will be absorbed in this country. Even a portion of this amount may later be exported to the United States. The movement of Canadian wool to the American market is expected to start very soon. The staple is coming forward at the rate of about five cars per day, most of which is from Western points. Early requirements of the mills using the domestic product have been satisfied, but there remains the later orders that will be forthcoming in the Fall. Most of the consumers have fairly large stocks of Australian and South American wool that have been carried over from last year.

Every effort is being put forth by Canadian woollen manufacturers to extend their export business. Four representatives of the Canadian Association of Woollen Manufacturers have been appointed to get after this trade. The orders secured from Roumania and Belgium are only a beginning. Some weeks ago a representative was secured to get business for the Canadian woollen men in South Africa, the West Coast, the East Coast, and the Island of Madagascar. Garments of cotton, silk, wool and unions will be taken. This representative is very optimistic as to the business to be secured for Canada. He is of the opinion that a close study of the British industry convinces him that it will not be a factor in the export trade for the next ten years. Another representative has been appointed to get trade in Italy and the Balkans. Russia, too, presents an enormous field.

Later advices from buyers representing Toronto houses, who are now in England, bear out what has already been said in regard to their ability to secure dress goods. It is practically impossible to get any guarantee of delivery, and nothing like the quantities desired are available. During the weeks of the Exhibition, wholesalers reported tremendous business with merchants from outside points. The general tendency, however, was not to load up with merchandise, but stocks in the average store had got down to such a low ebb that fairly heavy buying was necessary to carry them through the Fall season. The fear among some retailers that lower prices might come and find them with high-priced goods on hand, seems to be without reasonable foundation, as all indications point to very high prices and active demand for some time to come.

8,000 TAILORS IN N.Y. ON STRIKE

Seizing a time when Fall styles demand new clothes for New York's millions, more than 8,000 tailors are on strike because their demands for a 44-hour week and a flat salary of \$50.00 are refused.

RETAILERS SEEK TO EXAMINE BOOKS OF MANUFACTURERS WHO ADVANCED PRICES

Investigation of the causes for increases in the price of men's Fall clothing previously contracted for, with a subsequent examination of the books of all manufacturers charged with the practice of advancing contract prices, was provided for in a resolution unanimously adopted at the National Retail Clothiers' Association in convention at Chicago. Manufacturers who refuse to submit to such examination of their books will "come under the ban of unfair dealing," and will be exposed to the retail trade as such. The resolution demanding the investigation follows:

Whereas it has been openly asserted that some manufacturers of clothing and kindred lines have sold on future order merchandise at certain agreed prices, and have subsequently re-sold and delivered the same commodities at advanced prices and refrained from shipping to the original purchaser, that such a course has a tendency to increase without warrant the material price of clothing, and thereby places an additional burden on the consumer, therefore: "Resolved, that the association take cognizance of this practice and for the purpose of eliminating it, the president is hereby directed to appoint a special investigating committee of three, whose duty it shall be to investigate charges when specifically made and sustained, and by calling on said manufacturers to produce their books for the purpose of said investigation; that failing so to do, they shall be made from the different states through the secretary of the National Association. And that the expense of such investigating committee shall be paid from the funds of the National Association."

Manufacturers here are reluctant to discuss the Houseman investigating resolution or permit themselves to be quoted at this time, but their general opinion is that retailers are too presumptive to expect wholesalers to open their books to them and, therefore, learn what competitors they are selling.

As one wholesaler put it: "If we show our books, we'll be called liars, and if we don't they'll call us crooked."

Other wholesalers contend that the resolution is general in its scope and that it will whip the manufacturer who is profiteering into line.

FASHION-CRAFT LOSES TREASURER

Samuel Munroe, for a number of years treasurer of Fashion-Craft, Montreal, died on the 12th instant.

TAKES CHARGE AT WINDSOR

Carson Land of the St. Thomas Store of the R. H. & J. Dowler chain has left to take charge with Manager McLean of the Windsor branch. Frank Dowler, a successful west of Ireland merchant and a nephew of Robert H. Dowler, will become associated with the wholesale end of the clothing business of R. H. & J. Dowler.

A REVIEW OF THE SHIRT SITUATION

Mills Turning Out Many New Designs, Patterns and Textures For Spring Delivery.

FOR a period of nearly two years the textile industry made practically no progress in the matter of developing new ideas or novelties in their products. These conditions, according to Lawrence Lewin, editor of "Furnishing Facts," were caused by the war's demand on this industry, limiting the production available for civilian trade so that the mills had all they could do to continue styles and patterns already established without experimenting on anything new.

Since the return of the country to a peace basis, every weaver and designer has made the greatest effort to again reinstate his lines in the usual civilian channels and to secure again for himself the business which he had prior to 1917. As a result, never before have such a wealth of ideas nor so many beautiful fabrics and patterns been presented to the shirt manufacturing trade.

There is a noticeable change in the character of patterns as compared to pre-war days. As a general rule, pat-

terns are made up of narrow stripes, placed closely together so as to screen, in a measure, the ground color of the cloth. This is a radical departure from the wide stripes placed at infrequent intervals that we have been used to. Another variation of the same idea is the weaving of cloths without any apparent pattern, but having a mottled effect by the working into the ground of contrasting or harmonious shades, so that the fabric would be more properly termed a mixture than a stripe. Other mills have developed some very beautiful effects in plaid and check designs.

Many of the cloths are made in single tones, eliminating the five and six stripes of different tones we have been used to. As is quite natural with this tendency, plain solid colors have again come into favor. Plain white, cream, tan pongee effects, solid blues, greens, lavenders are all in evidence. Now with these plain colored fabrics, skill is used to get a novelty effect, if possible, in the weaving of the cloth itself. As to the fabrics themselves, silk is in as

great a demand as ever. The high prices of raw silk, however, have prompted the manufacturers of artificial fibre silk and fine cotton materials to offer some new ideas which will successfully compete with high priced silk goods, and these are represented in the finest woollen Madrases with self figures in the cloth and woven stripes and other pattern effects. The fibre patterns have a lustre and richness never before reached in the history of the industry. There does not seem to be a demand for cheap cotton, cheap fibres, cheap silks of any kind. The public seem to realize that it is worth while to buy the superior grades and, as a result, materials of all sorts, no matter of what origin, must have a substantial body that will give more service than the product of previous seasons. Altogether this is a very healthy sign for the industry. Cheap merchandise doesn't do anybody any good. Merchandise of real quality gives the wearer satisfaction and builds up the reputation of the mill that produces it and the manufacturer who fashions it into a garment.



The W. G. & R. float which was successful in winning the second prize in the recent Labor Day Parade, at Kitchener, Ont.



The Shirt Department of Argue McLean, Winnipeg.

MEN'S AND WOMEN'S DRESS

Comments From Both Sides of the House and Bouquets Thrown at Random.

THERE has been some little controversy going on between Mrs. H. B. Harrison, of Washington, who has taken up the cudgels for the fair sex, and numerous editors and associate editors who have objected in a bantering way to the aspersions thrown at the male members. The whole thing was started when the beach authorities strictly enforced laws in regard to bathers' dress at Atlantic City. Here's what Mrs. Harrison has to say in a letter addressed to Chief Surgeon Charles Bossut, head of the "Beach Patrol":

"The way men are allowed to parade the beach makes them repulsive. The girls, after all, have curves and attractions not at all disgusting when they are permitted to come out on the beach without stockings. Why can't you say something about the awful looking men who parade around in nothing but a little scrap of a bathing suit, which fails utterly to cover their unsightly bodies?"

"And their limbs are simply awful, full of knobs, and besides, most men are bow-legged. Could anything be more unsightly? The men, not the girls, should be compelled to wear stockings, and long stockings at that; also something to cover up their arms and chests. Nobody wants to see them, and they only clutter up good-looking scenery."

Some line of talk that, and as one could imagine the bait thrown out to the press was too tempting to be left alone, so in behalf of poor, down-trodden, suffering man, it rises up in indignation to protest, and has the following comments to make:

"Mrs. Harrison, protesting against 'the little scrap of a bathing suit,' which a man wears and which 'fails utterly to cover his unsightly body,' declares of men generally that 'their limbs' (but we suppose she means legs but is too modest to say it) 'are simply awful, full of knobs, and besides most men are bow-legged. . . Nobody wants to see

them, and they only clutter up good-looking scenery.'

"Zounds and gadzooks and other such things! Was there ever a baser slander uttered in respect of the most important creature on the face of the earth—Man, the piece de resistance at every seashore and country club in the land; the raison d'être of the continued existence of the universe; the chief incentive to women arraying themselves in all the colors of the rainbow that thereby they may appear the more attractive to the male of the species; Man, the politician, the statesman, the warrior, the bread-winner of the family, the fount of all wisdom—Man, the Indispensable!"

"Bowlegs and knobs, forsooth, and 'clutterers up!' What a sacrilege this! Surely it was enough that we were first beguiled in the Garden of Eden by Woman, without now having from the same source to hear the whole tribe of us condemned as though we were mere physical excrescences and created only to be tolerated.

"And, as contrasted with Mrs. Harrison's remarks, how much wiser the utterance of Justice Lennox in Toronto

(Continued on page 62)



HATS *and* CAPS



SEASON FOR SOFT HATS OFF TO GOOD START

Shortage of Straw Hats And Cool Weather Create Early Demand.

OWING to the shortage in straw hats early in the season, those who were lucky enough to get their Summer lid at five dollars a throw were glad of an excuse to get rid of them at the first opportunity; they looked more like an ad for "Nukol" than anything else, and not being able to get a "\$3.00 straw for 98 cents" they were literally forced into buying felt hats, tweed hats and caps (and these chiefly in the lighter shades) earlier than ever before.

Many retailers took full advantage of this opportunity to liven up sales at a quiet period, with the result that not only has there been an extra demand on the factories and wholesale houses, but the demand has been for early shipments. This, in face of labor conditions, has given the distributor some food for thought, but, as far as the hat business is concerned, deliveries have been well looked after, and a number of merchants express the opinion that they are well pleased both with values, as they are judged nowadays, and the way their orders are being filled.

The cap industry are up against a little harder proposition, many large dealers having to turn away unsolicited business, and the most optimistic expressions place the deliveries from four to six weeks later than usual. Those who are not so optimistic think that deliveries will drag along two months past date caps are actually wanted, and that there will be a pronounced shortage due to shut-downs caused by the labor shortage, strikes and the general unrest that has prevailed in all branches of the clothing industry this last 10 months. A number of manufacturers have been compelled to ask an increase of from 10 to 15 per cent over and above prices goods were sold for for delivery in the Fall, and the retailers have been obliged to accept these advances as they feel it would be impossible to place their orders elsewhere. The manufacturers looked for considerably more cancellations than have actually been the case. Prices for the better grade of caps range from \$3.00 to \$6.00. And what was the \$1.00 cap of old will now retail for \$2.50 and \$2.75, and the quality will not be up to the former standard.

There has been, and is, a steadily in-

creasing demand for tweed hats, due, no doubt, to the higher prices now prevailing. Plain colors predominate in Fall caps, and these are principally in shades of green and grey, with heather mixtures and Jersey cloth increasing in popularity. All wool caps are now on the market and sell readily at from \$4.00 to \$6.50 in the higher class stores.

In the case of felt hats, browns and two shades of green are very popular

PURCHASE PRICE OR REPLACEMENT PRICE.

In order to learn the most favored trade practice, "The American Hatter" addressed an even dozen high class retailers during August, inquiring if they were basing their Fall mark-up on the price paid for the original purchase or on the price at which the hats could be replaced. While only one stated that he was taking the early purchase price as an absolute basis, none reported that he was basing all prices on to-day's market. The average policy reflected an effort to be fair to both themselves and to their customers, as shown in the following letter, one of those received:

In reply to yours of Aug. 26th will say that the major part of my hats for Fall were bought six months ago. Since that time there have been several boosts in prices from the manufacturers. The present costs of hats are very much in excess of my first purchase price.

Personally, I do not feel justified in asking a price based on the cost of replacement at to-day's prices. My early orders placed were large, therefore, taking into consideration that my duplicates will be comparatively small, I feel that my average of profit will be satisfactory to me, and that the consumer will receive a just purchase.

Naturally the percentage of profit must be larger than some years ago, considering the greater cost of doing business, and I feel convinced that the employer and employees should receive a just compensation for their services in proportion to the cost of living.

This means, as I have stated before, that a larger percentage of profit is necessary, but not so great a profit as would show, by replacing a retail price based upon to-day's market.

Yours very truly,

with the buying public, and it is predicted by manufacturers that these colors will be strong for Spring.

The English model of soft roll brim with narrower band than has hitherto been in universal demand and with bow at back will gradually supersede what is generally called the American shape or flat brim model with bow on side. This style of hat will be more

popular in the cities than the small towns, owing to the influence of officers, who have adopted the English mode of dress.

It should be remembered that a roll brim hat does not look as well on a man inclined to be stout or of full face as the regular flat brim styles.

A shipment of soft felt hats has been made by Mayhew and Co., Niagara Falls, to a retail firm in New Zealand. This is the first shipment of the kind that has come to our notice; but it is a significant sign, and it shows that Canadian manufacturers are able to compete with those of the Old Country.

Argue and McLean, Winnipeg, are again making extensive alterations to their store. Display windows are being installed on the Donald St. sill of the store. A men's shoe department has been added and is under the management of Mr. John Webster.

The store formerly occupied by Dwyer Bros. at 112 Princess St., Kingston, will now be known as "The Club" and will stock a full range of men's and boys' furnishings of standard lines.

ORGANIZING THE B.C. MERCHANTS

Continued from page 49

Harris, S. Pritchard, E. L. Brisbin, P. J. Burch, R. M. Millar, S. Scott, J. T. Cahill, G. E. Trorey, T. J. Corley, provincial secretary; G. S. Hougham, provincial organizer, all of whom were from the City of Vancouver; T. Willcox, of Kamloops; J. H. Ashwell, Chilliwack; J. F. Edge-Partington, A. C. McFire, Port Alberni; Harvey Murphy, Nanaimo; W. R. Gillbert, Chilliwack; R. A. Thorpe, Duncan; W. F. Ing, New Westminster; C. Muirhead, Chilliwack; K. Evans, South Vancouver; G. H. Jacobson, New Westminster; J. Mercer, New Westminster; B. S. Ross, New Westminster; J. C. Dakin, Nanaimo; A. P. McDonald, New Westminster; D. M. Welsh, New Westminster.

One of the most prominent guests to the Convention was John Impey, of Vancouver. Mr. Impey was the first organizer employed by the Dominion office of the Retail Merchants' Association. He is eighty-nine years old, and his knowledge of Association matters going back a few decades was of great help.



SUITS & OVERCOATS



RETAILERS MAKING USE OF FREE PUBLICITY

The High Cost of Living Commission Gives Advertising Men Some Good Talking Points.

MANY retailers have shown just how wide awake they are by taking advantage of the publicity that "That man O'Connor" has been giving the clothing trade in general by throwing out invitations to the careful buyer to inspect their offerings and challenging the commission to prove that they are not delivering value for every dollar received. And other retailers who know that they have marketed and are marketing value clothes and accessories, could not do better than put a little of this sauce on their advertising menu. It is an advertising tid-bit that should not be overlooked.

It is the general opinion that everything can be sold that is delivered, and this at higher prices than ever. Fall deliveries are still a source of worry to manufacturers, wholesalers and retailers in common, each one fairly pestering the other for delivery. One prominent manufacturer expressed the opinion that sixty-five per cent. orders would be a good average, the city merchants being closer to sources of supply faring better than those in the further country districts. Strikes and labor unrest have created a very grave situation in the clothing industry and matters are by no means settled to the satisfaction of either the employer or employee. Every factory has its own particular form of trouble; if it's an open shop, agitators are busy trying to make it a closed or union shop, thereby throwing out of work numbers of reliable and thoroughly competent garment makers and seriously handicapping the output by placing an inferior hand in their place at the same or higher wages. If the factory is a union shop, then it is altogether likely that the demand will be for shorter hours and an increase in wages and no piece work. When these demands are met, up comes the new demand to recognize the international association, ad infinitum; truly the clothing manufacturer is in no "bed of roses."

On the other hand the retailer cannot be blamed for showing impatience, as upon the delivery of goods rests his



*A regular suit for a regular feller.
A snappy Norfolk for the little fellows
still a favorite style.*

ability to make a living; as it is, sales of clothing have reached a high figure, and the trade knows by the indications already registered that they are in for

a big season. Most of the returned men will be on the market for a new overcoat, and a majority of the regular civilian customers will be likely prospects for heavy coats as they held off as long as possible, thinking that prices would drop before this Winter; now they see that clothes in common with everything else will be dearer and they will be forced to delve a little deeper into their pockets than would have been the case last year, but "what's got to be has got to be." Dig it is, and if we believe all we read (and heaven help us if we do) about squirrels and "sech" like laying up stores of nuts (not sugar), then we may expect a cold Winter; certainly we are not looking forward to a coal scare like last year. Talking about coal, have you got yours? Silly question, isn't it?

Clothing manufacturers are loath to commit themselves on selling prices for Spring lines. The usual answer is, "Will not know till these strikes and other things get settled." And you can bet your bottom dollar that there will be no set prices fixed till full allowance for contingencies can be made. In the States rumors are persistent that a number of manufacturers will only dispose of Spring merchandise on the allotment system, and that no travellers will be sent out.

There was such a steady demand for Summer clothing all last season that it is only reasonable to expect that this end of the business is in for a justly deserved increase. Some of the national advertisers have been instrumental in boosting sales in this direction, and wholesale and manufacturing firms in this country have not been backward in showing the dealer what a real money-making proposition the better grade Summer trade is.

Clothiers are becoming increasingly interested in the boys' trade, and it is to be noticed that some of the oldest and most conservative of the merchants are now carrying one or two agencies for boys' clothes.

PLAIDS ARE PRINCE'S FAVORITES

These the Only Choice of His Royal Highness for Morning, Noon and Night.

By QUINN L. MARTIN

WELL, you who have "dolled yourselves up" in those striped suits, or those blue serges, or those plain grays, or those beautiful brown creations, with the idea in your minds that you're going to be entirely proper when you step out to see her next Sunday afternoon or night, take a tip from one who knows, and give, sell, lend or burn them. You're all wrong if you've anything just mentioned in the matter of clothing for the Fall or Winter.

What you should have, and what you really must have, if you are going to be, in a sartorial way, anything like this dapper little fellow who just came from England—the Prince of Wales—you must have plaid suits. Plaid suits for morning, plaid for afternoon, and, if you're not much on wearing the regulation evening clothes, plaid for evening, are going to be exactly the thing, because I have it on the very best of authority—in fact, authority I shouldn't think of making public—that His Royal Highness is dead set on wearing plaids until the cows come home.

Now, there's your tip. Don't let those tailors with big stocks of "plains" and "stripes" talk you into anything else. Plaids are the Prince's choice, and from what I have been able to observe he knows what's what in what to wear, and as soon as I get back to New York it's not going to take me long to get to my tailor's place and order a plaid suit.

Don't think because I emphasize this so strongly that His Royal Highness is a crank on the matter of clothing of unusual pattern. Far from that. The Prince, after whom, no doubt, many leading New York tailors—and tailors throughout the country for that matter—will take their tips on materials to be used for the coming seasons, is a most conservatively attired fellow. When he steps out for a short walk, leaving his dignified naval uniform behind, he is so inconspicuously dressed that you wonder if he does not go too much to the extreme of conservativeness. By that is simply meant that his clothing is not made in any unusual lines. But once you catch sight of the large plaid pattern, you realize that, just as it has been pointed out to me, he has a natural propensity for that sort of material.

Plaids That Are Not "Loud"

Just after the war was over, I am told, the Prince ordered his tailor to make for him several suits for travel. He expressed the desire to have as many plaids as possible, not "loud," as we say in the United States, but of such

colors as would permit of the pattern he likes.

There is just a word about the construction of the Fall and Winter suits, too, that might be of interest. Your suits should not be of the Broadway chorus man type. None of this corset tight effect. Above all, have none of the so-called "Pinch-back" models. Let the coat be roomy. Let it be of gray or brown or blue tweed, and don't attempt to make yourself "different" from everybody else by telling your tailor to put a flare over the hips and points on your lapels. That's out! Everybody would just as well realize it now as later when the Prince goes to New York and shows you for yourselves what he's wearing.

The trousers for this Fall and Winter must not be tight. Get away from the idea of wearing trousers in which you're afraid to sit down. Have them very wide at the belt, wider still at the knee, comparatively, and at the bottom, something of the old bell flare, or sailor bottoms, although, of course, much narrower.

The Prince wears a gray fedora hat now whenever he happens to slip out without uniform. It is a dull, dark gray, with a darker gray band, and the brim has a slight curl, and is perhaps three inches wide. It is as far from freakishness as it possibly could be, and it is a most serviceable affair. I notice all the English correspondents—there are five of them on this tour with the Prince—have taken the young man's lead and wear the narrow brimmed fedora. Their clothing, too, resembles his in the matter of construction, although not in design of cloth.

One of the reports that came to us with regard to dress when the war was over was that the men who had been in the service were going to disregard the comfort they had experienced in wearing the army and navy shoes of broad toes and would go back to their narrow-toed footgear of before-the-war days. Not so, if you are going to pay any attention to the Prince of Wales. This young man, who probably will set the pace for men's styles while he is here, particularly after he enters the United States, wears very blunt-toed shoes, without tip, in which the toes are not cramped, and which, while they do not look particularly neat, have all the appearance of being most comfortable.

Hose of Black Silk

The Prince wears black silk hose, with occasionally a pair bearing a "clock," or whatever they call those white stripes up the side. He wears our own popular style of Summer underwear the year round, and—bear this in mind—it is never silk!

You will like the sort of collars he wears. Unless it is positively necessary that he wears the regulation bat wing, he wears a white, light weight, round-cornered collar that is very low all the way round and gradually growing lower toward the front. In this he wears a gray tie of knit material or of silk, tied neatly in four-in-hand fashion and there are no tie pins.

The Prince of Wales might be expected to wear cuff links of some extraordinarily brilliant hue or design, but he doesn't. They are plain gold links of oval shape and square. There are no initials nor markings on them.

His stick is longer than the walking piece carried by most persons. It reaches, when resting point on the ground, almost to his belt line. It is of dark wood, I know not what variety; has a glazed finish, crook handle, with an inch wide sterling silver band six inches below the handle. A walking stick in the hands of the Prince appears to be a real necessity. He has a way of walking as if his shoes were very heavy and with each step forward he throws his shoulders in the direction of his step, and so with his stick he helps himself along, placing it firmly on the ground and rather propelling himself with it.

The barbers are going to have every reason for objecting to this next bit of information. His Royal Highness doesn't have his hair cut often. And it doesn't look bad, either. He wears his taffy colored, straightly combed hair "long" all over and brushes it tightly back around the edges as well as on top. There is a part on the left side. When he removes his cap, which fits snugly, you see the lines left by the leather band around his head and tufts of hair stick up above his ears.

So, all in all, you will see that the Prince of Wales doesn't try to make himself conspicuous in the dress line. He presents the appearance of a well-to-do school boy, neat, clean and with a ruddy complexion and clear eyes that go to prove the cleanliness of his habits and his mind.



THE FALLACY OF LEAVING IT UP TO PROSPECTS

A Selling Talk—By William Darwin Fellows.

In "Men's Wear."

WE went into a clothing parlor one day last week and stood around waiting for a certain salesman. He was busy with a prospect, so we waited some more. The salesman was endeavoring to sell a man a suit of clothes. We noted that at the end of almost every claim he said to Mr. Man, "Don't you think that is so?"

The thought hit us that the salesman was doing wrong by putting up a question for his prospect to answer any way he saw fit, or any way it happened to strike him.

Sometimes the man didn't reply at all; he thought, though. You could see that. Other times he made his reply, which was to the discomfiture of the salesman.

When prospect made his reply in the negative, the salesman had an argument on his hands, of course. It will require proof to convince us that a prospect likes argument; that is, argument against him.

One of the suits had these new-fangled skirt things on the coat. The salesman asked the prospect if he didn't consider it the proper quill. The man didn't fancy it, you could see, and so he voiced his protest. And so the salesman had to argue it right and left; he didn't convince his man, at that. "A man convinced against his will is of the same opinion still," was one of the things that James Russell Lowell got rid of. Salesman could lamp easily enough that his prospect wasn't struck on that style of coat. Salesman was experienced enough to see that much clearly. He should have lain the coat aside then. At any rate he ought not to have put up a pointed question to the man the way he did.

It is one of the laws of salesmanship that the more things we show which do not suit prospect, the stronger will be his attitude against the store for all things shown.

We salesmen have to show different styles of course. I understand that. We cannot tell beforehand if a man is going to like the style or not, therefore must we show different styles. On the other hand, most of us can see, without half trying, whether prospect is going to be pleased or not. He will show it by his eyes, his way, every movement in him.

This is, I believe, what the salesman should have glimmed at once, and then, when he saw prospect didn't crave that sort of style, he could have set it aside with a remark that he didn't think much of it himself. The man would have been more with him then. Their tastes would have appeared to run in much the same direction. The man would have put more confidence in salesman.

Salesman didn't do it that way, no. The man launched a red-hot tirade against that style. Salesman had asked him point blank if he couldn't see the

suit. "No," he could not see it. The salesman then thought it his duty to convince the man that the suit was IT. He didn't succeed and the man lost that much confidence in further showing of suits.

Frankly, I was glad when prospect said he thought he wouldn't decide today, and wended his way out of the door. All the time, just the same, I couldn't help thinking things. We had a confab over it. Finally he said he wouldn't try his pointed questions on a prospect some more. A few days thereafter we met him again and he said he had had more success in getting rid of his suits when he didn't put up his pointed questions to his prospects.

Prospect doesn't enter the store to tell the salesman things. If salesman puts a question to him, prospect can reply in any way he sees fit. If he thinks more of his cash than of the new clothes, he will be likely to reply negatively and then we shall have a confab on our hands.

I know one clothing salesman who asks his prospect these kind of pointed questions. He sells lots of clothing, yes. He can argue black into white, almost. That's why he sells lots of clothing. When customer gets his new suit home, he comes to. Often he doesn't like his buy. He swears that when he needs next suit he will visit some other store. Many times, he does it, too.

There was a man in those parts who didn't fancy these cuffs on pants. He made it known to the salesman. He got argued with then, just the same. He bought that kind. Then after a bit his old taste commenced to assert itself, and he didn't think very well of the salesman nor the trousers. He didn't go back to that store, next time, either. In time the salesman will have made the rounds of customers and will be hunting for another job, maybe.

The big thing in any sale, as I see it, is to see that prospect is pleased first. I wouldn't think of trying to argue him into being pleased. I wouldn't, provided I had anything else likely to please prospect. If we do it that way, customer will have his own pleasure about it and on top of it will have our word, too. He cannot blame us so much, then, if the suit doesn't happen to please him when he wears it.

Nobody likes to blame himself, anyhow. If customer cannot blame us (which he can't if we work on him this way) he will have nobody to blame it onto. Then will he be more apt to visit our store again.

I know one clothing store salesman who lets on that he doubts if he can just please his prospect; then will he think of something all of a sudden and says, "We have something I think will just suit you; wait a second." At first, we see, the salesman gets his prospect's

anticipation somewhat down in the tube; then fetches it up by a good contrast. Nine times in ten it pleases prospect. He can see more things to admire in the last suit. He will compromise with himself on a choice.

Questions always excite argument. They seem to invite it. When prospect has a pointed question thrust at him, he feels he ought to decide against it, of course. It's all right, too, in some ways. But you and I are here to sell clothing and we ought to be so full of its goodness we cannot see any chance of a question against it. Such a thing as a pointed question ought not to enter our bean.

Taste is a thing we none of us can ever fathom. Different people will have different tastes so long as the world lasts, likely. It has always been so. When we put a question to prospect on taste, we sort of assume our clothing admits of a matter of mere taste.

Talk positives every time—never questions. When prospect voices a question himself is time enough to get into the argument harness. And I wouldn't bear down too hard, even then. Everybody, of course, sets himself against the other side's argument. And more especially so if the other side starts it.

Once in the long ago, we heard a street medicine seller get off a good one, which explains this theory somewhat. When he'd hand out a bottle of his dope for a dollar, he would say so the rest of crowd could hear, "Now, Mister, don't stop taking this medicine after a few days just because you feel so much better." It stilled all argument. And folks bought.

Another case of it happened in our town. A man there raised and sold fast horses. He was endeavoring to sell one of his fast ones to another man and pointed to the good features of the nag, saying, "Can't you see, Mister, why she can go some?" And the man right away thought of reasons against her being able to go some. The points of the nag were all right and in accordance with speed, but the man had a question put up to him which developed suspicion. He thought of other nags with as good points which had been run away from. He had an argument with himself, then. Which the same wouldn't have been the case had the horseman given him positives.

"How do you like that suit?" asks one salesman. And Mrs. Lady answers, "Not so very well." She has had her mind set on something else for her boy. She has been invited to talk against the suit the salesman just showed her. It is dreadfully easy for her to do it, too. If we talk positives she will not feel so glib to disagree with us.

I wouldn't take my every suit that way, no. If I saw she didn't just fancy one style of suit, I wouldn't so much fancy it, either. I believe she will be with

me more, then. She will glim that I am fair about it. And, naturally, will she be with me stronger on other showings.

Confidence is the big thing that lands a sale. When prospect thinks we are of his opinion more, he will feel a bit flattered. It will be harder work, then, for him to disagree with us. Let us once put up a pointed question, which he can answer in the negative, he will be quick to do it, if he feels that way about it.

We are in the store to agree with prospects so far as we can, yes. Prospect will feel better toward us for it. He will recognize there are two of us of like bent. He will be more likely to take our word for it.

What a prospect answers back is on his mind right. What he doesn't put into words is not on his mind so vividly, for he feels he ought to champion his own thoughts after he has expressed them. They take form then. They are real then. They have been wrought into the whole picture then. Therefore are they solids to him that will require argument to efface.

Whenever we put a pointed question to prospect and he does not agree with us, we shall be planting in his dome thoughts that are solids and are real to him. He cannot help considering them. They have become a part of him. Taken root, sort of. We shall be up against the real thing, then, to divest him of them.

I know one clothing store salesman who tries to see ahead his prospect's objections; he endeavors to forestall them before prospect gets them into words. Then, he claims, it is not nearly as difficult to wean the thought out of prospect. One time I was in his store and he had a prospect who started in to find fault with the braid on pockets. He didn't allow the man to get very far. Before prospect had his criticism well out of him, salesman began to tell him how much better the pockets would wear and look for the braid; told him of a man there who had bought a suit without the braided pockets and was now sorry for it. The man, who had not yet actually gotten his criticism into words, backed up.

Supposing that salesman had gone on and asked the man how he liked those braided pockets. The man would have sat down on them hard, at once. Then,

after having expressed himself in words against the style, it would have required hard argument from salesman to convince him.

Salesman, as said, didn't do it that way. And his prospect, not having gotten rid of his bias in so many words, was ready to listen better. In other words, he got converted to the braided pockets before he was against them, outright. He had nothing to retract. He had not uttered a word he thought he must champion.

Our prospect is not the man to answer questions. He is there to buy. We are there to answer his questions and sell him. It's our job. The second we commence to put prospect into salesman's brogans, good night. We are supposed to know our line and believe in it. And so, believing in it ourselves, why should we ever put up a pointed question to our prospect? He might answer us wrongly; then will we have a full size argument to deal with.

Another thing against this practice of asking pointed questions is, customer must commit himself when he replies. It makes him uneasy. Many's the time he will answer in the negative, because he doesn't care to commit himself, otherwise. He will do it for safety first reasons. And it gives him a basis to start on against us. He will sometimes cudgel his brains to think up reasons against us. It will make our sledding that much harder, of course.

A question presupposes there may be a variance of opinion. Prospect may not know it, but will feel it, just the same.

Simmons once said: "Give me a positive character, with positive faith, positive opinions, positive actions (though frequently in error), rather than a negative character, with doubting faith, wavering opinions, undecided actions, faintness of heart. Something is better than nothing."

Whatlet said it. "Positive views of truth and duty are those that impress me and lead to action. Negation always deals mostly in cavil and denial."

When you and I buy a thing we always want to know that the salesman is in dead earnest and believes in it thoroughly. We don't want to see him divided in his view. True, it doesn't make him any the less so when he puts his pointed question up to us. But the very act may plant doubt in us, just the same. Will prompt us to think of things

we would have thought of otherwise. For every question demands an answer; and we are all of us most too prone to offer a negative answer.

Critical? I guess customers are. Too critical many times. They will take advantage of about everything we put to them in form of a question and make the most of it. Safety first is what they are thinking of.

Customer will readily enough, goodness knows, air his questions. Were I a clothing store salesman, I would try my best to answer him before he has given expression in words to his thoughts or objections.

MEN'S AND WOMEN'S DRESS

(Continued from page 57)

the other day when he declared, apropos the scanty dress on the streets and elsewhere of the modern woman, that 'at this time we have painful evidence on the streets and in public places that respectable and well-meaning women and girls are not unduly conscious of the conditions and feelings which prompted Eve to hide herself in the Garden of Eden. It is a shocking thing to know that fathers and mothers are thoughtlessly permitting innocent young girls to go out from their homes costumed in a way calculated to invite the gaze of every blackguard that haunts the streets!'

"There! What do you think of that? And from a man who once was in Parliament—and a good M. P. he was at that—and who, as every parliamentarian knows, knows a thing or two! No bow-legs or knobs about that, but a plain honest-to-goodness statement telling the women, as they ought to be told, that even bow-legged Man doesn't want to see the same thing in woman and prefers her in all her beguiling and alluring rainbow garments rather than in diaphanous and scanty attire! Isn't this criticism of itself proof conclusive of our superiority; proof that when we criticize we really criticize and not only abuse; proof that we are the superior creatures—well, because we are!

"Let Mrs. Harrison beware! Even bow-legged Man, like the lowly worm, may turn!"

Finding What You Want

If you don't find what you want
in the advertising pages, write

INQUIRIES DEPARTMENT

MEN'S WEAR REVIEW

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DIRECTORY

THE DAVIS NOVELTY CO., REGD.

A large assortment of Billfolds and Purses in stock.
Also Men's Leather Belts, Boy Scout Belts, School Bags for boys and girls, Photo and Certificate Cases, Cigarette Cases, etc.

MAPPIN BUILDING, MONTREAL
Telephone Uptown 398.

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Cash for old stock.

For Stiff Hats, black or colored.

DUBRULE MFG. CO., Ltd.
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Britisher—Manufacturers' Agent returning to England shortly. Canadian Experience and influential connections in British Isles. Will place your Goods on British Markets.

Established 40 years

S. L. Fowler, 1107 Davenport Road,
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KEEP YOUR NAME AND
TRADE-MARK IN ONE OF
THESE SPACES

TWO-FIFTY A MONTH
BUYS ONE OF THESE
SPACES

A NEW NOVELTY?
PUT A CUT OF
IT HERE

Is the Alien a Menace?

IN the October issue of MACLEAN'S MAGAZINE a strong presentation is made of the reason why the people of the West are against further foreign immigration.

"The Menace of the Alien" depicts the foreign problem in the Canadian West as it exists to-day, and shows every one of us why we must Canadianize our Ruthenians, Austrians, Slovaks, and our fifty-seven other varieties before we allow any further "unrestricted" immigration.

This article is written by a member of MACLEAN'S MAGAZINE staff who has just returned from a careful, personal investigation of the situation. Shall we have a "White West?" Many Westerners are demanding it. Are the aliens to swing labor into the bosom of the O.B.U.? It is being done—and what must we do to stop it?

The "inside" story of the routing of the Drumheller miner aliens by returned Canadian war veterans is here told by MACLEAN'S for the first time. What leadership must be substituted for the O.B.U. leadership of these foreigners?

The October issue of MACLEAN'S is a Western number in the sense that it contains many articles and stories of distinctly Western interest. For instance :

X "Those Pesky Farmers Out West"

By Hopkins Moorhouse, Author of "Deep Furrows"

They have completely upset the old order of things. No longer will politics consist of the comfortable fight between the Ins and Outs with the old party lines maintained. The grain growers on the Prairies have upset the calculations of the professional politicians and completely changed the face of Dominion politics.

X "Fifty Years in the West"

By Professor W. T. Allison

A breezy and readable sketch of the business career of Winnipeg's veteran business man, James H. Ashdown.

"Further Discoveries of New Land"

By Vilhjalmur Stefansson

The final and most interesting instalment of Mr. Stefansson's story of his wonderful trip of five years' duration in the Canadian north in which he tells for the first time of finding new continents in the Arctic and hoisting there the Canadian flag.

X "The Banshee Bell"

By Edith G. Bayne

A bright love story laid in the mountains of British Columbia.

Other Splendid Features of October MacLean's

X "The Turmoil at Ottawa"

By J. K. Munro

A comprehensive survey of Dominion politics, written with complete impartiality and absolute candor. It is bright and breezy, with a knock in every line for the political opportunists. It plucks many tail feathers from our party leaders.

"Spanish Doubloons"

By Camilla Kenyon

The start of a bright and fascinating serial story by a brilliant young writer. It is the Spanish Main brought up-to-date, treasure hunting with a background of fun and romance.

"The Airy Prince"

By Arthur Beverley Baxter

A complete novelette in which is presented a bird's-eye view of England in time of war. It is one of the most brilliant stories that has been written of recent years.

"His Majesty's Well-Beloved"

By Baroness Orczy

The latest novel by this popular authoress appearing exclusively in MACLEAN'S.

"Ebb and Flow"

By C. W. Stephens

A strong business story laid in the province of Quebec.

Over 70,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

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If there are no newsdealers in your town, or if your newsdealers cannot supply you, send 20 cents for a sample copy or \$2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada.

FASHION-CRAFT

Clothes

Models for Spring 1920 Now Ready

TRAVELLERS WILL BE A LITTLE LATER THAN USUAL IN CALLING UPON THE RETAILERS THIS FALL—BUT—THE WAITING WILL BE WORTH WHILE. FASHION-CRAFT RANGE OF WOOLENS FOR SPRING IS THE LARGEST AND FINEST THAT HAS BEEN SHOWN IN YEARS. IF INTERESTED, WRITE PROMOTION DEPARTMENT.

FASHION-CRAFT MANUFACTURERS Limited
MONTREAL

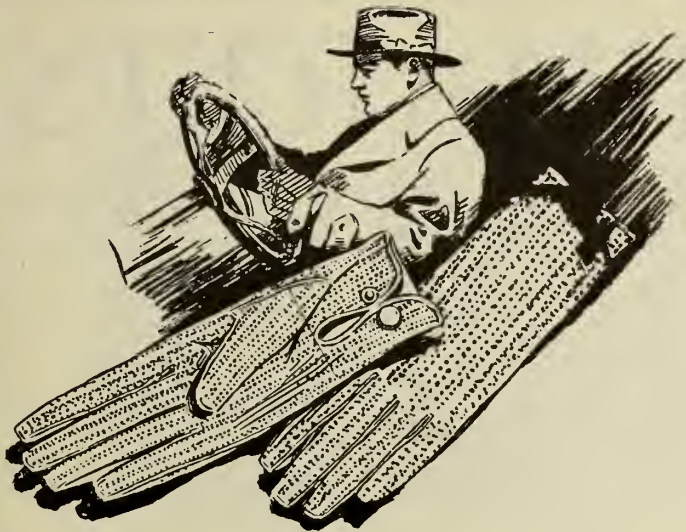




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COLLAR

*WITH CURVE-CUT TOP AND
 BAND - AN EXCLUSIVE FORM-
 FITTING FEATURE.*

Cluett, Peabody & Co. of Canada, Limited, Montreal



Sort Up NOW!

WILL your stocks of Avon-Knit lines be sufficient to carry you through this Fall and Winter season

?

When actual selling starts, many stores will find that their supplies are quite inadequate to meet the big demand that is sure to come.

And merchandise will be scarce—very scarce; and we desire to advise Avon-Knit customers against delay in sending in sorting orders.

Give us a chance to give you service. Let us know about your requirements by mail at once, so that we can make provision to serve you.

Mitts Gloves Toques
 Children's Knitted Suits
 Sweater Coats, Pullovers
 Muffler Sets Hosiery, Etc.

AVON HOSIERY, LIMITED

STRATFORD, CANADA

SELLING AGENTS:

RICHARD L. BAKER & COMPANY

84 Wellington St. West, Toronto



CARHARTTS

Overalls - Allovers - Gloves

YOU will do well to place your order now for spring delivery and thereby protect yourself and your customers against the price penalties imposed by a steadily rising market.



The Hamilton Carhartt Cotton Mills, Ltd.
 Toronto Montreal Winnipeg Vancouver



"WEAR WELL" Men's Pants

Output

2000 PAIRS PER WEEK

With such an output we have always a large stock on hand from which to fill our customers' orders, at the same time assuring prompt deliveries.

Every garment is cut and tailored in a way that guarantees the wearer entire satisfaction. We will send you samples on request from which you can make an extensive selection.

We suggest that it would be to your advantage to see our values before you lay in a stock of pants for Winter or Spring selling.

Our prices range from \$2.25 to \$8.50 a pair. Riding breeches a specialty.

Levine Mfg. Co., 162 John St., Toronto



Catering to the Smoker

SOME men are smokers, and most smokers like to have a comfortable lounging coat for the evenings, in which they can take their ease and at the same time feel "well dressed" if there is company to dinner.

Dealers have found smoking jackets, therefore, a good selling line, especially as the Christmas season draws near.



Smoking Jackets

are built for solid comfort and yet have the nattiness and well-tailored finish that characterize all our lines.

We have them in a number of styles and materials at a corresponding range of prices.

Here is a profitable line for you to stock in preparation for the holiday trade.

Caulfeild, Burns & Gibson, Limited

60-62 FRONT STREET WEST

--

--

TORONTO



High Quality

and the price as low as such quality will permit

Your customers demand dependability in their clothes as well as style. Low prices will not influence them to sacrifice either.

Your customers do not ask for a particular brand of clothes, but they do demand quality. They leave it to your good judgment to give them one hundred cents worth for the dollar.

The absolute correctness of style and the excellence of workmanship in Miller Brand Clothes warrant your suggesting them on every occasion where quality clothes are wanted.

Our travellers are now visiting the trade. Look over the extensive range of samples which they will show you and form your own opinion as to whether carrying Miller Made Clothes will increase your business.

MILLER MFG. CO.
LIMITED

*Makers of the
Famous Miller Breeches*

44 YORK ST. TORONTO



MILNE'S NECKWEAR NEWS

Big Values

OCTOBER, 1919

Right Prices



*Distinctive Neckwear
for
Discriminating Customers*

Your customers want extensive assortments from which to choose their ties.

The assortment which we are offering for Fall and Winter selling has a tie to satisfy every customer, no matter how discriminating.

ORDER NOW

WILLIAM MILNE

The Newest in Neckwear

50 York Street

Toronto

THE BOSTON CAP COMPANY

Always have some New Idea

OUR BIGGEST SUCCESS for Fall with heavy orders coming in for Spring, is this our new idea *close fit back and full front cap* as here illustrated. This new shape is very gentlemanly, neat and youthful in appearance, doing away with clumsiness on the head. Suitable for all ages.

A sample order will prove to you the excellence of this our new idea.

Also have a big variety of *new tweeds for Spring*, now being shown by our travellers.



THE BOSTON CAP CO.

PHONE EAST 6040

S. RESIN, Manager

338 ST. URBAIN ST., MONTREAL



The Seal of Satisfaction



Merchants who must supply the demands of discriminating buyers should not fail to see the new range of

Tailor Craft

fashioned in attractive and appealing fabrics that will insure quick sales.

Boy's Suits

They're at it again—school days and boyish pranks. See you have a good range of Boy's Suits—we can supply you.

Write to-day.

Dominion Clothing Co.
157 St. Paul St. West Montreal

The Kay Cutting Company

Manufacturers of
NARROW FABRICS

WAIST BAND CANVAS

and

Bias or Straight Cut Bindings of every description

SKIRT BELTINGS

Goods cut or manufactured by us add a distinctive finish to a garment.

CUTTING

Have the mills ship your goods to us. We will cut them Straight or Bias, folded or plain edge, and forward them on to you.

THE KAY CUTTING COMPANY

734-36-38 St. Paul St. W., Montreal

Stocks carried at TORONTO and WINNIPEG

TRUE-FIT

BRAND

WATERPROOF COATS

live up to their name. They're stylishly modelled waterproofs with an air of distinction and a guarantee of dependability.

You can rely on True-Fit Waterproofs to keep you "Snug" and dry in the heaviest downpour.

They're made the best—that's why they stand the test.

See our sample before you order.



We are sole agents for Canada for
the **AQUATITE BRAND** Gentle-
men's Yarnproof Coats

*Our representatives will be
in their territory after
October 15th*

Samuel Wener and Co.
Limited

SOMMER BLDG.

MONTREAL



For
BOYS
and
GIRLS

2 to 7
Years

“Just Like Daddy’s!”

HAUGH BRAND KIDDIES’ GARMENTS

Every small boy and girl in your town will be a prospective customer if you display these attractive garments that slip on so easily, and in which the small youngster can have just a rollicking good time indoors and out without trying to “save” his or her clothes.

The children’s trade of to-day is your trade of to-morrow. Haugh Brand garments are sure to gain their pleasure.

Parents also appreciate the sturdiness, health-giving comfort, and economical utility of this, the ORIGINAL made-in-Canada garment for children.

THE J. A. HAUGH MFG. CO., LIMITED
TORONTO

*Manufacturers of
The Famous “Arm and Hammer Brand” Shirts,
Overalls and Trousers*



Guaranteed to
Give
Satisfaction

FINAL EVIDENCE *of* *the* TRADE:

*GOOD MATERIALS
THOROUGH WORKMANSHIP
FAVORABLE PRICES*

Make Goodhue’s “Star Brand” Overalls the
best value on the market today. : : :

Send for prices and samples

THE J. B. GOODHUE CO., LTD., Rock Island, Que.

OTTAWA
16 O’Connor Street

MONTREAL
211 Drummond Bldg.



*Models for
MEN, WOMEN and
CHILDREN*

*Long Coats, bellows or slash
pocket, set-in sleeve or Rag-
lan 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*

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.

SIFF BROTHERS CO.

71 FIFTH AVE.

NEW YORK

Style-Craft
TAILORED CLOTHES

Men will be confronted with higher prices than ever. They will look twice before buying; look to find the best at a reasonable price. Your problem is to secure the clothes that will meet the exacting demands of next Spring's business.

E. G. HACHBORN & CO.

Toronto



"Style Clothes"

CHARACTER & INDIVIDUALITY



Our SPRING LINES

FOR 1920 PRESENT AN EXCEPTIONAL ARRAY OF CLOTHES OF DISTINCTION FOR MEN AND YOUNG MEN.

THE FLAWLESS FIT, REFINED APPEARANCE, EXCLUSIVE "SPRINGY" PATTERNS AND RICH TEXTURES IN THESE MODEL SUITS REFLECT A SUPERIOR DEGREE OF STYLE AND MASTER CRAFTSMANSHIP.

THERE'S A "DASH" AND A "CLASS" TO STYLE CLOTHES FOR THIS SPRING THAT BY FAR EXCELS OUR PAST OFFERINGS.

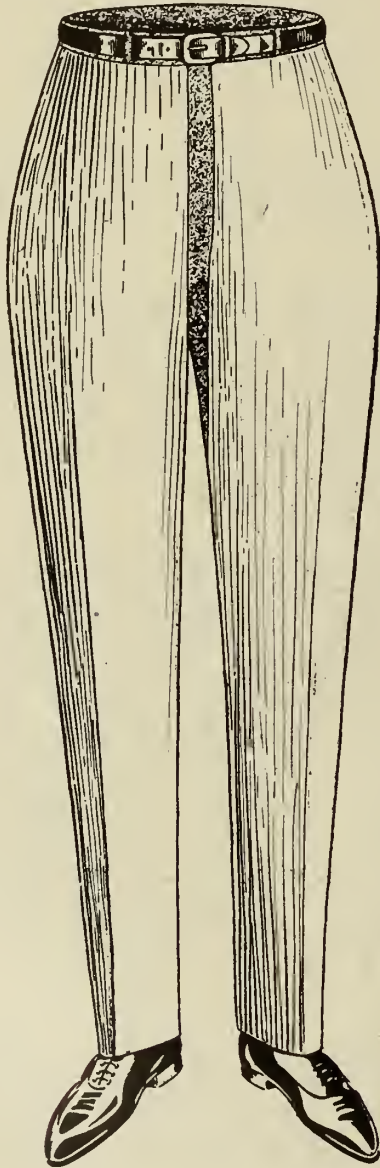
Wearbest Clothing
Manufacturing Company

*Makers of Stylish Clothes
for Men and Younger Men*

149 Notre Dame Street West
MONTREAL

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.



The
 Distinguishing
 Characteristic
 of
 NEW
VIGOR **YORK**
 Styles

York Clothes have vim and vigor displayed in every line. That is just what your younger customers want, quality of course being taken as a foregone conclusion. You will be sure to appreciate the selling possibilities of these clothes when you examine the samples now being shown by our representatives.

York Clothing Company
 35 Church Street, Toronto

IT PAYS TO PUSH

MONARCH-KNIT

HOSIERY, SWEATER COATS,
JERSEYS, BATHING SUITS

Monarch-Knit goods always give your customers the greatest satisfaction for the money expended.

That's the secret of their success.

They have the style, the fit, the quality, the workmanship and the finish that your customers expect from the goods you recommend them to buy.

See the range for Spring now in the hands of our travellers!

We will appreciate your holding your order until you have seen the Monarch-Knit range, and hope that you will select Monarch-Knit as your specialty in knit goods for Spring.



The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at: Dunnville, St. Catharines and St. Thomas, Ont., and Buffalo, N.Y.
Also manufacturers of the famous hand-knitting yarns — Monarch Floss, Monarch Down, Monarch Dove



The BROCK Hat

The new range covers a wide assortment of smart, attractive styles—shapes and shades that make a strong hit with young men who take a pride in their dress.

Your customers will appreciate the trim cut and snappy appearance of Brock Hats—it will pay you to please them.

Be on the lookout for our traveller

THE WOLTHAUSEN HAT CORPORATION, LIMITED

Head Office and Factory, Brockville, Ont.

Salesrooms

Cosgrave Bldg., Toronto, Ont.

Mappin & Webb Bldg., Montreal, Que.

311 Hastings Street W., Vancouver, B.C.

Ultra-Smartness

For Spring 1920

Clothing costs so much to-day that the man whose suit does not give him good service has a greater grievance than ever before.

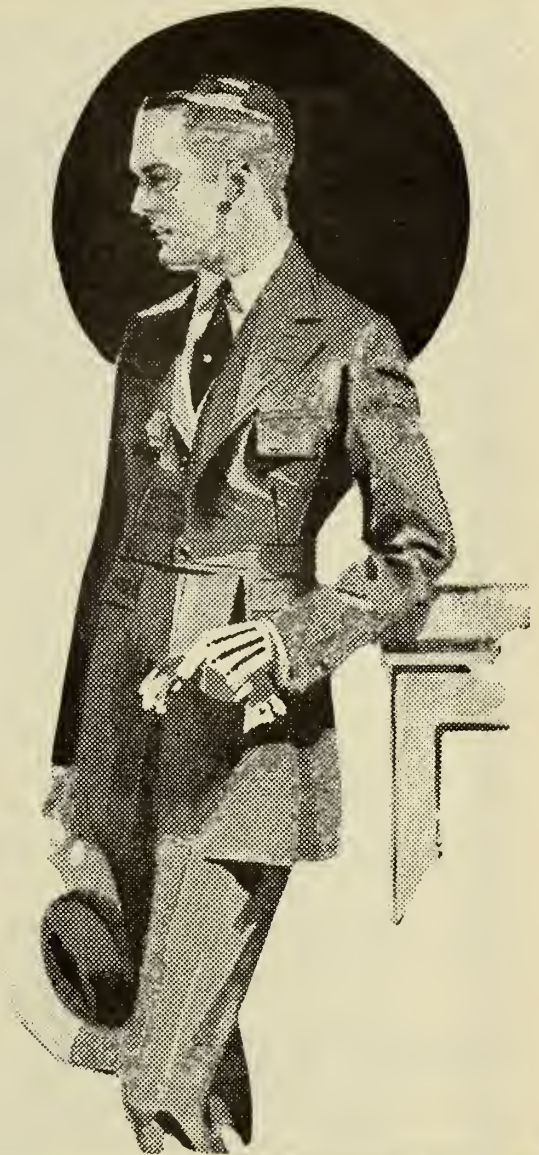
College Brand Clothes are designed and built to give absolute satisfaction.

Owing to the unusual conditions of to-day, both as to labor and material we are a little later with our samples for Spring, 1920. But when we get started, we will be in a position to show you merchandise that we can guarantee as to price, delivery, service and exceptional value. Models fashioned, not "freaky," yet which will have the smartness of style that the most fastidious young man in your city or town will be looking for.

Clothes you can sell with an assurance of satisfaction at reasonable prices, yet leave you, Mr. Merchant, a good legitimate margin of profit.

It is more in your interest now than ever before in the history of the trade, to see **College Brand Clothes** before you place your orders for Spring.

A postal will bring our Salesman.

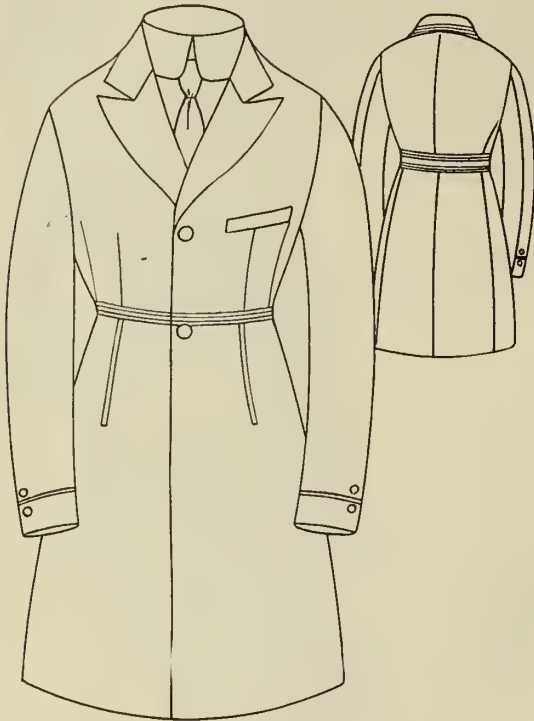


The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal

(Read Building)

The Dependable Line

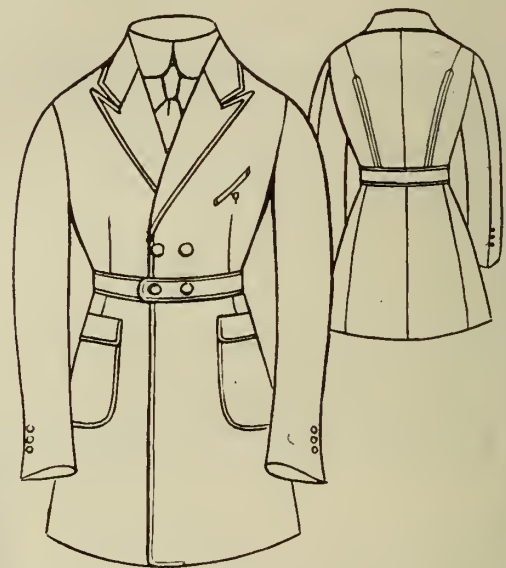


"LONDON"

Our range of topcoats have a vigorous appeal that win friends wherever shown. See our new waistline, semi-belted model in splendid array of fabrics. It has all the new lines so desirable for Spring, 1920.

"We have kept the Faith"

—with our dealers and ourselves in producing for Spring, 1920, a line of clothing which has surpassed our previous efforts. You will readily agree with us on seeing our range of suits and overcoats.



"PRESTON"

Not ultra, but a combination of smart tailoring and clear cut line hard to beat. For Spring, 1920.

Our representatives are now calling on the trade and we recommend a liberal selection. You can depend on them.

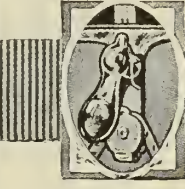
Kaplan, Samuelsohn & Co.

Montreal

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.

The Deacon Shirt Company

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 Co.
BELLEVILLE, ONTARIO

"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.



Probably

Bengard



Clothes

TRADE MARK REG'D



the number of retailers who give due weight to the permanence of standard in the clothes they sell, is far too small.

Yet, upon that feature depends the permanence of your trade.

Our lines for spring will shortly be presented to the trade.

Our travellers are now preparing to leave for their respective territories.

Bengard
Clothes

B. GARDNER & COMPANY
Montreal



A New Firm with New Ideas

MILLER MEN'S WEAR LIMITED enter the field with all the advantages of the Miller Manufacturing Co.'s organization at their disposal.

Men's furnishings of *outstanding* character will be the stock in trade of the new company. In pursuance of this policy it is the new firm's intention to manufacture some of their most important lines, such as neckwear, shirts, etc., as past experience has proven that to be strictly jobbers of these important lines does not properly cover the field as far as the better furnishing trade is concerned.

It will be the policy of the company to at all times have as large a showing of merchandise for immediate shipment as present conditions allow, and regarding goods sold for later delivery, we shall always endeavour to be in a position to make these shipments promptly.

Our travellers are now out with a most comprehensive range of distinctive high-class furnishings—Lines that will prove exceptionally popular this Fall and Christmas. Their originality and latest style features warrant you examining our samples before you order.

A post card will bring our representative.

Write or phone to-day.

Miller Men's Wear Ltd.

48 York Street, Toronto



WHY?



“The Line That Sells”

UNION MADE

Made Right--Built to Stand Hard Wear--Roomy Hips and Knees

You want goods that sell.

We have the Line that sells.

You want a profit.

We charge fair prices.

You want a satisfactory sale.

We make garments that wear.

You want service.

We can give you service.

MAIL ORDERS GIVEN SPECIAL ATTENTION

“Everybody's Overalls”

LONDON, CANADA

BRANCHES

Montreal, Que.
Cobalt, Ont.
Winnipeg, Man.
O'Leary, P.E.I.

ONTARIO REPRESENTATIVES

Mr. E. H. Armitage, East Ont.
Mr. Allan Carswell, North Ont.
Mr. Ben Croskery, New Ont.
Mr. Peter Cameron, South Ont.

Attract the “Best” Custom by featuring “CEETEE” THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

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.



THIS TRADE MARK IS ON EVERY GARMENT

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

C. E. Robinson & Co.

IMPORTERS AND COMMISSION MERCHANTS

Mappin & Webb Building

10 Victoria Street, Montreal

Tel. Uptown 8553



Our salesmen are now out with complete lines for Immediate and Spring.

Up-to-date patterns. We can fill all requirements on shortest notice.



Be
Caught
next season
WITHOUT a
generous stock of the nationally
Advertised

King

RUST PROOF
SUMMER SUSPENDER

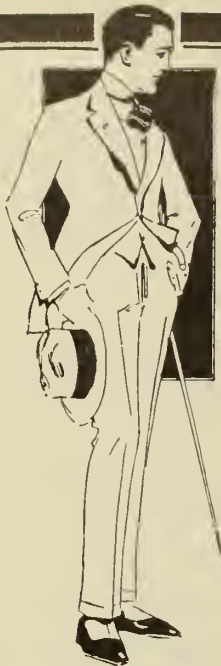
YOU CAN ORDER THEM NOW

for delivery next Spring, because we were fortunate in arranging far ahead for materials. Supplies are limited! Every season we have to disappoint many customers—

Place your order to-day with our Travellers
or **DIRECT BY MAIL** and **MAKE SURE**



**THE KING SUSPENDER
and NECKWEAR CO.**
TORONTO, CANADA



Style plus Price

—a combination hard to beat. Our new lines of popular-priced men's and young men's suits are just such a combination.

Smart, attractive models that from the selection of the fabrics to the last stitch utmost care is taken to insure complete satisfaction.

SCHOOL SUITS

Full range of Boys' School suits and knickers ready for immediate shipment. It's a grand line to have ready at all times.

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



If it's a Display Fixture

We have it or can make it.

We make it a point to keep in touch with all the latest in

WAX FIGURES BUST FORMS

and fixtures of every kind. Our latest folder illustrates new features for up-to-date merchants.

DELFOSSÉ & CO.

247-249 Craig Street W.
 Factory 1 to 19 Hermine St.
 MONTREAL

Model Form No. 2014 Note the Neat Fitting of Coat

Manufacturers—Attention!

Are you getting all the business you should from Western Canada? Manufacturers' agent with headquarters in Winnipeg, calling on the dry goods trade, would represent firms manufacturing suitable lines of children's wear and ladies' ready-to-wear. Apply Box W, Men's Wear Review, 143-153 University Ave., Toronto.

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, 3/4 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.



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

INDEX TO ADVERTISERS

A	K
Ame Glove Works 23	Kaplan, Samuelsohn & Co. 82
American Pad & Textile Co. 17	Kay Cutting Co. 72
Arlington Co. of Canada, Ltd. 6	King Neckwear & Suspender Co. 87
Atlantic Underwear, Ltd. 31	Kitchen Overall & Shirt Co. 32
Avon Hosiery, Ltd. 67	Kitchener Suspender Co. 22
B	L
Boston Cap Co. 72	Lang Shirt Co. 24
Brettle & Co., Limited, Geo. 25	Levine Mfg. Co. 68
C	M
Can. Consolidated Rubber Co., Limited Inside back cover	Miller Men's Wear, Ltd. 85
Canadian Converters Co. 21	Miller Mfg. Co. 70
Carhartt, Hamilton, Cotton Mills, Limited 68	Milne, William 71
Caulfield, Burns & Gibson, Ltd. 69	Monarch Knitting Co. 79
Clarke & Co., A. R. 28	N
Cluett, Peabody & Co. of Can. 66	National Cash Register Co. of Canada, Ltd. 7
Cohen, Goldman & Co. 2, 3	P
College Brand Clothes 81	Peck & Co., John 11, 12, 13
Coppley, Noyes & Randall 8, 9	Perin Preres & Co. 10
Craftana Co. 83	Provencher, George 22
D	Palter Bros. 6
Dale Wax Figure Co., Ltd. 30	Parsons & Parsons Can. Co. 14
Davis Bros. 17	R
Davis & Co., H. E. 22	Racine, Alphonse, Ltd. 18
Davis Novelty Co. 63	Randall & Johnston 16
Deacon Shirt Co. 83	Roberts Clothing Co. 78
Delfosse & Co. 88	Robinson, C. E. 86
Domimon Clothing 72	Rubin & Co., S. 19
Dubrule Mfg. Co. 63	S
E	Schwartz & Jaffee, Inc. 27
Eastern Pants Mfg. Co. 88	Scottish Rubber Co. 14
Elkin & Co., J. 29	Scully, Ltd., Wm. 36
Everybody's Overall Co. 86	Siff Bros. & Co. 75
F	Standfields, Ltd. 34
Faire Bros. & Co., Limited 83	T
Fashion Craft Mfgs., Ltd. 65	Toske Bros., Ltd. Back cover
Fowler, S. L. 63	Tumbull & Co., C. 86
Freeman & Co. 4, 5	V
G	Van Allen Co., Ltd. 15
Gardner & Co., B. 84	Vineburg & Co., H. 25
Goodhue & Co., J. B. 74	Vineburg Pant Co. 86
Grant-Holden-Graham, Ltd. 20	W
H	Wearbest Clothing Mfg. Co. 77
Hachborn & Co., E. G. 76	Wener & Co. 73
Hanson, George E. 22	Williams, Greene & Rome Co. Front cover
Haugh Mfg. Co., J. A. 74	Wolthausen Hat Corp. 80
Hickok Mfg. Co. 1	Y
J	York Clothing Co. 78
Jackson Mfg. Co., Ltd. 88	Z
Jones Bros. & Co. 30	Zimmerman Reliance, Ltd. Inside front cover



Now is the Big Time for
**DOMINION
 RAYNSTERS**

"Made-in-Canada" Raincoats

The cold rains of October and November make Raincoats necessities, both for health and comfort. Whatever you need to complete your assortment of styles and sizes can be had from our nearest service branch. Remember that "DOMINION RAYNSTERS" are absolutely waterproof and bear the "Raynster Label" as an assurance of style, fit and workmanship.



Write to our Nearest Branch for Price Lists

Dominion Rubber System
 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 Devonshire—

A Dressy — Much Demanded

Tooke

Dress Shirt For Formal Wear

ALREADY forecasting its shadow is an unprecedented demand for this Man's Tooke Shirt.

Made of exquisite cambric, cut full to size, with double, semi-stiff cuffs and mushroom pleated bosom.

In view of this unquestionable sales event, 'tis to your advantage to place your order now.

Priced \$24 the Dozen

Tooke Bros., Limited

MAKERS

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

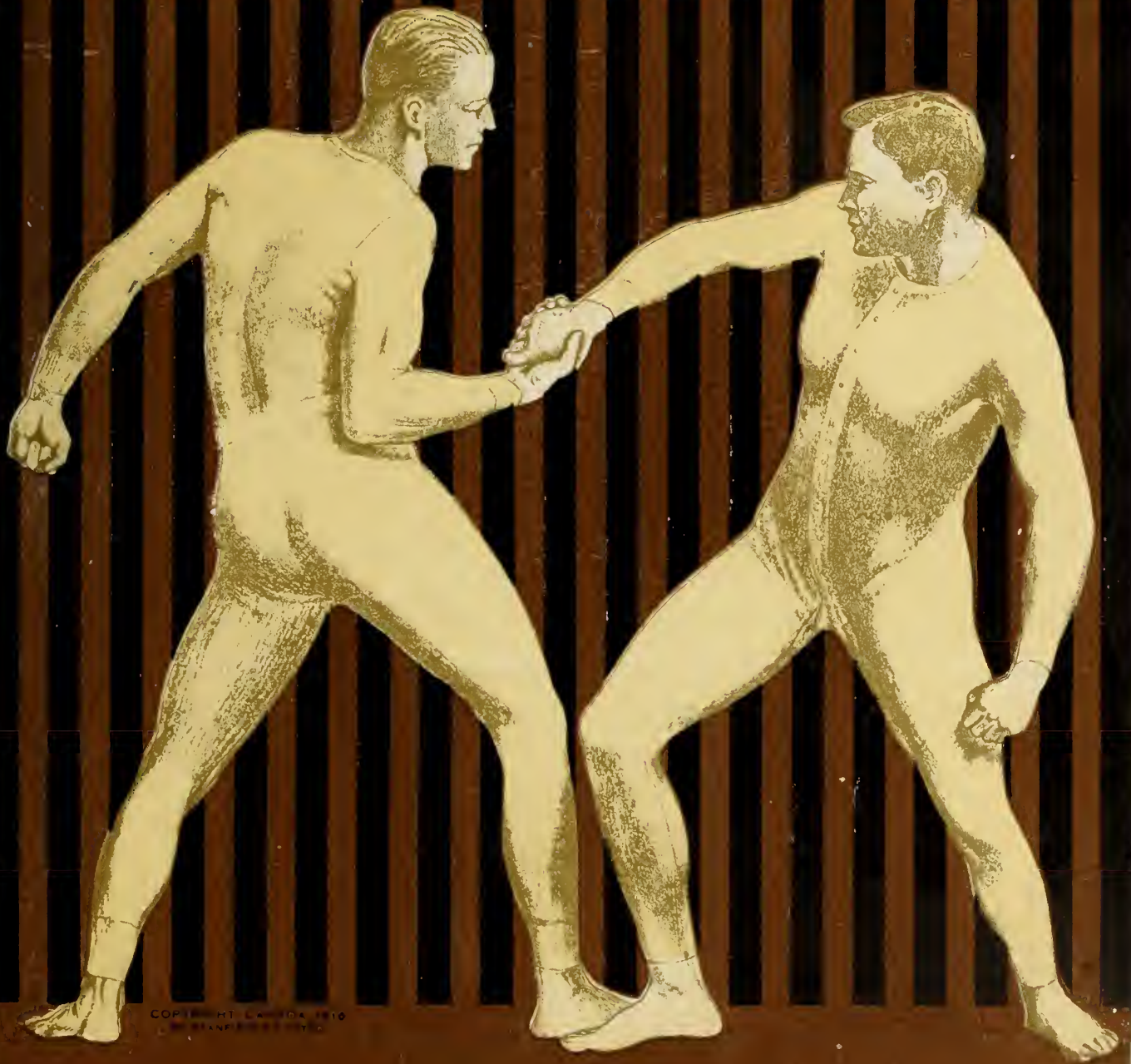
MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. IX.

PUBLICATION OFFICE: TORONTO, NOVEMBER, 1919

No. 11.



COPYRIGHT L. H. HODGKINSON 1916

STANFIELD'S
Unshrinkable
UNDERWEAR

“Stands
Strenuous
Wear”



Success
REG'D
COLLARS

A complete and up-to-date range of collars made from the best materials. Guaranteed to fit well—wear well—and look well.

ASK YOUR WHOLESALER ABOUT THEM

"Beresford"



The Canadian Converters' Co. Limited
Montreal

B. GARDNER & COMPANY
Montreal

In the face of highly abnormal conditions (of which the trade in general is by no means ignorant,) we are enabled by sustained effort to keep fairly close to our well-known Value standard.

Our Spring lines, now being presented by our traveling staff reflect our determination to give the most that is possible in quality and value - with models in every way typical of our customary originality.



Bengard Clothes

B. GARDNER & COMPANY
Makers
MONTREAL



COPPLEY, NOYES &
HAMILTON

Full of Life *and* Originality

Just an extra touch here and there, a line made more graceful or a smarter cut lapel, it is just a little something not very noticeable in itself that makes the difference between a clever, quick-selling style and a "dud."

C. N. & R. Clothes have that indefinable something, the touch of a master hand that makes these styles unusual and still the highwater mark of good taste.

C. N. & R. Boys' Clothes

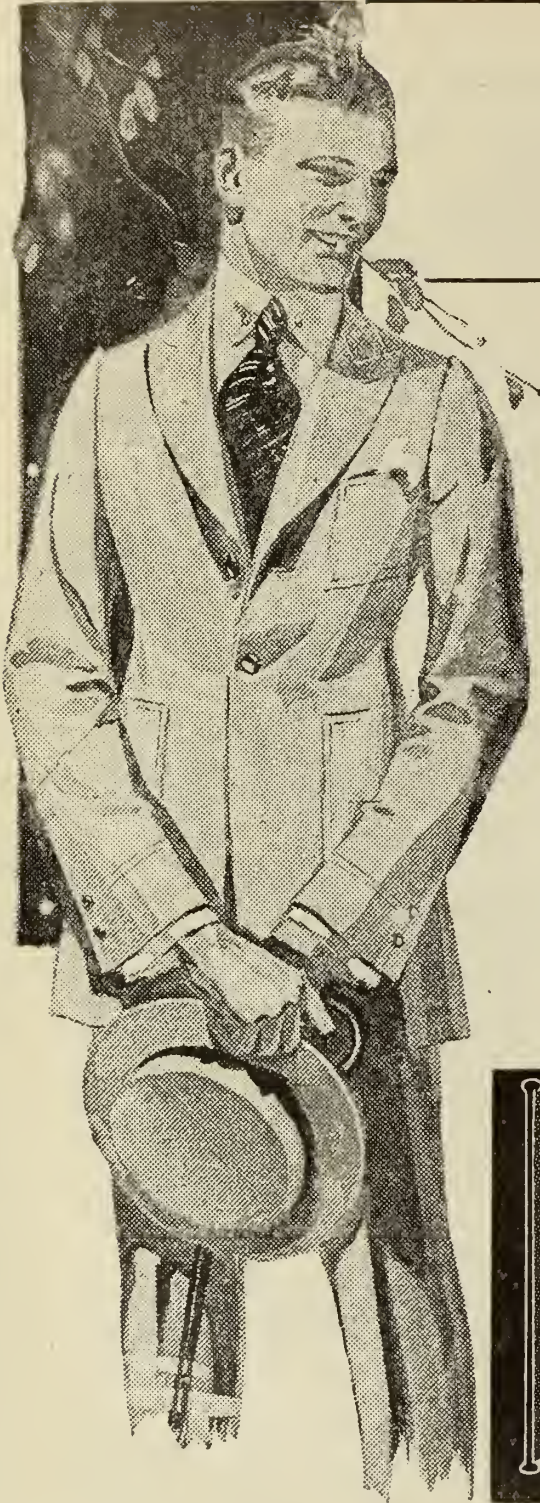
The Boys' Department is full of possibilities these days. Are you taking full advantage of the opportunities it offers? The demand is for better styles and better qualities in boys' clothing. C. N. & R. organization has risen to the occasion in the production of styles that are full of "pep" and so constructed that they will stand the hard wear coming to them. Sell C. N. & R. Boys' Clothes and your boys' department will be safe.

Spring - 1920 - Showing

The range for Spring 1920, which is now ready, consists of a wide variety of the very latest designs in Tweeds and Worsteds shown in smart models that are characteristic of C. N. & R. Clothes.

RANDALL, LIMITED
CANADA

Style and Service



Though unusual conditions of the day, both as to labor and material, delayed our representatives from getting out among the trade as early as usual, these conditions have had no deteriorating effect on the quality of our Spring line for 1920.

Now more than ever it is to your interest to see **COLLEGE BRAND CLOTHES** before placing your orders for Spring. The snappy models, excellent materials and expert tailoring of **COLLEGE BRAND CLOTHES** are sure to mean quick turnover with good profits.

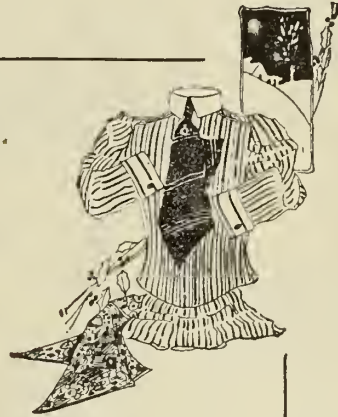
Let us hear from you when our representative may call, or send you samples.



The College Brand Clothes Co., Ltd.

45 St. Alexander Street, Montreal

(Read Building)



High Grade Men's Furnishings

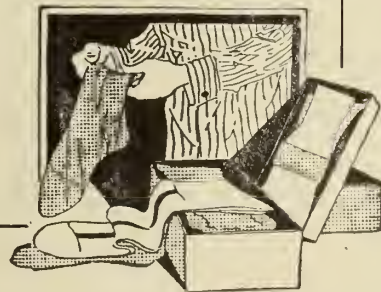
Prices are Right and
Prompt Delivery
Guaranteed

We are prepared, despite the general conditions of the day, to offer you a complete stock of the better class shirts, neckwear, gloves, hosiery and underwear. As regards the latter, we have for immediate delivery Natural Wool, Cotton and Union in two-piece and combination suits. We have also a complete stock of the famous American Hatch one-button combination, which is a particularly good seller.

If our traveller has not called a post card will bring him to you. We can assure you prompt delivery on receipt of your order.



Miller Men's Wear, Limited
48 York St. - - - Toronto





A collar that sells
12-18 1-2



A popular style
12-19

KANTKRACK

Trade Mark

Registered

The KKK and the HCL



A good standard shape
12-18 1-2

In these days of high cost of living every customer is interested in economy methods. Let him know that **KANTKRACK** composition collars give all the appearance of the laundered linen article, but have absolutely no laundry bills. That will appeal to his pocket and prompt easy sales for you.



Always saleable
12-18 1-2

The Parsons and Parsons Canadian Company

Makers of the famous **KANTKRACK** Composition Collar

Est. in U.S.A., 1879

HAMILTON, CANADA

Est. in Canada 1907



Cap worn up in front, showing Band for adjusting to six different sizes

The Cap that Fits Every Head

Patent Applied for
Canada and U.S.A.

Stylish and neat in appearance and excellent in quality are **FIT-U** caps. Your trade will appreciate the many good points that have gone to make this line so popular. To the dealer they represent a saving in money and store space. Each **FIT-U** cap can be

adjusted simply, yet securely, to fit any normal head. This eliminates the nuisance of out sizes and surplus stock on hand.

The many shapes and patterns in the range of **FIT-U** caps enable you to choose a stock to suit the requirements of the most particular dresser, thus securing the best trade in your locality. Prices ranging from \$13.50 to \$28.50 per dozen with an excellent assortment from \$18.00 to \$24.00.



"FIT-U" CAP

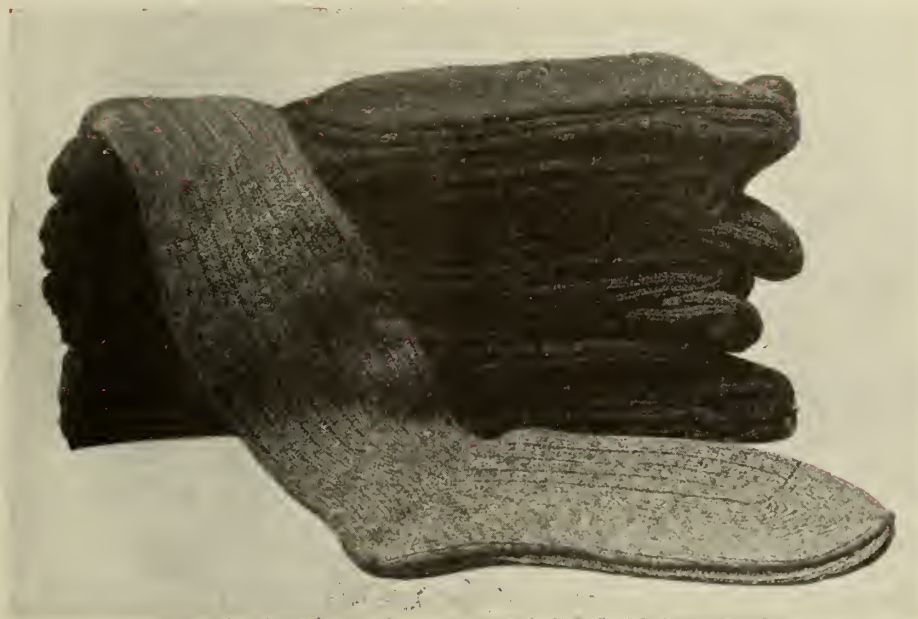
See our salesmen now on the road, or write us direct.

Tip-Top Cap Co. - London, Canada

Hawthorn
For



Hosiery
Men



Men's pure wool hose, with many distinctive features that render them really different from the ordinary hose—all the looping is done by HAND, the quality of yarn is decidedly superior, the finish is exceptionally smooth and the value is the best obtainable.

Place a sorting order with your jobbers for immediate delivery.

As never before, men of all classes are buying **QUALITY** goods. **HAWTHORN HOSIERY** is sure to please.

These and other special features will appeal to your "particular" customers.

Hawthorn Mills, Limited
Carleton Place, Ontario

Selling Agents:

TORONTO—Little & Little, 152 Bay St.
MONTREAL—Luke F. Moore, Coristine Bldg.
PICTOU, N.S.—V. A. Barnwell.

WINNIPEG—Fred Rumble, Hammond Bldg.
VANCOUVER—A. J. Snell, Vancouver Hotel.

The Five Features of "Everybodys Overalls"

FIRST—They look well.

SECOND—They are made well.

THIRD—They are constructed of the best materials.

FOURTH—They sell at a fair price.

FIFTH—They are sufficiently roomy.

This last is a special individual merit which makes "Everybodys Overalls" even the more easy to sell. May we send you samples?



"Everybodys Overalls"

LONDON, CANADA

BRANCHES

Montreal, Que.
Cobalt, Ont.
Winnipeg, Man.
O'Leary, P.E.I.

ONTARIO REPRESENTATIVES

Mr. E. H. Armitage, East Ont.
Mr. Allan Carswell, North Ont.
Mr. Ben Croskery, New Ont.
Mr. Peter Cameron, South Ont.
Mr. Albert E. Martin, Winnipeg, Man.
Mr. A. M. Mout, Calgary, Alt.
Mr. T. M. Howatt, O'Leary, P.E.I.
Messrs. Bourgeois & Pelletier, Montreal

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.



Facts!

- ☞ Appreciation of our offering by the ready response of the trade leads us to believe that our output for the coming season will soon be taken up.
- ☞ You will remember the scramble for goods last spring. Be forewarned.
- ☞ By placing that order NOW, early delivery is assured and you will be insured against shortage.
- ☞ Our representatives are now calling on the trade. It may be to your advantage to see our line.

Kaplan, Samuelsohn Co.

Montreal





Peck's

The Bearing of a Gentleman

is reflected in every suit of Peck's superb clothing. Never "foppish," never overburdened with fussy frills, Peck's Men's Clothes are tailored for active men—men of affairs—men who are discriminating dressers.

You'll find Peck's clothing imbued with the joyous spirit of Spring, distinctively modelled in an unusual array of exclusive "Springy" patterns.

Peck's clothes are just the kind your customers are looking for. Don't fail to see our samples.

John W. Peck

Manufacturers of Men's and

MONTREAL, WINNIPEG

Peck's

Boys will be Boys and here's their kind of Clothes

Peck's Spring Clothes for Boys are unusually attractive. They're tailored with the same care as Peck's Clothing for "Grown-ups," but *they're reinforced* just where they should be to stand the wear and tear.

Models that will win approval from red-blooded youths and fond mothers alike are included in our extensive spring lines.

Plan to see these clothes for regular youngsters.



& Co., Limited

Boys' Clothing, Shirts, Caps, etc.

VANCOUVER

IMMEDIATE DELIVERIES

ON SORTING ORDERS

It's easy to have a representative range of working gloves and mitts to sell at prices that suit your trade if you concentrate on



handwear—because we make them up in so many leathers and in such a great variety of combinations. And we can always give you what you want when you want it.

*Try a few dozen of the numbers
illustrated*

ACME GLOVE WORKS, Limited MONTREAL

Operating: Five Factories—Two Tanneries.



1030/6 — Cream horsehide lined mitt, with wool cuff.



1081 — Cream horsehide lined glove, sewn inseam, brown split back, hook and string fastener.



1095/5 — Cream horsehide lined gauntlet glove, sewn outseam, welted thumb, large drab split cuff.



The needs of merchants have guided National Cash Register improvements

“WHAT the merchant needs” always has been—and always will be—our basic idea in making cash registers.

This business, as it stands to-day, is the result of constant study of merchants' needs.

Every suggestion that we receive is investigated. The practical ones are adopted and given very exacting mechanical tests before they are manufactured.

During the past 10 years we have made 6,508 improvements in our product.

These improvements were added so that National Cash Register users could be supplied with machines that would give them the utmost possible service.

Modern National Cash Registers are practical, useful, accurate and durable—the best we can make.

Nationals are now used in 296 lines of business

The National Cash Register Company of Canada, Limited

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 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

FACTORY: TORONTO, ONTARIO

Buy And Induce Others To Buy

The merchants of Canada would be the first to feel any slackening in the buying power of the people.

You have a lot at stake.

Until the Victory Loan 1919 is over—and a success—strain every effort to help.

Support the Victory Loan 1919 with all the energy you give to your own business.

Your customers are your friends.

Don't lose a single opportunity to impress them with the importance of putting the Victory Loan 1919 across. This is a case where National prosperity, and your own personal interests, are one.

And you can't successfully induce others to buy Victory Bonds unless you yourself own a big block.

Canada has a big stock of Victory Bonds on hand. And they must be sold!

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

DELPARK



PRODUCTIONS

UNDERWEAR, PYJAMAS, NECKWEAR,
SOFT COLLARS, NIGHTSHIRTS,
QUICK LOCK DRESS TIES, ETC.

COTTON NECKWEAR

Bound to be popular next Spring and Summer as a substitute for high-priced silk lines.

We are offering the trade a wonderful range of patterns and designs out of the ordinary merchandise in advance of the usual range of cotton neckwear.

Prices—\$3.75, \$4.25, \$5.00, \$6.00, \$7.50.

An unprecedented demand necessitates early orders from those who wish to avoid disappointment.



DELPARK CANADA, INCORPORATED
VAN ALLEN COMPANY, LIMITED

HEAD OFFICE : : : 153 NOTRE DAME STREET WEST
MONTREAL

FACTORIES: HAMILTON, ONT.

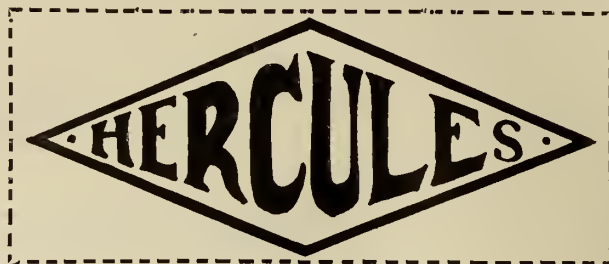
Sample Rooms: Toronto, Winnipeg, Vancouver, Calgary, Quebec, St. John, N. B. Halifax



Satisfaction in Good Shirts

THE NAME

A GUARANTEE



THIS IS OUR LABEL

of material, workmanship and all round quality.

“Hercules” standard is good value and easy selling, with a good profit margin. There’ll be no dead stock when the “Hercules” label marks your stock.

Our line comprises a wide variety of styles and materials. Make them “Hercules” this time.

The Hercules Garment Co., Limited

Head Office: Montreal

Factories: Montreal and Louiseville, P.Q.

The Service Value of a Glove

depends on both material and workmanship. We are equipped with the most modern machinery for glove-making. Also we have always before us the quality ideal, whereby we aim to retain the good-will of our dealers.

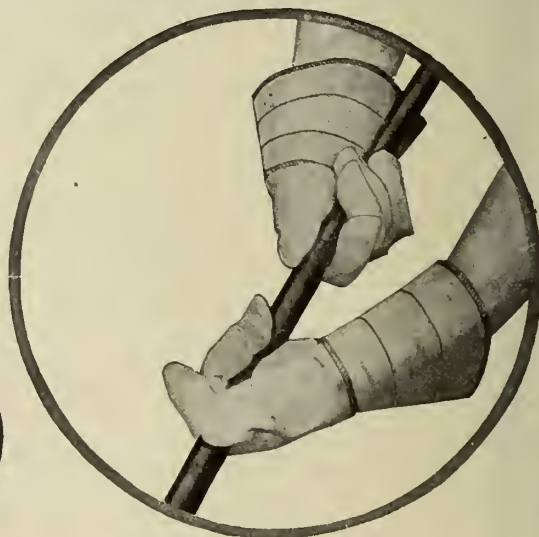
TAPATCO

REGISTERED TRADE MARK
BRAND

are a profitable Staple which knows no season selling. In demand all the year 'round, for all outdoor and indoor work, they are recognized for their supreme quality—which ensures satisfaction to the wearer—and “repeats” for you.

“Months of Wear
In Every Pair”

THE AMERICAN PAD & TEXTILE COMPANY
CHATHAM - - - ONTARIO



Tapatco Cotton Gloves are made in 3 weights and 3 styles—Gauntlet, Knit Wrist and Plain Band Tops.

Jersey Gloves and Mitts in Tan, Oxford and Slate Colors.

For extra-heavy wear we recommend our leather-tip or leather-faced Gloves of Heavy Canton.



We Desire To Thank You

For your generous response to our last ANNOUNCEMENT

We Regret Too

That owing to depleted stocks, which cannot be replaced so late in the season, we cannot supply any further SAMPLE SETS this Fall.

This, with the exception of SERGES, of which we still have a considerable range.

However

We will be right after your SPRING BUSINESS with a big RANGE OF STYLES AND PATTERNS in WORKMANSHIP of the HIGHEST GRADE that you cannot afford to miss seeing.

So Keep Us In Mind

Our "CUT, MAKE AND TRIM" Department is the busiest spot in town.

Why Not Give It a Trial?

A. E. RICHARDSON & CO.
172 SIMCOE STREET

Makers of High Grade Clothing for Men

TORONTO

MORTAR BOARD CAPS



Mr. Retailer, are you getting all the trade you should? What about Special orders?

Do you know that **Palter Brothers** make a specialty of Mortar Boards for Church Choirs, etc., and carry a complete assortment of sizes in stock and guarantee immediate delivery.

We also make Uniform Caps for Firemen, Bandsmen, Policemen, Chauffeurs, Nurses, etc.

Increase your turnover by going after this Special Order business.

Always Look at Our Samples

PALTER BROTHERS

Manufacturers of Hats, Caps and Uniform Caps

122-128 WELLINGTON STREET WEST, TORONTO



MAKING NEW CUSTOMERS

It's the strong, heavy Maritime wool used in Atlantic Underwear that grips the fancy of all outdoor workers.

The moment they see Atlantic they know it's the thing they want—something that gives warmth, comfort and long service—under-

wear that keeps out the chill of Winter.

If you carry Atlantic Wool Underwear you will make a lot of new customers this Fall and Winter—miners, farmers and other outdoor workers who require extra heavy underwear protection.

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





The H. C. of L.

The high cost of living is the big problem to-day. The retail clothing merchant can help by selling a line of good clothes—they wear longer, so cost less—result: A pleased customer.

Cheap clothes at ANY price are dear. The careful buyer must handle a line where frills and flimsy fabrics are unknown.



**New Era Quality
Clothes
is that line**

Manufactured by

The Freedman Co.

Sommer Bldg.

MONTREAL



We can guarantee Prompt Delivery whatever the size of your order may be.

Increased Production—the crying need of the day. Here's what the Levine Mfg. Co. are doing to meet that need. 2,000 pairs of Wear Well Men's Pants turned out every week. What does that mean to you, Mr. Dealer? It just means this—that we are able to fill your order and to fill it promptly. No—increase in quantity has not brought about decrease of quality. We put out the same high grade article.

See our Winter and Spring offerings, ranging from \$2.25 to \$8.50 a pair.

Levine Mfg. Co., 162 John St., Toronto

THE BIG ? TO-DAY

Many manufacturers are trying to show big ranges and to book big orders.

But the real question is whether under present conditions of labor, raw materials etc., they can deliver the goods.

THE BOSTON CAP CO. have always proved to their customers, that whatever we sold *we have always delivered.*

If you want to assure your future purchases, and to get what you bought be sure and place orders early with

THE BOSTON CAP CO.

S. RESIN, MANAGER

338 St. Urbain St.,

MONTREAL

The Kay Cutting Company

Manufacturers of

NARROW FABRICS

WAIST BAND CANVAS

and

Bias or Straight Cut Bindings of every description

SKIRT BELTINGS

Carried in Soft and Hard Finish in widths 1¼" up.

CUTTING

Have the mills ship your goods to us. We will cut them Straight or Bias, folded or plain edge, and forward them on to you. Goods cut or manufactured by us add a distinctive finish to a garment.

THE KAY CUTTING COMPANY

734-36-38 St. Paul St. W., Montreal

Stocks carried at TORONTO and WINNIPEG

There's quality and long service in every thread

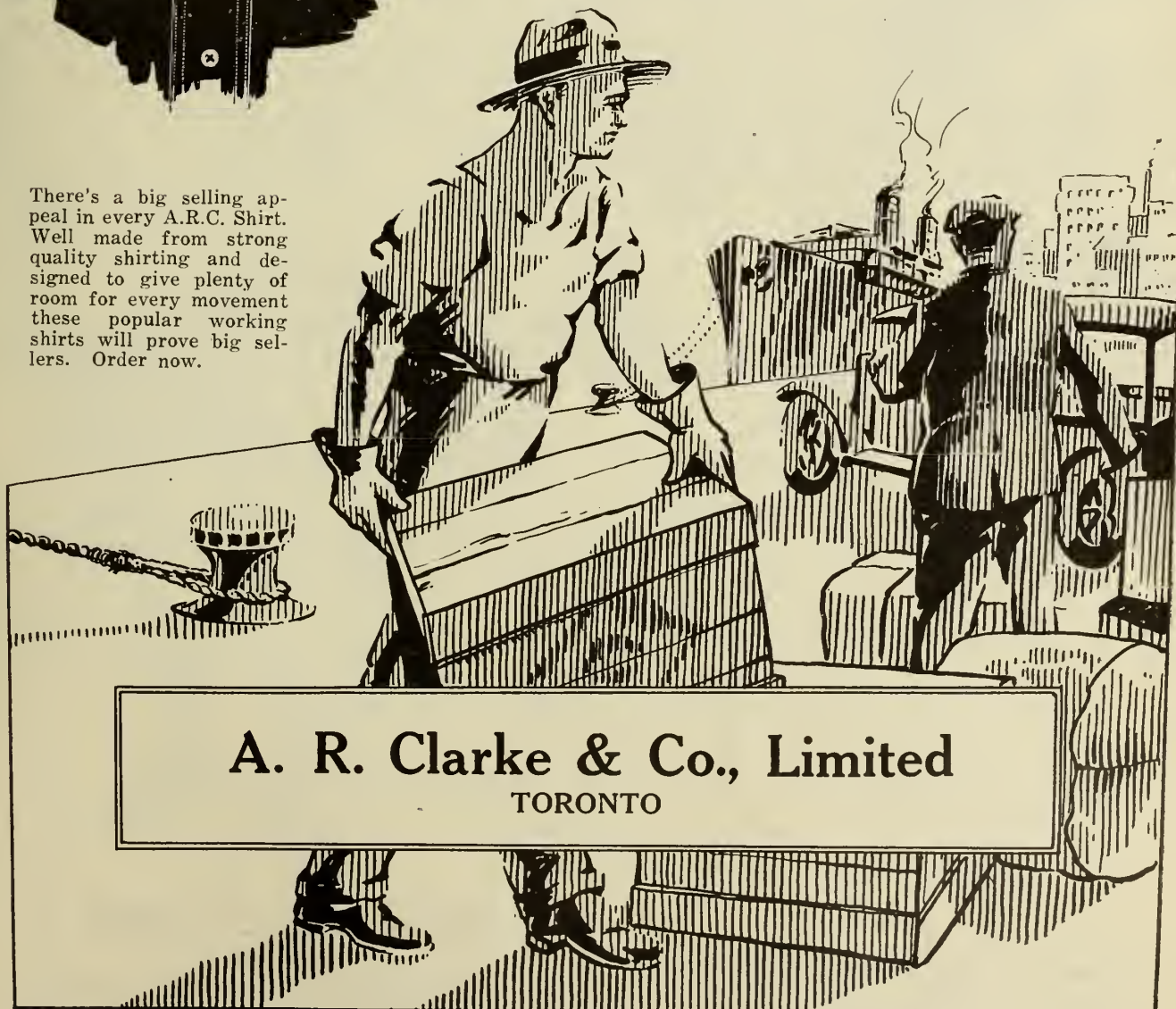


There's a big selling appeal in every A.R.C. Shirt. Well made from strong quality shirting and designed to give plenty of room for every movement these popular working shirts will prove big sellers. Order now.

A.R.C. Leather Working Gloves are made for real comfort—soft, pliable and strong. Their long-wearing qualities and comfort have won for them a reputation with workmen everywhere these attributes are appreciated.

Made also in Mitts and Gauntlets. Our modern machinery produces 100% perfect goods. Place your next order with us. We tan our own leather and therefore can offer you exceptional prices.

Behind every pair of A.P.C. Working Gloves and every A.R.C. Shirt is 50 years of experience and quality reputation.



A. R. Clarke & Co., Limited
TORONTO

"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
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

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

The Deacon Shirt Company

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 Co.

BELLEVILLE, ONTARIO



**The Boy
The Parents
The Dealer**

We never fail to please all three

The "Lion" Brand BOYS' CLOTHING

Individuality and style make the hit with the little fellow.

Neat appearance, price and wearing qualities are the parent-pleasing factors.

Satisfied customers, quick turnover and liberal profit are the big appeals for the dealer.

The Jackson Mfg. Company

CLINTON, ONT.

Factories at Clinton, Goderich, Exeter and Hensall



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' FURNISHINGS,
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.

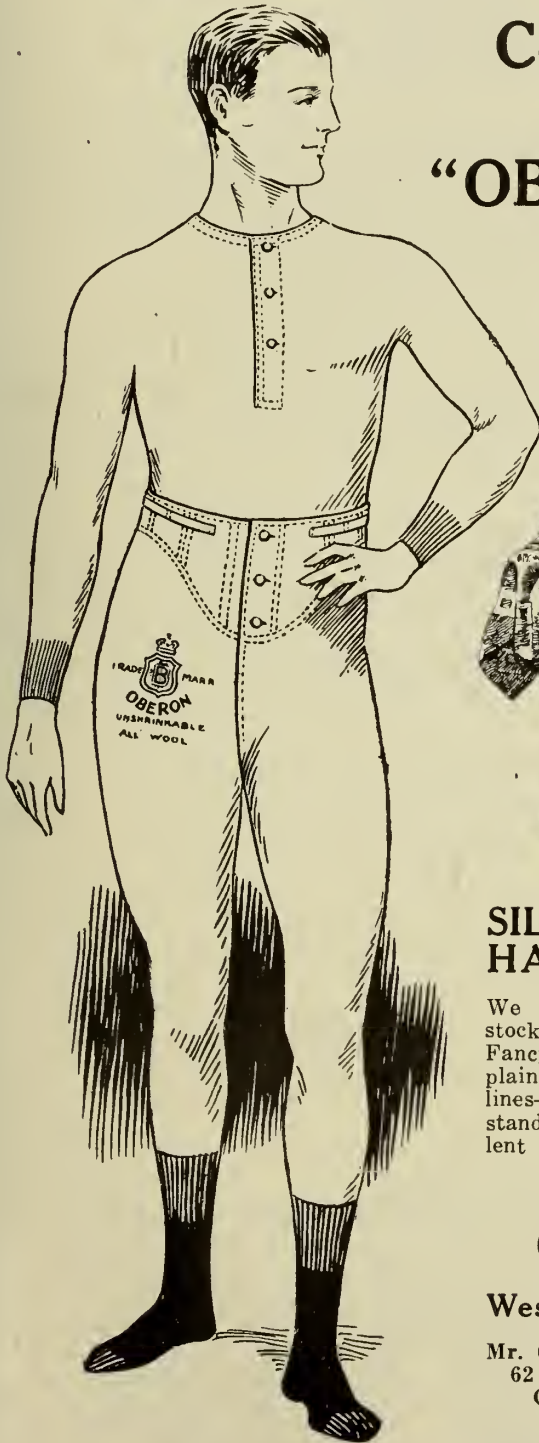
Western Branch:
437 Main Street
Winnipeg Man.

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

GEORGE BRETTLER & CO. LTD.

Manufacturers and Merchants

119 WOOD STREET, LONDON, E.C. 2, ENGLAND



Comfort and Durability combined in "OBERON" UNDERWEAR

Have earned for it a world-wide reputation. The demand for "Oberon" Underwear is enormous and ever-increasing; to keep pace with it, we are constantly being compelled to increase our factory in size and staff. "Oberon" Underwear represents excellent value—the kind that gives the customer complete satisfaction and brings repeat orders. Ask our representatives to show you their samples, specially selected for the requirements of the Canadian trade.



SILK HANDKERCHIEFS

We always hold well-assorted stock 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.

NECKWEAR

Brettles are actual manufacturers of Neckwear, and have always in stock a wide and attractive range of Ties in tasteful and 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.

FULL SAMPLE RANGES AT OUR CANADIAN REPRESENTATIVES' OFFICES

Western Provinces :

Mr. G. E. Ledger,
62 Grace Court
Comox Street,
Vancouver, B.C.

Eastern Provinces :

Mr. Hugh D. Marshall,
306 Stair Building,
Cor. Bay and Adelaide Sts.
Toronto

GEORGE BRETTLER & CO., LTD.
119 WOOD STREET, LONDON, E.C. 2, ENGLAND



Everything in Men's Furnishings

In spite of general conditions such as these:

Scarce Merchandise now

Scarcer Merchandise for Spring 1920

Scarcest Merchandise in full assortment for now and Spring 1920.

In spite of conditions such as these we do not know any other house so well prepared with stock and assortment for now and Spring 1920 as

The **HOUSE** of **ALPHONSE RACINE, Limited**

Fall in line and fill in with lines proven Good Sellers,—Ginger Lines that put the snap in

CHRISTMAS BUSINESS such as "Strand" (Chemise de luxe) shirts, mufflers, cravats, fancy socks, braces, sweater coats, gloves, etc., etc., etc.

See the "RACINE" showing of
EVERYTHING IN MEN'S FURNISHINGS

Alphonse Racine, Limited

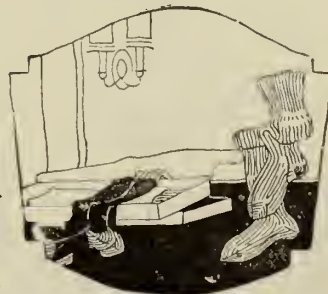
60-96 St. Paul Street West

Montreal



Factories:

Beaubien St., MONTREAL
ST. DENIS
ST. HYACINTHE



Sample Rooms:

OTTAWA, 111 Sparks St.
QUEBEC, Merger Building
SYDNEY, N.S. 269 Charlotte St.
TORONTO, 123 Bay St.
HAILEYBURY, Matabanick Hotel
THREE RIVERS, SHERBROOKE

SCHWARTZ & JAFFEE, INC.

ANNOUNCE
THE OPENING OF
SPRING 1920 LINES
JUVENILE, BOYS' AND YOUNG MEN'S
CLOTHING

CHICAGO
PALMER HOUSE

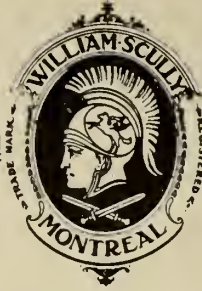
NEW YORK
880 BROADWAY

Schwartz & Jaffee, Inc.

JUVENILE,
BOYS' AND
YOUNG MEN'S
CLOTHING.

**BROADWAY
AT 19TH STREET
NEW YORK**

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



Uniforms And Caps For All Purposes

Are there any local organizations in your town that require uniforms and uniform equipment?

**FIREMEN
POLICEMEN
RAILWAYMEN
BANDSMEN**

**NURSES
BOY SCOUTS
LODGES
CHAUFFEURS, etc.**

If so, this is a business you, Mr. Men's Furnisher, should get after. Send your orders or enquiries to us. We specialize in this business and can supply you promptly and satisfactorily at lowest prices.

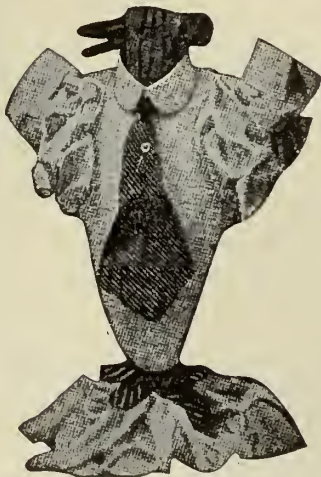
WM. SCULLY, LTD.

Uniform Equipment and Supplies

320 UNIVERSITY ST., MONTREAL

The Dale Wax Figure Co., Ltd.

86 York St., Toronto



An attractive window is a splendid asset. Our fixtures make your windows sell the goods. Merchandise well displayed is half sold. How about yours for the Christmas season?

We make every kind for your business. Dale Wax Figures will keep your stock moving.

Hangers of all kinds always in stock. Our catalogue is free for the asking.

**DALE WAX FIGURE CO.
LIMITED**

86 York St., Toronto

Montreal: 150 Bleury St.

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

Tailor Craft Clothes

Correct in every detail

Quality of material, attractiveness of textile designs, "up-to-date-ness" of style and cut, excellence of workmanship—in fact, you will find that every man or

boy who comes into your store will be pleased with every detail of Tailor Craft Clothes.

Our line for Spring, 1920, in Men's and Boys' Clothing is particularly attractive.

A card will bring one of our representatives to you.



Dominion Clothing Co.

157 St. Paul St. West

Montreal

Stifel's Indigo Cloth

Standard for over 75 years



There's a double advantage to the garment manufacturer who uses Stifel's Indigo Cloth, and to the dealer who carries work clothes made of Stifel's Indigo.

1. The advantage of a work garment cloth that is firmly woven, beautiful fast blue in color, and whose dot and stripe patterns positively will not break in the print.

2. The advantage of Stifel's advertising which is telling wearers of work clothes all over the country about the extra value of Stifel's Indigo Overalls, Coveralls and other clothes—and teaching them to look for this trademark on the back of the cloth in-



side the garment to be sure it is made of genuine Stifel's Indigo Cloth, which in its lifetime of over seventy-five years has never been successfully imitated.

J. L. STIFEL & SONS

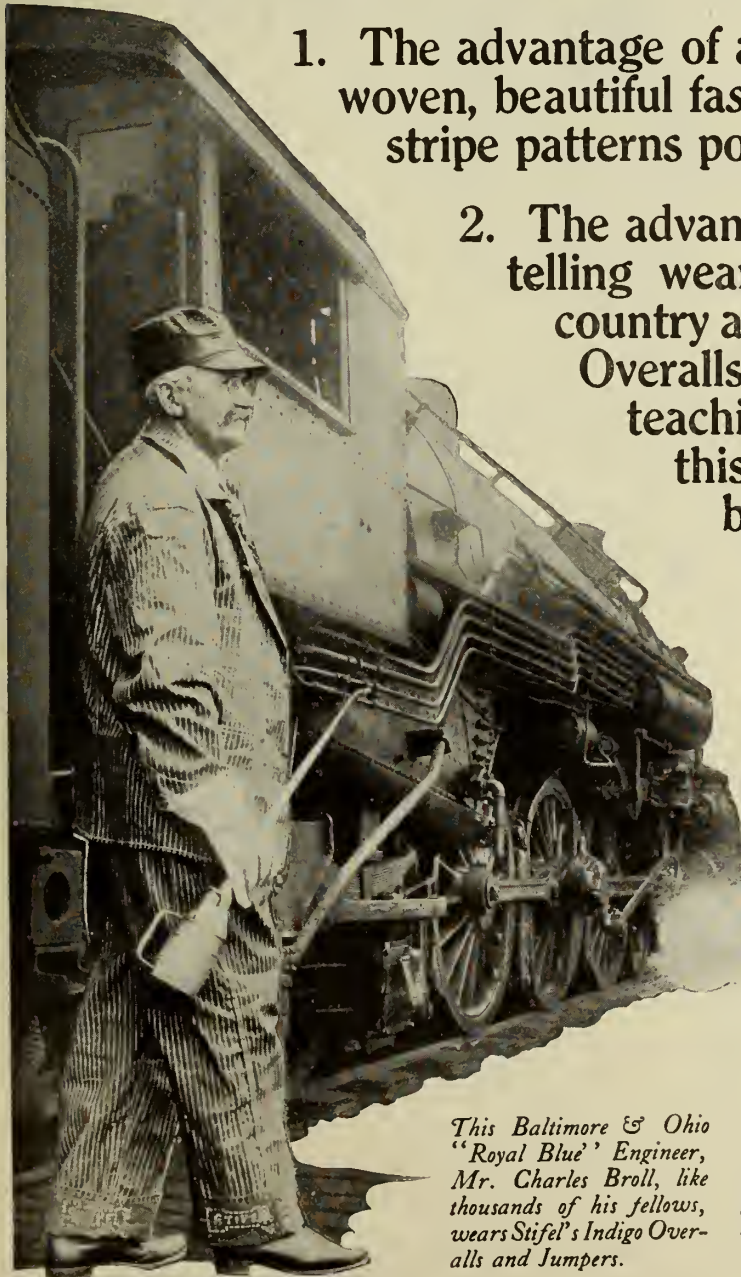
Indigo Dyers and Printers

Wheeling, W. Va. 260 Church St., N. Y.

This Baltimore & Ohio "Royal Blue" Engineer, Mr. Charles Broll, like thousands of his fellows, wears Stifel's Indigo Overalls and Jumpers.

SALES OFFICES

NEW YORK.....	260 Church St.	BALTIMORE.....	Coca Cola Bldg.
PHILADELPHIA.....	1033 Chestnut St.	ST. LOUIS.....	604 Star Bldg.
BOSTON.....	31 Bedford St.	ST. PAUL.....	238 Endicott Bldg.
CHICAGO.....	223 W. Jackson Blvd.	TORONTO.....	13 Manchester Bldg.
SAN FRANCISCO, Postal Telegraph Bldg.		WINNIPEG.....	400 Hammond Bldg.
ST. JOSEPH, MO.....	Saxton Bank Bldg.	MONTREAL.....	Room 508 Read Bldg.
	VANCOUVER.....		506 Mercantile Bldg.





This Trade Mark is your guarantee

and the name Perrin is one of your big sales assets. To tell your customer that the glove he is trying on is a Perrin glove is all that is necessary to close the sale. Are you running your business without this asset?

“Kayser”
GLOVE
 REAL CHAMOISETTE
 MADE IN CANADA

That trade mark is the symbol of elegance and dependability in gloves of the Chamoisette variety. You give your customers their money's worth when you sell them the “Kayser” Glove. You cannot afford to offer them less.

P. K. Company

Successors to

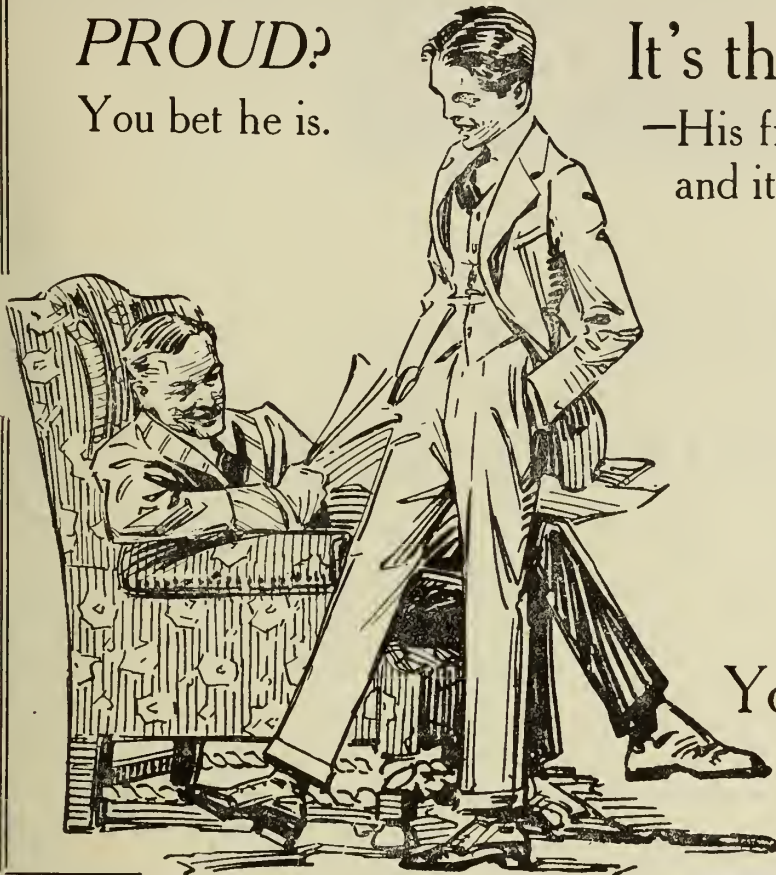
Perrin Freres & Cie

Sommer Bldg.

Montreal

PROUD?
You bet he is.

It's the Red Letter Day
—His first Long Pants Suit
and it was made by York Tailors



He's not only proud because his new suit has long pants, but he is now old enough to appreciate faultless fit, up-to-date styles and distinctive fabric designs. He's bound to go back to the store where he got such value. Cater to him—this young man about to buy his first long pants. Introduce him to York Clothes and keep him acquainted. He then gets value, you get profit.

York Clothing Company
35 Church Street, Toronto

The Handkerchief House of Canada

Handkerchiefs for Christmas Selling

Mr. Merchant:—

Have you made early and adequate provision for unprecedented Xmas buying this year in your Handkerchief Department? Too often the purchasing of this important item of Christmas buying is neglected until customers' enquiries force the merchant to send in rush orders. Don't let this happen this year.

We have everything that is worth having in handkerchiefs for men and boys from khaki, Turkey red and blues to the finest linen.

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Importers and Manufacturers Agents

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TORONTO



Pyjamas

The Comfort Kind

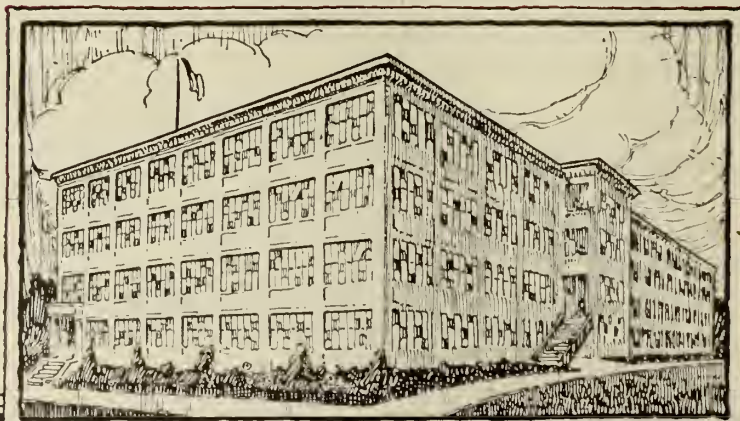
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Head Office—Kitchener, Canada

Branches at Montreal, Toronto, Winnipeg, Vancouver



MEN'S WEAR REVIEW

Published Last Wednesday in Each Month

VOL. IX.

TORONTO, NOVEMBER, 1919

No. 11

CONTENTS

Hail Now to "Third Season".....	33
Fine Mailing List Secured for Handing Out Free Suits.....	34
Ontario Retailers Buckle on Their Armor.....	35
Manufacturers of Canada Are "Game".....	36
Exhibits at Fall Fairs Are Magnets For Live Merchants.....	37
Barber Shop For Kiddies and "Draw Slide" at Stollery's.....	38
Higher Prices For Neckties, Belts and Hosiery.....	40
Smart Window Displays in Toronto For Fall.....	41
Public Likes to be Coddled.....	42
Cut in on Styles and Colorings.....	44
Fewer Failures Recorded in Ontario.....	45
Shortage of Shirts Faces Country.....	46
High Prices Traced to Source.....	48
Guard Against Overstocking.....	50
Humble "T Stand" is Trimmer's Best Friend.....	51
Undue Emphasis Placed Upon Overhead Expenses.....	52
Changes in Business in Ontario.....	53
Specializing in Certain Lines is Good Business.....	54
Editorial.....	55
Market Reports.....	56
Neckwear.....	58
Good Show Card Writer Not Made in a Few Days.....	60
Hats and Caps.....	61
Collars and Shirts.....	62
Miscellaneous Items of Business.....	63-64
Where to Buy Directory.....	66

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KITCHEN'S
"Railroad Signal"
OVERALLS



Men's Wear Review

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

VOL. IX.

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Hail Now to "Third Season"

Canadian Retail Clothiers to
Have Another Selling
Period in Year.

ALL dealers in men's clothing throughout the Dominion will be pleased to learn, whether they know it now or not, that the "third season" for men is now practically assured. The fair sex has, almost since the world began, been accustomed to taking three of the seasons for style purposes, and in many cases they have taken all four, but mere man has been content with two. A new suit and hat in the Spring and an overcoat and, perhaps, another suit in the Fall were the extent of his sartorial excesses. There were men, of course, who went further and swung in another new suit between seasons, but the generally accepted principle has been that man is, was and always would be a "two-season individual."

But fine Summer weather, the high cost of living and the return of Canada's fighting men from Europe combined to form an entente alliance against which the barriers of precedent could not hold out. The Palm Beach suit has taken on Canadians. It has come to stay. At last it has come into its own in the Dominion.

Big Summer Anticipated

At this time, when Jack Frost is fighting hard for a footing and the natives have stocked up in anticipation for capitulation, it seems strangely out of place to talk of something that has entirely to do with Summer, but, just the same, the manufacturers of light-weight clothing are just straightening up their summer accounts now and are preparing to look ahead for the summer of 1920, so that discussion of such a subject at such a time is not so inappropriate as many might imagine. At any rate, the men who turn out July and August attire are clapping themselves on the back when they look back on last Summer's showing and they are cheerfully looking forward to next summer, not so much

WHAT HO! BRING ON COLORS OR RAINBOW FOR MERE MAN

**Ruffles and Buckles, London Reports, Are To Be Tried Out
On Piccadilly—Dress Suits
of Scarlet and Royal Blue**

If reports from "Ole Lunnon" are to be credited, tailoring firms in the heart of England are about to make a bold experiment. They are said to have started a movement to bring back the colored garments of a couple of centuries ago, and it is hoped to dress up a number of young men in costumes reminiscent of Beau Brummel and Monsieur Beaucaire and set them perambulating London Streets on this missionary enterprise. A smart city suit in this bold era will consist of something like this:—

A plum-colored, waisted lounge coat and breeches; yellow waistcoat, with white stock; black hose and black shoes with silver buckles; golden soft felt hat and light cane. For evening dress stock and ruffles will take the place of shirt front, and half an inch or so of trimming will be seen at the cuffs. The colors in evening suits will vary from scarlet to royal blue.

It is pointed out that well-cut knee breeches will outlast any pair of trousers and will, of course, display a shapely limb as no modern "drain pipe" could possibly do.

for the reason that they will stand a good chance of adding considerably to their bank accounts as for the fact that next Summer will in all probability mark the official advent to Canada of the "third season" for men.

"Last year was a wonderful period for Palm Beach suits," enthusiastically declared W. O. Costello, manager of Men's Wear, Limited, an outgrowth of the

Another Big Summer for Palm
Beach Suits Indicated by
Early Orders.

Miller Manufacturing Company, 48 York Street, in speaking to MEN'S WEAR REVIEW on the matter.

Heavy Advance Sale

"And the advance sale for next summer is just as wonderful," he went on, adding: "The advance sales have been splendid and the call from all parts of the country for summer clothing is insistent. It is far better than it has ever been before. It seems that the general scarcity of goods and the high prices have driven men to take to the two-piece suit. In past years a few men here and there wore the 'Palm Beach,' but the man who did so was looked upon by the majority of his fellow-citizens as more or less of a hero. To say the least, he was an outstanding figure in the community. But it is queer what a change has come over the people. For the Palm Beach suit was never such a great thing before."

"And we are turning out better and smarter stuff," declared Mr. Costello. "The prices are slightly higher, but the value is there. Nowadays the Palm Beach suit must be well made. The time has passed when any old kind of a sack will do. The demand is for Summer suits that are smartly tailored and of good design."

Last year retailers, on behalf of their customers, begged for Palm Beach suits until the end of July. It was a long season, and a big season for the man who deals face to face with the public. Orders are now being taken by the manufacturers and shipping will start about the first of the year. It is expected that there will be a heavy call on the supply houses, but those who order first will be first served.

Fine Start is Made

"It will have to be a case of first come first served," stated Mr. Costello, adding

FINE MAILING LIST SECURED FOR HANDING OUT FREE SUITS

The G. W. Hawley Walker, Limited, Got in Permanent Touch With Twenty-five Hundred Prospective Purchasers of Boys' Clothing by Means of a "Lucky Day Contest"—And All For Just Three Outfits.

that they would be busy sending out goods until well into May, and even into June.

"Last year," said the manager, "was the first time we got away to a real good start. The exceptionally fine weather and the returned men helped. The whole difficulty hitherto in marketing this class of goods has been to get the men started to buy it. Realizing that the Palm Beach suit was considerably cheaper than the suit of heavier cloth, and prompted by a desire to be economical until they should 'get on their feet' the veterans started in to buy 'Palm Beach' and the male portion of the community readily followed their example. And soon all began to find out the comfort in such attire and the idea gradually took hold."

It is figured out that six weeks would be a short season for the Palm Beach suit, which easily lasts six months, so that once a man takes the plunge he has a suit that will endure for at least four Summers.

"You can take it from me," here stated A. L. Miller, vice-president of the company, "that the day of the Palm Beach suit is here to stay. The introduction of this business means that from now on there will be three distinct seasons for the retail clothier—Spring, Summer and Fall. This is the way it has been below the line, but up in Canada the retailer has not been able to take advantage of this third season. What it will mean to him time alone will show."

All Tell Same Story

From now on, therefore, the retail clothing merchant may expect to benefit from the "third season."

What the Miller people say is borne out, too, by E. N. Dimbleby, Montreal, representative in Canada of Cohen, Goldman & Company, New York, manufacturers of Summer clothing, including outing trousers, Palm Beach suits, cool crashes, special Summer suits, sport coats, golf suits and novelties in men's wear. Mr. Dimbleby, who is now calling upon the trade in the interests of his firm, reports having already booked a much larger percentage of orders to date than the same period of last year. He, too, is assured that Canadians are taking enthusiastically to the wearing of Summer clothing. He is showing an extensive range of this class of goods and declares that retailers are buying the very best in stock for placing before their customers.

STATION HABERDASHERY

A new haberdashery store is to be opened in the new Union Station, Toronto, when that imposing looking pile is completed. Tenders are now being asked for.

FOR the merchant starting up or branching out into a new line it is not the easiest thing in the world to lay hands on a mailing list that might prove to be a real help in attracting trade. But G. Hawley Walker solved the problem in great style when, during the course of the Canadian National Exhibition, he unleashed a new stunt on the Toronto public. As a result of his efforts he has to-day a brand new and up-to-date list of twenty-five hundred names, all of them of wide-awake citizens and purchasers, when the need arises, of boys' clothing.

The G. Hawley Walker, Ltd., situated at 126 Yonge Street, Toronto, branched out into children's clothing just about a year ago, and such bright ideas have they worked into their advertising and salesmanship methods that this month they are enlarging their boys' department to three times the size it was originally.

And the staging of a "Lucky Day Contest" with the object in mind of getting a mailing list worthy of the name, and not one picked out in a haphazard and unreliable manner from the directory or telephone book proved to be one of their many ideas that worked out successfully.

Three Lucky Juveniles

The company let it be known to all juveniles and their parents that they had a nice suit to give away to every boy in the contest whose birthday happened to be on a date that should first be picked out by a neutral party and kept secret. Even the store's advertising department, its head, G. Hawley Walker, or its manager, R. F. H. Walker, did not know the date that was to be selected. The preliminaries being complied with, cards were sent out or given to every boy who made application.

"Here's a Chance to Win a Suit," the company announced in bold type, adding that the best suits in the house would be the prizes awarded. Then in the next line blazed forth the query: "When is Your Birthday?" A line for the youth's name followed, then the father's surname, and then the boy's age.

The contest closed on September 27 and the day that happened to be selected for prize-winning was Dec. 13. There chanced to be three boys in the contest who were born on the thirteenth of De-

cember, and a special delivery letter was sent to each notifying him that if he called at the store he could pick out the best suit in stock. The three boys who landed the sartorial plums were Robert McGarrett, 158 Sunnyside Ave.; Angus Campbell, 16 Peel Avenue, and Freddie Urquhart, 1 Woodbine Avenue.

Followed Up With Cards

All kinds of dates were given by the boys and the parents, but there were some days not picked out by the contestants, and if one of these dates had been selected by the committee the company would have, unless it changed the date, come out with little loss. On the other hand, if July 17 had been the lucky day the store would have been minus seven suits, for which no direct monetary return would have been chalked up. If April 1st had been selected the Hawley Walker people would have been "April-fooled" to the extent of no less than sixteen suits.

At the close of the contest the firm followed up its first "drive" by a post-card barrage, a handsomely-engraved card being sent out to every one of the 2,500 who took part in the contest.

In a neat, colored border and under a scenic view that gave tone to a very attractive card, appeared the following:

Many Happy Returns
Hearty Congratulations on Your
Birthday and
Every Good Wish for the Future.
We Hope to Have the Pleasure of
Fitting You Out in a Dandy
"Wearbetter" Suit
Before You are Much Older

The name of the firm and its address was displayed in capital letters at the bottom of the epistle.

Contest a Real Success

"The contest was a success in every respect," R. F. H. Walker, in charge of the advertising and buying for the firm, told MEN'S WEAR REVIEW. "The very best people in the city wrote in," he said, "and the result is that to-day we have a good line on prospective purchasers, while there are no doubt hundreds who have learned through this contest that the Hawley Walker, Ltd., dealers in men's furnishings, are also now in the business to sell clothes to the kiddies."



Ontario Retailers Buckle on Their Armor; Commerce Board's Probing Under Discussion

EXTRAORDINARILY patient for months under the continuous shell-fire of critics who have not thoroughly understood the situation nor the reasons for high prices, the Retail Clothiers of Ontario have at last buckled on their armour and from now on will endeavor to defend their position against the onslaughts of an unreasonable public. Following the inquiry conducted by the Board of Commerce it was expected that the clothiers would rise in their wrath and smite the hosts of "that man O'Connor," but at a meeting of representative retailers, all members of the Ontario Association, in the King Edward Hotel, Toronto on the evening of October 28, it was unanimously decided to co-operate in every way with the Board. The request of the Board that steps be taken to have the mills' stamp on the cloth, the percentages of wool and cotton contained therein fell on soil that was rocky and a further recommendation was made by the retailers that the manufacturers also put such a declaration in some conspicuous place on the garment where the consumer can see it. This, it was stated, would not work a hardship on the Canadian manufacturer, but would put a check on the English houses that make a practice of sending shoddy stuff to Canada. During the three hours' discussion, it was brought out that the retailer could not reduce prices as he could neither reduce the cost of cloth nor manufacture nor control the labor market. Plans were also laid for the big 1920 convention, those taking part in the deliberation being Messrs. Ed. Mack, president, and E. R. Fisher, Ottawa; R. C. Cameron, Lucknow; Harry Bremmel, Lindsay; Gray, Chatham; Bryant, Belleville; R. A. Stevens, Barrie; and R. A. Fitzpatrick, D. Morrison and William Hay, Toronto.

ALTHOUGH confessing candidly that he was entirely at a loss to say what should be done, Commissioner Murdoch of the Board of Commerce stated at the close of the investigation into clothing prices that he was firmly convinced something should be done to reduce the price of clothing, and he hoped that something would be done promptly and effectively. But here the question arises: "What can the Commissioner, the Board of Commerce or anyone else do?"

The fact remains that after weeks of investigating the Board found itself where it started, and groping blindly in the dark. It was all right to talk of overhead expenses being high—it all made good reading for an anxious public—and it was all right to suggest that the manufacturers and retailers make good fellows of themselves and bring prices away down, but—And the "but" is a big one.

Supposing at the commencement of hostilities in Europe there was a wash-tub filled with water. In the five years that have since elapsed the world has been draining that tub and putting little back in, putting all the available water in another tub. Now, after this extensive draining, the tub is about empty and no more washing can be done until the tub is full again. This is the way it is with the clothing business. The tub of production has been drained almost dry and until it is filled to overflowing again, there cannot be the same conditions that there were before the war.

High Wages Responsible

It is all very well to talk of lower prices, but the manufacturer cannot pay high wages and sell his products at pre-war prices. Nor can the retailer pay more for everything and sell his products at pre-war prices. Nor can the retailer pay more for everything and yet sell as he did before the war. The truth

of the matter is that the Government spoiled the workingman by paying him enormous wages for making munitions. And now the former munitioner cannot get back to his old level. Let him apply, as one did, for a porter's job, and be offered \$14 a week, and he indignantly retorts: "Why I've been making that much or almost that much a day."

This is what the manufacturer and retailer are up against. The Government made it possible for unskilled labor to live on the fat of the land, and now when this is not forthcoming the worker goes on strike. He demands and gets higher wages. So it is but natural that to meet these increases the employers must increase the price asked for their goods. For if wages go up, everything else must also go up.

The sequel, therefore, to the whole thing is that trouble is bound to eventuate. Following the investigation, in which there was much talk of profits of from fifty to a hundred per cent., the average man or woman goes into a store and on being taxed \$100 for an overcoat or suit, immediately jumps to the conclusion, despite the fact that he or she knows nothing of the retailer's troubles, that there is profiteering some place. The investigation, so far as can be seen now, has just placed a stick of dynamite in the hands of people who do not know its power. All this is going to stir up more trouble for the retailer.

No Increase in Profits

By the average consumer the fact is passed over unnoticed that the retailer is paying more for his goods to-day than he did in 1913, and that he has to put on increases. The profit, however, is the same, for while he gets a whole lot more for what he sells, he, too, has to pay a whole lot more for what he buys. He has to pay higher rent, his light and heat cost more, and he pays out tremendously increased salaries to his staff.

In the majority of cases the retailer

marks his goods according to value, for to do otherwise would not be good business. There is no set rule to go by in marking clothing, but the man who marks his goods according to what they cost him invariably invites disaster. In the face of all this then, how is the retailer to reduce his profits when everything else is increasing in price? The tables in the wholesale houses are empty or nearly so, and it is difficult for the retailer to get the goods he needs.

Consequently, he is up against a situation to-day which is entirely beyond his control. He cannot get manufactured the goods for which he can get the business, and he cannot get adequate labor. The workingmen are not on the job as they used to be, and they are holding the "bosses" up continually for more money.

Must Protect Himself

Take when the traveller goes out. He has certain prices, but if goods go up in the meantime what happens? The merchant has to make provision for this so that the increase goes into expenses. He is compelled to protect himself.

With regard then to the suggestion that the clothiers sell the 1920 output at cost. Who is to pay the running expenses of the store? The merchant must make money or he goes out of business. He is not in it for his health. According to the Board, overhead expenses are too high, but here is where the landlord comes in. Rental is one of the biggest items the merchant has to contend with.

As matters stand now it is a certainty that neither manufacturer nor retailer will cut prices. The Government may take action and force many out of business, for there are few who can afford to stay in and lose money.

Perhaps the investigators will hand over, to help out the consumer, the money coming to them for their efforts to reduce prices. Will they?

Manufacturers of Canada Are "Game"

Heavy Losses Are Being Sustained Without a Whimper, Ed. Mack Told National Association of Retail Clothiers.

TO the "gameness" of Canadian clothing manufacturers and their good sportsmanship, as evidenced in their stoicism in accepting losses, Edward Mack, of the Toronto tailoring firm that bears his name, and president of the Ontario Retail Clothiers' Association, paid a glowing tribute, while a guest at the sixth annual convention of the National Association of Retail Clothiers, held in the Hotel Sherman in Chicago. Mr. Mack, on being called upon by President Bodenhausen for a few remarks, stated that the Canadian organization was formed last year by a group of Canadian clothiers who had visited the National Association convention in New York and had returned convinced that a similar body would accomplish untold good throughout the clothing trade of Canada.

It was planned, said Mr. Mack, to establish similar organizations to the one in Ontario in the other sections of Canada, and that after Canada was thoroughly organized it was planned to affiliate with the National Association of Retail Clothiers. He touched then on the question of manufacturers advancing prices after goods were sold, saying:

Manufacturers Good Losers

"Canadian clothing manufacturers are losing from \$4.50 to \$8 a suit on their Fall deliveries, through under-estimating advancing labor costs, but our manufacturers up there are game. They are going to take their medicine and deliver the goods at original prices."

With the question of high prices and ways and means of lowering them dominating subjects before the American people it was just to be expected that throughout all the sessions of the convention this vital topic should have the centre of the stage. One of the most loudly applauded motions of the entire meeting was that unanimously carried to the effect that the association extend to the Government "its assistance and help in every way possible to lower the high costs of necessities."

"We realize," the resolution stated, "that the future peace and prosperity of the country, as well as of business generally, depend upon getting back as soon as possible to normal conditions."

One of the real sensations was the proposal that a partial embargo be placed on the exportation of textile fabrics and wearing apparel "to avert a revolt and charges of profiteering" next Spring, when the present tremendous advances in the wholesale markets begin to be felt by the consuming public. It was felt that the needs of the American con-



"ED." MACK
President of the Ontario Retail
Clothiers' Association.

sumer should be supplied first at reasonable prices.

Would Hit Canadians

During the executive session of the members it was planned to direct the efforts of the legislative committee to securing embargo legislation, particularly against shipments of fabrics and wearing apparel, to Canada and South America. In asking for the embargo Frank J. Kennedy, Boston, said: "I understand that Canadian manufacturers are offering all kinds of prices for goods to ship to Canada and that immense quantities of fabrics, ready-made garments, shirts and shoes are being sold for export to foreign countries to the great detriment to and at the expense of our own consumers."

Perhaps the most drastic and widely-argued resolution discussed on the convention floor was directed at those manufacturers "who have sold on future order merchandise at certain agreed prices and have subsequently resold and delivered the same commodities at advanced prices and refrained from shipping to the original purchasers." It was decided to appoint a special investigating committee to look into charges of this nature and to call on manufacturers, so charged, to produce their books for inspection.

The manufacturers' side of the advancing price question was well presented by Chicago and New York men, a stirring defence being registered to the accusations against clothing manufacturers generally, it being emphasized that the specific faults of the few should not be accepted as applying to the majority. They drove home the point that their respective markets are doing their utmost to co-operate with the retailers in meeting the acute problems confronting the entire industry to-day. The prediction was made that prices next Spring would be higher than those of the present season. It was contended, too, that the

Boston Man Proposed That Partial Embargo be Placed on Shipments of Fabrics And Wearing Apparel to Canada.

clothing manufacturing industry can show a clean bill of health as far as profiteering and high prices are concerned, and that the manufacturer of clothing who escaped without a loss this Fall would be a fortunate individual.

Retailers Are Satisfied

That the retailers believe most manufacturers are treating them fairly in the question of prices and deliveries was exemplified on the last day of the convention, when it was unanimously voted to pass a resolution commending the majority of manufacturers who have lived up to their contracts and have taken every step possible to make deliveries of merchandise.

The resolutions adopted condemned the luxury tax and the manufacturer who sells at retail. A joint committee for the retailers and the furnishing goods manufacturers, similar to the committee of clothing makers and retailers, was provided for in one of the resolutions. Protest was entered against the establishment of credit agencies to investigate retail credits.

"During this crisis through which we are passing," said one man, "nothing is gained by charges of profiteering and demands for investigation of manufacturers' books. It is a time when the closest harmony should prevail between manufacturers and retailers and they should be working together to help bring about a return to more nearly normal conditions."

But unquestionably the airing of the opinions expressed at the convention and the opportunity given manufacturers to tell their side of the story brought about a much better understanding between the two branches of the industry. As one retailer expressed it: "I am going home with a clearer conception of what the manufacturer is up against than I had when I arrived."

By unanimous vote the convention also went on record as advising its members not to place one dollar's worth of orders for merchandise, the price of which is to be fixed at time of shipment.

TO REPRESENT THE WEST

H. J. Symington, K.C., has been appointed to represent the Governments of Manitoba, Saskatchewan and British Columbia at Montreal, when the Board of Commerce enquires into the prices of textiles and boot and shoe prices. It was decided to take this step with the approval of the other Western provinces. All provinces accepted the proposal with the exception of Alberta.

EXHIBITS AT FALL FAIRS ARE "MAGNETS" FOR LIVE MERCHANT

Smart Display of "Wearbetter Clothes" at the Toronto Exhibition Opened Public's Eyes to Fact That Hawley Walker, Limited, Had Branched Out Into Clothing Business for Children—Transfer of New Department to Basement Proved to be Good Business.

BRANCHING out into the clothing business for boys just about a year ago, the G. Hawley Walker, Limited, fought tooth and nail month after month for a foothold and at least a share of the trade enjoyed by the other clothiers in Toronto. Thanks to judicious advertising and other progressive methods, considerable success was met with, but the firm registered a real "ten strike" at the Canadian National Exhibition when it hit upon the idea, and carried it into effect, of an exclusive display of juvenile apparel. The sequel to this experiment, for it was an experiment, is that to-day hundreds of parents are comparing the children's clothes carried by Hawley Walker with those stocked by competitors.

Chance at Fall Fairs

Now that the day of the Fall Fair is at hand and merchants in rural districts are considering how best to place their goods before the thousands who "do the fair," the Hawley Walker idea might well be experimented with. For it is a fact that at the time of writing this wide-awake Toronto firm is selling between fifty and sixty suits for boys, whereas before the "Ex" there was neither "regularity" nor "stability" to the trade. On one Saturday alone—the last in September—twenty-seven boys' suits went from this one store into Toronto homes.

And how did all this come about? What fairy godmother waved her wand so effectively over the Hawley Walker trade? The story is not a lengthy one,

but what it lacks in length it makes up in interest.

"Wearbetter Clothes," the product of the Walter Blue factories, are handled by the Hawley Walker people, and it was the "Wearbetter Clothes" that the company "played up" in its exhibit.

"A Capital Advertisement"

"It looked to me to be a good way to introduce our boys' clothes and to let the public know that we are in this line of business," said G. Hawley Walker to MEN'S WEAR REVIEW, "and the exhibit was a capital advertisement. We are getting new business every day—and a whole lot of it is from this exhibit. Scores of people who came around to our stand at the "Ex" told me personally that they did not know we carried boys' clothing and I know that hundreds of others had their eyes opened at the same time."

The idea of the display, Mr. Walker explained further, was to give the public an idea of what could be found in the store and also to provide the opportunity for a talk. Nor were the calculations in this respect erroneous. Hundreds walked up to the booth daily, hands were shaken, mothers were made to feel at home and by the time the big gates closed for the last time connections with the purchasing public had been made that are sure to prove revenue producers for some time.

But to come back now to the boys' department itself. Hawley Walker first tried this department out on the main floor with the men's furnishings, but it was at last decided to make a transfer to the basement.

"We found, after experimenting, that it would be better by itself," Mr. Walker explained to MEN'S WEAR REVIEW, adding: "Some mothers, you know, like to take a little time at their purchasing and they feel more at home if they are in one corner of the building and not amid the general bustle of business on the main floors."

Upon the transfer being made there were some—an odd one now and then—who objected to having to go down stairs but the majority seemed please and to-day there is a regular beaten path from the front doors through the shop and down the little stairs, where juvenile apparel reigns supreme.

For some weeks past the boys' department has been particularly active and dealers in this class of goods are looking for a big Fall and Winter trade.

Guarantee Plan Popular

Supplementing what G. Hawley Walker said about the much-talked-of exhibit at the Big Fair, R. F. H. Walker, who has charge of the advertising and buying for the firm, stated: "People in all parts of the city are writing in to ask about 'Wearbetter Clothes,' and they seem satisfied with the information we give them. The two pairs of bloomers with each suit, too, is a real clincher. So, too, is our guarantee proposition. If a kid breaks through his clothes in six months we make it good and parents

Continued on page 40

Magnet For Crowds at Exhibition



An exhibit that attracted thousands daily at the Canadian National Exhibition in Toronto, was that of The G. Hawley Walker, Limited, a picture of whose display of "Wearbetter Clothes" is reproduced above. Since the Hawley Walker firm took this method of acquainting the public of the fact that they had branched out into handling children's clothing, splendid results have been noted.

Barber Shop for Kiddies and "Draw Slide" are Features of Stollery's New Emporium

Installation of Latest Word in Fixtures Shoves Big Men's Furnishings Store Well to the Front for Canada—Passing of the Dust-collecting and Prosaic Box is Noted in the "Heart of Toronto"—The Show Cases on the Main Floor Being Conspicuous by Their Absence.

THE elimination of boxes of all kinds and, in fact, everything that is unsightly and calculated in any way to detract from the bright and up-to-date appearance of the store is the idea embodied throughout in the fitting up of Frank Stollery's big establishment at the corner of Bloor and Yonge, in the "heart of Toronto." Mr. Stollery, who has branched out into handling children's apparel after eighteen years in men's furnishings, had faith in the Bloor and Yonge corner even in the days when it looked as though the public would do the bulk of its buying in the King and Queen district, and that he still believes his corner will be the coming business section is evidenced by the elaborate manner in which he has enlarged and arranged his store, all the latest touches in fixtures and suggestions being utilized

even to the installation of a barber shop for children—an innovation for Toronto, and something which until just recently has been almost monopolized by live merchants south of the forty-ninth parallel.

"Very Latest" Installed

C. W. Hunter, for Jones Brothers, dealers in store fittings and barber supplies, with headquarters on Adelaide street, Toronto, supervised the altering and planning of the new store, as well as the installation of the fixtures and trimmings. And, it can truthfully be said, that no city in Canada boasts of a finer-appearing haberdashery. On the main floor, where men's furnishings hold sway, showcases have been done away with entirely, only the "draw slides" being used. Time was, and that not so very long ago, when showcases were the "whole thing,"

but the "dernier cri" at the present time is the slide effect, which is used by the clerk to both show and sell what he has in stock.

"I don't know of a finer or better equipped emporium any place," said H. Teasdall, who looks after the buying of men's and children's clothes, also the advertising. "Nor," he continued, in conversation with MEN'S WEAR REVIEW, "do I know of a store that is better able to handle the trade of men and children who like to be faultlessly dressed."

Entering from Yonge street, between two large display windows, the prospective purchaser finds himself in a men's furnishings section, which has all the appearance of a veritable palace. There is just the one entrance on Yonge street, but there are two from Bloor, three

How's This For Showing Latest in Overcoats?



Nothing more dressy nor more stylish has been seen in Toronto for a long time than the above, which is a reproduction of a "Winter Window," fathered by C. L. Brown, who is the "Display Artist" for Stollery's, at the corner of Yonge and Bloor Streets. The window, which was a feature of the Fall opening for men and boys, was of \$37.50 overcoats and neckwear at 95 cents, the latter being shown in the vestibule window. Autumn foliage and handkerchiefs, tastefully arranged, did not detract by any means from the striking effectiveness of the showing.

Nifty Shirts and Natty Little Suits

display windows on this side setting off the exterior of the store to excellent advantage. The opposite side of the store inside is taken up with hat cases and the fourth boundary is taken up with a broad staircase, flanked on each side by exhibits of underwear and hosiery.

Shirt Units in Centre

Gloves of all kinds brighten up the right-hand side of the big store on entering and next to this section is the one for collars, underwear coming next in order. Then there is the main staircase, on the other side of which is a long case for hosiery and display. At the front on the left are three hat wardrobes, a big array of caps being in close proximity with a triplicate mirror, which is meant to be highly useful as well as strikingly ornamental. Taking up the entire centre of the store are two sections of shirt cases, or, to be correct, "shirt units." In the same section are cabinets for displaying neckwear and miscellaneous goods for men, there being four on each side and two for the accommodation of umbrellas, cravats and headgear. Shirts, too, occupy a prominent place in the heart of the store.

The boys' and men's clothing, overcoats and suits, are all upstairs, each being handled separately in different ends of the store and on this floor some new "wrinkles" have been introduced. For instance, when departments like these are located aloft, it is a common thing to see the stairs branch off at the top, one sub-stairway to one section



Above are shown some of the latest in shirts at \$3.65, the window being one set for the Fall opening for men and boys at Stollery's, at the corner of Yonge and Bloor Streets. Carrot-colored trimmings were used, together with canes and ties and Autumn foliage, and to the inquirer asking if the effect caught the eye, the response might readily be made: "We'll say it did." The boys' junior suits in the vestibule window were all worked up nicely in blue, blue plush being used to enhance the color scheme.

and a twin to the other. But this plan has not been followed out in Stollery's. There is just the main stairway, but, as might, perhaps, be expected, the visitor or customer is not faced after his climb with a blank wall. Instead, at the upstairs entrance there is a huge mirror, which not only gives the person coming up a chance for personal inspection or admiration, but also tends to reflect the two departments. In this way the "dead wall" effect is avoided and the first impression is distinctly favorable.

Barber Shop Popular

Clothing of all kinds for the kiddies is housed comfortably and neatly at the one end and in the corner facing Bloor street is an up-to-date barber shop in charge of a competent barber, who is rapidly becoming a favorite with the little ones and their mothers. The idea of this shop is to give the mothers a place to put their offspring while they wander around the store. Particular attention is paid to the trim or "cut" that is wanted by the fond parent, and three weeks after opening ninety hair-cuts were registered for the six-day period.

Boys' clothing occupies the shelves and cases along the walls and in the centre small suits for the very young are displayed in open cabinets. The toilet rooms are in the centre of the floor behind the stairs and in the rear of the kiddies' kingdom are the general and private offices, also the bushelling room. There is also a commodious fitting room on this floor, a special cabinet

for "will call" merchandise and a wrapping alcove.

Many Triplicate Mirrors

In the men's department, facing out on Bloor and Yonge, men's overcoats and suits are ranged along the wall with

PUTS EMPHASIS ON "PERSONAL TOUCH"

One Merchant Believes in Thanking Every Man Who Buys A Suit

"Thank you for this purchase," is the first thing a man sees when he turns out his pockets after buying a suit of clothes from Stollery's, Toronto. In the inside pocket of every suit he sells, Frank Stollery has a card on which is printed in bold type the above expression of gratitude and the following advice:

"Should this garment prove unsatisfactory in any way, kindly return same and we will rectify matter to your entire satisfaction—STOLLERY'S."

Below is a line for the salesman's name and before he sends out his "sale" the man responsible is obliged to affix his signature.

It is just the introduction again of the "personal touch" and it is the "personal touch" that counts when it comes down to a question of successful salesmanship and the establishment of a worth-while connection.

MERCHANT WOULD BE "PAL" TO ALL THE LITTLE ONES

Frank Stollery Aims To Get Kiddies Working For Him

The idea of using the personal appeal to the boy himself as a "business getter," finds favor with Frank Stollery, Toronto, who, in every boy's suit that goes out of his store encloses a letter written on nice notepaper and in the scrawling hand of one who has not yet entered his "teens." The "Stollery letter," which is under a stag head with the Stollery crest, follows:

"Dear Boy,—

"I am a member of the Stollery Suit Club and am now yours for life—and say, Bud, if you will only give me half a chance you can show the folks at home that I am a 'regular feller.' When I do wear out and I surely will, my twin brother will be right on the job. Yours for good clothes and more of them—

Stollery's."

The matter of punctuation is not carefully looked after in the epistle, but it is not grammar that Frank Stollery is setting out to teach, it is the gospel of "Buy from Stollery."

HIGHER PRICES FOR NECKTIES, BELTS, MUFFLERS AND SOCKS

Buyers for Toronto Houses Bring Back Pessimistic Reports From New York—Tendency Seems to be Towards Further Increases in Popular Articles of Men's Apparel.

several triplicate mirrors and so that the appearance of the floor might not be marred in any way the posts in the centre are all enclosed, cabinets filled with men's apparel being tastefully arrayed on each side. Light and display windows take up two walls and one end, giving what is termed a "perfect daylight store." Display shelves are arranged under each window and so posted as to show on the street and at one break in the Bloor street wall is a cabinet for the exclusive accommodation of dress suits and morning clothes. Display and sales tables are prominent on the centre of the floor, and on the Bloor street side two triplicate mirrors enhance the general effect.

The "New Way" revolving wardrobes and units are used throughout.

Referring to the department for which he does the buying, Mr. Teasdall said to MEN'S WEAR REVIEW: "We think this the finest clothing room in the country. Personally, I never saw one better. Everything is the latest, even to the racks, which are so placed that the man intending to buy a suit or overcoat does not have to throw down his old one in any corner or on any table or shelf that might be handy. The lighting system is a peach and that 'entrance mirror' at the head of the stairs is a real improvement on the general run of stores and far better than the divided staircase."

The men's department is fifty-seven by thirty-four feet and the children's measures out at thirty-five by thirty-five.

Speaking enthusiastically of the manner in which the barber shop plan had "caught on," Mr. Teasdall referred to the fact that Frank Stollery would rank as one of the pioneers in Canada of this idea. Clayman's in Vancouver carry such a feature and Ottawa and Montreal each boast of one. A straight charge of twenty-five cents is made and on the opening day, just to "wise up" the parents, five hundred tickets were distributed gratuitously.

At the present time Stollery's are not specializing in any particular line, all goods being bought in the open market.

"Anything that is good and up to the standard is acceptable," explained Mr. Teasdall, adding that a good deal of the men's wear was being purchased this season from Canadian firms.

"All their clothes are pressed to perfection and that counts a good deal nowadays, especially in the matter of children's apparel," stated the buyer, who was formerly with the Hudson Bay Company in Vancouver, having had charge of their clothing department there for two years and a half before coming to Toronto. He was also with the same company in Edmonton for five years before that.

A. O. Knight, of Huntsville, has purchased the tailoring business which has been conducted for many years by E. H. Flaxman.

INCREASED prices for neckwear, mufflers, belts and socks may be expected by the trade and the general public before the passing of many more moons, if the reports of Toronto buyers who have been hopscothching around New York for goods are to be believed. The supplies expected these days will be higher, so the buyers say, and everything seems to be tending towards an appreciable advance.

Wholesale dealers in these goods have been securing their supplies from England, Switzerland and the United States, but there are labor troubles in all these places, and while the strike affecting the trade may not be in a silk mill or anything like that, it is a well-known fact that disturbances in one industry have their effect, just the same on other lines. More purchases than usual were made in the United States last year, but there has been so much trouble below the line lately that the goods from that country have been tied up in an appalling state. Deliveries, too, from Europe, have been slow, and, as a consequence, the Toronto men who handle these lines have not any more on hand now than they need. This reference is to those who are and have been particularly fortunate. There are some who cannot get the material, no matter to what lengths they are prepared to go.

Demand is Good, Too

In these days, were it not for adverse conditions there might be a chance of these men making money, but the shortage of goods and slow deliveries are proving a decided handicap, and there is not a wholesale man in the city who would not welcome additional stocks of belts, socks, mufflers and neckties.

Since the armistice, business in men's furnishings has gone ahead steadily, and the demand for belts and hosiery has been particularly good—a great deal better, of course, than during the war years owing to the fact that so many men have been getting out of uniform. With the advance of Winter, too, the demand for mufflers is expected to be particularly heavy, and were it not for the shortage that exists and the troubles with which the supply houses are faced it would not be long until pre-war conditions were restored.

Fall business in these lines is reported to be better than has for some years been the case, and this is attributed by the men "in the know" to the fact that there seems to be plenty of money in circulation, and that the farmers are not without their share. On the whole, trade conditions are remarkably good, notwithstanding the advance in prices.

And that prices have advanced and will advance still further no man acquainted with conditions will attempt to deny. Raw materials are going up rapidly, and all the materials the manufacturers have been able to buy are closer to the skies. Since the first of the war the general public has had such experience with advancing prices that they have practically become accustomed to them now. And so has the manufacturer. But the latter is, perhaps, the most surprised man of the lot.

All Textiles the Same

With the cessation of hostilities he was inclined to the belief that reductions would be in order, but the war continued so long and world business was so completely disorganized that the reverse has been proved to be the case.

"The public," said one wholesaler to MEN'S WEAR REVIEW, "can expect to pay more from now on for belts, neckties, mufflers and socks. And it is the same with regard to all textiles. The advance on hosiery especially has been steady, and in some cases our prices have gone up as high as twenty per cent. on repeat orders."

Lack of production is put down as the real trouble, but there is a spirit of optimism abroad that this will not continue indefinitely. The worker, it is believed, will get tired of striking all the time, and then will come the end. However, the men who have been buying or attempting to buy in New York would not raise the public's hopes unduly for the situation to-day is mighty uncertain, and when the drop does come it will not be anything sudden or big. Prices, they say, will drop steadily as they advanced and in strict accordance with the law of supply and demand.

EXHIBITS FOR FALL FAIRS

Continued from page 37

generally recognize the fairness of this proposition. When a mother wants a suit for her offspring she sometimes wastes considerable time in critical scrutiny, but we have found that there is a minimum of haggling when it is known that two pairs of bloomers go along with each suit."

In less than a year the Hawley Walker boys' business has increased to such proportions, due to the injection of progressive ideas, that at the time of writing the whole front of the cellar is being torn out and fitted up so that three times the space will be available.

Smart Window Displays Characterized Toronto's Show of Fall Furnishings

Colored Goods Used to Advantage to Set Off Sombre-hued Garments of Winter.

DESPITE the reports of scarcity of goods, there have been this Fall some distinctive window displays in Toronto's haberdasheries. The display men always seem to find plenty of material to work with and to look at the windows along the streets one would never suspect that dealers in men's wear have been strictly "up against it."

Studies in black and white have been favored by some of the "dressers" for local stores. White silk shirts with separate collars and knitted and moire silk cravats and ties, with white linen handkerchiefs and black canes to carry out the color scheme, have been found to make a good showing. Black velvet or similarly-hued cloth makes a fine floor covering, while white shirting shows up well in the floor drop. The use of different colors, which may be used either to harmonize or contrast with the goods displayed, is also commended.

Not All "Comfort Garb"

The "please take me home" appeal is generally well to the fore in windows of Toronto's men's wear stores, and since the opening of the present season this has been particularly emphasized. Overcoats, gloves and mufflers have been artistically arranged, and, as if to show that not even Jack Frost can compel Torontonians to put comfort ahead of style, there have been not a few windows which depended for their value on fancy shirts and socks, nifty belts and snappy neckties. It has been noted, too, that artificial sheaves of wheat, gaily-hued flowers like unto the sunflower in size, and leaves outstanding because of their Autumnal tint, have been conspicuous in the stores situated along the main arteries of the city. The "Brass stores," for instance, put not a little emphasis on the big flowers as a drawing card for the eye.

But to come back to window dressings proper: In a great many of the stores the puffing in the collars of the coats have been pink and palm leaf green. Fancy handkerchiefs to harmonize with the shirts or ties have been more or less on display, and orange brown combinations have been rather conspicuous on shirtings, although not a few compelling stripes have been noticed.

All Kinds of Headgear

And as for hats, there have been "lids" aplenty. Derbies and soft headgear, different colored velours being well up in the displays, have been piled high in Toronto windows. Nor were the prices

NINE POINTS FOR RETAIL CLOTHIER; CUSTOMERS' INTERESTS COME FIRST.

NINE standards of practice for the retail clothing trade, drawn up by the Associated Ad. Clubs of the World, were presented to the final session in Chicago of the Convention of the National Association of Retail Clothiers, but it was voted not to pass this resolution but to refer it to a committee, which, after careful consideration, would draw up a set of practical advertising recommendations that could be followed by every clothier. The "nine points" follow:

"We believe in truth and square dealing in merchandising. We believe that in the long run the thing that is best for the store is that which proves best for the customer. We, therefore, pledge ourselves without reservation to the following propositions, and it will be our endeavor to live up to them in every particular:

"First—We will consider first the interests of the customer.

"Second—We will permit no misrepresentation, either in our store, or in our advertising.

"Third—We will not permit careless, slurring or offensive statements either in our advertising or by our employees concerning competitors or goods sold by competitors.

"Fourth—We will not use comparative

prices in our advertising unless the price from which the reduction is made was a price of the current season in this store, and unless a sufficient number of sales were made at such price as to indicate to us that it was a price at which goods would readily sell.

"Fifth—We will avoid such expressions as 'Sold elsewhere at ten dollars,' or 'Unusual value ten dollars,' or 'Value ten dollars,' or 'Made to sell at ten dollars,' or 'The ten dollar kind,' or any similar expression which would give the reader an erroneous impression.

"Sixth—In our advertising and in our store the expression 'all-wool' must mean that the fabric is all wool. The expression 'silk' will mean all silk, and will designate worm silk only. In every case our statements as to materials will be specific, according to our best information.

"Seventh—We will not use the expression 'hand-tailored' or 'hand-made,' except with the qualifications as to what portions of these garments are actually hand-tailored.

"Eighth—We will use every effort to avoid the misuse of trade marks.

"Ninth—We believe that the proper function of our store is to render a public service, and we will ever be guided by that thought."

less varied than the styles and shapes affected. They ranged from two dollars and a half up—and then some. The popular-priced encasing for the dome, however, seemed to be between six and eight dollars. A good many bore the four-dollar ticket, but even where the "four" was shown it was not hard to find its eight-dollar brother. Browns and greys seemed to be popular with the men who turn out hats of soft variety and the browns bore shades which ladies acquainted with such things might term: wood brown, seal, mocha, walnut, mahogany, moose, beaver, reindeer, cinnamon, cocoa and coffee. There might have been a number of other shades, but these ought to be sufficient to enable the average man to make a choice. There were not a few green hats in the exhibits, but, according to the salesmen, black velours seemed to create the greatest demand. Conservative lines, too, distinguish the Fall and Winter hats, a variety of finishes, such as smooth finish sealskin, short and long nap and silk-finish moleskin being em-

bodied, freaky shapes being conspicuous by their absence.

Some Chicago "Novelties"

In Chicago something novel in the line of window-dressing has been attempted. In the "Windy City" two retailers at least have lately been showing displays that attracted no little attention. In Adams Brothers' establishment appeared one day a life-like sketch of Charlie Chaplin on an artist's easel and adorning the movie comedian's neck was a real tie. The effect is said to have been excellent. It would at least excite the curiosity of passers-by. In the hat store of Henry Paul, of the same city, there was a life-sized sketch of Bryant Washburn in one of the new Fall hats. Through a clever process of reproduction these pictures looked exactly like the artist's original sketches and the easel arrangement, with artist's rubber and crayon, helped to complete the illusion. The pictures were part of the window display service of the Merchants' Advertising Service, Chicago.

Public Likes to be Coddled

Adherence to the Policy That It is Never Too Much Trouble to Show Goods to a Customer Has Helped to Make "Dunfield's" What It is To-day—Young Manager Tells How Business Was Built Up.

Heads Big Business

A FIRM believer in the policy that it is never too much trouble to show goods to a customer, and that it always pays in the long run to try to make a man feel at home, Gordon Dunfield is one of Toronto's young haberdashers who is "making good," and who is building up a business on a basis that will prove enduring. His father, H. Dunfield, founded "Dunfield's" as far back as thirty-five years ago, but for the past few years the elder Dunfield has been out of the game, and the "chip of the old block" has been carrying on in the approved Dunfield manner.

About a decade ago "Dunfield's" moved from the old stand at 94 Yonge Street because the business had grown to such an extent that in its old quarters it was cramped for room, and preparations were made to branch out anew on a more ambitious scale. The business had expanded to such an extent that it was impossible to either handle or show the goods satisfactorily, so when the change was made a better location was chosen, and the premises were fitted up and remodelled in such a way that further growth would not be retarded. What was expected came to pass, and three years ago a clothing department was installed. This met with great success from the beginning, the same policy as was in vogue in the furnishings department being adopted.

Sound Business Methods

Speaking to MEN'S WEAR REVIEW about the methods he had found valuable in building up the business, Gordon Dunfield said: "There are many ways of establishing and putting a business on a solid foundation, but I have always found that it pays well to treat the customer or the prospective customer just as you yourself would expect to be treated. For instance, it should never be too much trouble for a manager or a clerk to show goods to a customer. The man who comes into the store should be made to feel at home. It should matter not a whit whether he buys fifty dollars' worth, ten dollars' worth, a dollar's worth or nothing at all. If the man does



GORDON DUNFIELD

not buy, the treatment accorded him should have been such that he will go out of the store feeling good, and not, as so many do, that he has been taking up a salesman's time, and is looked upon, in consequence, as 'cheap.'"

Immediate results, Mr. Dunfield would point out, are not all that the retail clothier should aim at. Results right off the bat, he admits, are not to be sneezed at, but when all is said and done, it is on the future that the merchant must build his business. Upon the men in the community he depends for his living and his profits, and it must always be remembered that the man who is not a customer to-day may be a big asset to the business to-morrow or next week.

Believes In Fine Fixtures

Mr. Dunfield believes, and his opinions on these matters were all formed through experience, that money spent in fixtures, on store fronts, and on any kind of improvements, is money well spent. And that he does not believe in having beliefs and not acting upon them is evidenced by the fact that just recently the front of the Dunfield establishment was torn out and a new one installed—one

designed to meet the demands of a growing business, and also to harmonize with the class of goods on display. The very latest in fixtures have also been installed, the old ones—although good—being discarded to make way for the best on the market.

"A man has to have a place to show off his stock properly," explained Mr. Dunfield, "and it must not be forgotten either that in dealing particularly with young men you have to have the right style of front. The young man likes to see a store that is up to the minute in everything, and that is the kind of store in which he likes to deal."

"Good service always" is another motto which Mr. Dunfield has found to be valuable. For instance, if a man complains that the coloring of a shirt has slid out in laundering, or that the seams of a newly-purchased pair of gloves have given way, every effort is made to remedy the trouble. Very often a customer, on finding that something has gone wrong, comes back with blood in his eye, but after a heart-to-heart talk everything is gradually smoothed over and the angry one goes away appeased.

Never Pays to Argue

"It never pays to argue unnecessarily with a customer," declares Mr. Dunfield, "and if a man is not satisfied I always want to give him back his money. We back up our goods, and by doing so we may be leaving ourselves open to a temporary loss now and then, but we retain the good will of the customer, and that is everything."

"I have always found," he added, "that if you put it up fair and square to the average man he will not try to get the better of you."

It is always Mr. Dunfield's endeavor to follow out closely the policies upon which the business was built. Truthful advertising is one thing on which great stress is placed. And it is the Dunfield belief that it is better by far to lose a sale than make it, if by any chance the purchaser might not be satisfied.

Mr. Dunfield is now thirty-four years of age, and a Toronto boy by birth and education. At the age of nineteen he entered his father's employ, and at the present time he does all the buying for the furnishings department, following out the policy here of confining his buying as much as possible to as few firms as possible. This, he thinks, brings good results, as the firms patronized always see to it that their customer is taken care of when there comes a time of stress such as the present, when it is difficult to get goods.

Competent Men in Charge

Every department in the Dunfield

TIME IS HERE FOR DISPLAYS

Window Dresser Advocates Frequent Changes at This Season

HERE is a time of year when the young man's fancy "lightly turns to thoughts of love," but there is also a season when the wide-awake window dresser injects added pep into his work. And that time is now. The energetic man who dresses windows and who secures results, never lies down on his job, no matter what the season of the year, but if there should be such men in the business, these are the days when, in order to produce the goods, they have to put on a spurt.

"As far as I can see, there is no time in the year when windows should not be dressed frequently," stated Mr. E. K. Dallimore, dresser of men's furnishings windows for the Dunfield Company,

when discussing this matter with MEN'S WEAR REVIEW.

Mr. Dallimore served overseas with the 70th Battery of artillery and on his return from the war zone he at once entered the service of the Toronto company.

"Of course," added Mr. Dallimore, "it means a lot of work, but frequent changing means just that much more business and that is what I am here for—to do my part in getting as much business as possible."

In conclusion he said: "That's what I get paid for—doing the work."

Mr. Dallimore holds to the belief that windows displaying men's furnishings should be changed every couple of days.

NEW STORE OPENED

W. F. Rogers, formerly in business at 22 King Street West, has opened a men's furnishings store at 1705 St. Clair Avenue West.

Some Real Style in Window Dressing

DRAWING THE CROWDS

Purple and Mauve and Green Velour Showed Off Shirts and Neckwear to Perfection

TORONTONIANS have not in many months seen a finer window display than that put on by Dunfield and Company recently, two-and-a-half dollar shirts and "dollar neckwear" being featured. Green velour was used for "flooring" and background and the shirts were tastefully draped over frames, the velour making an effective coloring for the articles on display. The trimmings were for the most part of purple and mauve and scattered over the window with a sort of studied disregard of uniformity were artificial sheaves of ripened wheat, natty canes of many colors and shapes and grey, tan and yellow gloves. The whole, especially under a shaded lighting system, presented a picture of window dressing that attracted the after-theatre throngs in much the same manner as a nearby fire would draw a crowd of school children.

PUBLIC LIKES VARIETY

"Give It to Them" is Advice of A. R. Keeler, a "Dunfield Man"

A faithful disciple of the gospel of changing windows frequently is A. R. Keeler, the man who puts the clothes in the window for the Dunfield Company.

"In my line," said Mr. Keeler to MEN'S WEAR REVIEW, "the window should be changed at least once a week and sometimes twice. It all depends, however, on the way the goods sell. But I have always found it good business to give the public variety and lots of it."

Mr. Keeler, who did considerable window dressing for Hamilton firms in the days before the war, has just been back from overseas a short time. "Over there" he served for eighteen months with the Fourth Siege Battery.



With green velours used as flooring and draping, and here and there a touch of Autumn in sheaves of artificial wheat and Fall-tinted foliage, Dunfield and Company, Limited, gave Toronto lovers of nice windows something to think about for a few days in October. The display depicted above is of shirts of hair-line stripes of mauve, green and blue, with natty pigskin gloves, canes and shaded Bengaline ties scattered artistically about. With colored lighting effects, the window was of the kind that could not but compel attention.

Cut In on Styles and Colorings

Suggestion That Might Help in Reducing Cost of Men's Clothing Offered by A. M. Hobberlin to Board of Commerce—Competitive System Failing to Keep Down Prices—Donald McKinnon, of Robert Simpson Company, Would Curb Exports to Roumania and Serbia.

CONSIDERABLE beating about the bush with results in the negative column has been done during the past month by the Board of Commerce in its so-called investigation into the clothing situation, but since the outset few, if any, of the men engaged in this business looked for anything startling in the way of a real remedy from this investigating body. That manufacturer and retailer alike, however, have been endeavoring to assist the Board to "get somewhere" is not to be denied, as there has been no dearth of suggestions offered by experts called upon to testify at the sittings held in the City Hall, Toronto. A. M. Hobberlin, head of the House of Hobberlin, Limited, was one witness who did what he could to give the Board something upon which to work. Mr. Hobberlin did not go into the details of his idea, but what he suggested was that a reduction in prices might be effected by the elimination of some of the host of styles and colorings which the clothing manufacturer of today has to be in a position to furnish. The competitive system, he said, was no longer keeping down prices, and, considering the cost of labor and material, he could only say that price-cutting could be effected by some workable system of standardization.

It was brought out when Mr. Hobberlin and Donald McKinnon, of the clothing department of the Robert Simpson Company, were on the stand, that there had been startling increases in the cost of labor and materials. Cloths, both witnesses admitted, had doubled in price since the war, some having tripled and some having even quadrupled, and the increased cost of labor they estimated at from 75 to 100 per cent. The general increase in manufacturing costs they placed at about 100 per cent.

Would Cut In On Exports

The idea of manufacturing a standard cloth was not favored by Mr. McKinnon, who pointed out that this plan had been tried by the British Government during the war and had proven a failure, the public refusing to adopt the idea. Purchasers, he explained, desired "individuality," and if there should be any attempt at standardization, he suggested that it should be along the lines of styles. Increased production he gave as the only real solution of the present-day problem, nor could he see any remedy until the shortage of both labor and ma-

terial should be relieved. Mr. McKinnon also held to the belief that Canada's condition was such to-day that there should be a severe check on the exportation of clothing to Roumania and Serbia. To the manufacturers of Canadian cloth he also paid tribute, saying that in medium grades their product was better than that secured in England and that Canadian clothing manufacturers would be glad of the opportunity of using the whole Canadian cloth output.

That all firms appeared to follow the principle of arriving at a selling price by adding thirty-three and a third per cent. to the manufacturer's cost was another piece of information gleaned by the investigators who were reminded, however, that while this margin might be secured on the majority of the articles in a certain lot, yet there would likely be a number which would have to be sold at reduced prices, thus cutting down the margin on the entire assortment.

Mr. Hobberlin's Points

During the course of his evidence the points brought out by Mr. Hobberlin were as follows:

Increases in the costs of materials since 1913 ran from 100 to 300 per cent., the advance in wages over the same period being from 75 to over 100 per cent. and the hours per week being cut down to forty.

Hobberlin employees appreciated the Saturday half holiday and made up in extra production something of the four hours conceded to them.

Competition was keen between the manufacturers and dealers, there being no arrangement as to existing prices, the Clothiers' Association having been formed to negotiate with the unions, the matter of prices not being touched at all.

Advertising represented a cost of about a dollar a suit and travelers' expenses about fifty cents to the suit, it being pointed out, in reply to a question as to the advisability of having the Government advertise the goods in a book issued periodically, that the average business depended on the ability of its travelers and the cleverness of its advertising.

The total Hobberlin profit on manufacturing garments would be from 10 to 15 per cent. gross, the average of thirty-three and a third per cent. on retail sales being aimed at, but seldom realized.

In the years 1915, 1916 and 1917 the clothing business went down, picked up at the end of 1917 and was large in 1918, in comparison with previous years.

The Board of Commerce would have to go deeper than the question of overhead expense if it expected to do anything, this being but a small side of the whole thing.

Prices Expected to Rise

W. J. Burns, secretary-treasurer of the House of Hobberlin, produced certain statements asked for by the Board and Mr. McKinnon then took the stand. He did not expect the market to come down for some time. Clothes would, if anything, cost more, not less, because there was a decided shortage which had to be reckoned with. Between September, 1918, and September, 1919, wages had gone up about fifty per cent. in the Simpson factories; the factory expense was about fifty per cent. higher and the output from 20 to 30 per cent. lower. There was about the same number of employees this year as last and the hours were about the same.

According to Mr. McKinnon, Canadian manufacturers have been rationing their goods out to their customers, as in all the markets manufacturers could get only about fifty per cent. of the goods really required.

It was also brought out by Mr. McKinnon in his evidence that in 1913 the company manufactured goods to the amount of \$100,000, this being increased to \$200,000 in 1918; that the increase in medium lines of English goods would run about 200 per cent., the trimmings in the cheaper lines having advanced more than those in the dearer lines; that there is a shortage of cloth offering on the British market and has been during 1918 and 1919 whereas there was no such shortage in 1913; that the Canadian manufacturer, on account of the shortage, allowed his customers goods according to the proportion they bought before the war and to-day would not put new customers on his list; that in the Canadian, English and American markets only forty per cent. of what was wanted could be secured; and that, generally speaking, the manufacturing cost had increased about 100 per cent.

Mr. McKinnon stated further that it cost 100 per cent. more to-day to make a garment than it did in 1913, also that just straight salaries, no bonuses, were paid to factory employees.

Fewer Failures Recorded

Head of John Macdonald and Company, Dry Goods Merchants, Points to Books as Evidence That Prohibition Has Benefited Ontario—Greater Business Being Done by Dealers in Men's Furnishings, Also in Children's Shoes—Credit Men Are Having Easier Time.

TO substantiate his statement that business generally has been better since the advent of prohibition to Ontario, John Macdonald, head of the John Macdonald and Company, dry goods merchants, Toronto, points to the fact that since the enactment of the Ontario Temperance Act business failures among his own customers have dropped from thirty in 1915 to but three since January the first of present year. In the Fall of 1915, he pointed out further in conversation with MEN'S WEAR REVIEW, fifteen failures among customers were recorded, but so far this Fall there has been but one.

"There is no room for argument at all," said Mr. Macdonald when, in discussing the matter with MEN'S WEAR REVIEW, he pointed to his books and showed that he had figures to back anything he might say.

"I think, and am convinced, that prohibition is a good thing for the country. My credit man, W. R. Holton, who has been with the firm for 38 years, has never had such an easy time. His duties have never been so light as since prohibition became law. His books show that the need of pressing collections has almost completely vanished. It is worthy of note, too, that the one failure which has occurred since the first of June last was in no way due to industrial depression, but the result of a robbery, which swept the unfortunate shopkeeper's shelves almost clean of goods.

"Our books indicate that since the advent of prohibition business has been sounder and more healthy than ever before."

Here the speaker cited an instance. "No business, I understand, has increased to such an extent as that of children's shoes. In the old days there were thousands of youngsters who never had a new pair of shoes in their lives when the open bar was in full sway. They were given hand-me-downs from their older brothers and sisters. But of late years these children have been getting their share of attention, and as a consequence, the shoe business has prospered.

"Take, then, the carpet men," continued Mr. Macdonald. "We do business with many of these men and they tell me that it would not be safe to do the business they do now if the bars were open. Now they know they will get their money. In the old days they were never sure of it."

Dealers in men's furnishings, the wholesaler said, were also better off to-day. Business with these merchants had been particularly good for some time and it was noticeable, too, that there were fewer firms going to the wall.

Referring to the steel strike below the line and the hold-out of the railwaymen in the Old Country, Mr. Macdonald stated that the dry goods business was bound to be affected. His company secured large supplies of goods from overseas and it would, he said, be too much to hope that deliveries would continue uninterruptedly if these disturbances continued.

Deliveries had since the signing of the armistice been fairly good and an advance in the men's wear trade had been recorded. Shirts had been hard to get during the Autumn months and in many other lines of a similar nature there was a shortage. This condition he attributed to the fact that a great deal of clothing of all kinds was needed. The boys doffing khaki had all to be fitted out again and there were many, too, who enlisted at an early age and who had grown so while over the ocean that on their return they found they had outgrown all their clothes and needed to be completely outfitted.

"Pretty nearly everything in the line of men's furnishings is short," declared Mr. Macdonald, adding in explanation, that instead of there being an increase in production to meet the increased demand there was less being turned out than formerly.

Shortage of Shirts Faces Country

For the First Time in History Demand is Away Ahead of the Supply—Indications Are That Prices Are Due for Another Boost—One Firm at Least Has Called in Travellers—Spring Deliveries Will Run Right Into June.

THE shirt industry, as a result of the war and changed conditions of living, is to-day on a sounder basis than ever before in its history, and in the days to come prosperity will shine on the men who are handling this line, but at the present time the situation for both manufacturer and retailer is bad, for although the hours for working have been reduced and wages increased more than 100 per cent. production has been cut almost to half what it was under ordinary conditions. Deliveries from the mills are very much below what they should be, this condition applying to Canada as well as the United States, and, as a consequence, prices which every person thought were high last season will be increased considerably within the next few months. For next Fall's purchase of yardage, for instance, there will be an increase of from at least 25 to 75 per cent., and, judging from present indications, there will be no cheap yardage for at least two seasons.

For the first time in its history the country is short of shirts. Spring deliveries will run right through until June of 1920, and the prices to every person interested in shirts will be high, for there is a shortage of labor, a scarcity of material, and an abnormal demand for the finished product. A peculiar feature, too, of the whole situation to-day is that the manufacturers of shirts are actually surprised that they are getting out the goods even at present-day prices.

Is Pinnacle Reached?

During the latter part of the month **MEN'S WEAR REVIEW** looked carefully into the situation, and there is no doubt but that manufacturers and wholesalers, as well as retailers, would welcome a return to conditions somewhat resembling normality.

Prices have gone up steadily from March of this year, when they struck their lowest ebb, until about mid-August or the first of September, when they again started to aeroplane. The reason was not so much on account of the increased cost of cotton, although this helped in a way, as it was because of low production and increased wages, all naturally reverting to the inexorable law of supply and demand. It was reasonably supposed, however, that with every mill running almost to capacity the supply would catch up on the demand, but this has been found not to be the case. This, therefore, accounts for the upward trend again in prices.

There is a belief among "shirt men" that this season should see the pinnacle of prices reached. But will it? Unless production catches up on demand, prices will certainly not recede. There seems to be no possible chance of such a thing

BUSINESS WAS NEVER BETTER

A firm believer, like the head of the John Macdonald Company, in prohibition as a big help to the clothing business is J. J. Greene, managing director of the W. E. Sandford Manufacturing Company. Discussing this matter, Mr. Greene said: "We have a number of retail branch stores in connection with our firm, and I have no hesitancy in saying that since the Ontario Temperance Act came into force trade has never been better with them. Women have more money to spend on clothing for themselves and the children, and men seem to spend more money on their own clothes.

"In the business of the plant there is a stability of the finances of customers which I personally attribute to prohibition. The other day we had one failure reported, which I believe is only the second we have had on our hands this year. Never in our long experience have failures been so few or prosperity greater. I have not the slightest doubt but this is largely attributable to the effects of temperance legislation."

coming to pass. One buyer, for instance, went to New York about the middle of the month feeling that the prices had about reached the top, but what did he find? There had been one or two offerings of slight recessions but this was apparently between seasons and not much business was being offered. Here, again, is where the demand comes in again. Shirting people had put a range of shirts on the market, but the demand was so great that they could see all the yardage ordered being speedily cleaned up. So, to prevent themselves running short, they "went back" and consequently the demand went up again.

Fibres More Expensive

Colored yarn goods which were once bought at 32½ cents are now quoted for next Fall at from 50 to 55 cents, and, at that, the supply is short. At the present time there is not one piece of white fibre silk to be purchased in New York. Nor will there be any offered until the first of the year. This line of goods is practically controlled by one concern. This institution supplies at least 75 per cent. of the goods. When their line is opened the man looking for a supply may get his share, but he will have to take sharp advantage of his opportunity

for anything he fails to land then he will not get later on. Fibres, on the whole, are more expensive to-day than they have ever been, and the scarcity is just as great. In fact, they are scarcer now than they have ever been.

When cotton was on the up-grade, silk was not increasing in price anything like proportionately, but in the past twelve months silk has gone up proportionately more than cotton at any stage, for the simple reason that the whole source of supply was practically in Japan, the Italian market being closed through war conditions. With the advent of the Italian market again, however, silk should be a little easier. But, again, will the demand permit of such a desideratum?

Silk shirts are 50 per cent. higher to-day than they have ever been, and, to make matters worse, the demand is far greater than it has ever been. If it is in place to make a prediction it might be said that what is undoubtedly coming to pass is that on account of the excessive price of silk shirts there will be a readier sale developing for the better class of cotton goods. There will still be a big "run" on silk shirts, but better cotton shirtings will also be popular.

Deliveries Will Be Slow

Deliveries of Spring yardage promise to be very slow. As a matter of fact, there will be a lot of Fall shirts that will not be delivered before Christmas, because the yardage will not be delivered. This condition, too, is general. As for the American market, it might not be out of place to venture the opinion that during the coming year it will be the highest in the world. Across the line the market goes up and comes down in very much the same way as the average American elevator. Speed is characteristic. On the other hand, the price of English goods may appreciate on good business principles. If they do appreciate it will be only because it is necessary. The Englishman will be slower to come back to normal for he will have to see that he can do so before he decides to take the plunge.

After the armistice was signed a certain amount of goods was let go, as it was expected that prices would drop and while these goods were on the market the mills closed up and production was stopped. It stopped effectively for five months, so when the demand came again the yardage was practically eaten up and all kinds of prices were offered. It was then up to the mills to produce a year's supply in seven months, but the impossible cannot be accomplished and the inactivity of those five months is

having its effect on the situation to-day.

Begging For Shirts

To probe still further into the situation, there is no doubt but the manufacturers are unable to get the goods. Consequently, they are not taking orders ahead. Retailers are clamoring for goods, and while in Kitchener on an investigating tour MEN'S WEAR REVIEW was shown a letter from one retailer begging for shirts, "even a dozen." Another letter was shown him from a textile company, stating that it would be injudicious to quote prices at the present time.

Hence, in view of all these things, together with the fact that the shortage of goods is getting worse and there is no chance of a drop in prices, there seems to be justification for one of Canada's best-known shirting companies calling in all its travelers.

If there is anyone looking for a drop in shirt prices he may as well prepare himself for the worst right now. There will be no drop for a year at least. Some big houses have enough goods on order to last for another twelve months, but they do not know when they will get the stuff in. Every time new samples of merchandise are looked at a very definite advance is noticed.

To quote one "king" in the business: "Anything bought to-day at any price is bought right."

Many Buying Heavily

In the past Canada has been troubled with an over-production or an under-consumption of shirts. But just now many retailers are over-buying, and this, of course, makes things bad for the entire shirt trade. And the reason for this is not hard to find. The retailer knows that the Fall prices for 1920 will be much higher than they are at the present time. Consequently, he will take anything that is offered and lots of it.

Regarding the future, however, no fears are entertained. The Spring of 1920 will undoubtedly be a big season. After that the "shirt game" should be reasonably prosperous. To-day shirts are not being imported because the United States market is so short of shirts that many manufacturers will deliver only three-quarters of their orders. They will accept orders, of course, but they all make it plain that they will deliver on a set date only what has been completed by that time.

The "shirt game," it must be remembered, is entirely on a new basis to-day to what it was before the war. Prior to the commencement of hostilities shirts had never been displayed as individual garments as they are just now. Then they were thrown in the window just to show off something else. To-day, though, the shirt is displayed just as a suit or a necktie is displayed.

Competition Always Keen

Another reason advanced for the high cost of shirts is the fact that the cotton growers are banded together closer

than ever before. Headed by business men, they are actually studying scientifically the growing and marketing of cotton. They feel that the new standard of living will not permit them to sell their goods cheaper than they really are doing. With the shirt manufacturers, however, there has never been any kind of organization. They have always been in hot competition and that is why there has been no stigma of profiteering.

A shirt can be made out of almost any class of material, but there is only the one kind of cloth made in Canada—the printed cloth. There are, of course, some white cottons, but all the other cloths have to be imported and are subjected to a high tariff. A duty of 32½ per cent. is added to the cost to the manufacturer and this naturally brings the price to a fairly high level. The shirt manufacturer has to work with the tools at his disposal. He cannot make as good a showing as though he had the proper facilities. And, strange as it may seem, he longs again for the day when he could show about 200 different things to a customer and send the latter off happy with a small bill of goods. Present-day conditions of having nothing to show are not as palatable as the man on the outside might imagine.

The question of help is another thing that is eating into the heart of the man who makes shirts. In all the big Canadian houses material advances in wages have been made, the majority of them being voluntary, but it is a fact that the average three girls of to-day will not do as much as two girls would before the war.

In Rural Towns, Too

Then again there is the increased buying power of the rural towns. Time was when the traveler called on the smaller towns just to submit a few lines of low-priced goods because all those places wanted was shirts. It did not make any difference what kind. All that was asked for was a small stock of shirts. To-day, though, the rural town, like its big city brother, is looking for and buying something with an element of novelty in it. The rural town's business is not a big thing in itself, but it has developed wonderfully and all adds to the demand.

The highest-priced goods, too, all go first. It is admitted that people could live cheaper, but they want the best goods and naturally the manufacturer is not to be blamed for giving the public what it wants. For some time there will be high-priced shirts, but an absence of "creations" will be noticeable; the market will not for a time see anything that it never saw before. For the manufacturer would be foolish to bring out anything of this nature. A "creation" is usually used as a sales stimulant.

But if there is any one thing that is not needed to-day it is a sales stimulant.

BREEZY BITS ON BUSINESS

The day of the "straw hat riot" for 1919 has passed. A few antiquated and weather-beaten "lids" braved the elements in October, but he is a brave man who attempts to introduce or perpetuate Summer styles in November.

Spurred on to action no doubt by the chilling blasts that entered with October, thieves broke into the workroom of the Oak Hall plant in Hamilton and carried off two suits and an overcoat, the total value being \$115.

Roland Hill, a shoe merchant of London, Ont., suffered to the extent of \$3,800 worth of negotiable bonds when burglars entered his premises. Members of the staff were of the belief that they had fixed the combination before leaving for the night.

According to Frank J. Allen, Collector of Customs for Winnipeg, wholesale importers, cannot take advantage of Dominion customs regulations as an aid to keeping up clothing prices. Mr. Allen states that it sometimes happens that goods are purchased in England at prices lower than the prices prevailing at the time they are shipped, and in such cases it is the rule that an extra special duty of 25 per cent. be added to the purchase price. In this way the importer is prevented from representing in his invoice that the goods cost him more than they really did.

An interesting address on "Life Insurance as a Vocation" was delivered by F. W. Stewart, of the Cluett, Peabody Company, Limited, Montreal, at the monthly dinner in that city of the Imperial Life Insurance Company's staff.

Pins used to do up silk shirts found in an automobile alleged stolen from the garage of Peter McMorrow, Kitchener, Ont., led to the arrest of Harry Parker and Ernest Tillard, Windsor. The pair were suspected of stealing more than two thousand dollars' worth of silk shirts and clothing from the store of R. H. and J. Dowler Company, Hamilton.

In Germany clothing is said to be much cheaper to-day than on this side of the water, although food generally is dearer. Forty dollars is reported to be a high price for a German suit of clothes. An ordinary felt hat is said to cost \$2.40 and a pair of shoes \$6.50.

Announcement has been made that the W. E. Sanford Manufacturing Company is to erect a new factory at the corner of Catharine and Jackson Streets, Hamilton, Ont., at a cost of \$58,000.

High Prices Traced to Source

Board of Commerce Learns From Experts That Present-day Prices Are Direct Results of Increased Cost of Labor and Raw Material—Manufacturer and Retailer Not to Blame. Investigation Shows—Little Hope of Reductions.

WHAT the Board of Commerce, which, during the past month, has busied itself at times with turning the searchlight on the prices being asked for clothing, can accomplish in the matter of making conditions more bearable for all concerned remains to be seen, but so far it would appear as if the members had only increased their knowledge. A mass of information has been presented by men who know their business from the ground up—manufacturers and retailers of standing in the community—but there has been no suggestion of a remedy for either the man who produces the finished article, the man who sells it, or his brother, who pays over the necessary cash and takes it from the store.

A glance over the evidence adduced at the sittings, which have been held in the City Hall, Toronto, is sufficient to convince even the rawest onlooker that the law of supply and demand is still in full operation and that until pre-war conditions return, together with pre-war prices for labor and raw material, there is little hope of a change for the better. As a matter of fact, it is not improbable that there will be further advances. If it should so happen that raw material costs more, or if, as seems quite likely, the worker makes further demands, the manufacturer will be compelled to ask more for his goods and the retailer will, in consequence, be placed in that position where he too will have to make further demands on the buying public.

“Simply Wasting Time”

One of the most startling disclosures at the probe was that raw material is to-day some three hundred per cent. higher and that wages in general have advanced at least eighty per cent. All of which being considered, it was freely admitted by those who drank in the evidence that the man behind the counter is not putting prices on his goods that are unduly high.

Commenting on the mass of information that has been placed before W. F. O'Connor, K.C., vice-chairman of the Board, one of the best-informed of the witnesses who appeared unburdened himself as follows to MEN'S WEAR REVIEW: “Those men in there are just wasting their time. If they want information they are getting it and getting it in abundance. But they are just babies insofar as their knowledge of the trade goes, and it is impossible to see where they expect to do anything. If they can change conditions so that the manufacturer and the retailer can

RETURNED MAN DRESSES WELL

A point that is brought out by retail merchants who deal in men's clothing and furnishings is that the trade of the former fighting man is well worth going after. “The returned man, as a rule, is a good dresser,” is the manner in which one retailer expressed himself to MEN'S WEAR REVIEW. He could not explain why this was particularly the case but business experience had shown him that he had grounds for his statement.

It may be that the average soldier was so long in a uniform which, perhaps, fitted him only in spots and which in hot weather was particularly uncomfortable that he came to realize the benefits of being well clothed. But, no matter what the reason, it is a fact that the returned man could not get demobilized and out of his uniform and into “civies” quickly enough. And any money available soon went to the retailer. Nor was any old suit good enough. The best only was wanted. And so it has continued.

A hasty glance over the men with the little bronze buttons is sufficient to convince any one that the observant retailer was not far out when he credited the ex-warrior with being a “good dresser.”

buy right, then they can see to it that the consumer gets his merchandise at low prices again, but if they cannot do these things, then they are simply wasting time.”

Speaking for the T. Eaton Company, J. J. Vaughan, secretary-treasurer, explained the organization of the business and the ninety departments of the store and mail order trade, after which he testified, in reply to questions presented by Col. W. H. Price, M.P.P., representing the Department of Justice, that the stock is charged to each department by invoices, the departmental manager signing and the general office doing the accounting; that the buyer is allowed to do business where he can make the best bargain; that the Eaton factories are forced to compete, even in looking for business from the Eaton stores, with outsiders, a preference in sentiment only, but not in dollars and cents being allowed to enter into such transactions; that department managers are given bonuses at the end of the year, these being based on general service as well as the sales and profits of the department, increased business

and profits, general satisfaction and service being also considered; and that the bonuses for managers and salespeople were deducted before profits were estimated, these being charged up against the department and not against the cost of the goods.

Consideration of Bonuses

While delving into the subject of bonuses, Mr. O'Connor expressed the view that if large bonuses were paid to officers and only a small percentage of profit were declared on capital, a good newspaper case could be made out. There was considerable talk then between the witness and the members of the Board on this matter, Mr. Vaughan registering objections on several occasions against submitting certain figures unless they were absolutely necessary. It all ended by the secretary-treasurer being asked to make out for the Board a statement of the bonuses for all departments. The president's slice, it was explained, was not charged up to the departments.

Pressed for further information along certain lines, Mr. Vaughan stated that in 1913 the sales figures for the Eaton clothing department amounted to \$1,732,000. In 1918, he went on, the sales figures for men's clothing were \$2,033,000, and for boys', \$1,030,000, while for the first six months of 1919 the figures for men's and boys' clothing respectively were \$1,250,000 and \$554,000.

Stephen Hewgill, manager of the men's clothing department for the T. Eaton Company, who was then called, explained that in retailing a suit or overcoat, thirty-three and a third per cent. was, as a rule, added to the manufacturer's price. The selling price was always arrived at on this basis, this including all charges—the price paid to the manufacturer and the cost of laying the article down in the store. However, he added, the consumer did not always pay the additional thirty-three and a third per cent. He cited the case of a block of a hundred suits. Seventy of these might be sold at the regular price, but the remaining thirty might be put on sale in order to get rid of them. In this way a suit that was sold for \$30 might be retailed at \$22.50, “practically at cost.”

Figuring Out the Profits

The annual turnover of the department he estimated at about 22 or 23 per cent. gross. He could not say how many times a year there was a turnover in his department, explaining that he was kept busy buying and selling.

Mr. Hewgill admitted that his aim was always to try to make a certain percentage on his department. He could not tell what the net profit on an article might be. On the operation of the department and not on any one article, he said, would the profits be figured out.

In response to a question, Mr. Hewgill stated that he treated the Eaton factory in buying just as he would any other. All things being equal, of course, he said, the Eaton factories were given a preference. He had yet to refuse to take any goods from the Eaton factories, he added.

"The outsider can get our business," he continued, "if he can give us a cheaper or a better article."

The same prices, the Board learned, prevailed for the city and the country trade. The city trade, however, called for a different—a better—grade of goods. Lower prices for cheaper goods prevailed in the mail order trade, but the profits were figured out on the same basis as for the retail trade.

The closing moments of the manager's evidence were featured by what was apparently an attempt on the part of the Board to get the witness to admit that "left-overs" from a certain block were not put on sale, but were put in with higher-priced goods just delivered, but Mr. Hewgill stated that he could furnish irrefutable evidence to show that this was not the case.

Buy Much in Canada

On being called to the stand, James McDonald, manager of the local Eaton factory for men's and boys' clothing, stated that he bought in Canada, the United States and England, although after the Lusitania disaster he had to keep away from the English market. Before the war the firm bought eighty per cent. of its goods in England and about 20 in Canada, but now the proportion was about 60 and 40. He found the market in England better than the one in the United States, and the prices on Canadian goods better than those on English goods. Asked to explain, he declared that there was better value in Canadian cloths. The increase in prices on English serges he placed at about 300 per cent., while Canadian cloths were from 100 to 115 per cent. higher.

Touching on the manner of doing business with the Eaton stores he stated that he had to make up samples and sell to the store just as if he was an outsider. He could not sell to them if the prices were not as good or better than other manufacturers. Prices were arrived at, he said, "through cost of labor and material and overhead expense with a small profit to keep safe." A big profit, he explained, was never made, as the factory's aim was to serve the stores and, through them, the public. The factory, like the store, had to "stand on its own feet." The aim of the factory with regard to profit was to make a net margin of about four per

cent. on the output. He thought the present market was "about the peak."

In conclusion, Mr. McDonald stated, in response to a question as to whether the factory was running at its full capacity, that he could do much more if help could be secured. The cost of production, he thought, had increased about eighty per cent.—this being with particular reference to labor. The general increase in the cost of production he would place at about a hundred per cent.

Samuel Jaeger, Huddersfield, England, who buys in the Old Country for Hoberlin's, explained that the firm was not doing much Canadian buying now, as the Canadian manufacturers have their books filled and cannot yet take on further business. In the United States, he continued, there were no stocks on hand at all, and one big concern the previous week could only show 20 pieces. And three of the largest mills across the border, he added, had not yet shown their patterns for Spring. The prices for anything that could be got in Canada were higher, he said, than in England, but there was little to be got.

Continuing, he said that a suit of blue serge which used to cost four pounds now costs twelve. The hours had been reduced in England and the wool combers were now trying to secure three shifts daily, each of eight hours. He thought the enormous increases in prices on men's clothing were due to the tremendous increase in the cost of material, in great part. He did not anticipate a fall in prices for awhile as competition was too keen and the demand too great.

Wool Surplus Tied Up

Mr. Jaeger stated further that high prices were being demanded in England by the combers and spinners, while in the United States he suspected the jobbers of profiteering. Cloth was dearer in Canada than in England, but suits were cheaper here than over the pond.

Witness admitted that there was a big wool surplus at the present time, but that labor had monopolized the situation. The workers' hours had been reduced considerably. They used to work in two ten-hour shifts, but to-day the eight-hour shift was the thing. A set of combs used to cost a thousand pounds, but to-day they cost four thousand.

However, Mr. Jaeger declared, there were enough combs to keep the manufacturers going if they could be worked at full time.

GAVE AWAY "PRINCE BUTTONS"

Begg and Company, Hamilton, haberdashers, did a good stroke of business when on the occasion of the visit of H.R.H. the Prince of Wales, they gave away thousands of "Prince buttons" to the youngsters. To every boy over four years of age the store gave a button, the juvenile leaving, in return, his name in full, home address, school attended and father's name.

MANY NOVEL TOUCHES IN BOYS' TOGS

Vest Suits for Large Boys Are Popular—Corduroy Outfits Growing in Favor.

Typical high lights in connection with novelty features shown this season in boys' clothing are as follows:

Vest suits for the large boys, ridiculed when first introduced, have proven extremely popular, and large numbers of boys' vest suits are being sold.

Virtually every boy is buying the combination waist-seam and belt model. For boys who desire something different the belt is made in the back or three-quarters style, the latter anchoring by buttons on the sides.

The high-grade boys' belted suits are selling with buttons instead of buckles this year.

Corduroy suits are growing in favor. Formerly a corduroy was purchased solely for service. Now the people buy the corduroy because it is serviceable, but they also insist that it be well tailored.

For the tots Oliver Twist suits are big sellers, especially those with fancy silk tops and velvet or satin pants.

Specialization is not confined to men's clothes, for boys' stouts are being made up both in suits and knee pants. A considerable number of boys, buyers say, require wider than average garments, and stores are meeting this demand, both in its knee pants and suit departments.

Knee pants present one of the biggest problems in the boys' clothing industry to-day. One trouble is that few retailers will pay \$48 to \$54 a dozen, the price manufacturers ask for a good pant. They generally pay \$30 to \$36, and retail them up to \$4.50.

The tendency toward better clothing continues. People who go into the store figuring on buying a \$15 or \$20 suit end up by paying \$25 to \$30.

Deliveries of boys' Fall clothing to the larger stores are better than expected. The counters are lined with stacks of suits, and the racks are filled with overcoats. The manufacturers have advised them exactly what numbers they can expect in a week, how many in two, three and four weeks, and how many may be expected later, but no definite date given.

The number of sales of boys' clothing expected this season is no larger than last season, but the volume will be larger because of the higher prices.

Few blue serge suits being sold for Fall. The boys generally want the fancy patterns.

Prices are not exceptionally high when values are considered, says the buyer. A suit sold with two pairs of pants now for \$30 is better in the long run than suits which formerly sold at \$15 with two pairs of pants, because of the stronger fabric and the neater tailoring.

GUARD AGAINST OVERSTOCKING

Superior Underwear Company, of Piqua, Ohio,
Works Out Merchandising Plan For Benefit of
Customers—Feels Responsibility Does Not End
With Mere Sale of Union-suits.

WHEN the Superior Underwear Company, of Piqua, O., determined nationally to advertise their product and to extend their sales over the entire United States, they came to the conclusion that it would not do to simply refer to Superior as "The Perfect Union Suit," even when such reference was backed up in the advertising by a number of "reasons why."

The advertising could—and did—create a demand for the product, but there was another most important link in the chain which had to be strengthened and made secure. The retail dealer had to be given every possible assistance in selling the underwear and in securing repeat orders.

"In other words," to quote from Joseph Conlin, their Philadelphia representative in the "Retail Public Ledger" of that city, "we felt that the chief thing which distinguishes the first-class establishment from the mediocre store is service.

"Practically any retailer, provided he has the proper rating, can buy a line of goods, but there are lots of them that can't sell it. Because we didn't feel that our responsibility had ended when we induced a merchant to stock Superior union-suits, we determined to work out a merchandising plan which would not only show at a glance what lines of our goods sold best in a given territory, but which would also indicate how many dozen that particular store should stock and the very best methods of moving this underwear within the given season.

"One of our first steps was a thorough intensive investigation of the markets in the different States—what lines they bought and what lines they fought shy of. We knew, in a vague sort of way, that conditions weren't the same in Connecticut as in California, but we were amazed to discover just what these differences were, and the very fact that it took us so long and cost so much to make this Superior sales chart complete is proof that no retailer could afford to make such an investigation for his own territory at his own expense.

"Copies of this chart are supplied to our dealers and they can tell by a glance which of our numbers they are practically certain to sell with the least effort.

"We tell them frankly that they can order other numbers if they care to—possibly they can sell them—but it will be at the expense of added effort and decreased turnover, while they almost certainly avoid both of these by following the chart which we have prepared.

"Again our investigations in each district are such as to plot completely the various subdivisions and to enable the stores in that section to know just how

many suits of underwear they ought to sell every season. United States Government statistics show the per capita consumption of underwear is 4.8 suits every year. One out of every 2.35 persons is a man with buying power—so the problem simply reduces itself to finding out the number of persons in the territory of a given store, divide this by 2.35, multiply the result by 4.8, and the result will be the number of suits of underwear which the store should sell within the year.

"In Philadelphia, for example, there are approximately 2,000,000 people. Multiplying this by 4.8 the common divisor, we find that there are 160,000 dozen suits of underwear sold in this city every season, and by checking up these figures with the actual store reports it will be seen that the Governmental figures are amazingly accurate. Coming down even closer than the city as a whole, we can supply the population of any ward or even any voting precinct, with the number of stores in that territory, and tell any retailer exactly how many suits of underwear he should sell in a season, thus ensuring him against overstocking and at the same time, by the use of our sales chart, showing him which lines he should carry in order to employ his capital to the best advantage.

"Only the other day I had a talk with a dealer in one of the well-populated outlying districts of the city, a district which contains 20,000 people, and in which there are eight stores, therefore should sell 1,600 dozen suits of underwear every season, or 200 dozen each. But, of course, a number of men in their territory buy their goods downtown, and an allowance should be made for this. But even after we deducted a liberal estimate for this loss, the dealer was convinced that he was selling at least \$1,000 a season under the figure that he ought to average. And a thousand dollars a season means a whole lot to the average store. Now, with the help of our advertising aids, our 'Always-in-Site' cabinet and the various other ways in which we assist the dealer, I think that he can recover a big portion of this loss within a single season and get it all back before very long.

Table of Possible Sales

"To show dealers at a glance just how many suits of underwear they ought to sell every season, the Superior Company has compiled this chart, based upon the population in the territory in which the store is located:

Population	Dozens
500	43
1000	85
2000	171
3000	256
4000	341
5000	426
6000	512
7000	597
8000	682
9000	767
10000	851
15000	1278

"This table, of course, is based upon the assumption that there is only one store in the district. If more than one, divide the total number of suits sold for the year by the number of stores.

"Then, in addition to these statistics relative to gross sales of underwear, the Superior Company has worked out very complete charts showing just what kinds of union suits are bought by the different classes of customers, the percentage of these classes in a given area, the sizes which should be stocked, definite directions for measuring customers and the 'Always-in-Site' cabinet which, besides making a very handsome display, insures garments against being mussed or soiled and also bring to view the high-priced suits, even if the customer doesn't care to buy these at the time."

INVITE PUBLIC INSIDE TO SEE WHAT YOU HAVE

"Ryrie's" Believe in Giving the Assurance That There Will Be No "Pestering."

Ryrie's, Limited, who stand well to the fore among the country's jewellers, have adopted a plan of inviting the public inside—a plan which might well be followed by haberdashers. Especially at this season of the year, when people like to look around a great deal before purchasing, is the plan worthy of adoption generally by the trade. In all their windows Ryrie's have neatly designed cards scattered around, and judging from street comment, the public likes and appreciates the invitation so generously extended. One card reads:

YOUR INVITATION

Just walk in any time—stroll around—make your comments—ask questions—stay as long as you like—the longer the better—go out again when ready. Nobody will bother you. We just want you to see what we have and what we are doing—then make your own decisions as to where you can buy best. Another card reads:

DON'T HESITATE

The inside of this store is just as free for you as this window is. If you want to buy anything—well and good—but if you just want to look around you are quite as welcome. Come in and try it. Nobody will "pester" you with attentions.



HUMBLE "T STAND" IS THE WINDOW TRIMMER'S BEST FRIEND

Plain-looking Fixture Can be Put to Scores of Uses—Essential Always for Draping or Displaying Goods of All Kinds.

Plain looking it may be and simple, but the window trimmer or display artist has no better friend than the humble T-stand. Built like the letter after which it is named, or in the form of a cross minus the vertical extension above the cross-piece or the arms, the T-stand is used to display all kinds of merchandise, ready-to-wear goods and piece material. For draping purposes it cannot be beaten, but it is principally utilized to show off underwear, hosiery, silks, gloves and dress fabrics and garments of every description. It may be also used by the haberdasher to display belts and other requisites of a gentleman's outfit.

If this were an advertisement it might be said, quoting from someone else, "no store could afford to be without it." As a matter of fact the average store uses the T-stand so much that, in comparison with the number of times other fixtures are used, the T-stand might be said to boast of a batting average of sixty per cent.

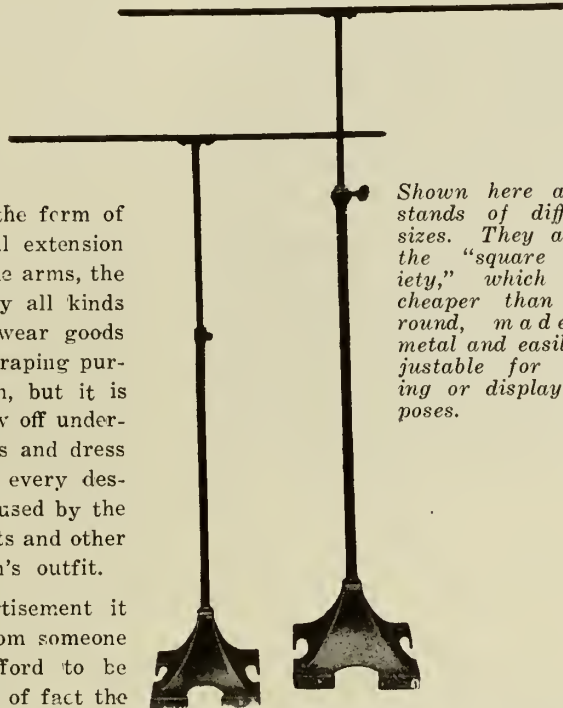
This handy fixture is made in all sizes, from the petite stand for gloves, three inches or so high, to the six-foot skeleton over which the heavier goods, such as coats and cloths are easily thrown. Sometimes a bent top is used instead of the horizontal arms, and when this is done underwear may be shown off to greater advantage. Oval tops, too, are sometimes used, but these are generally called upon for service when any draping is to be done.

In any well-dressed window the T-stand or a suitable substitute is used all the way through. It is made of both wood and metal but the metal stands are the most substantial, and adjustments to certain sizes are easier.

In price the stands range from six dollars a dozen for the "petites" to as high as \$84. The stands are divided into two classes, the square and the round, the latter costing from 20 to 40 per cent. more than the former.

The latest advance in price was last August, and at the present time there is no sign of a change, either for better or worse. An idea of the difference in prices between the square and round stands is conveyed by the fact that certain square stands sell at \$36 a dozen while their round brothers are sold for \$46.50.

"I have always found it," stated E. D. Harper, salesman for Clatworthy & Son, Limited, King Street West, in conversation with MEN'S WEAR REVIEW, "that the first thing the haberdasher buys on going into business is the T-stand. It is one of the first of the display necessities that is grabbed up. And it is because, while other fixtures are useful, they can only be used for certain things, while the T-stand can be put any place, used any way and so arranged as to display anything, no matter how little or how big."



Shown here are T stands of different sizes. They are of the "square variety," which are cheaper than the round, made of metal and easily adjustable for draping or display purposes.

GOING AHEAD IN BUSINESS

The Mayhew Hat Factory in Niagara Falls, Ont., was recently the scene of a daring robbery, from \$3,000 to \$4,000 worth of finished and unfinished "lids" being stolen. A big green auto was seen near the plant about the time of the robbery. The hats would be a very heavy load for a car and would probably fill the tonneau.

The anti-profiteering tribunals in London, England, have been down to business for some time, and among the commodities which are reported to have shown a slump since operations began are boots, clothes and hats. With regard to men's suits, West End reductions are in some cases said to be as much as thirty per cent., while children's boots have been changing price so rapidly that it has been impossible to estimate the extent of the decrease.

Thomas Roy Rennie, manager of the Standard Shirt Company, Montreal, is receiving to-day the congratulations of his many friends in the trade. He was married on September 30 to Miss Gertrude Mattinson.

Archer's, gents' outfitters, is the name of the new store which has been opened in Penticton, B.C., in the Mitchell block. The place has been thoroughly renovated and fitted up as a men's store, the proprietor, being an experienced man, knowing just what is wanted in this line.

An addition to its factory on Argyle Street, Fredericton, N.B., is being built by the John Palmer Co., Ltd., the latter having decided to manufacture a new line of footwear.

J. A. Moag, Smith's Falls, has opened a gents' furnishing business at 16 Main Street, West. Mr. Moag has been in the local office of the Molson's Bank for many years. He was a prominent hockey player before the war, but in 1916 he went overseas with the 204th Battalion, seeing considerable service in France.

N. V. Pipher has opened a new store in which he will handle all kinds of gents' furnishings at Cannington, Ont. He is well known as a furnisher and tailor.

M. A. Lancaster, who has for years carried on a men's clothing store on Johnston Street in Victoria, B.C., has opened a new store in the old Northern Crown Bank Building on Government Street. He has stocked up with a popular line of clothing for young and older men. The new store is known as "The Army and Navy Clothing Store."



UNDUE EMPHASIS PLACED UPON OVERHEAD EXPENSES

Board of Commerce, Investigating Prices, Fails to Realize That it Costs More to Operate a Business Now Than it Did a Few Years Ago.

DAYS and weeks have slid by since the investigation into clothing prices by the Board of Commerce, sitting daily at the City Hall, commenced, but little success has crowned the efforts of the probers to find traces of profiteering among manufacturers or retailers. There has been some talk from the investigating end of the organization about overhead expenses being high, and it has had to be explained that employees, both in factory and store, as well as on the road, will not work to-day for anything like the wages they did three years ago, when the cost of a suit was low in comparison to what it is today, that neither store nor factory can be lighted and heated at less than a considerable advance on the old figures, that there have been abnormal increases in rents and that taxes are double or more than double what they were a few years ago.

Eager Always to Hit Out

It has been particularly noticeable, too, throughout, that the investigators have been acting upon the famous principle: "Whenever you see a head, hit at it." An instance of this was recorded when, during the tenancy of the witness chair by C. B. Lowndes, of the manufacturing firm that bears his name, the statement was made by the witness that plenty of cloth could not be secured, that the manufacturers, in fact, were rationed because of the fact that the girls are all marrying returned soldiers and others cannot be got to work in their places." Mr. Lowndes added, "The returned men are giving us this trouble," whereupon Col. Price remarked, "You should be only too glad that the returned men are back here and you should give them their goods without any profit at all." Witness then had to explain that he was glad the men were back and that his references to the returned soldiers had only been made in a joking manner. He did not blame the girls for marrying them, he said, but just the same, he wished they would come back to work for a time. He was sorry Col. Price had misunderstood him, but for the prober's benefit, he added further, that while his firm's employees were away they received their pay, while those who came back had been given better positions than they had before.

This did not prevent the Colonel from retorting, however, that the whole trouble seemed to be that during the war the manufacturers made a lot of money and now did not want to let go any.

"We did not make any great profits during the war," stoutly replied Mr. Lowndes, to which Col. Price again shot

back: "Well, perhaps you didn't, but a lot of them did."

During the course of his evidence, Mr. Lowndes threw cold water on any suggestion of profiteering by declaring that during the five years of the war the firm's average net profit was three and a fifth per cent. He added that clothing would never again be got at the old prices. The day of the sweatshop was gone and returned soldiers were getting real money for the work that used to be done by Southern Europeans for from three to four dollars a week. The Lowndes Company, it was stated, tried to get a gross profit of twenty-five per cent. on the lower lines, and twenty-nine per cent. on the medium. Better goods in "mediums" could be secured in Canada than in England. An effort was made by the Board to bring out the statement that the inability of retailers to have orders filled would tend to enhance prices, but as manufacturers' prices are fixed earlier another failure was here registered.

Ninety per cent. shortage of labor and ten per cent. shortage of material were responsible, it was shown, for present conditions, manufacturers being right up against it in the matter of securing adequate help.

Col. Price's Calculations

In discussing the question of bonuses and salaries, Col. Price, in spite of the information given him that even extensive advertising failed to bring the required labor, expressed the opinion that salaries seemed pretty high. He also wondered if it was fair to the consumer to figure out percentage on every expense, adding: "Don't you think it is time to come down a little?" He apparently forgot that the whole thing comes down to gross profits and gross expenses, that a percentage has to be put on and that it would be impossible to put, say, a two-dollar profit on every suit.

"Wouldn't it be fair to everyone to base profits on the manufactured cost?" asked Col. Price, but he was promptly informed that instead of a percentage of twenty per cent. the retailer would have to make it forty per cent. It was not to be forgotten that if the public had to pay out more in dollars and cents now the manufacturers had to do the same. Only half as many suits are being sold now as in 1913. If as many were being sold, closer prices could be made. Manufacturers, it was pointed out, would be glad to sell at the same profit as in 1913 if the same volume of business was done.

CLOTHIERS ARE MAKING USE OF LABOR MANAGER

The new Trade Board, established some time ago to deal with labor problems in the Canadian clothing trade, is being rounded into shape for action and the services of a competent labor manager will, from now on, be utilized by the Associated Clothing Manufacturers in dealing with the workers, either individually or collectively, through their union. The work is to be entrusted to a high-class and well-educated man, preferably with University training, a man with executive ability and experienced in handling labor.

Under the terms of the agreement made with the Clothing Workers' Union here, a board of arbitration, consisting of two manufacturers and two from the union, under an impartial chairman, will, in the future, deal with all disputes and grievances.

"We hope to secure the services of a noted University man for chairman of the board, although no final decision has been made yet," explained Mr. Lowndes. "So far as the scheme of arrangement has worked out, there has been no need to establish a board of arbitration yet. We want a competent labor manager. We want a University-trained man, who has had experience in dealing with labor and executive ability. He will work for us and will be paid by us. His duties will be to keep in touch with the shops and try to adjust all grievances as they arise. He will meet the men and then deal with the shop steward, and if he cannot 'cure the scratch before there is a swelling,' the dispute will then go on to the board of arbitration.

"Ninety per cent. of the disputes are small, and we believe with a labor manager many of these will never be heard of after a man with tact and diplomacy has had a chance to deal with them."

Similar managers are being appointed by all the factories across the line.

NEW STORES BEING OPENED

Four Live Towns in Western Ontario Picked on as Promising Fields

During the past month four new Semi-ready stores were opened in four live towns in Western Ontario, Brantford, Kitchener, Woodstock and Wexford. Unable to find a store in Brantford, C. F. Smyth bought a jewellery shop and auctioned off watches, clocks, diamonds, etc., so that he could conduct a business he knew most about—the men's wear trade. W. H. Mills, who is at the head of the Kitchener store, has been in the men's wear trade ever since he left college, and in Woodstock Fred and Beverly Hersee, recently returned from France, have started into the business.

THREE FACTORIES BEING ENLARGED

"P. K. Company" Takes Over Business
of Perrin Freres Company
at Montreal

Among the important business changes of the month was the passing of the long-established firm of Perrin Freres & Co., of Montreal, and the appearance in its place of the "P. K. Company," which has taken over the entire business of the older concern. The origin of the name "P. K." will be obvious when it is stated that the shareholders consists of Julius Kayser & Co., New York; V. Perrin & Co., of Grenoble, France, and H. W. Austin, of Montreal. The new firm will act as selling and distributing agents for the Kayser Company of Sherbrooke; V. Perrin & Co., of Grenoble; the Goldercroft Glove Co., of Yeovil, England; V. Perrin & Co., of Montreal, and Hosiers, Limited, of Woodstock, Ont.

In connection with the organization of new company MEN'S WEAR REVIEW is informed that the Kayser Company is arranging for largely increased production at Sherbrooke and new buildings already are in course of construction there. Moreover, a new leather glove factory of V. Perrin & Company has just been started in Montreal, and this occupies the seventh floor of the new Wilder Building on Bleury street. The factory of Hosiers, Limited, at Woodstock will also be enlarged.

Following are the officers of the new company: President, Edwin S. Bayer, New York; vice-president, William A. Shakman, New York; managing director, H. W. Austin, and secretary-treasurer, Jules Matagin. Mr. Austin was general manager for Perrin Freres & Co. in Canada prior to becoming managing director of the "P. K. Company," and had been connected with the Canadian end of the business for the past twenty-six years. The new company will not only have the advantage of increased production at the different plants, but the officers feel that there will be an advantage from the fact that all the directorate reside on this side of the Atlantic.

GARMENT WORKERS SATISFIED

During the latter part of the month the garment workers of the Amalgamated Clothing Workers' Union decided to accept the agreement which its committee had secured from the eighteen manufacturers of men's clothing in Toronto. Wage increases ranging from \$3 to \$10 a week were conceded in the agreement. The lower-paid operators receive the larger increases.

PROFITEERING IS CHARGED

At Manchester, England, a profiteering committee held that twenty per cent. too much profit was charged to Professor Tout, of Manchester University, for suits for his sons.

Hold's Big Office



H. W. AUSTIN

Who has been appointed Managing Director of the "P. K. Company," of Montreal, successor to Perrin Freres and Company.

SHORTER DAY IN HAMILTON

Ready-to-Wear Merchants Now Close at
Six o'Clock—Experiment
a Success.

The early-closing plan has found favor with the leading ready-to-wear merchants of Hamilton, and after experimenting during the Summer months with the idea of closing at six instead of nine o'clock every night, they have decided that the new plan is best. Consequently Hamiltonians cannot now buy ready-to-wear goods after six o'clock with the exception of Saturday nights.

M. Levy, of the Liberty Clothing Store, East King street, is of the opinion that the new hours mean better business and better service from the shop clerks. When the stores were kept open at night, he explained, it meant that those who were on duty in the evening did not come back to the store until noon the next day, which did not, he thought, make for efficient service from the store in the morning.

Another argument presented was that the average woman, when purchasing a garment, wishes to see it by daylight rather than by electric light, and that, moreover, since the larger stores decided to remain closed she would wait until the following day to compare notes anyway.

"But our chief reason," said Mr. Levy, "is that we feel convinced that the Government, sooner or later, will make an early closing law, and we would rather adopt it voluntarily than wait to be forced to do so."

MILLERS IN FIELD WITH NEW BRANCH

Men's Wear, Limited, Outgrowth of
Manufacturing Firm—W. O.
Costello in Charge.

Miller's Men's Wear, Ltd., an outgrowth of the Miller Manufacturing Co., is one of the latest firms to enter the field in Toronto with all the advantages of the parent company at its disposal. Men's furnishings of outstanding character will be the stock-in-trade of the new company. In pursuance of this policy it is the new firm's intention to manufacture some of their most important lines such as neckwear and shirts, past experience having proven that to be strictly jobbers of these important lines does not properly cover the field as far as the better furnishings trade is concerned.

It will be the policy of the company, too, at all times to have as big a showing of merchandise for immediate shipment as prevailing circumstances will allow, and with regard to goods sold for later delivery, Miller's Men's Wear, Ltd., will always endeavor to be in a position to give prompt attention to these shipments.

The new firm is located at 48 York Street, the salesroom, offices and warehouse all being housed here. The predominant idea is to manufacture men's neckwear and fine shirts and to get on the same basis as the best manufacturing house. An attempt will be made to land the best trade. Some fine materials have already been secured, and already the firm has what it calls a "nice range of neckwear." An attempt will also be made to make the various departments outstanding sections by themselves, to make each "stand on its own feet."

W. O. Costello is the manager of the new firm, and he declares that it is the intention to put punch into the business and go right after the big man. All the provinces are being covered, and it is the belief of the officials responsible for the venture that the future lies in doing this class of business as it has never been done before.

A. S. McNinch, secretary of the new company, will have charge of the offices with a competent staff, and Frank Parton, a man of experience, will look after the warehouse.

CHANCE FOR CANADIANS

A syndicate which has recently been formed in Great Britain has expressed a desire to get into touch with Canadian manufacturers and exporters of every description of ready-made clothing, linen, woollen and piece goods; also gloves, buttons and in fact all articles in general use. The notice appeared in the Weekly Bulletin under Article Number 2910.

SPECIALIZING IN CERTAIN LINES FOUND TO BE GOOD FOR BUSINESS

THAT specializing in certain lines invariably pays has been found out by E. L. Crawford, who is in charge of the men's furnishings department for the Murray-Kay store. During the past month, throughout the in-between season when it was neither too warm nor too cold, Mr. Crawford put on "specialties" in fine cashmere socks of various colorings, dollar neckwear and underwear of different kinds, and it was soon evident that this was just what the public wanted.

"A wonderful Fall business," to quote Mr. Crawford, was recorded, and it was noted that all these lines went well. The season was warm for gloves, but as the weather tightened up an impetus was soon given to this line.

Murray-Kay has also found the special shirt order department a great success. In this department shirts are made to measure, and the demand for made-to-order shirts is increasing every day. At the present time some \$12.50 shirtings in a silk and wool stripe are being featured at \$10.50.

For the period just before the Christmas season the big store is featuring pajamas, sweaters, dressing gowns and house coats.

"I hope to excel everything ever experienced for Christmas," is the way

Mr. Crawford put it to MEN'S WEAR REVIEW in talking over his plans. He has been with the store for seventeen years, and in that period has seen some pretty good Christmases.

Advice For the Trade

Just back from New York, where he spent a week sizing up the market for Spring, Mr. Crawford stated that he would advise the trade to get as much neckwear as possible from Canadian manufacturers, and in this way save duty and exchange taxes. Better business, he thinks, can be done by importing from England than from the United States, as the markets below the border are so absorbed they are not anxious to quote prices. While in New York Mr. Crawford saw some samples held by European representatives, and prices, he says, are better than those below the line. The American prices at the present time, he declares, are as high as those of Canadian manufacturers, and with the additional duty and exchange are even higher. It is now up to the textile people here, he adds, to get out the goods.

Mr. Crawford predicts that prices will drop after 1920. Another year he thinks will see a reversal of prices in men's goods.

NOT ACCEPTING FURTHER ORDERS FOR SUSPENDERS

Some Companies Are Booked Several Months Into Next Year—Production at Low Mark

Business in the suspender line is reported to be very much the same as in other lines in which men are interested. Manufacturers of this essential article of men's apparel are not taking orders now and so strenuous are the conditions under which they are laboring, few are looking forward to the future with any great degree of glee.

The Kitchener Suspender Co., Ltd., just to mention one firm, has discontinued taking orders, for it is booked several months into next year.

"The mills," said Mr. Lloyd Hagedorn, the manager, to MEN'S WEAR REVIEW, "are in exactly the same position, refusing immediate business and not being as yet ready to consider booking for Spring, as their production has fallen down badly. It is now only about 60 per cent. of what it was last April, and then it was not normal by any means."

The consequence is, according to Mr. Hagedorn, that the manufacturer of Canadian suspenders has been compelled to go to the United States for his supply and prices are practically 50 per cent. higher, taking tariff and exchange into consideration. This means, therefore, that cheaper goods are out of the question and there is no doubt but that there will be an advance to prices hitherto unheard of in this commodity unless there is a spurt put on by the workers and greatly-increased production follows.

Will Go Ahead Carefully

"Unless this happens," declared Mr. Hagedorn, "there will be a stampede for goods within six months and not only will these goods not be available, but prices will be no consideration."

"As an outcome of the whole thing," he added, "we are not taking any more orders, as we were taught a lesson by our experience of a year ago. As long as goods advanced we were expected to fill orders at the prices booked, but when the armistice was signed everybody became panicky and cancellations were in order. We have, therefore, come to the conclusion that we will buy less and sell less, and not leave ourselves in a position where we will be loaded with goods so that should another panic set in we will not be caught again."

NEW STORE IN CALGARY

Mr. Dave Lambert, president of Lambert's Upstairs' Clothes' Shop, of Winnipeg, has concluded arrangements for a branch in Calgary to be located on the second floor of the Lineham block, over the Liggett's-Findlay drug store, corner Centre Street and Eighth Avenue. Mr. Lambert has been identified with the Canadian clothing industry for the past ten years.

OVERCOAT SHORTAGE FEARED Scarcity in Outer Garment May Result if Winter is Severe, Say Manufacturers

There is every likelihood that a scarcity of overcoats will develop, if the Winter is a severe one, according to several clothing manufacturers. This probable scarcity, it was explained, will be occasioned by the great demands being made by the retailers for suits, with the result that the making of overcoats has been pushed into the background to a certain extent. While manufacturers are making overcoats, they are not making them in as large quantities as in normal seasons, it was said, and this condition may produce the scarcity. Piece goods for overcoats, it was said, are more easily obtainable than suitings, and many manufacturers are hoping that they will be able to catch up sufficiently with their orders on suits to turn out more overcoats than now appears possible.

FIVE DISPLAYS IN ONE

Pedestal Idea For Showing Men's Wear Used by Holt. Renfrew Company

Five distinct displays of men's furnishings in the one window featured one of the month's exhibitions by the Holt, Renfrew Company, Ltd. At the left-hand corner of the big window was a showing of black and white Manhattan shirts at \$4.50, only three units being used. These were set off by several ties

on stands, and half a dozen collars. In the centre of the window, also on a graded pedestal, were about a dozen velour hats of different colors, and at the right was a stand of Cee-Tee pure wool underwear. Three overcoats were hung up carelessly at the back of the display, and between the pedestals were a number of canes and gloves. A green flooring and light fawn draperies with a large vase of yellow flowers completed the setting.

VETERAN BEHIND COUNTER

F. F. Thamer, who was overseas with the 34th Battalion for over four years, returned this month to his home in Kitchener, and is now with his father, E. H. Thamer, in the latter's haberdashery. Young Thamer got away from the Hun with but a slight scratch in the heel.

KITCHENER'S NEW STORE

A new semi-ready tailoring establishment and men's furnishings store was opened last month at Kitchener, the man behind the venture advertising himself as "Bill" Mills, "The Men's Man." He is located at 8 King Street East, in the same stand formerly occupied by Hagan's Shoe Store.

ANOTHER FOR NEW GLASGOW

E. G. Scott has opened up a new store for men's and boys' furnishings in New Glasgow, N.S.

MEN'S WEAR REVIEW



Vol. IX. NOVEMBER, 1919 No. 11

LABOR CAN PLAY A MIGHTY PART

JUST how seriously the world's stocks were diminished by the ravages of war is just now beginning to become known. And to none more plainly than to the men who deal in clothing. Without going beyond Toronto, it can be said that every wholesaler in this city is reasonably busy, many finding it difficult to procure goods sufficient to fill the wants of their patrons. The retail trade, too, is brisk throughout Ontario and payments from this source come to hand promptly, all showing that the business being done is of the very best. There is no difficulty to-day about getting orders or selling goods. To get the material and have it transformed into the finished article is the task that has to be faced. For this is a new problem which has sprung up from the ashes of war. The whole trouble, both with Canadian and English manufacturers, is one of shortage brought about by many factors, labor leaders being not altogether blameless for the existing state of affairs. These men can, if they wish, hasten the return to conditions more or less normal and help greatly in winging the H. C. of L.

DEMAND IS FOR THE BEST GOODS

WHILE it might have been expected that the revolutionization of the clothing industry by the war would have finally brought about, with the cessation of hostilities, a slaughtering of prices, it certainly never was anticipated that the public would have gone in for buying a better class of goods than ever before. Yet such has been the case. Manufacturers and retailers of clothing and different articles of men's wear unhesitatingly state that they are surprised at the change that has come over the people. Where before there was quibbling over a few cents, to-day, notwithstanding the high prices, the cheaper material is passed over and the better article taken. Dealers in clothing, shirts, ties, hats and socks, all tell the same story, and Mr. Coombes, of Oak Hall, goes so far as to say, that it is hardly worth while making up the low-priced materials to-day, so poor is the demand. There may be reasons for this change in heart on the part of the purchasing public, but there is no denying that when the inevitable adjustment comes it will all help, so far as the manufacturer and the retailer are con-

cerned, to make Canada a better place in which to live and do business.

ON WRONG SCENT FOR PROFITEERS

DIOGENES with his lantern had nothing on the Board of Commerce investigating clothing prices in the hope of ferreting out profiteers. The venerable gentleman of ancient times spent his time looking for an honest man, but the Government investigators are frittering away the hours looking for dishonest men among either the manufacturers or retailers of men's clothing. All the investigators seem to know about the matter is that prices are away higher than they were in the days before the war, higher even than they were a couple of years ago. They harp, too, on the fact that overhead expenses seem to be away up and an anxious interest is displayed into the question of bonuses and "turnovers." The all-important fact appears to be forgotten that landlords to-day can ask and receive what they please, that light and heat cost more than they used to, and that men and women will not work for the wages that were once in vogue. But if the investigations last long enough it may be impressed upon the Board that the men who manufacture and retail clothing have had no limousine existence, that they have been more sinned against than sinning. It is gradually, but surely, becoming a recognized fact, even to the Missouri-like public, that the O'Connorites will meet with success similar to that which crowned the efforts of the diligent Diogenes when he went a-gunning with his lantern.

BRIEF EDITORIAL COMMENT

THE Prince of Wales is credited with having set the styles for men in Canada. If the manufacturers who have been losing money this Fall through underestimating on suits for future delivery can look on the Board of Commerce searching for profiteering in their ranks and at the same time smile like the heir to the throne there will be bouquets due them.

"THAT man O'Connor" started out to set the price of clothes,

But how is he going to do it? Sure, goodness only knows!

THE MacLean Publishing Company has entered on the thirty-third year of its existence and MEN'S WEAR REVIEW, the seventh of the fifteen children of the largest organization of its kind in the British Empire, first saw the light in 1898. Those were the days when the Americans and the Spaniards were at each others' throats and when high-grade clothing sold at about \$15 a suit, a pair of braces or socks and coupon tickets for premiums being thrown in for good measure.



MARKET REPORTS



THE MARKETS AT A GLANCE

TORONTO, October 20.—With prices mounting skyward in practically every line and retailers clamoring for goods with which the wholesalers and manufacturers are unable to supply them, principally because of unsettled labor conditions and general shortage of material, the market situation during the past month has been decidedly unsatisfactory and annoying. Business everywhere is and has been reported excellent and this is one of the reasons why the men who distribute the goods which ultimately reach the consumer is chafing under and fighting desperately against conditions over which he has absolutely no control. From retailers in every section of the country comes the cry for more goods and still more goods, but wholesalers are helpless. Production is away below what it has been and what it ought to be, materials are hard to get, even boxes for shipping are not to be had in the quantities required, and so deplorable is the general situation that the men who have in the past experienced hard days from lack of business are now compelled to see the business coming with a rush and at the same time sit idly by and watch it slipping through their fingers.

Nor—and this is a peculiar feature—is any one line an exception to the general rule. No

matter what the commodity, it appears that the public demand is for the best or, at least, the better class of goods. People in every walk of life seem to-day to be willing to pay a few dollars more for what they want. Consequently, there has been a particularly heavy run on supplies and these have been allowed to get so low that the prices for anything that can be secured now are away beyond what they were even in the days of the war.

Cotton stocks, just to take an instance, are almost at the lowest ebb and if there should be a change in prices it will in all probability be for the worse. It is the same with clothing and neckwear. The material for suits is as scarce as the silk required to make up neckties and in both lines advanced prices are due. Anything in the line of a necktie is now eagerly grabbed up by the dealer and, high as are the prices now for clothes, there is no doubt but what they will be considerably higher by Spring. With regard to hats and caps the situation is so strenuous that quotations are now things which must be handled gingerly. Supplies are pitifully low and only hats of English manufacture are selling at prices anything like those which have been prevailing during the present season.

PRICES OF WOOL HOLDING STEADY

Prices in wool are remaining firm at the present time, and for some weeks past the market has been quiescent on account of lack of business on the part of the dealers. Mr. L. Biggin, manager of the Canadian Wool Growers' Association, 102 Front Street West, puts forward the opinion that the manufacturers have all got fairly big stocks on hand, and also that prices to-day are almost at their apex. Mr. Biggin, at any rate, does not expect that prices will go higher. There is no shortage of supplies, he claims, and prices are holding steady in all lines. Mr. G. O'Brien, secretary-treasurer of the Canadian Co-operative Wool Growers, Ltd., 128 Simcoe Street, declares, too, that prices are steady but lower than in 1918. Not much, he states, but perhaps about ten or fifteen per cent. The market in Canada for raw wool is somewhat slow at the present time, owing apparently to the fact that the manufacturers seem to be fairly well supplied. It may be,

though, that some of them are waiting for foreign wools. The market for Canadian wools is, for the most part, in the United States, but dullness of trade is attributed in great part to the fact that many Americans are buying just now in London. The mills are said to be buying just enough to cover present contracts and the bulk of this buying is being done in London. It is not probable that prices will go higher, or even that they will be reduced. There is a shortage of wool in the country, generally speaking, and this is the reason that there is so much buying being carried on overseas. The market for Canadian wools is always good in the United States and the market is always good with the combing mills in Canada, but there are very few of them. This year the Canadian wool clip is estimated at between fifteen and eighteen million pounds.

LITTLE IN SIGHT FOR COTTON BINS

The general outlook for the Spring

of 1920 with regard to cottons is, at the present time, a baffling uncertainty. It is very difficult to say what the upshot of the whole thing will be. The mills have cut down on the orders the wholesalers have placed for Spring, as they feel that there is no use in taking orders if they are unable to fill them. The reason behind the reduction of orders is that the manufacturers are hoping that in this way they might be able to distribute their wares over as much of the trade as possible. And, in order to help out the situation, deliveries have been extended from December to May, three months longer than usual. It is generally recognized by the men in the business that there is no use giving big orders. At the present time there is no possibility of a decline in prices. If there is any change at all, it promises to be upwards. For instance, prices lately have gone up as high as five cents in a week.

One fact that stands out prominently is that the sooner orders for Spring requirements are placed, the better will be

the chance of delivery. If the men in need of the goods postpone their buying the chances are that they will find themselves without goods. High prices tend to make a man hold back, but the situation to-day is such that this is not considered good policy. As for prices, they have, just as in other lines, gone a-soaring and stuff that used to be eight cents is now thirty. The majority of the bins in many establishments, too, are empty and in some instances there is not a case in the house.

Feverish Demand Now

People to-day are taking just what they can get and the demand can only be characterized as feverish. The mills do not know which way to turn, and the three-months' strike in the Dominion Textile Company certainly did not help to relieve the situation any. Bins and tables all over the country are empty, and it is hard to say what the outcome will be.

At the first of last month, according to reports from New York, the market prevailing on the Cotton Exchange had grown quieter, the tone, however, displaying a considerable amount of steadiness and at times even signs of strength. Buying was of the slow variety and professionals were rather active at all times. Fluctuations were within a rather restricted range, but there were frequent swings, and, for the most part, rallies met too much cotton. The following day the market was unsettled and displayed a good deal of irregularity, owing to mixed professional trading. There was no snap to business, however, and the close was steady.

By the sixth of the month the market had strengthened, with all the dominating factors bullish, "shorts" being disturbed by indications of much colder weather in the South. On the seventh the market had narrowed down considerably, with operators exhibiting the attitude of watchful waiting, especially those already "long." Among the bullish factors were the higher-than-due Liverpool cables, the wet weather in the Southwest, and the optimistic news from Washington regarding President Wilson's condition. The market turned increasingly strong on the eighth, and closed at approximately a five-dollar advance over the previous day.

CLOTHING PRICES SHOOT UP AGAIN

Not only are clothing deliveries bad and very slow, but before Spring wholesalers' prices will have increased anywhere from twenty to twenty-five per cent. Prices are steadily advancing and already the cost of raw material has increased from about ten to fifteen per cent. According to Mr. James Randall, of Randall and Johnston, 154 Wellington Street West, there has been no improvement lately in the Canadian or English markets. Deliveries he described as bad and very slow, and the

English market worse, if anything, than the Canadian. As far as can be seen just now, there is no great hope of any kind of improvement for some time. Labor conditions are, for the most part, responsible for the situation in which manufacturers, retailers and consumers find themselves to-day, as labor has advanced at least fifty per cent., it is claimed, in the last six months. Other things have gone up in proportion. Travelers and officers are asking for more money, owing to the steady increases in everything, and taxes are practically double what they were five or six years ago. As a result, the overhead expenses are much higher than ordinarily. Production is said to have fallen off at least twenty-five or thirty per cent. and an optimistic individual, indeed, is he who professes to see any signs of relief.

Travelers Held Back

Discussing the market situation in general, Mr. Adkin, of the Roberts Clothing Company, 296 Richmond Street East, stated plainly that the situation could scarcely be worse. Prices were going up continually, he said, and by Spring would be up another 25 per cent. On repeat orders the increase was generally about five per cent. The shortage of supplies, he declared, was acute and nothing was coming out of England, the goods being sold there before they were made. The advances since the armistice, according to Mr. Adkin, have totalled close on to 50 per cent. and by January the first he would not be surprised if they reached a hundred per cent. The Roberts Clothing Company has had to advance its prices three times during the past month, whereas it was uncommon to advance them once in six months in former days.

Some light is thrown on the seriousness of conditions by the fact that the travelers did not go out in September, as they should have done, nor was it known then, when they were held back, just how long their departure would be delayed.

SHIRTS SCARCE; PRICES AWAY UP

"Prices firm" is the general report on the market situation with regard to shirts and sundry pieces of men's wear, according to Caulfield, Burns and Gibson, 62 Front Street West, Toronto. Here, too, just as is reported for neckwear, the public demand is for the best class of goods. It is pointed out that braces which sold at wholesale formerly at \$4.50 are now being given out at \$8 a dozen. The general opinion is that it is harder to get goods to-day than it is to go out and sell them. Here again the world shortage and lack of production are factors. The surplus stocks are all gone and production is at a low ebb. The famine in shirts is particularly acute, and the firm mentioned above had not a shirt to sell for immediate delivery as far back as mid-October. The situation is such that there are few

"repeats" recognized now. Prices for shirts generally are high and are away skyward for Spring. Nor is there any sign of a drop anywhere on the horizon.

NECKWEAR PRICES MERELY NOMINAL

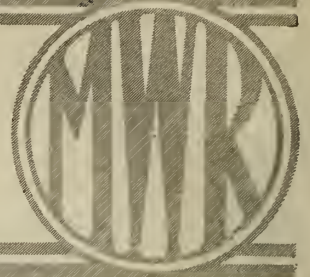
The market situation with regard to men's neckwear is and has for some time, been bad. Nominal prices only prevail, declares William Milne, of the William Milne Company, York street, and what he says is borne out emphatically by others in the same business. Goods cannot be bought for immediate delivery anywhere and any prices quoted are for away into the future. There is no silk to be had and only speculators' prices are in vogue. The situation generally took a turn for the worse in mid-October and manufacturers are now in that position where they dare not make quotations. They claim that they know less about the situation than anyone else. Reports from Italy and Switzerland were received about the twelfth, but they were all of the same pessimistic nature—the earliest deliveries would be in July and then the quantities allotted would be limited to but a small proportion of what the manufacturers have been accustomed to receive. In the Old Country, according to reports, there is no question at all about prices. And it is the same here. Delivery is all that counts. Inquiries made of the Frame Neckwear people, E. S. Currie and Company, A. T. Reid and Company, Swords and Miller, Men's Wear, all elicited the information that there is absolutely no chance of prices dropping. Employees everywhere are and have been asking for increased wages, the prices of material have gone up considerably and everything has combined to hamper the situation. The one bright feature of it all seems to be that the people seem to want the best and to be willing to pay for it.

Prices Going Up Steadily

According to some manufacturers in Toronto, the most reliable "stuff" handled comes from European houses. But the one outstanding feature is that prices are going up every day almost and that there is more being sold than ever before. Some wholesalers report that they never enjoyed such business, that the increase in trade is far beyond anything one might have expected. Some firms have been taking no orders since August 15 and retailers who "ordered big" have already sold their stocks and are coming back crying in vain for more. Jobbers are being turned down repeatedly, and as one manufacturer stated, "It would be impossible to take an order for even a dozen ties and guarantee to fill it." The great fear, too, is of running completely out of merchandise, as it is estimated that there is not a yard of old material on the shelf anywhere. Spring prices are just a matter of mere guesswork.



NECKWEAR



MANY MERCHANTS CLAMORING IN VAIN FOR CHRISTMAS NECKWEAR

Manufacturer, Unable to Get Goods, is Besieged on All Sides by Retailers—Strikes in Silk Mills Hold up Production — Hardships of Trade Are Aired by Head of William Milne Company.

HARASSED on all sides by manufacturers' agents and retailers clamoring for goods and unable to get either lining, silks or even boxes, the manufacturer of neckwear is to-day in a sorry plight.

"Our entire mail nowadays," says William Milne, "consists of polite but curt refusals from the men who handle the material we need and pleas for recognition from the man who comes between us and the consumer."

And what Mr. Milne says is borne out by others in the same line of business; the conditions affecting his business are applicable to all other firms supplying neckties and mufflers to the retail trade.

Neckwear cannot be made up owing to a shortage of raw material, and anything that is ready for shipment is held up by paucity of boxes. As a result, there will be not a few merchants without neckties to show their customers this year. Some firms are cleaned out entirely and others have such small stocks on hand that variety is impossible. Retailers throughout the country are taking anything and everything and are only too glad to get it.

Strikes are Responsible

"Some merchants who cancelled orders are now sending out S.O.S. calls for reinstatement," declares Mr. Milne, "and nothing is sent back. The most particular customer is glad to get his hands on anything now."

Strikes throughout the world—in the Old Country and in the United States—are responsible, according to manufacturers and retailers, for the whole trouble. In the United States the strike agitators have had their way to such an extent that some of the manufacturers are said to be looking towards Canada as a possible solution to the problem in the erection of mills and factories here. Since early in May there have been repeated strikes in silk mills, especially those around Paterson, N.J., and some manufacturers in that town have opened branches in other districts.

It is considered probable that many

Something Natty



This is a good sample of the new Jacquard Weave Tie taken from Tooke Brothers Christmas line.

projects for new mills are held in abeyance at present to see how the present labor difficulties will turn out, and until something definite can be determined it seems certain that these mills will not be erected.

Trouble in Pennsylvania

One silk manufacturer, however, is quoted as saying that if he were to erect a new mill now he would come to Canada before deciding on a site. Heretofore Pennsylvania has been free from the labor troubles which have caused so much loss in Paterson, but there have been strikes lately even in Pennsylvania. The labor unions there have begun their agitations for shorter hours and higher wages, and it would appear as if they have succeeded in developing a situation which is going to cause manufacturers a good deal of trouble. Neither the national nor the state laws below the border provide means for controlling the situation when an agitator begins his operations, and manufacturers therefore are casting about to see if they cannot find some place where they will be better protected in their effort to do business.

"And the news we get from across the border is mild to what the situation really is," stated Mr. Milne to MEN'S WEAR REVIEW, adding: "Last January they worked fifty-five hours a week down there. Then they struck for a forty-four hour week and higher wages. They got forty-eight hours and a substantial raise. But what did they do then? They were tied down to an agreement, so, being nearly all Polocks and Italians, or anarchists of some kind or other, they decided that they might get a little more. They had signed an agreement for a year but they saw a way out in the formation of a new union. They then went with further demands and told their employers that they were doing business with an entirely new organization."

"Bolshevism," added Mr. Milne, "is behind it all. And it is here that it catches us, for, owing to the numerous strikes that have been staged and the consequent backwardness of production we cannot get supplies for Spring. We have lately been buying against speculators' prices in New York. I was down there three weeks ago and I could not get a yard of silk. My samples, therefore, are all off the road."

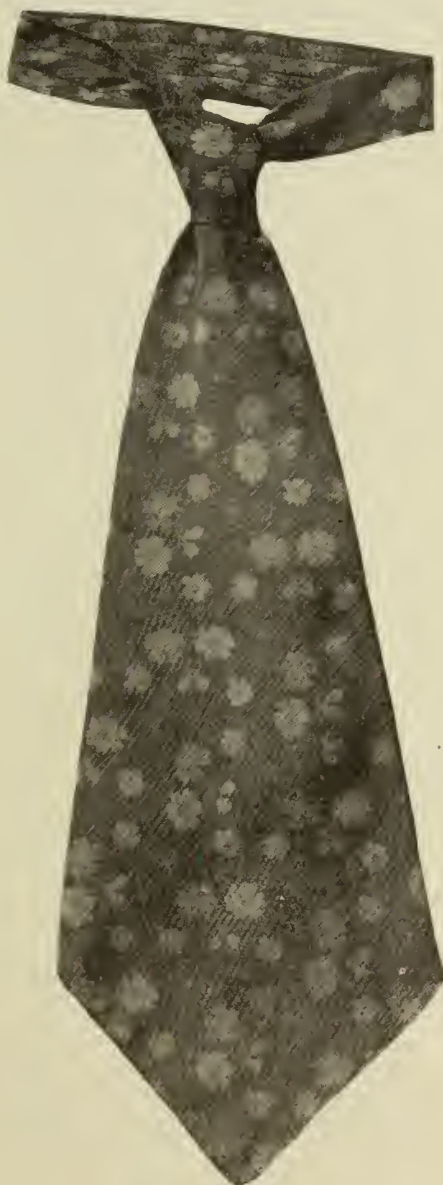
Strikes Appear Fashionable

"We have orders enough," he went on, "to sink a ship, and our own employees are doing everything in their power, but what's the use? We cannot get the goods. The Old Country strikes are affecting us, too, and goods we bought at forty cents a yard we cannot get to-day for less than \$1.50. Retailers and manufacturers' agents write us that their

REAL HOLIDAY WINDOW

A great believer in the plan of having everything arranged in such a way that the prospective customer can see almost at a glance just what he wants, is E. H. Thamer, who conducts a gents' furnishings store in Kitchener. The Thamer stock is arranged by sizes all along the wall and just by walking from one end of the establishment to the other a man can see practically everything in stock. In his Thanksgiving window, Mr. Thamer had an open box of chocolates and a basket of fruit on a table among several articles of men's wear, the idea being to create a "homey" atmosphere. And the idea was well worked out. Whole branches of maple leaves carried out the Autumnal effect in great style.

One of the Best



Taken from the holiday and Spring range of neckwear now being shown by the William Milne Company, York Street, the above is a good sample of the new floral design in faille.

NOVEL DISPLAY SOLD TIES

"Whole Line Went Like Hot Cakes" When Passing Public Saw the Knotted Article

Thornton and Douglas, dealers in men's furnishings at Kitchener, had a smart window for Thanksgiving, all kinds of articles being on display. Herbert F. Glosser, the "dresser," had a number of suits thrown neatly over forms and on racks and surrounding these were a variety of canes, mufflers, neckties and pyjamas. Small furnishings, such as socks and garters, were scattered around the floor, partly buried in real maple leaves, the colorings of which added greatly to the general effect. Several strands of grapevine were entwined through a lattice work at the rear and green velour draperies were also used. Neckties were fixed on a four-armed stand, the ties being knotted as if already in the collars, and so striking was the effect that, according to Mr. Glosser, the whole line "sold like hot cakes." "Tie the cravat so the man will see how it is going to look and he'll generally be taken with the idea," stated Mr. Glosser to MEN'S WEAR REVIEW.

SAY DUTY RAISES PRICES

Manufacturers of Silk Neckwear Complain of Government Charges

Manufacturers of silk neckwear complain that the Government charges a duty on silks at the market value of the day instead of on the price paid for the goods several months ago, which was considerably lower, and thereby compels the manufacturers to charge a higher price for their goods.

The explanation by the customs officials for the charge is that the duty on merchandise is fixed by the Customs Act addition of about four per cent. to the cost for which the made-up goods could be sold.

The complaint is that the Government prevents the general public from taking advantage in the way of lower prices of the shrewd buying of the manufacturers, who, however, admit that the value of the goods is the market value of the day.

IN WITH BIG WORSTED FIRM

W. D. Cowie Succeeds Father in Important Position—Goes Back to Scotland

Prior to his departure for Scotland, where he will now take up his residence, W. D. Cowie, who has been in Saskatoon, Sask., for the past eight years in association with the H. M. Bottomly Company, was tendered a farewell luncheon by a number of personal and business friends. Members of Mr. Cowie's family have for many years been identified with the Patons, of Alloa, Scotland, world-famous manufacturers of worsteds, and it is to succeed his father in an important executive position with that company that Mr. Cowie is returning to the Old Land.

shelves are cleaned right out, and the silk manufacturing companies write us that production is away below what it ought to be and that they cannot send us anything.

"Some of the latter," he added, "even tell us that they have done too much for us now. Ask any person who knows the reason for all this and he will tell you that strikes are fashionable."

"It all boils down to this," concluded Mr. Milne, "that production is slipping and is not nearly equal to the demand. The world is not producing what it needs and consequently the stuff is not to be had."

The belief was expressed, too, that conditions would be little better in the Spring, and that, unless there was a big change for the better, prospects for the Easter trade would be no better than for Christmas.

Under the circumstances it is not an uncommon thing for local neckwear manufacturers to turn down old customers. Every effort, of course, is made to protect the men with whom they have been doing business, but such is the shortage that some are bound to be left in the lurch, and it is the latter who are the most "panicky" over the situation.

As a matter of fact, lucky is the merchant who has plenty of neckwear on his shelves.

CROCHETED TIES POPULAR

Broad Pieces of Natty Neckwear Have Been on Display in Toronto for Past Month

The popularity of crocheted cravats is growing in Toronto and during the past month attractive displays of the new piece of neckwear have been seen in the windows of the most up-to-date stores. For some days Rathbone's, 92 Yonge street, put well to the fore broad crocheted ties in yellow and black, red and black and green and black. In some instances, the ties were about four inches across.

According to reports from New York, the retailers' requests have been keeping steadily ahead of the manufacturers, despite the fact that the latter have been increasing their space and installing new machines. The goods are mostly in plain colors and short bias stripes. Vieing with these for the better trade are all-over figured patterns, particularly for the holiday season.

Grenadines are still going strong and it is generally expected that the Christmas patronage will be the best for many years.

APPEALING TO VETERANS

"Your first Winter back home—be comfortable," is the neat inscription on the envelope that is being sent out to every returned soldier by Imrie Brothers, haberdashers, at 200 Yonge street and 1190 St. Clair Avenue West. In the envelope is a readable folder setting forth the advantages to be gained by stocking up early with underwear, gloves and shirts. The three Imrie boys are all returned men.

Good Showcard Writing Takes Time

To Get Theory and Practice Student Must Go Over Each Step Thoroughly

By R. T. D. EDWARDS

IN THE daily papers there appear at times advertisements soliciting show-card students. Great possibilities are pictured as to the incomes to be derived by show-card writers, and it is also pointed out that big money can be made while learning, absurd sums being mentioned—absurdly high even for the best in the business. Of course such advertisements are but bait held out to attract correspondence which gives even more glowing accounts of the possibilities of show-card writing. These results, though, it must regretfully be stated, are only obtainable through their “teach ‘em quick methods.” At least this is what they claim.

The absurdity of these advertisements is so apparent that it is to be wondered at that so many are taken in by them. In the first place these courses are supposed to put the student through from start to finish in a few weeks. But who ever heard of a man being taught in a few weeks what it has taken others years to accomplish?

Where are the Positions?

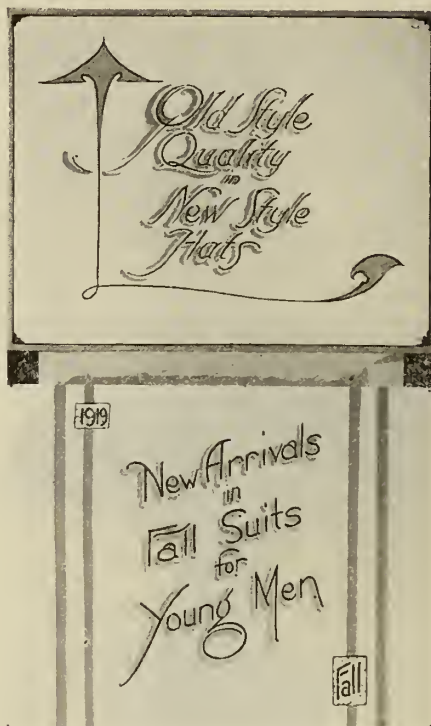
In the second place, where are the positions for exclusive card-writers to fill? They are not to be had. If all the students taken on were to become card-writers the market would soon be so deluged with “free lancers” that few would make even an existence at it. These remarks, be it remembered, are aimed only at those who have these “get-rich-quick” ideas, not at the correspondence schools that are running straightforward business propositions.

It is true that some people learn things more quickly than do others, but generally speaking, one must take a reasonable length of time to learn each step in card-writing to get the theory and the practice, the latter being the main essential to give the writer speed and fluency in the work.

So, rather than take those so-called quick courses, let the student find out the proper kind of brushes and get a set of three red sable writers, Nos. 5, 6 and 7, and if he cannot get some good man to give him a few pointers, let him observe the work of an accomplished man. He can learn a great deal by this observation. Then it remains for him to practise and keep on practising. He can get all the show-card colors he needs at stationery or art supply stores.

The person who can put his work into actual use is the one who will advance the quickest in the work. For instance, if the student is a salesman he can obtain practice by doing the small price cards of the store, gradually working into the larger work. If he is a window-trimmer or an advertiser, the opportunities are right with him. Stick to plain work at first and employ the use of bright colors very sparingly, Mr. Student.

Attract the Eye



Show cards that demand attention are those reproduced above. They have about them a stylish simplicity that is not to be overlooked.

A word here as to brushes might be quite timely. All during the war good brushes were more or less scarce owing to the unsettled conditions of the European market, but now the question is even more difficult. France makes the best cardwriters' red sable writers, and only a fraction of the former shipments are coming through, so when the student is able to get good brushes it is advisable to keep them in good shape. Well-cared-for brushes will last the card-writer who has not a great amount of work to do, for years. There are three points which should be observed in the care of brushes.

First, don't allow the color to dry in the brush while still on the pallet. If this ever does occur, make sure that it is thoroughly softened before trying to remove it.

Second, always wash the brushes thoroughly in plenty of clean water, making sure to remove all the color.

Third, never allow brushes to stand in a pot of color or vessel of water for any length of time. This ruins the points quicker than anything else.

Get Ready for Christmas

We are now well into the Fall season and the Christmas trade is not far off, so you who have Christmas cards to prepare should be getting out decorative designs for the show cards.

Many things can be done. Get the various Xmas ideas together, work up various suitable designs for the different sizes of cards to be used, and make layout stencils in advance. Prepare various Xmas colors, too, such as greens, reds, gold, etc. Gold plays an important part in the decorating and should be ready and mixed at all times. It can be bought ready mixed, but can be mixed if desired in the following way:

Get the finest ground powder possible. Mix in a small open dish such as a sponge glass. To a teaspoonful of dry gold put about three or four teaspoonfuls of wood alcohol. Mix thoroughly, then add plenty of size and mix thoroughly again. Add water to the right consistency. Gold will never stay mixed, and more size will have to be added as the gold is used. Use plenty of water with it and mix just before using.

SUGGESTIONS FOR WINDOW DISPLAYS

“Smart, stylish clothing for men,” was the simple, but pointed, designation of an attractive window display credited to the Robert Simpson Company, Toronto, for mid-October. Ranged behind the card were several overcoats on frames, a number of canes, hats, gloves and shirts, one or two suits being thrown in for good measure, and the whole being set off with ferns. “Pyjamas for cool weather” and “Tru-knit underwear for men,” were the only signs in view in the other three windows. There were not more than a score of pieces in any one of the four big windows.

Fitzpatrick and O'Connell, Yonge street, showed Toronto something classy in window dressing in displaying Winter overcoats. About a dozen garments were put up on stands or racks, the neck of each being filled out with a scarf, through which a smart cane was pierced at a rakish angle. The canes gave such a tone to the simple display that the passer-by was invariably prompted to stop a minute to take in the view.

Five nifty windows in one, this effect being arrived at by divisions into compartments, were achieved on one occasion last month by Imrie Brothers, Yonge street, haberdashers, Toronto. In one compartment half a dozen suits of underwear were displayed on forms and models, while in the others were the “latest arrivals” in shirts, with collars and knotted ties attached, some four-inch knits at \$2, and other small articles of men's wear. Above the displays proper and on a shelf running all around the back of the five-piece window were a number of smart cravats, while on another tier directly above, pyjamas were attractively arrayed.



HATS *and* CAPS



UNABLE TO QUOTE ON HATS AND CAPS

That the market situation with regard to hats and caps could not be worse is the report sent out by the men who deal in this line of men's wear. As a matter of fact, some wholesalers claim that "there aint no such animal" as a market nowadays. The factories are not giving quotations now on hats as they do not know what the article is going to cost them. Orders by the bushel have been pouring in steadily as retailers all over the country are "hungry for stuff," but quotations on Canadian hats cannot be made. Quotations for some weeks have been made only on any stock that happened to have been bought early and kept on hand. Some houses that bought just enough to cover them are scraping along, but not a few bought scantily, and, of course, are now bearing the brunt of the situation, which, in a nutshell, is "plenty of orders, but nothing with which to fill them." English lines, peculiar as it may seem, have not advanced in price. The prices are about the same and the hats are of a better finish, this being due to the fact that skilled workmen are back from the battle zone. The prices for English "straws," however, are uncertain and subject to market fluctuations. And with regard to the manufacturers of caps in Canada the situation is no better. There have been strikes and rumors of strikes, and here, too, it is stated, that there is no use in quoting prices unless the goods have been bought and covered. Some houses, such as the Ainsley-Dineen, have been able to maintain their deliveries fairly well, and others who bought heavily are not in as strenuous a position as their more unfortunate brethren, but, just the same, the difficulties that are harrasing a good many are felt by all.

Rush of Spring Orders

With blockers getting 54 cents an hour and operators as high as 65 cents, it is easy to be seen that there is little chance of the prices on headgear coming down for some time. Spring orders, too, are heavy. "The heaviest we ever had," is the report made by Ainsley-Dineen.

The truth of the matter is that the men who come between the factory and the retailer are all at sea. Prices, they agree, will be higher before they are

lower, as it is a most impossible to get adequate supplies of leather, trimmings or materials of any kind. As for the Spring prices they are bound to be higher. The factories are refusing daily to take orders, as they do not know where to get the material, and, in the face of all this, orders from hard-pressed retailers are literally pouring in. The man behind the counter is almost begging for shipments, but the wholesalers' hands are tied, one large house in the city having only a quarter of one floor to draw from, the other two floors, which are ordinarily crammed to capacity, being as bare at the present time as Old Mother Hubbard's famous cupboard. Any hats that are coming in are doing so in dribbles only and they are all being grabbed up just as soon as they hit the floor. Belgium and Australia used to be great drawing centres for fur, but Belgium is out of the running and it is impossible to get ships to bring supplies from Australia. One small supply of Italian wool hats came in from Italy about the middle of the month, \$36 a dozen being paid for them wholesale. The price formerly was \$8.50 a dozen.

CATCHY PHRASES FOR SHOW CARDS

In Style and Fashion.
These Suits Have the Right of Way.

First Long's Styles
That Appeal to the Young Man.

Don't Delay Choosing.
Prices Are Still Going Up.

These Shirts Set the Pace
In Style and Value.

Prices Going Higher—
Now's the Time to Get a Suit.

Something Effective in a Cravat
For the Christmas Season—Buy Now.

Neckties and Hosiery
That Attract Attention.

Suits With a "Punch."
These Cannot Be Excelled.

"OPENING" FOR MEN AT STOLLERY'S

"Stop, Look and Listen" Sign Was Out
at Big Store For
Three Days.

Fall openings for women are events with which the general public is fairly familiar, but similar openings for men are not so common in this neck of the woods. Frank Stollery of Stollery's, Ltd., though, is a man who laughs at precedent and early in October he held a three-day opening which, to quote Harry Teasdale, buyer of men's and children's goods for the firm, was "a success from cellar to garret."

Throughout the store there were Autumn leaves and Fall touches in abundance, and every department was dressed up in its Sunday suit for the occasion. Even the barber shop for the kiddies was out in gala attire and not a few Torontonians "came to look and eat scenery," as well as buy.

Bargain-day crowds thronged the big store from morning until the blinds were drawn and those who succeeded in getting waited on considered themselves lucky.

The windows, too, were niftily dressed for the occasion, C. L. Brown, formerly of the Diamond Clothing Company, Calgary, and more recently an artilleryman with the Twentieth Battery of Alberta, being the artist. Suits, overcoats, shirts, neckwear, gloves and handkerchiefs, all at reduced prices, were tastefully arranged in one grand display.

GET-TOGETHER SESSIONS

If you have a large organization, a get-together meeting of executives is wise. If the organization is small, it pays to get everyone together. This form of industrial democracy is becoming very popular among successful concerns. A common spirit of interest is created. Employees are made to feel that their personal interest in the affairs of a concern does not begin and end with the pay envelope. But these get-together meetings must not be looked upon as trips to the lecture room. They should be meetings for an exchange of ideas and ideas should be brought out.—"The Loop."



COLLARS & SHIRTS



MADE AN APPEAL TO SCHOOL BOYS

Thousands of Names and Addresses and Considerable Publicity Secured From Voting Contest

By means of a "picture contest" among the schools of Toronto, the Murray-Kay Company has succeeded in getting considerable valuable publicity, and thousands of names and addresses of boys who at some time or another will be in need of clothing. The management secured some sets of excellent paintings and these were offered to ten leading schools, to be competed for by a voting contest on an attendance basis. Thirty schools jumped into the ring, and the children took their coupons to the store, gave their names and address and voted.

A button bearing a picture of the Prince of Wales and the name of the store was given every boy, and it is expected that from this contest considerable business will result. Thousands of names and addresses were handed in, and these will be used to augment the store's mailing list. A Santa Claus button will likely be sent to every lad who took part in the contest and in this way a good slice of the Christmas trade in boys' goods will be secured.

WOOLLEN HOSIERY EXHIBIT

Socks of All Colors and Prices Showed Up Remarkably Well in Ely's Window

"The kind of hosiery that has helped to make our name well known," was the card on a display of woollen socks that was fathered this month by Ely, Limited. All kinds of woollen hosiery were exhibited in the window, the display being stacked and piled in attractive form. There were green socks, white socks and purple socks, all ranging in price from 60 cents to \$2.25, and so distinctive was the showing that it could not help but "pull."

STOCKING UP FOR WINTER

John Smith, a Chatham descendant of the ubiquitous Smiths, pleaded guilty in the Hamilton police court to taking unto himself a suit of clothes, seven pairs of socks, seven shirts and one suit of woollen underwear, all of which were the property of the Shannon and Grant Company.

FEARS SHORT DAY IS BAD BUSINESS

Intimating that the world could not be fed, clothed and housed on a forty-four-hour-week. J. Phoenix, President of the Bradley Knitting Company, Delavan, Wis., said, in addressing the Sixth Annual National Convention of the National Association of Retail Clothiers at Chicago:

"Can we feed, clothe and house the world on a 44-hour week? Europe says no, and already Germany and Holland have adopted a ten-hour day. We must work longer hours to solve the economic problem, or we will be left in the lurch."

One of the greatest fallacies of labor leaders, he said, was that a shorter day produces more and better merchandise.

"Actual experience in our own mills shows that the shorter day hurts production and quality of merchandise... With more leisure hours, minds of workers are not concentrated on their work. Strikes, lockouts and agitation to reduce production are present-day examples of rebellion and sedition," he declared.

CLOTHES AND THE MAN

John W. O'Neill, a haberdasher of Halifax, N.S., has his own ideas about advertising, and in presenting his latest styles and models, which he said could be either smart or conservative (just as desired), he pointed out that there was in all a harmony of style and expression, the touch of individuality—the expression of smart dress—being laid down with artistic impression—the creative genius of a good designer." He also pulled off in one of his ads. the following:

"Some clothes arouse antagonism—they throw off an atmosphere of unfriendliness—

"A loud pattern or an ill-chosen style causes criticism akin to antagonism.

"Joseph was the first man to get into trouble by wearing clothes of lurid hue; when he was rid of his coat of many colors he got up in the world.

"The only great dresser who ever got ahead was Disraeli; but 'twas when he recovered from freakishness."

NO INCREASE IN COLLAR PRICES

Wonderful Sales Reported in All Parts of Country—Cloths Are Away Up in Price

Wonderful sales in the collar line are reported from all parts of the country by men in this particular line of business. The only big trouble being experienced to-day is in the delivery of cloths from the mills, but everything else is fairly satisfactory and the business is booming.

Collar prices to-day are high in comparison with what they used to be, but, high as they are, they have not increased as rapidly as have other lines. Especially is this the case when it is remembered that collar cloths on the American market to-day are five times as dear as they were in pre-war days.

The output keeps up remarkably well and increased prices have not affected in any way the sale of laundered collars. A little trouble is being experienced in securing the outside cloths, but this is not sufficient of a drawback to throw any stumbling stones in the way. The retailers seem to be able to sell all the collars they can get, and this, too, in spite of the fact that prices went up about 20 per cent. in July.

At the present time it is hard to tell about Spring prices, as these all depend on labor and the cotton market, but just now there is no sign of an increase. The higher-priced goods are in the greatest demand, the fifty-cent line being apparently more popular than the thirty-cent article, and this, of course, is taken as an indication that prosperous conditions prevail throughout the entire country.

TOOKE PLANT ENLARGED

Tooke Bros. are adding a three-storey building to their plant in St. Henry, Montreal. When completed it will give them about 15,000 feet additional capacity. This step has been necessitated by their increasing business.

Burglars paid a visit last month to the premises of the Adams Shoe Company and Anderson-MacBeth, hat manufacturers, Toronto. Evidently the thieves were disturbed as only a small quantity of "stuff" was taken away.

ENGLISH CLOTHS ARE STILL HIGH

War Taxes Are Off But Woollens Have Advanced in Price Since Armistice Was Signed

E. Leads Nelson, an English buyer for the Semi-ready people, stands sponsor for the statement that, in spite of reports to the contrary, there has not been in England any decline in the prices of cloth. In answering the insinuation that there has been profiteering in the making of men's clothes in Canada and that there had been no sympathetic decline in the cost of tailored clothes following a reduction in cloth prices, Mr. Nelson has declared that in every city where clothes are made manufacturers could not find the cheaper cloth about which there had been so many reports.

It is true that the war surtax of five and seven per cent. ad valorem was repealed by the Dominion Government and there was a drop in the cost of cloth of about seven per cent. But how was this brought about? On importations of cloth from England during the war there was paid a super-tax of five per cent. and a war risk as high as five per cent. On cloth costing five dollars a yard this meant an additional charge of fifty cents a yard. This amount is being saved to-day and is equal to ten per cent. on the cost of cloth which in itself would have made a difference of nearly \$2 on the wholesale cost of a suit of clothes.

But—and here is where the shoe pinches—the advances in the cost of woollens since the war have nearly eaten up that saving. Consequently, although it may be said that cloth is cheaper, by reason of the removal of taxes, there is no ground for the belief, in view of the higher prices of woollens, that there should be reductions in the prices of clothes.

ENGLISH WOOLLEN TRADE

Regarding the woollen trade in England it is reported that raw materials and labor are higher than ever, that American and French buying have raised the cost of fine wool in the British market and that the labor situation has reduced operations in both spinning and manufacturing. What is wanted, according to reports, is a change of fashion toward the cheaper, but still serviceable, cloths. The Wool Council has recommended the Board of Trade, pending the introduction of the compulsory standard clothing scheme, to set up a voluntary scheme to make standard suits at a reasonable price from these cheaper goods, in the hope that besides easing matters for the needy consumer they will educate the public in the right direction.

CHECK PATTERNS IN SOCKS

Fashion decrees that the coming Autumn and Winter will see checks in every conceivable design, size and color

used as a pattern for men's socks. Already the best class English factories are working at high pressure to produce them. Even those printed on the socks are being asked for, and any samples which have been shown to the trade have immediately been productive of colossal orders. A number of Englishmen, well known in the sartorial world, have suddenly shown a decided taste for check patterns as a design for socks. The result is that the English sock manufacturers are being inundated with inquiries and orders for this particular class of goods.

STORE CONTESTS BOOST BUSINESS IN GREAT STYLE

Murray-Kay Company Encourages Friendly Rivalry Between Floors—Plan a Success

By means of friendly store contests business can generally be shoved well ahead, this method of increasing sales having been tried out successfully by the Murray-Kay Company, Limited, Toronto. During the past month the three floors of the big store have been fighting for the lead in a vigorous competition, and the result has been that a big increase in business has been noted.

The management hung up a big prize for the floor that would make the best showing in the matter of sales, clocks and thermometers being stationed in the basement. On these indicators would be marked up the "showings" made, so that every person could keep in touch with the race. The first floor, on which the men's furnishings department is stationed, made a big bid for the plum but lost out in the September contest. This floor then immediately let it be known that it would win the prize in October.

A huge volume of business to be transacted was set by the management, and this mark had to be attained before the prize could be awarded. For a time it was thought that the mark was too high, but when the contest ended the store had gone away beyond what had been expected. And the men's department contributed very liberally to the total.

Just to show how business was "boosted" by means of this contest it may be pointed out that the first floor in ten days made 44 per cent. of the quota of business set for the whole store; the second floor was credited with 54 per cent., and the third with 58½ per cent. The whole store netted 51 per cent. of the month's quota in the ten-day period.

NEW STORE IN TORONTO

On Danforth Avenue, near Pape, a men's furnishings store is being opened up by a Mr. Bidbury. Up-to-the-minute fixtures and high-class goods are being installed and the store professes to be one of the best in this section of the city.

GAVE TURKEYS TO CUSTOMERS

Thanksgiving Day Idea Might Be Worked To Advantage In Christmas Season

Something more or less new in the line of advertising men's furnishings was carried out during the Thanksgiving period by Stollerys', at the corner of Yonge and Bloor Streets, Toronto, when the purchaser who happened in at the right time was presented with a turkey. With every hundredth purchase in the men's furnishings department a big turkey was given away, while up in the boys' department every twenty-fifth purchaser carried home a fowl. In the men's clothing department every tenth man landed the turkey.

"The idea proved a big success," said Mr. Stollery to MEN'S WEAR REVIEW, "but, of course, we had the right goods to sell, and that helped a lot, for quite a few carried away turkeys who did not know anything about it at all."

Just the same, a big Saturday-before-Thanksgiving was recorded, and there is no doubt but that this plan might be worked to advantage at Christmas and other set occasions.

CHAMBRAY FOR SPRING ROMPERS

Cuff Pants, Like Dad's, Will Be Prominent—Charlie Chaplin Pockets for Creepers.

One of the largest manufacturers of children's rompers gives the following views with regard to Spring styles: Combination rompers with white blouses and colored trousers made with touches of hand embroidery around the collar, and smocking, and with cuff pants like dad's, will be prominent. One of the particular trimmings will be the nursery figures on pockets and belts. Pockets are cut bird shape of a contrasting color and then worked out in black feet and eyes, and bill. There will be Dutch and Charlie Chaplin pockets for creepers; also flat pockets.

Chambray will be one of the fabrics that will be very much in demand in rompers for Spring.

Another large house states that they could only reiterate their predictions of early this season that the wash suits have become more and more of an all-year fabric for boys from 2 to 6, and it is no longer because of woollen situation, but because of cleanliness, and the fact that manufacturers are taking so much pains to carry out style and fabrics which give these a high-grade appearance. Where formerly these little wash suits were used more extensively by the cheaper trade, to-day the amount of detail work that goes into these junior garments have made their sales enormous.

DUFFS OF OTTAWA FRIENDLY PEOPLE

"The Duff Visitor" is the title of a neat pamphlet which has been got out and is being circulated by the J. F. Duff and Company, dealers in men's wear at the corner of Somerset and Rochester streets, Ottawa. The pamphlet, which is credited to Henry Deans Chapman, aims to furnish "little journeys to the Duff store" and in attractive and readable form the merits of the Duff goods are set forth.

The history of the Duff store, from the time it was started three years ago in a modest way, is presented and the reader informed that Mr. Duff "believes firmly in friendly, personal service and greater values."

Under the caption, "The Duff Folks Greet You," the following statement is made:

"Here in this little paper—this little Duff visitor, I want you to feel that the Duff folks have really come to visit with you—I want you to hear the sound of their voice in greeting and feel the grip of their hand in friendly welcome.

"The Duff folks will journey with you through these pages and tell you in a friendly sort of way the good things that await your coming to the Duff Shopping Home.

"There is Mr. J. F. Duff, the proprietor, Mr. Grace and the Misses Rupert and Armitage, these are the Duff folks and they are just plain, friendly, human people like yourself who will understand your needs and give you what you want.

"You will feel right at home in this friendly shopping place with them. They are waiting with a welcome for you now. Come in and shop with them."

TAILORS TOOK DAY OFF

Because the amalgamated journeymen tailors of Toronto took an afternoon off to attend a big mass meeting in Massey Hall, more than 3,000 being present, hundreds of other tailors who are not members of the Amalgamated were also compelled to take a holiday. While it was only the Amalgamated men who made the agreement with the factories for an afternoon off each month, all branches of the trade are affected because of lack of departments necessary to the whole.

WIDE-AWAKE ADVERTISING

The Murray-Kay Company pulled off some up-to-the-minute advertising during the run of "Penrod" at the Princess Theatre, Toronto. Each day cuts appeared of two boys, just like Penrod and his chum Sam, each all togged out in Murray-Kay outfits. The ads. made good reading and the idea attracted considerable attention.

MUST HAVE MORE COTTON

Position To-day Worse Than Before the War, Oxford Professor Tells Conference

Speaking to the delegates at the World's Cotton Conference at the first general session in New Orleans on October 13, John A. Todd, professor of economics and Oxford lecturer, declared that further restriction of cotton acreage in the United States would be "nothing short of a calamity." He presented figures showing future needs of the world for cotton, past crops and the present prospects.

"The world's requirements," said Prof. Todd, "are practically unlimited. Europe and Asia are bare of cotton goods. The position to-day is the same as before the war, only worse. The world wants more cotton than it is getting and must have it. The more financially embarrassed the people of the world are the more cotton they will use."

DAYTON PICNIC WAS LIKE FAIR

National Cash Register Company Employees Held Monster Field Day.

DAYTON.—About thirty thousand Dayton folk turned Hills and Dales Country Club into one large picnic at the end of September. They were the factory employees, and their relatives, of the National Cash Register Company. So far as is known, this was the largest picnic ever held in America. Every picnic requisite was there—in fact, it was more like a fair. Side shows, bands, clowns, races, ball games, dancing, refreshments, fire works, moving pictures—all were in evidence.

Refreshments were served at noon and at night, cafeteria style, from 85 long tables. The 650 waiters at noon served over 20,000 people in 16 minutes.

The entire picnic was planned and directed by the men in the N.C.R. factory. All the company did was to foot the bills. The men planned the big parade from the factory to the picnic grounds, hired the entertainers, bought the refreshments, did everything. The executives were guests.

President John H. Patterson, of the National Cash Register Co., stated: "We want our people to know each other in a social way, as well as in a business way. We want our foremen and superintendents to meet the men's wives. We want the men to meet the wives of their superiors. We want their children to play with one another. We know that the more everybody in our organization knows of everybody else, the happier they will be in their work, the better they will get along together. We think our welfare work is worth-while. We believe that all our other welfare work, such as the clubs and schools, the Health Department, and this picnic is a good thing."

DEMAND NOW IS FOR THE BEST GOODS

Toronto Tailor Thinks Day for Trash Has Passed—Men Are Willing to Pay More.

A fact which to some might seem almost incredible with regard to men's furnishings is that, despite the high prices that are being asked, a better class of goods is being demanded to-day. In conversation with a York Street manufacturer who deals exclusively in popular articles of men's apparel, MEN'S WEAR REVIEW learned that this "pernickiness" on the part of mere man is one of the big surprises that have come out of the war.

In the days before the nations of the world flew at each other's throats, the great majority of men were inclined to pay either low or moderate prices for their furnishings. The higher-priced and better articles were left for the men drawing big salaries or benefiting by large incomes. But with the war prices in all lines advanced and the average man could do nothing else but pay high for what he wanted. The result was that he became just as accustomed to paying a big price as he used to be to paying a low one. And then it dawned on him, perhaps gradually, but none the less surely, that it would be better to pay a little more and get the very best. In this way he realized he would be money ahead, as the higher-priced purchase would, as a rule, give him better service than that which did not cost as much.

Take for instance the young man who went into a Yonge Street tailor to get a new "rig-out" for Christmas. The price demanded for the suit was higher than he had ever thought of before, but he had to take the suit or leave it. Finally, realizing what he was up against, he picked out a cloth which he thought would wear well and appeared satisfied until he saw the lining. Its wearing qualities for some reason or other did not appeal to him, so he asked for a better one, and, as he expected, paid considerable more money for it.

"That is the way I find it generally," said the tailor to MEN'S WEAR REVIEW. "The average man nowadays wants something which he is pretty sure will give him good wear.

"I don't think" he added, "that the general public will ever get back to buying trash again. The call to-day is for better goods, and I am sure it will continue like this."

WOULD SLAUGHTER PRICES

Lieut.-Col. Morrison, head of the Hamilton Board of Commerce, announced after investigating the wholesale prices of clothing, that the board had recommended an immediate reduction of 10 per cent. in the retail and 25 per cent. in the wholesale prices. The colonel did not make it clear just how this was to be done and men directly interested in the business are still "in the dark."



One of the interesting sights at the Canadian National Exhibition, showing how Bob Long is assisting returned men back to civil life learning to make the famous brands of overalls.

Dufferin
SHIRTS

It will be very difficult to place repeat orders with mills for cloth for 1920 delivery. Present lines for 1920 are selling up. Our advice is: *Do not delay your buying for 1920.*

THE DUFFERIN SHIRT CO.
TORONTO

"WHERE-TO-BUY"

DIRECTORY

Old Stock Soft Hats

Unsaleable stocks of Men's Soft Felt Hats remade into up-to-the-minute styles and colors. We re-dye, reblock and retrim your bad stock and make it as saleable as the best. Write us particulars of what you have and get an estimate.

COMMONWEALTH HAT MFG., CO. LIMITED
142 Victoria St., Toronto

HATS

Cash for old stock.

For Stiff Hats, black or colored.

DUBRULE MFG. CO., Ltd.
164 MCGILL ST., MONTREAL

MANUFACTURERS!

DO YOU WANT BRITISH TRADE?

Britisher—Manufacturers' Agent returning to England shortly. Canadian Experience and influential connections in British Isles. Will place your Goods on British Markets. Established 40 years

S. L. Fowler, 1107 Davenport Road, Toronto

TWO COURSES

ADVERTISING and
SHOW CARD WRITING

should interest many young men in men's wear business. Write the Shaw Correspondence School, 393 Yonge St., Toronto, for particulars.

Advertiser, back to business after 3 years' service overseas, wishes Canadian, American or British agencies for dry goods or men's wear lines for Western Canada. Well connected with both retail and wholesale dry goods and men's wear trades in the West. Address Box 185, MEN'S WEAR REVIEW, Toronto, Canada.

S. M. THORNE

38 Front St. East
Toronto

Twine, Paper, Toilet, Tissue, Jute Goods, Bags, Mailing Cases, Janitors' Supplies, Gummed Paper Waste, etc.

Close prices. Write us.

A NEW NOVELTY?
PUT A CUT OF
IT HERE

WANTED—Agency of Specialties for Quebec City and District. Best connections and references. Reply to G. A. VANDRY, 28 St. Joseph St., Quebec.

NO MENACE IN WEARING OF PATCHES

Retail Clothiers and Manufacturers Laugh At Idea of Enlargement of Hoboes' Organizations

Neither by manufacturer nor retailer is the idea of forming Old Clothes' Clubs which movement is reported to be extending on both sides of the water, taken seriously. No matter to what heights the prices of clothes may soar it is not expected that men will become so economical as to resort to the adornment of their persons with patches—mute evidences of the fact that the wearers are none too strong financially. Since clothing increased in price men in all lines of business have worn patched clothing but due care has always been taken that the alterations were not in places where they could easily be seen. Canada is not so poverty-stricken to-day that the time for wearing tell-tale patches, or making a public parade of one's poverty, has come. Hitherto the wearing of patches has been associated only with tramps and hoboes and the people of this country are not yet prepared to get into this category. Consequently, there is good reason for complacency of mind on the part of the men in the clothing business. The odds are that the fad of getting into Old Clothes Clubs will last just about as long as that originated by the New York man who sought to do away with collars as an unnecessary part of a gentleman's apparel.

According to a report from London, England, fashionable tailors across the pond are said to be somewhat perturbed over the reported popularity of a clothes conservation "movement," which has manifested itself in the organization of "Old Clothes Leagues"—societies with the single pledge slogan—"No more clothes of the new variety until the prices go down." Those who assume this pledge are expected to regard patches on trousers, shiny coat sleeves and sewn-up splits in boots and shoes as badges of honor. The turning of old suits, sewing in of new linings and other necessary alterations is another part of the practical application of the league's precepts.

In Okmulgee, Oklahoma, a thousand men are said to have signed a pledge to similar effect.

LETTER SERVICE MULTIGRAPHING

Addressing Folding Inserting
Mailing

NEW UP-TO-DATE EQUIPMENT

Write for Prices

Letter Service Department

ADVERTISING SYSTEMS
216 Ryrie Bldg. TORONTO Phone M. 480

BRIGHT AND SNAPPY SHOWCARDS, SIGNS, PRICE TICKETS

MAIL ORDERS Given Prompt Attention
SHOW CARD DEPT.

ADVERTISING SYSTEMS
216 Ryrie Bldg. TORONTO Phone: Main 480

SIGN AND CARD WRITERS' SUPPLIES

FIRST AID TO THE

Card Writer and Window Display Man

SUPPLY DEPT.

Toronto **ADVERTISING SYSTEMS** Main 480

TWO-FIFTY A MONTH
BUYS ONE OF THESE
SPACES

FASHION-CRAFT

Clothes

For **SPRING and SUMMER WEAR**



Our travelers are now on their territories with the latest models in men's styles for 1920.

The range of woolens we are showing is extremely large and well assorted, though quantities in many cases are limited.

Prices in keeping with present values and the acknowledged high-class production in all garments we make.

**FASHION-CRAFT
MANUFACTURERS**

LIMITED

MONTREAL



GOODHUE'S "STAR BRAND" OVERALLS



are designed for workmen who demand **good appearance, long-wearing service** and **"roomy" comfort** in their working "togs."

In every branch of industry Goodhue all-round quality has won the hearts of workmen through sheer merit and ability to stand the "test" of wear and tear.

You can offer them to your customers with absolute assurance that they will please. A trial order will convince you of Goodhue rapid selling qualities.

SEND FOR OUR CATCHY WINDOW DISPLAYS AND ATTENTION-COMPELLING CONSUMER ADVERTISEMENTS.

THE J. B. GOODHUE CO., LTD., Rock Island, Que.

OTTAWA
16 O'Connor Street

MONTREAL
211 Drummond Bldg.



Which lasts the longer— the Coat or the Trousers?

You know very well that the coat is practically always still in good shape when the pants become unwearable.

Then, especially at such a time as the present, it should be clearly evident that great saving can be experienced by buying a new pair of pants to go with the old coat instead of buying a new suit. An extra pair of pants is becoming more and more the general rule with most men.

Haugh Brand Trousers are just the kind you want, as they are in sufficient variety to make good matches.

We are prepared to fill your order promptly.

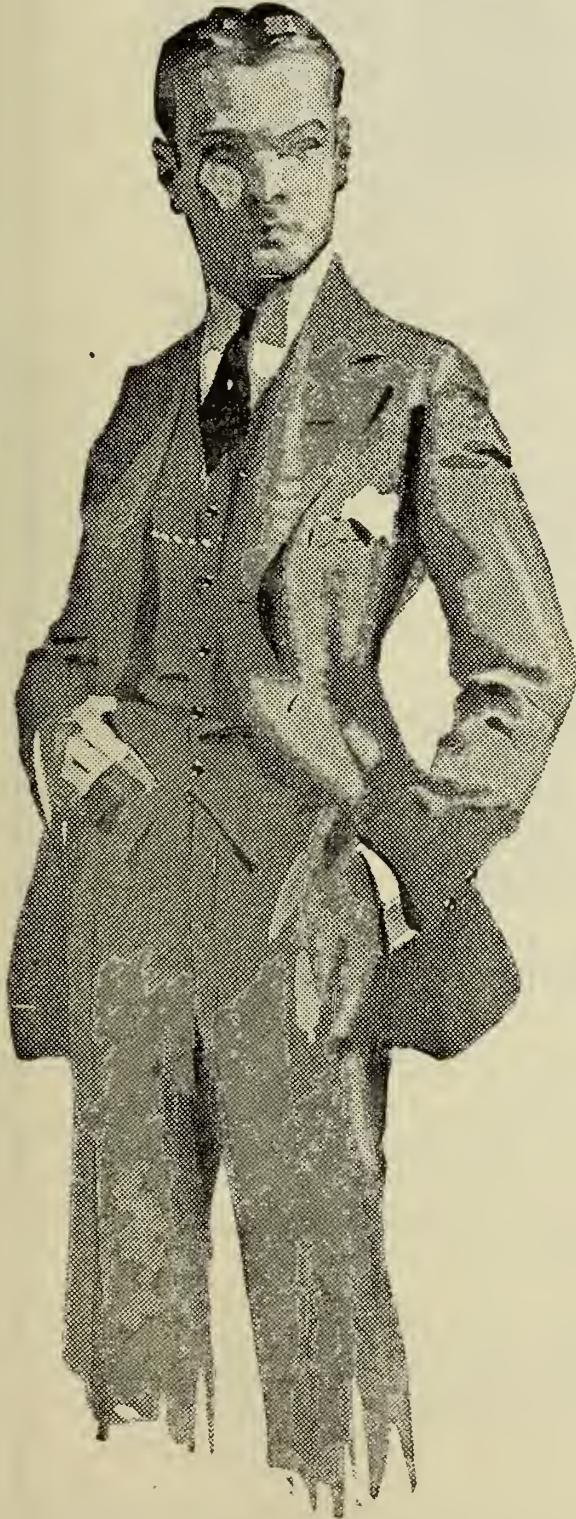


THE J. A. HAUGH MFG. CO., LIMITED
TORONTO

Manufacturers of
The Famous "Arm and Hammer Brand" Shirts,
Overalls and Trousers

"Style Clothes"

CHARACTER & INDIVIDUALITY



Style!

—a word hard to define in language but we have no difficulty in expressing it in

"Style Clothes"

CHARACTER & INDIVIDUALITY

which are exclusive in design and have an individuality and character expressed in them that compel attention. Style Clothes are easily recognized by their exceptional tailoring, rich fabrics and all round quality. They are made by the

Wearbest Clothing Mfg. Co.

*Makers of Stylish Clothes
for Men and Younger Men*

149 Notre Dame Street West, Montreal



Catering to the Smoker

SOME men are smokers, and most smokers like to have a comfortable lounging coat for the evenings, in which they can take their ease and at the same time feel "well dressed" if there is company to dinner.

Dealers have found smoking jackets, therefore, a good selling line, especially as the Christmas season draws near.

C.B.G.
TRADE MARK

Smoking Jackets

are built for solid comfort and yet have the nattiness and well-tailored finish that characterize all our lines.

We have them in a number of styles and materials at a corresponding range of prices.

Here is a profitable line for you to stock in preparation for the holiday trade.

Caulfeild, Burns & Gibson, Limited

60-62 FRONT STREET WEST

-- --

TORONTO



THE
Lang
SHIRT

“THE LINE OF UNUSAL VALUE”

Up to the minute in every respect.

The Lang Shirt Co., Limited

Kitchener, Ontario

The "Carhartt"

Not Like Other
Gloves
Sewed with Wax
Thread



HEAT
WATER
PROOF

No Outseams
To Rip
Good as the
Carhartt
Overall

Patented

Reinforced Where the Wear Comes. The Service of Two
Pair for the Price of ONE.

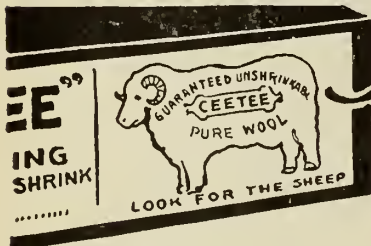
GLOVES

for immediate delivery

SEND in your sorting orders for horsehides, combination horsehides, splits and full splits. It will be filled and shipped at once. Think what this means to you. No vexatious and expensive delays; no resorting to that tiresome excuse, "Just out, we expect them in a day or two." Instead your supply is delivered just when you want it. And the quality is still the same good old Carhartt kind. Even in these days of shifting values, when standards seem as variable as the weather, you can offer your customers Carhartt Gloves with the same serene confidence that you offer them Carhartt Allovers and Overalls.

The Hamilton Carhartt Cotton
Mills, Limited

Toronto Montreal Winnipeg Vancouver



This Trade Mark sells

"CEETEE"

Remember—there is no low grade or cheap "CEETEE"—only the very highest grade and best quality underclothing bears the famous

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

"CEETEE SHEEP" trademark.

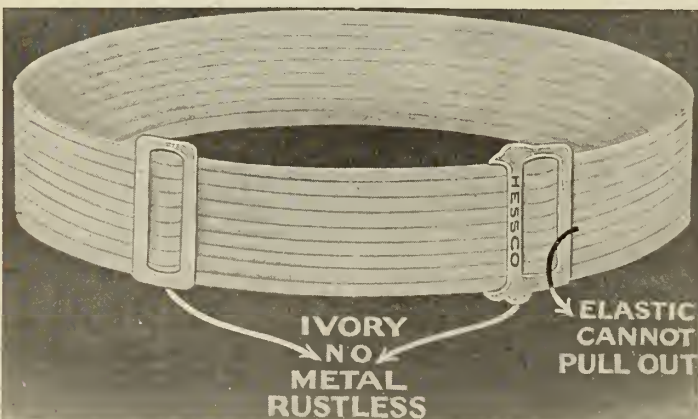
If you are catering to the best trade in your district you must sell "CEETEE"

For ordinary underwear you will find TURNBULL'S brand at least the equal of any made in Canada. **MADE BY**

The C. Turnbull Company, of Galt, Limited

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



IVORY
NO
METAL
RUSTLESS

ELASTIC
CANNOT
PULL OUT

The Hessco Arm Band

The "Hessco" Arm Band is a money maker. Send for a trial supply to

There is no metal whatever in the "Hessco" and another important point—the elastic cannot pull out.

A good looking and durable arm band made to retail at popular prices.

Kitchener Suspender Co., Ltd.
KITCHENER, ONT.

MONARCH-KNIT



Monarch-Knit Products are definitely, prominently and permanently "on the map."

Quality has put them there.

And in style as well as in quality, Monarch-Knit goods lead the way. Our designers keep in close touch with all that is new in the fashion centres of the world.

The Monarch-Knit range for Spring now being shown by our travellers comprises the most complete array of popular and exclusive styles in knitted Outer-garments and Hosiery ever produced in Canada.

In Silk Hosiery for men and women we are making an exceptionally strong showing.

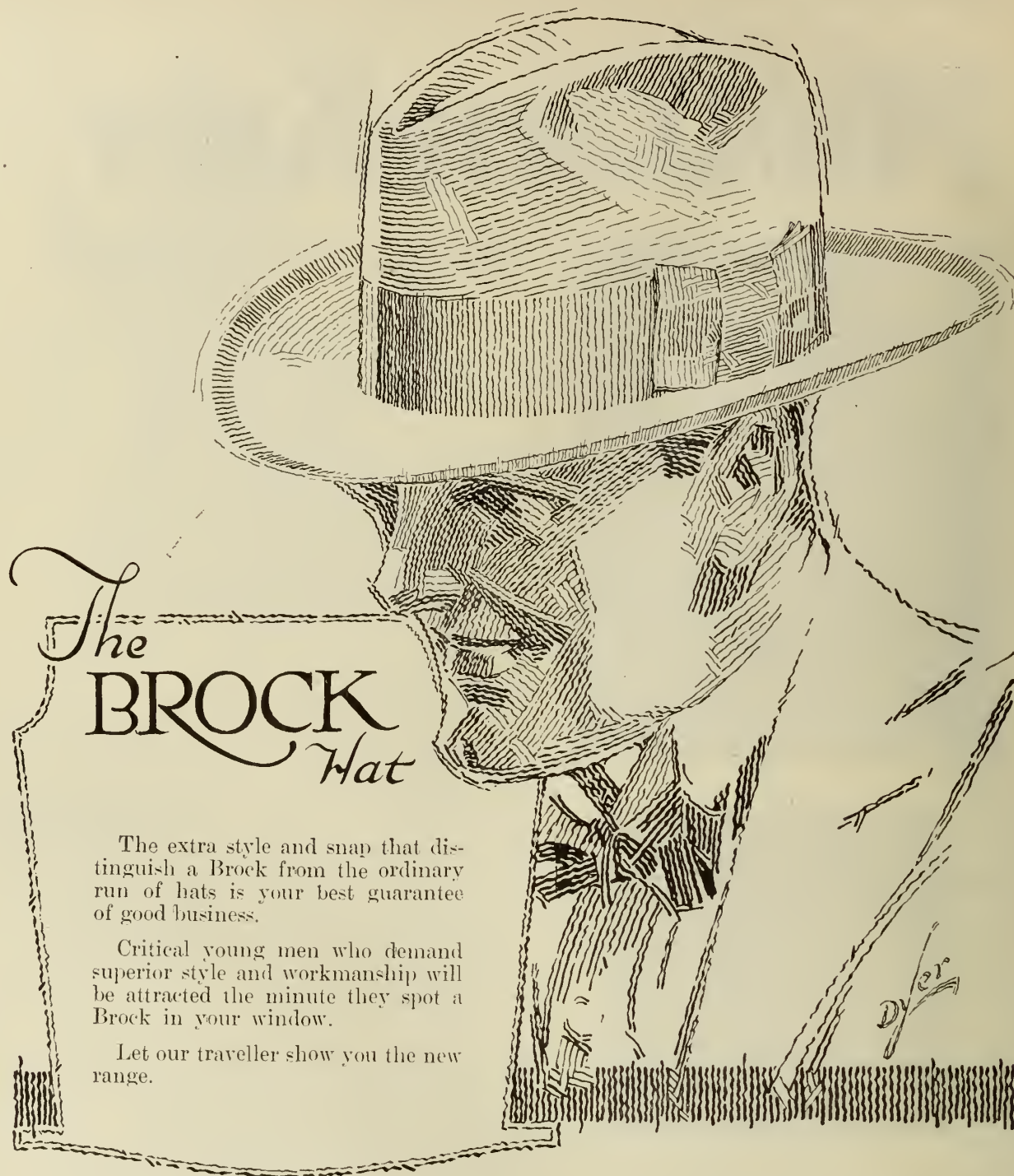
Feature Monarch-Knit Hosiery and Sweater Coats for Christmas Selling This Year.

The Monarch Knitting Co., Limited

HEAD OFFICE: DUNNVILLE, ONT.

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

Manufacturers of Monarch Floss, Monarch Down and Monarch Dove, Canada's leading yarns for hand-knitting, in 34 beautiful shades.



The
BROCK
 Hat

The extra style and snap that distinguish a Brock from the ordinary run of hats is your best guarantee of good business.

Critical young men who demand superior style and workmanship will be attracted the minute they spot a Brock in your window.

Let our traveller show you the new range.

The Wolthausen Hat Corporation, Limited
 Head Office and Factory, Brockville, Ont.

SALESROOMS:

Cosgrave Bldg.	-	-	-	Toronto, Ont.
Mappin & Webb Bldg.	-	-	-	Montreal, Que.
311 Hastings St. W.	-	-	-	Vancouver, B.C.

Clothing of Quality

WM. H. LEISHMAN & CO.
have attained the confidence of the trade through the adherence to the very highest standards of tailoring.

The "Quality-First" idea is a fixed policy in this business. Just now it might be possible to get more production by a less rigid system, but the makers of Leishman Clothing will not depart from the established high quality standards.

Dealers will appreciate the wisdom of this policy.

Wm. H. Leishman & Co.,
Limited

68 Temperance Street
Toronto

Makers of the Best Tailored Garments for Men

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

SPECIAL VALUES

Direct from Mill to the Trade through
Commission Merchants

Grey and Fancy Worsteds

Blue and Black Serges

Pure Wool Scotch Tweeds
for Men's Wear

Also

Botany Wool Serges, Gabardines, Etc.
for Women's Wear

C. E. ROBINSON & CO.

Importers and Commission Merchants

Mappin & Webb Building

10 VICTORIA ST.

MONTREAL

Tel. Uptown 8553



FACTS ABOUT VINEBERG PANTS

Sent into our warehouse by one of the leading clothiers in the West.

V—alue here, the Merchant said,
I—can tell a pant well made,
N—ever saw seams so well sewn,
E—very stitch is made to hold,
B—uttons strong, and shanked to pull
E—very pocket square and full.
R—oomy, smart and easy hang,
G—ives a man the "breezy twang."

P—eople wear them East and West,
A—ll acclaim they are the best,
N—ever stretch but bear the strain,
T—ry a pair, you'll come again,
S—old by stores from main to main.

MILNE'S

NECKWEAR NEWS

Big Values

NOVEMBER, 1919

Right Prices

We regret

that we find ourselves obliged to announce to the trade that we are at present unable to take further orders for Milne Neckwear.

Announcement has been made necessary by the fact that our Fall and Holiday Lines, extensive as they were, have been completely sold. We are working to capacity, however, and hope soon to be able to announce that we can again supply the large demand. We would be glad to have your name so that we may let you know the very moment we can fill further orders.

WILLIAM MILNE

The Newest in Neckwear

50 York Street

- - -

Toronto

"Manhattan Means Merit"

NEWER SHIRTS FOR CHRISTMAS DELIVERY

ANNOUNCING our entry upon the manufacture of HIGH GRADE SHIRTS, comprising many exclusive and beautiful patterns in

Silk and Cotton Materials

Manufactured on liberal lines, neat fitting, yet roomy and comfortable, our shirts also have important features not found in the average garment.

We have anticipated your needs for the Christmas trade, and are prepared to fill promptly your orders *in time for your holiday season.*

Samples on request

THE MANHATTAN SHIRT COMPANY, LIMITED

MAIN BUILDING

520 St. Lawrence Boulevard

- - MONTREAL

"Manhattan Means Merit"



Broadway
BRAND

Clothes

“Yes! We Have It”

The satisfaction of answering every customer's desire without compromise is the happy lot of the Broadway Dealers.

The man who desires hand-tailored appearance and style in a suit or coat ready to take home finds it.

The man who desires the personal touch of a made-to-order suit of superior tailoring finds it.

The Broadway organization combines the best of both these services.

Randall & Johnston, Limited

Toronto

-

Ontario

RALPH CONNOR

On "The New Canada and Its Needs"

RALPH CONNOR, the famous Canadian novelist, who served for several years at the front and saw the war from many angles, is convinced that Canada must be prepared to make important changes if she is to profit by the lessons of the war. He has written a series of articles embodying his views and calling vigorously on patriotic Canadians to awake to the needs of the hour. The articles, which deal with economic, social and Imperial topics, were written for MACLEAN'S MAGAZINE and the first appears in the November issue, under the title: "The New Canada and Its Needs."

Every Mother Who Lost a Son at the Front

will read with deepest feeling Nellie McClung's wonderful story, "Men and Money," which also appears in November MACLEAN'S. Mrs. McClung wrote this story with a purpose—to show the ease with which the world forgets the contribution these mothers made. But it is also a very fine story—real, human and gripping.

"The Idle Hands at Ottawa"

By J. K. MUNRO

The recent session of the Dominion House was in many respects an idle one. There was not a great deal done, so the members had a lot of time to stir up things, and the result was some hugely interesting political situations. All of which J. K. Munro tells about in his usual unsparring and tersely humorous way.

Remarkable Features of a Remarkable Number

The November MACLEAN'S is cram full of other big features—famous writers on vital subjects and everything Canadian. Look over this list:

Baroness Orczy—The author of "The Scarlet Pimpernel," best seller of best sellers, is represented by a serial story, "His Majesty's Well Beloved."

Robert W. Service—The great poet of the Yukon and the battle front contributes a strong poem, "The Outlaw."

Basil King—This great novelist who lives abroad contributes an interesting discussion on "Why I Remain a Canadian."

Janey Canuck—An article on Mrs. Murphy's experiences as the first woman magistrate in the whole of Canada.

Camilla Kenyon—A new novelist who promises to become a great favorite, tells a humorous story of adventure, and treasure, "Spanish Doubloons."

Stephen Leacock—A humorous sketch entitled, "My Memories and Miseries as a School Master."

"Two Men and an Idea That Grew and Grew."—By Charles Christopher Jenkins.—A sketch of two remarkable and practically unknown Western millionaires.

"A Little Bit of Chicken Feed."—By Allen C. Shore.—A bright story combining love and business themes.

"The Rainbow Death."—By Madge Macbeth. An interesting detective story.

"The Search for Missing Men."—By Gertrude Arnold. An article on hospital experiences at the front by a young Canadian V.A.D.

MACLEAN'S will be Twice-A-Month

starting February 1st, next year. An important point to remember. If you want to keep up with things nationally Canadian, you'll have to get the MACLEAN'S Twice-A-Month habit.

Over 70,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

NOVEMBER ISSUE *Now On Sale* *At All News Dealers* 20c

If there are no newsdealers in your town, or if your newsdealer cannot supply you, send 20 cents for a sample copy or \$2.00 for a whole year's subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto, Canada



**Elk Brand Clothes
for Spring 1920**

They are even better than
the Elk Brand Suit you
bought last spring.

**You can pass that announcement
on to your customers**

They will be pleased. There is no doubt about it. When they know that your new stock is "even better" they are bound to come back. Why shouldn't they? Their last Spring suit gave such excellent satisfaction that even "as good as" would be "good enough."

Every model of our men's line is the creation of clever designing and expert tailoring under the supervision of Mr. Beekel. His supervision assures satisfaction.

Our Boys' Clothes are, as usual, stylish and up-to-date. Mr. Jonap has produced some very exclusive models which are sure to be big sellers.



J. Elkin & Co., Limited

MAKERS OF ELK BRAND CLOTHES

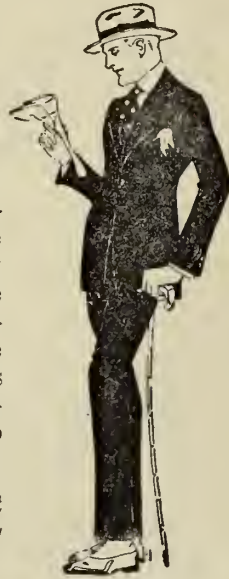
29-31 Vitre Street West : Montreal

Good Suits in Popular Styles at Popular Prices

What more can your customers hope for? To be able to offer real quality materials, cut and made up into style-of-the-season-suits and yet sold at a price which is most attractive is sure to bring new customers to your store and to keep them coming back.

Our travellers are now out on the road for Spring 1920.

See them it will be to your advantage.



Eastern Pants Manufacturing Co.

324 Notre Dame St., West
MONTREAL, QUE.

Makers of
MEN'S YOUTHS' AND BOYS' PANTS
AND BOYS' SUITS

CITY OF CALGARY Cloth, Etc., for Uniforms

Sealed tenders in duplicate, on City Tender Forms, marked "Tender, Uniforms" will be received at the City Clerk's Office up to 5 p.m. on Thursday, December 11th, 1919, for supplying the city with the cloth and other materials necessary to make uniforms, all as contained in specifications and information obtainable at the office of the City Clerk, City Hall, Calgary, Alta.

J. M. MILLER,
City Clerk.



Model Form
No. 2014
Note the
Neat Fitting of
Coat

We Lead--- Others Follow

First in the Canadian market with this popular close-fitting bust form and many other display fixtures and novelties to help you sell more goods.

Ask for latest catalogue.

DELFOSSÉ & CO.

247-249 Craig St. W.
Factory 1 to 19 Hermine St.
MONTREAL

INDEX TO ADVERTISERS

A		F		N
Acme Glove Works.....	12	Faire Bros. & Co., Limited... 8	National Cash Register Co.	
Advertising Systems.....	66	Fashion Craft Mfrs., Ltd. 67	Canada, Ltd.	13
American Pad & Textile Co... 16		Fowler, S. L.	P	
Atlantic Underwear, Ltd. 18		Franklin Mfg. Co.	Peck & Co., John	10-11
B		Freedman & Co.	Perrin Freres & Cie	28
Boston Cap Co.	20	G	Provencher, George	—
Brettle & Co., Limited, Geo... 23		Gardner & Co., B.	Palter Bros.	17
C		Goodhue & Co., J. B.	Parsons & Parsons Can. Co... 6	
Can. Consolidated Rubber Co., Limited.....	Inside back cover	H	R	
Canadian Converters Co.....	Inside front cover	Hawthorn Mills, Ltd.	Racine, Alphonse, Ltd.	24
Carhartt, Hamilton, Cotton Mills, Limited	72	Haugh Mfg. Co., J. A.	Randall & Johnston	79
Caulfeild, Burns & Gibson, Ltd. 70		Hercules Garment Co.	Richardson, A. E., & Co.	17
Clarke & Co., A. R.	21	Hickok Mfg. Co.	Robinson, C. E.	76
Cohen, Goldman & Co.	—	J	S	
College Brand Clothes	4	Jackson Mfg. Co., Ltd.	Schwartz & Jaffee, Inc.	25
Commonwealth Hat Mfg. Co... 66		Jones Bros. & Co.	Scully, Ltd., Wm.	26
Copley, Noyes & Randall... 2-3		K	Shaw Correspondence Schools. 66	
Craftana Co.	22	Kaplan, Samuelsohn & Co. ... 9	Standfields, Ltd.	Front cover
D		Kay Cutting Co.	T	
Dale Wax Figure Co., Ltd. 26		Kitchen Overall & Shirt Co... 32	Thorne, S. M.	66
Davis Bros.	76	Kitchener Suspender Co. 72	Tip-Top Cap Co.	6
Deacon Shirt Co.	22	L	Tooke Bros., Ltd.	Back cover
Delfosse & Co.	82	Lace Goods Co.	Turnbull & Co., C.	72
Dominion Clothing	26	Lambert, W. E.	V	
Dufferin Shirt Co.	65	Lang Shirt Co.	Van Allen Co., Ltd.	15
Dubrulle Mfg. Co.	66	Levine Mfg. Co.	Vandry, C. A.	66
E		Leishman, Wm. H.	Victory Loan	14
Eastern Pants Mfg. Co.	82	Long, R. C., & Co.	Vineburg Pants Co.	76
Elkin, J., & Co.	81	M	W	
Everybody's Overall Co. 8		Miller, J. M.	Wearbest Clothing Mfg. Co... 69	
		Miller Men's Wear, Ltd. 5	Williams, Greene & Rome Co. 30	
		Manhattan Shirt Co.	Wolthausen Hat Corp.	74
		Milne, William	Y	
		Monarch Knitting Co.	York Clothing Co.	29



DOMINION RAYNSTERS

"Made-in-Canada" Raincoats

Raincoats of recognized merit

Dealers who carry "Dominion" Raynsters" are showing the handsomest coats of the season.

They have these dependable coats in a wide assortment of styles and patterns for men, women and children.

If you are in the market for a line of *absolutely water proof* Raincoats, that carry a guarantee for quality and workmanship, write for our Raynster Style Book and price list.



Write to our Nearest Branch for Price Lists

Dominion Rubber System

Branches are located at

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



Tooke

Kum-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, DECEMBER, 1919

No. 12.



Greetings

Christmas is here again--the time when friends greet friends with heartfelt wishes.

So here we wish you all--readers and friends--the old, old greeting, in all sincerity--

A Merry Christmas
and
A Happy, Prosperous
New Year.

—MEN'S WEAR REVIEW



Bengard Clothes

Extending to the trade in general,
our hearty good wishes for the

HOLIDAY SEASON

and our sincere expression of ap-
preciation of the favours we have
enjoyed.

May the coming New Year bring
to each and all, full measure of
prosperity.



Bengard



Clothes

B. Gardner & Company
Wholesale Clothing Manufacturers
MONTREAL



*Never a Christmas morning
Never the Old Year ends
But somebody thinks of somebody
Old days, Old times,
Old friends.*

A CCEPT our sincere thanks in appreciation of the patience and goodwill you have shown in bearing with us in this closing year of abnormal production conditions.

We feel assured that the New Year will see the solution of many production difficulties and again enable us to meet your requirements with prompt deliveries.

**Dominion Suspender
Co., Limited**

NIAGARA FALLS, CANADA.

"Suspenders in which quality has first consideration"



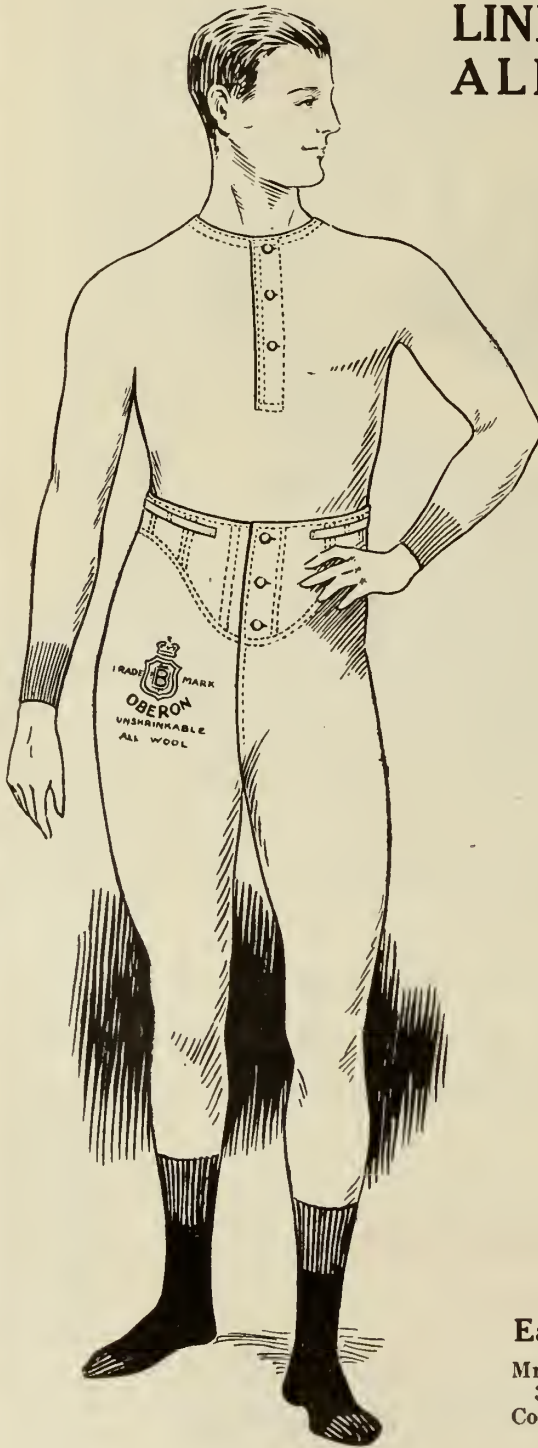
GEORGE BRETTE & CO^{LD}

Manufacturers and Merchants

119 WOOD STREET, LONDON, E.C. 2, ENGLAND

LINES THAT ARE TRUSTED
ALL OVER THE WORLD

“OBERON” Underwear



Brette's famous brand, made in all garments and all sizes for Men, Youths and Boys, is recognized by progressive Outfitters and Drapers everywhere as being one of the most leading and reliable lines of British Underwear. Here are a few reasons why: "OBERON" Underwear is woven from high grade yarns of soft, yet durable quality. It is amply cut and neatly, yet strongly seamed. "OBERON" Underwear looks and IS cosy and comfortable—giving the wearer complete satisfaction.

“OBERON” Men's Socks

are made in a wide and varied range of Silks and Black, Colours and Embroidered Cashmeres. We are constantly adding new lines, thus ensuring that the selection is always up-to-the-moment with the trend of fashion. "OBERON" Men's Socks—in common with every "OBERON" production—represent always the utmost value.

*Samples are in the hands
of our Representatives*

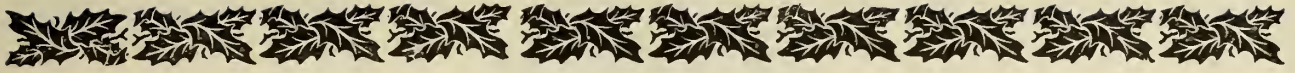
Eastern Provinces :

Mr. Hugh D. Marshall,
306 Stair Building,
Cor. Bay and Adelaide Sts.
Toronto

Western Provinces :

Mr. G. E. Ledder,
62 Grace Court
Cornox Street,
Vancouver, B.C.

119 WOOD STREET, LONDON, E.C. 2, ENGLAND



Milne's Neckwear News for December



Distinctive Neckwear

May this Christmastide be brimful of joy and cheer and may the New Year be one of great prosperity and good health.

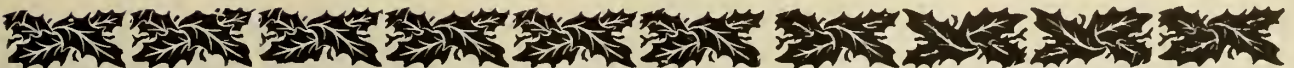
We are deeply appreciative of your patient forbearance during this fading year of abnormal conditions and are looking forward to easier manufacturing conditions for 1920.

WILLIAM MILNE

The Newest in Neckwear

50 York Street

Toronto



A Merry Christmas

Your Christmas Merry and Bright,
Your New Year Fruitful in New Business,
Good Health and Abundant Prosperity—that is our hearty wish to
all our friends and patrons.



IN the future as in the past we feel sure
that C. N. & R. "*Proper Clothes*" will
help our customers to realize in full the
good wishes which we extend.

Coppley, Noyes & Randall, Limited

Hamilton, Ontario



TO our many friends and customers throughout Canada we wish

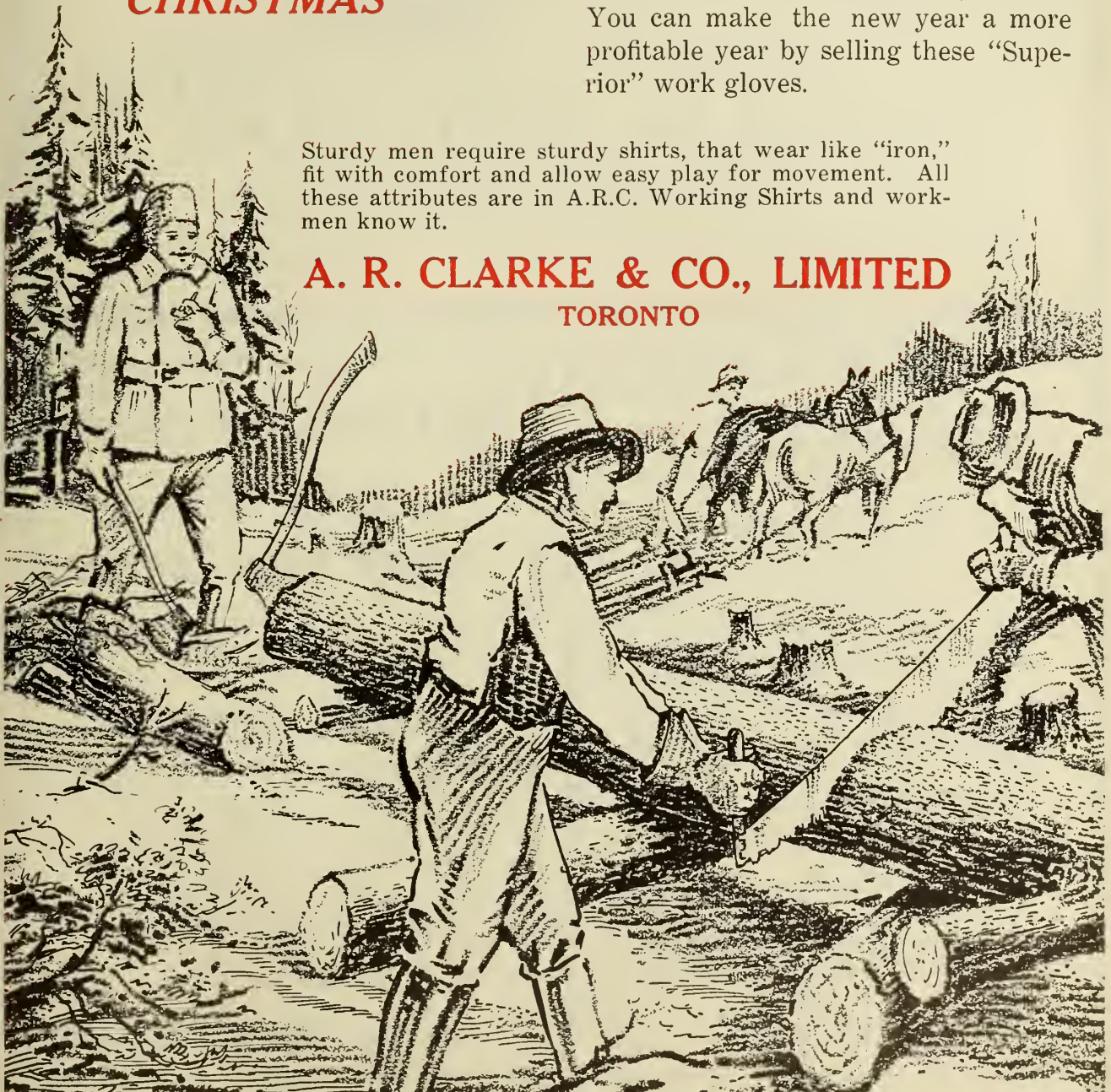
**A MERRY
CHRISTMAS**

The Out-door Worker

Every man who works in the great "out-doors" will appreciate the fine wearing qualities, the easy fit and comfort of A.R.C. Brand Working Gloves. You can make the new year a more profitable year by selling these "Superior" work gloves.

Sturdy men require sturdy shirts, that wear like "iron," fit with comfort and allow easy play for movement. All these attributes are in A.R.C. Working Shirts and workmen know it.

A. R. CLARKE & CO., LIMITED
TORONTO



We Extend to our Customers and Other Friends Our

**Best Wishes for
A Merry Christmas
and
A Happy New Year**

It will be our endeavour in 1920 to render you **real service** and assist you in every way during this trying reconstruction period.

THE HOUSE OF SERVICE

PALTER BROTHERS

Manufacturers of Hats, Caps and Uniform Caps
122-128 Wellington Street West, Toronto

The Dale Wax Figure Co.

LIMITED

86 York Street
Toronto

We desire to wish all of our Friends a very Merry Christmas and a Prosperous New Year.

We will strive to the utmost of our ability to serve you better as the years go by.

The Dale Wax Figure Co.

LIMITED

86 York Street
Toronto

The Kay Cutting Company

Manufacturers of

NARROW FABRICS

WAIST BAND CANVAS

and

Bias or Straight Cut Binding of every description.

SKIRT BELTINGS

Carried in Soft and Hard Finish in widths

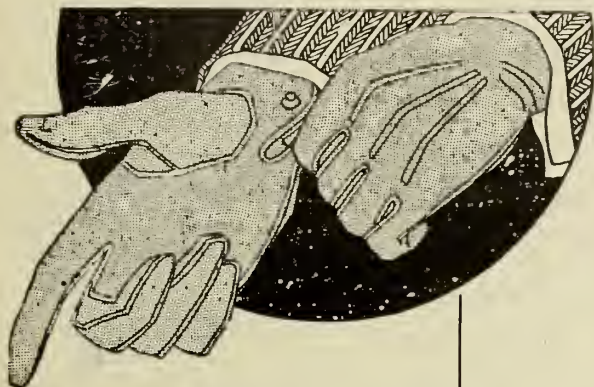
1¼" up.

CUTTING

Have the mills ship your goods to us. We will cut them Straight or Bias, folded or plain edge, and forward them on to you. Goods cut or manufactured by us add a distinctive finish to a garment.

THE KAY CUTTING COMPANY

734-36-38 St. Paul St. W., Montreal
Stocks carried at TORONTO and WINNIPEG



Two
Names
Supreme
in
Glovedom
"PERRIN"
AND
"KAYSER"

Evidence

The ever-increasing popularity of these two well-established brands of Gloves is certain evidence of their superiority.

Everywhere these names are known to be synonymous of genuine value and ultra-smart effects.

Dealers from Coast to Coast are recognizing the many advantages in stocking these reliable lines. The name in each case speaks for itself. Every sale means a satisfied customer.

"Kaysers"
GLOVE
REAL CHAMOISSETTE
MADE IN CANADA

P. K. COMPANY, LIMITED

Successors to

PERRIN FRERES & CIE

Sommer Bldg., Montreal



Timely Xmas Suggestions

Now is the time to feature "Avon-Knit" products in your Christmas displays.

Sweater Coats and Knitted Gloves make ideal presents, so bear this in mind—if you push "Avon-Knit" goods this Christmas you can make it an exceedingly profitable as well as joyous one.

Our travellers will be out on the road after January 1st, 1920. Send us a postal card and make sure of a call from our representative.



May we take this opportunity to wish you a most joyous Christmas and a profitable, Happy New Year.

Avon Hosiery, Limited STRATFORD, ONT., CANADA



Are You Selling This Kind of Glove?

In work gloves, wear is the all-important requirement. They get hard use—and they must be made to stand that kind of use—in order to satisfy and bring people back for "more of the same brand." A ripped seam means trouble for the dealer who sold the gloves and the manufacturer who made them. We avoid that kind of trouble, first by using machinery that stitches seams so they stay stitched; secondly, by a system of rigid inspection, whereby a glove that may have been carelessly handled is promptly thrown into the discard. Thus wearers of TAPATCO gloves always get satisfaction. When a pair does wear out, the wearer of them has had such splendid service that he asks for "another pair of the same brand."

If you value your customer's good will and aim to get all the big glove trade in your town, you need this line.

"Months of Wear in Every Pair"

TAPATCO
REGISTERED TRADE MARK
BRAND
GLOVES & MITTS

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.

The American Pad and Textile Company
Chatham, Ontario



Merchants find a ready sale for

TAPATCO
Collar Pads

Make horse collars fit snugly. Use them to protect your horses.



Christmas Greetings

We sincerely thank our many friends for their expressions of goodwill during the past year and wish them a Merry Christmas and a New Year abundant with prosperity and health.

Wm. H. Leishman & Co.
Limited

68 Temperance Street
Toronto

Makers of the Best Tailored Garments for Men

OUR REPRESENTATIVES ARE NOW
ON THE ROAD SHOWING THE
SPRING 1920
LINE OF
JUVENILE, BOYS' AND
YOUNG MEN'S CLOTHING

Schwartz & Jaffee, Inc.

JUVENILE,
BOYS' AND
YOUNG MEN'S
CLOTHING.

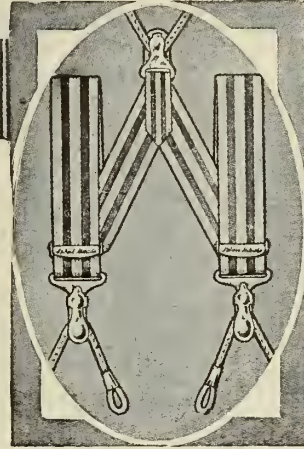
**BROADWAY
AT 19TH STREET
NEW YORK**

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

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.



No Hat Shop
Should be Without
A Complete Line of
High-Grade
Chauffeurs' Caps

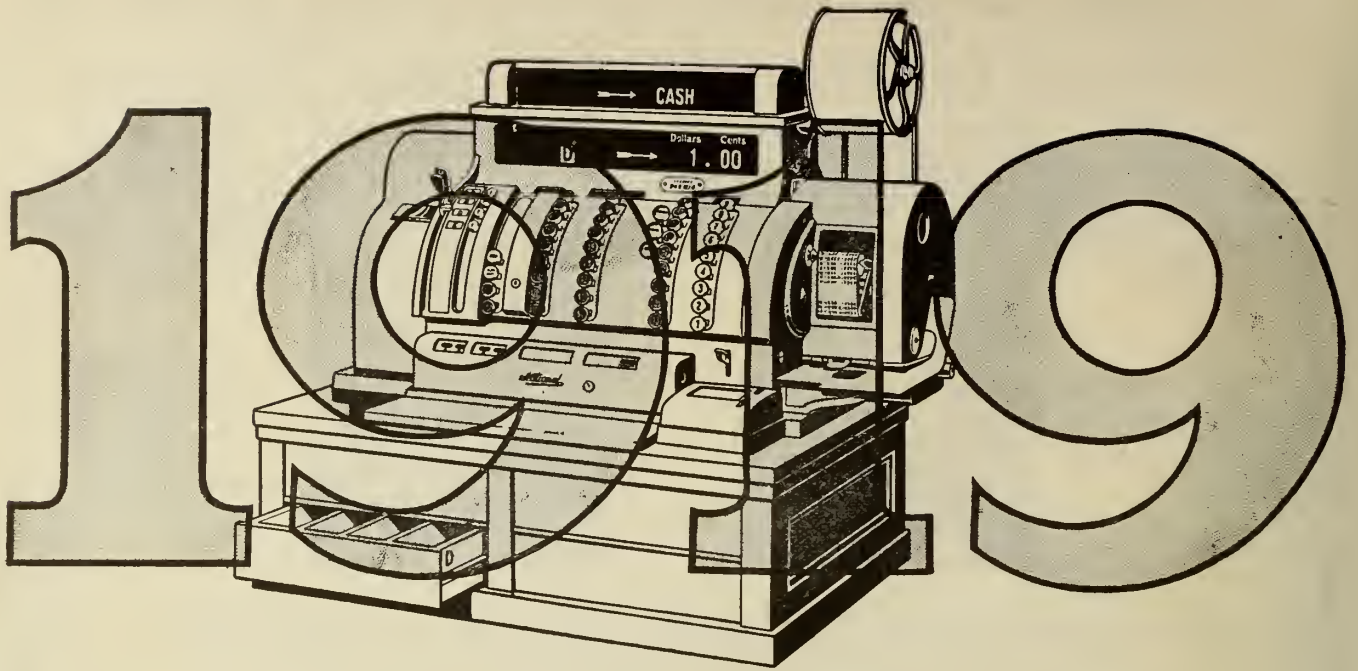
We specialize in Uniform Caps for all requirements—Police and Fire Departments, Railways, Steamships, Military and Naval.

Makers of the best Metal Badges and Buttons. Let us quote you on specially designed badges for your local Police and Fire Departments.

Send For Our Illustrated Catalog.

WILLIAM SCULLY, LIMITED

Manufacturers of Military and Uniform Equipment
320 UNIVERSITY ST., MONTREAL



Our business doubled this year

WE did twice as much business this year as we did during any other year in our history.

This shows that merchants realize more than ever before that they should get their store records quickly and economically by machinery instead of by the slow, expensive hand method.

It shows in the best way possible that up-to-date National Cash Registers are helping

merchants solve their problems most satisfactorily to themselves, their clerks, and their customers.

It is the very best evidence that our efforts to build a labor and time-saving machine are appreciated by merchants everywhere. It shows that up-to-date National Cash Registers are meeting the needs of retail stores in every country in the world.

Up-to-date National Cash Registers are a business necessity

The National Cash Register Company of Canada, Limited

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, W.
 Vancouver.....524 Pender Street, W.
 Winnipeg.....213 McDermot Avenue

FACTORY: TORONTO, ONTARIO



Greeting

TO our many patrons — those numerous friends who through their loyalty and goodwill, have made possible for us a profitable business year, we take this means to wish you in all sincerity

A Merry Xmas

and may the New Year bring you a full measure of prosperity, health, and happiness, and may its advent see the culmination of many a long-cherished desire.

THE MILLER MFG. CO., LTD.

*Manufacturers of the Famous Miller Breeches,
Duck and Summer Clothing and Summer Specialties*

44 YORK ST. :: TORONTO



Exacting Customers

Sportsmen, miners, railroad men and all other outdoor workers are exacting customers when it comes to buying underwear — they demand something that combines warmth and comfort with best service.

**Make sure of retaining their custom
show them Atlantics.**

Made of hardy Maritime wool, Atlantic Underwear is expressly constructed to meet the requirements of open air men.

Your jobber has them.



ATLANTIC UNDERWEAR

LIMITED

MONCTON, N.B.

E. H. WALSH & COMPANY

Montreal and Toronto

Selling agents for Quebec, Ontario and
Western Provinces



Jaeger

"BRITISH FOUNDED
1883"

Doing Our Best Under Difficulties

The year 1919, though relieved of the anxieties of the great war, has been beset by many new and difficult problems in the commercial world.

The great shortage of goods has as yet by no means been remedied nor does it promise to be so for some time to come.

Notwithstanding almost insurmountable difficulties we have been able to "carry on" with remarkable success, and the number of letters of commendation received from Jaeger agents all over Canada, on the service we have tendered, shows that our efforts have not been entirely without appreciation.

Though the outlook for 1920 is still clouded, we can assure you we are doing our very best to meet every reasonable demand and trust that our future service may still further improve.

We send all Jaeger supporters our heartiest good wishes for Christmas and the New Year

Dr. Jaeger's Sanitary
Woollen System
Company, Limited

Head Office and Wholesale Warehouse
243 Bleury Street
Montreal

Roberts Clothing Co.

Manufacturers of Men's Pants

The year 1919 will go down in history as one of the most memorable Canada has ever experienced. With the world at peace Canada can look confidently forward to a vast and prosperous future.

This does not mean that goods will be plentiful or prices likely to decline for some time at least as the absolute starvation which is facing Europe applies not only to food but also to clothing.

We desire to thank our many customers and friends who have so generously extended to us their business during the year a very

Merry Christmas

and a

Prosperous New Year

Roberts Clothing Co.
"MADEWELL BRAND"

Manufacturers of Men's Pants



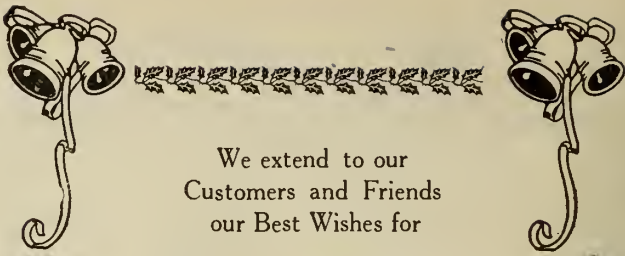
Christmas Neckwear

must be properly displayed if you wish to make the most profit possible.

No. 1130 Tie Stand is the best stand for the purpose.

Write us at once for Catalogue of Fixtures, Coat Forms, etc.—or call at our show-rooms, 161 King Street West.

**CLATWORTHY & SON
LIMITED**
TORONTO



We extend to our Customers and Friends our Best Wishes for

A Merry Christmas

and

A Happy New Year

May the New Year bring to all prosperity and a full measure of health and happiness.

H. E. DAVIS & CO.

117-19-21 St. Henry St. - Montreal

Manufacturers of
"STORM RESISTA"
Waterproof Garments

"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
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

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



"Lion" Brand of Boys' Bloomers

We make and sell the above line of goods to the best clothing people in the country. They tell us that there is a cut, style, and make not found in other goods and this must be so because we cannot keep up with the demand.

Stock "Lion" Brand goods and you are sure of giving your customers satisfaction.

The Jackson Mfg. Co., Limited

CLINTON, ONTARIO

Factories at
Clinton, Goderich, Exeter and Hensall



Sincerely wishing you a
Merry Christmas
and a Bright and
Prosperous New Year,
which may realize your
highest aims

E. G. HACHBORN & CO.

Toronto





The ? of the hour

Production—the “bug bear” of most manufacturers—is the least of our worries. Here’s how we solved the big question and why we can guarantee prompt delivery on any quantity of men’s fine and working trousers.

Every week we turn out 2,000 pairs of **Wear-Well Men’s Pants**. But remember this fact—increased production **does not mean a decrease in quality**, so you can still depend on Wear-Well quality and immediate deliveries.

See our samples.

Levine Mfg. Co., 162 John St., Toronto

The
New Way System

FOR UNIT FIXTURES

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

**CLOTHING,
DRY GOODS,
GENTS' FURNISHINGS,
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

The Deacon Shirt Company

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 Co.
BELLEVILLE, ONTARIO

Demand!

The demand for C. B. G. products has been so great that it has kept us "humping" to keep up with the steady stream of orders.

We are doing our best to meet dealers' requirements as promptly as is consistent with maintaining the usual high quality of C. B. G. goods.



on shirts, sweaters, smoking jackets, dressing gowns and hosiery has come to stand for superior quality of materials, distinctiveness of style and carefully finished workmanship.

It is no part of our plan to lower, by over-hasty production, the standard which has won such a favorable position for our product.

At the same time, we are speeding up as much as we can.

We wish to thank our dealers for their co-operation in keeping C. B. G. goods in a prominent position before their customers, and assure them that we shall continue to do all in our power to meet their requirements in the coming busy months.

Caulfeild, Burns & Gibson, Limited

60-62 Front Street West, Toronto



Christmas Greetings

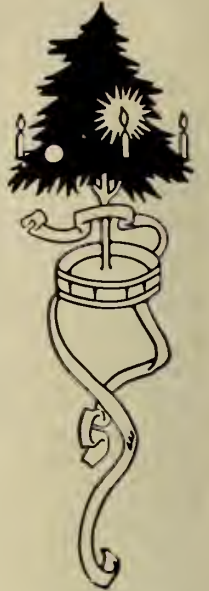
We cordially extend to our patrons and friends a most hearty greeting and a sincere wish that the New Year will bring with it unalloyed prosperity, good health and a full measure of happiness.

Our 1920 Spring assortments are now ready for your inspection. You'll find them springy, refined and cleverly tailored clothes—garments that appeal to the young man who knows good clothes and whose business or social position demands that he wear impressive quality and style.

See our samples.

York Clothing Company

35 Church Street, Toronto





**The Vineberg
Pants Co.**

and their
Travellers

Thank their patrons
for the past season's
liberal business and
wish them a

**POPULAR
BRAND
TROUSERS**

Made by the
Vineberg Pants Co.
Montreal, P.Q.

160 McGill St.
Montreal

**Merry Christmas
and
A Happy New Year**

CITY OF CALGARY

Cloth, Etc., for Uniforms

Sealed tenders in duplicate, on City Tender Forms, marked "Tender, Uniforms" will be received at the City Clerk's Office up to 5 p.m. on Thursday, December 11th, 1919, for supplying the city with the cloth and other materials necessary to make uniforms, all as contained in specifications and information obtainable at the office of the City Clerk, City Hall, Calgary, Alta.

J. M. MILLER,
City Clerk.

SPECIAL VALUES

Direct from Mill to the Trade through
Commission Merchants

Grey and Fancy Worsteds
Blue and Black Serges
Pure Wool Scotch Tweeds
for Men's Wear

Also
Botany Wool Serges, Gabardines, Etc.
for Women's Wear

C. E. ROBINSON & CO.
Importers and Commission Merchants
Mappin & Webb Building

10 VICTORIA ST. MONTREAL
Tel. Uptown 8553



We Wish You
A Merry Xmas
and
A Happy New Year

Be on the lookout for our new illustrated catalogue folder, ready in January, showing novelties in fixtures, and forms for spring.

DELFOSSÉ & CO.
247-249 Craig St. W.
Factory 1 to 19 Hermine St.
MONTREAL

Model Form
No. 2014
Note the
Neat Fitting of
Coat



Wishing you
Prosperity &
Happiness
during the
coming year

You can be assured of a most profitable New Year if you handle "Arm and Hammer Brand" Shirts and Overalls.

They're made from the strongest materials, well sewn and tailored for wear and roomy comfort. You'll find them fine sellers and very profitable to handle—the kind that makes steady customers of your transient trade.

Haugh's "Kiddy Garment," as illustrated on left, is a splendid juvenile seller.

The J. A. Haugh Mfg. Co., Ltd.
TORONTO, CANADA



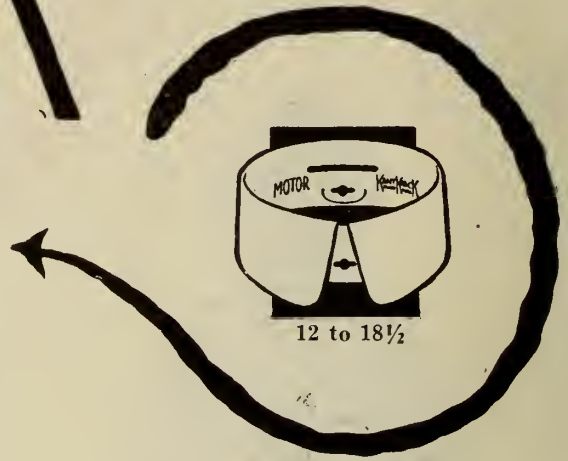
KANTKRACK

Trade Mark

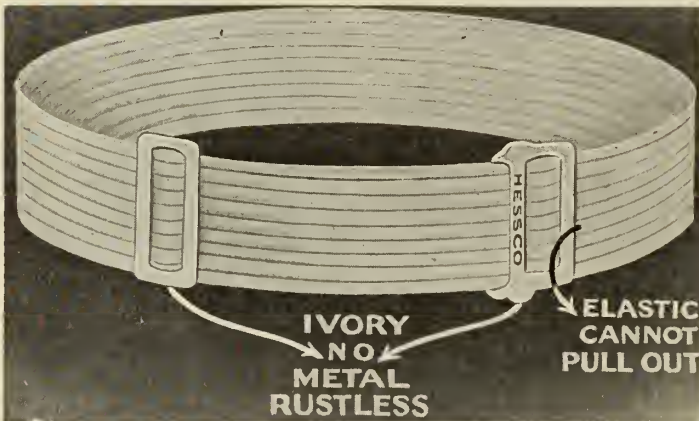
Registered

YOU can't tell a **KANTKRACK** from a linen collar.

A stylish, economical collar that will outlast at least six linen collars and save on an average of ten dollars a year in laundry bills—a collar that is cleanable in an instant and one that cannot be told from an ordinary linen collar—that's **KANTKRACK**—the collar that sells so well and gives such satisfaction. Why not order a stock to-day?



The Parsons and Parsons Canadian Co.
 Est. i. U.S.A. 1879 **Hamilton, Canada** Est. in Canada 1907

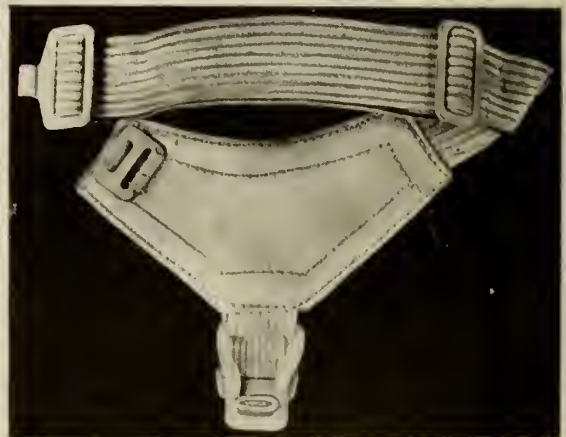


The "Hessco" Arm Band

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



Retails at 50c and 75c. Ivory Clasps and Buckles. No metal to rust or scratch. Good looking. Big value. Patented catch — simple and reliable.

Get a trial supply.



REGISTERED

KITCHENER SUSPENDER CO., LIMITED
 KITCHENER, ONTARIO

Hawthorn
For



Hosiery
Men



Men's pure wool hose, with many distinctive features that render them really different from the ordinary hose—all the looping is done by HAND, the quality of yarn is decidedly superior, the finish is exceptionally smooth and the value is the best obtainable. These and other special features will appeal to your "particular" customers.

Place a sorting order with your jobbers for immediate delivery.

You have our sincere wishes for a
Happy Christmas and Prosperous New Year

Hawthorn Mills, Limited

Carleton Place, Ontario

Selling Agents:

TORONTO—Little & Little, 152 Bay St.

WINNIPEG—Fred Rumble, Hammond Bldg.

MONTREAL—Luke F. Moore, Coristine Bldg.

VANCOUVER—A. J. Snell, Vancouver Hotel.

PICTOU, N.S.—V. A. Barnwell.



That your Christmas be merry and bright,
your New Year fruitful in new business,
good health and abundant prosperity—
that is our hearty greeting to all our patrons
and friends.

THE
Lang
SHIRT

We desire to thank our many customers
throughout Canada for the big business
they have given us and that has enabled us
to close a most successful year.

The Lang Shirt Co., Limited

Kitchener, Ontario



1919

The Closing Year

has been one of the most difficult in our history.

Merchants wanted goods—wanted large consignments and wanted them quickly.

The excellent selling and satisfaction-giving qualities of

Crown Brand Pants and Duktex Weatherproof Coats

together with increased requirements, have led to an unprecedented demand.

Despite conditions of labor and raw material we are pleased to say we have been *able to fill over 95%* of all orders. This has been accomplished only by careful foresight and the utmost effort. Markets have been scoured for up-to-date merchandise and increased prices paid, goods being delivered in many cases even below cost, rather than disappoint our patrons.

CROWN PANTS COMPANY

322 Notre Dame St. W.

MONTREAL

1920

We stand, therefore, on the threshold of a new year with *a proud record of satisfied customers* which has done much to bring

Crown Pants and Duktex Coats

to the favorable attention of the trade. Moreover, we *stand for permanent service* and hope during the coming season to merit even further if possible your esteemed confidence and patronage.

Greetings—

We take this opportunity to express our gratitude for your many favors in the past and to extend our heartiest good wishes for a prosperous New Year.

Our staff, from the highest to the lowest, join with us, and we sincerely trust that the pleasant relations of the past will continue throughout the coming year.

DUKTEX COAT COMPANY

322 Notre Dame St. W.

MONTREAL



DELPARK



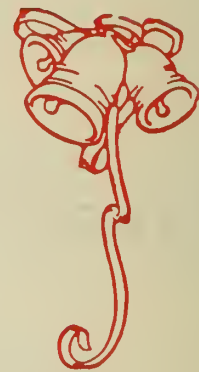
PRODUCTIONS

Thank You,
and—

A Merry Christmas!

For your liberal patronage during 1919—for the confidence you have shown in Delpark productions we sincerely thank you and cordially wish you a real, old Merry Christmas and a New Year that will break all records for successful business.

May you continue to find Delpark productions the most dependable "customer pleasers" throughout the New Year and we can assure you that in spite of the unusual production difficulties we shall endeavor to give your esteemed orders the best attention and deliveries possible.



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



OUR THANKS FOR A BIG 1919

We take this opportunity of thanking our numerous customers and friends for their liberal patronage during the seasons of 1919.

You have done much to make our business a success and we feel sure the liberal orders you have given for



will mean increased business both for yourselves and us.

Planning for A Bigger 1920

We are already preparing for a bigger 1920, so much so that we have leased much larger and more modern premises, comprising the entire ground floor of the New Sommer Building, Mayor Street, of which we take possession during March or April.

Here we trust to be able to give you a still better service than in the past.

Trusting that the cordial relations established between us may long be continued and wishing you and yours a Merry Christmas and still greater Happiness and Prosperity in the New Year.

S. RUBIN and COMPANY

Mfrs. of the

FIT WELL WATERPROOFS

437 St. Paul St. W.

Montreal

Mighty Oaks Fr

How Canada's Greatest Cap Business Was Built



WARREN OGILVIE

President and Managing Director
Eastern Hat and Cap Mfg Co., Ltd.

THE dawn of many of Canada's greatest enterprises as well as that of many of our foremost men was first seen in the East. Therefore in the country of the rising sun it was altogether fitting and appropriate that the inception and development of what has grown to be Canada's greatest cloth headwear industry should have taken place.

The Eastern cap factory located in Truro, Nova Scotia, was started about 12 years ago in a very small way, by a very young man. Warren Ogilvie, the young man in question, mixed brains with his labor and it is largely through his efforts that the cloth headwear business is to-day a recognized and important branch

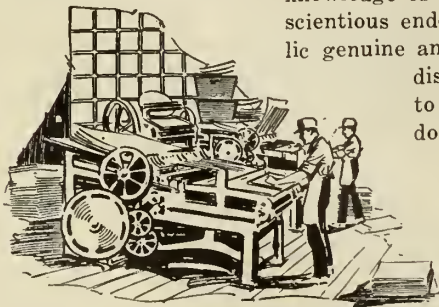
of our manufacturing industries. Eastern Brand caps are known from coast to coast. Over 5,000 merchants sell them, and several hundred workers find steady employment the year round in making them.

The markets of the world are regularly combed for attractive materials to be fashioned into headwear for the whole family.

To-day It Stands Pre-eminent

The Eastern plant is to-day the largest in the country devoted exclusively to the production of cloth headwear. It has developed to this pre-eminent position because of its undaunted energy and farsighted policy of sweeping away old traditions and replacing them with new and better methods. Through an intimate

knowledge of the business and a conscientious endeavour to give the public genuine and meritorious merchandise, it has forged rapidly to the front in the past dozen years until to-day it stands head and shoulders over all others. The variety and extensiveness of the range of dependable headwear produced has grown greater each season, and is to-day bigger and better than ever.



The Eastern Print Shop pours forth coloured window cards, calendars and advertising in large volume.

Many Exclu

It is not size alone that makes the Eastern predominant, for it has many notable originations standing to its credit. It patented and introduced the first knitted inside band cap for winter wear, also the Patented Leather Shield for sum-



The Famous Eastern Trademark

The astonishing growth of the Eastern Hat and Cap Mfg. Co., Ltd., of Truro, N.S., is an excellent example of what initiative

McCONELL & FERGUSON
Montreal Toronto

From Acorns Grow



The largest factory devoted to making headwear in Canada. Every part of this large plan is used exclusively for making Eastern products

Patents

mer wear, which has since been adopted by leading American manufacturers, and more recently, the well-known Klingklose Inside Band Cap, generally recognized as the most practical cap on the market for Canadian winters.

OTHER PRODUCTIONS ARE

Cravenette Weather-proof styles, with optical attachments, for motorists.

Men's and Boys' Tweed Hats.

Ladies' and Misses' Silk and Velour Sport Hats.

Children's Velour Hats.

and modern merchandise methods can accomplish. We are proud to number this progressive firm among our clients.

ADVERTISING AGENCY

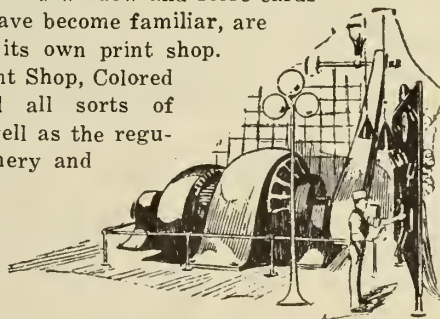
London Winnipeg

A Self-contained Factory

The factory is equipped with every modern facility for turning out merchandise. A power plant has been installed where the company produces its own electric light and power, thus making it independent of outside sources.

The attractively coloured window and store cards with which thousands have become familiar, are also produced right in its own print shop.

At the Eastern Cap Print Shop, Colored Cards, Calendars, and all sorts of advertising matter as well as the regular run of office stationery and of office stationery and business forms, are unceasingly turned out. The standard of printing maintained is equal to that of the best printing houses.



The Eastern people make their own light and power

MR. MERCHANT

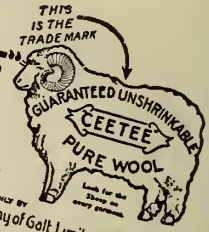
A successful business is not judged by the balance sheet alone, but by the wide range of friends it also makes.

You—if you wish an increase of business and at the same time a contented patronage—can secure both by loyally co-operating with those who are giving you National Advertising Support.

We are now advertising in leading Canadian newspapers and magazines.



THIS IS THE NAME
“CEETEE”
THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK
YOUR DEALER TO SHOW YOU!

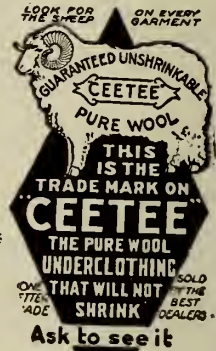


Everybody's Happy

as well as comfortable when they are wearing

“CEETEE”

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK



THE C. TURNBULL COMPANY OF GALT, LIMITED

“CEETEE” Underclothing

Do you want to derive your share of the profits and benefits from this advertising?

If so, link up your store with it by putting in window displays from time to time. This is the closing point in the people's minds. They read the advertisement and see the goods in your window and go in and buy. It is team-work like this that will make you smile when balancing time arrives.



Where Manufacture Becomes an Art

No haphazard, no guesswork, in the production of Turnbull's Unshrinkable All Wool Underwear the light of over sixty years experience was at every step, the importance of those who appreciate quality and comfort. While the first cost is higher than ordinary underwear, the better wear, greater warmth, lighter weight and all-round satisfaction make it much more economical in the long run. You cannot buy poor "CEETEE"—it is not made. The process of manufacture is different and expensive—there is nothing else like it made in Canada—special machinery—specially trained operators—each garment with individuality. Only the very finest, safest and cleanest Merino wool is used—so soft that a sacrificed by reducing quality. Good appearance, wonderful softness and comfort in fit, with quality always first, the most modern process of manufacture is in Turnbull's. It has taken over 60 years to make each its share in the long record of progress that

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On Active Service

BOHN, GARLAND, Jan. 2nd, 1919
Dear Mr. C. Turnbull Co. Ltd.
Galt, Ontario
I have been wearing your "CEETEE" underwear for some time and I have to say that I am very satisfied with it. It is very comfortable and does not shrink. I have also seen your advertisement in the paper and I am glad to see that you are still making it. I will wear your underwear as long as I can. Yours truly,
Wm. Bohn
Garland, Ontario

Turnbull's

PERFECT FITTING UNDERWEAR

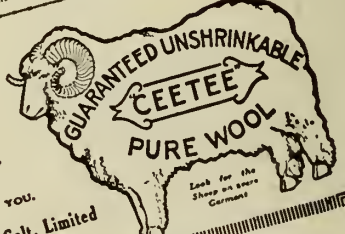
Manufactured by
The C. TURNBULL COMPANY of GALT, Limited
GALT, ONTARIO.

Also sole manufacturers of the famous "CEETEE" underclothing and latest "M" brand

As a matter of fact, "CEETEE" is better than imported, it is in a class itself—without competition and is unshrinkable.

Sizes for Men, Women and Children
Union Suits or Separate Garments.

ASK YOUR DEALER TO SHOW YOU.
TURNBULL COMPANY of Galt, Limited
GALT, ONTARIO



The above are reduced illustrations of some of the many advertisements now appearing all over Canada.

If you wish any of these advertisements we will be glad to supply you with Stereos, FREE OF CHARGE, for your own use in your local paper.

The C. TURNBULL CO. of Galt, Limited

Galt, Ontario

MEN'S WEAR REVIEW

Published First of Each Month

VOL. IX.

TORONTO, DECEMBER, 1919

No. 12

CONTENTS

Christmas Finds Trade Smiling	35
Dealers in Men's Wear Facing Big Season for Evening Clothes	36
It Pays to Give Services in a Good Cause	37
Photos May Take Place of Models	38
Modern Beau Brummels Numerous To-day	39
Favors Units for Window Trim	40
"Kick and Buy" Seems to be General Policy of the Public	41
Day of Leather Coat is at Hand	42
Urge Women to Buy Sensible Gifts	44
Confusion is Reduced to a Minimum when Stock is Arranged by Sizes	45
Pays to Keep Store Windows Well Lighted for Shoppers' Benefit Before Christmas	46
Took Out Salary of Only Eighteen Dollars a Week	47
Educate Men to Have Two Hats	48
Putting in the Stamp of Quality	49
Gaudy Splendor of the "Stuart Days" Rivalled by the Nineteen-Twenty Shirt	50
Keeping the Stock in Good Condition Helps Business and Makes Hours Fly for Salesmen	51
Would it Pay Manufacturer of Men's Wear to Go Out After Trade Overseas	52
Tweed Hat Expected to "Hold Its Own" Until Well Into Next Winter at Least	53
Editorial	54
Kitchener Clothier Turns Out Cards That Command Attention	56
Why Talk to Women About Kind of Clothes Men Wear?	57
Ontario Merchants Not Ready Yet for Trade With Germany	57
Hats and Caps	60
Collars and Shirts	61
Suits and Overcoats	62
Stabilization of Labor is the Only Hope	63
Customs Duty Changes When Prices Go Up	66
Buying in Home Town is Economy	67
Market Reports	68
Ottawa Clothiers Preparing to Fight—Fear Board's Order Hits Small Dealers	70
Neckwear	71
Board's Order Hits Clothiers Who Appeal to the Workingman	72

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SALE OF MILITARY STORES, ETC.

DRY GOODS, HOSPITAL FURNITURE,
BEDDING, HARDWARE, LEATHER
GOODS, JUNK, ETC.

SALES WILL BE MADE BY SEALED TENDER

Persons desiring to tender are requested to register their names and addresses with the

Secretary of the War Purchasing Commission, Booth Building, Ottawa, stating the class of goods in which they are interested, whether new or second-hand or both.

Tender forms with full details of the goods and places at which samples may be seen, will be mailed when ready to those who have registered as requested above.

Special Terms to Hospitals, Etc.

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

Returned Soldiers and Sailors and Widows and Dependents of Soldiers and Sailors killed in the War may obtain supplies for their own personal use and not for re-sale, through the nearest branch of the Great War Veterans Association who will combine individual orders and forward to the War Purchasing Commission through the Dominion Command of the Great War Veterans Association. These services are rendered by the Great War Veterans Association to all parties in the classes named, whether members of the Great War Veterans Association or not.

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



Men's Wear Review

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

VOL. IX.

TORONTO, DECEMBER, 1919

No. 12

Christmas Finds Trade Smiling

"Good Will to Men" is Significant Expression for Manufacturer and Retailer—Both Realize That Obstacles Encountered During the Year Could Not Have Been Avoided

WITH Christmas in the offing and the beginning of a new year not far off, conditions in the men's wear trade are in what might fairly be termed an almost chaotic state, but it is doubtful if manufacturer and retailer were ever on better terms. Both have weathered a strenuous year and facing the gale together seems to have brought them into closer relationship than might under other circumstances have been the case. Throughout the year that is fast drawing to a close the manufacturer has had a trying time. What with scarcity of material, unsettled labor conditions and inadequate production, his life has not been a merry one. Nor has the retailer—the man who comes between the manufacturer and the general public—avoided the thorns in picking the roses of prosperity. On the one hand he has been literally sitting on the factory steps continually in valiant efforts to get in enough supplies to meet the demands that have been made upon him, and, on the other hand, he has been trying to explain to his customers that he has been unable to get the goods at any price and also that, place the blame where they may, his escutcheon at least is clean of the charge of sending the cost of living to and beyond the Twentieth Plane.

Regarding the cordiality that exists between the man who turns out the goods and the man who hands them over to the public there can be no doubt. The retailer realizes full well that the manufacturer is doing all in his power to stabilize the market, that, no matter what measures he may take, he is unable to bring his production up to what it was in the days before the transformation of the labor world. He knows, too, that the majority of the manufacturers

have, insofar as they were able, shipped their goods in accordance with the orders taken, irrespective of whether or not they lost money on the order. And that very few of them escaped without being burned at some time or other is known to the trade, even though the public—always skeptical, always suspicious—may have its doubts.

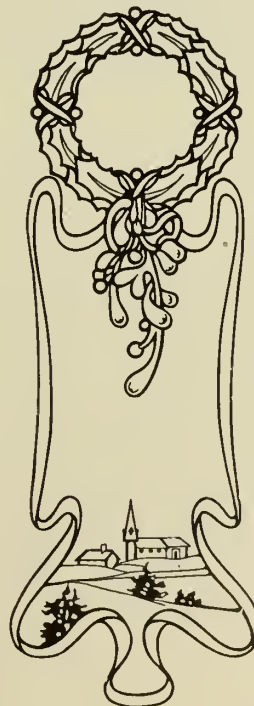
Took Losses With a Smile

At the present time hundreds of suits are being sent out and delivered to the retailer at less than their cost of manufacture. When the manufacturer bought

his material he did so at a price which has since risen, perhaps, enormously. When he took his orders he did so on the basis of what his cloth, his help and his "overhead" cost him at that time. But between the time of taking the order and the time of delivery unforeseen difficulties may have arisen and unless he altered his prices and treated his contracts as "scraps of paper," the manufacturer stood to lose. This latter he chose to do rather than "go back" on the men with whom he had been doing business. What is more, the manufacturer in almost every instance did what he could to protect the men who had bought from him in the days when he solicited their business. All the wants of his old customers he may not have been able to fill, but he did what he could and shipments were made proportionately with those sent to these customers in the days when supplies were more plentiful than orders.

To these things the average retailer has not been blind. He has had his troubles, but that they were not more laborious in their way than those of the manufacturer he has understood. And, understanding, he has taken his rebuffs good humoredly. As the manufacturer has stood by him so now will he stand by the manufacturer. The day is coming when orders may again have to be solicited and the men who have played the game and played it fairly will not lose. They will not be left in the lurch.

For these reasons, therefore, there is no lack of good will in the trade. "Peace on earth" as an expression is more significant than ever before, and "Good will to men," as an exhortation, is, perhaps, more potent and more far-reaching than at any time since the world began.



Dealers in Men's Wear Facing Big Season for Evening Clothes

No Abatement in Demand Before End of February is Looked For

FOR the next two or three months anyway, the men who deal in evening clothes will be hard-pressed to meet the demand. Since the cessation of hostilities there has been a continuous and an insistent call for dress suits and all the articles that go with formal attire, and from all parts of the country come reports to the effect that, no matter what the price, these cannot be turned out fast enough. The fighting men are back now and as Christmas approaches, the festive season when formality reigns supreme makes its appearance, and at once the rush on haberdashers and tailors becomes distinctly noticeable. Not until the end of February at the earliest, will there be an abatement in the demand. Consequently, retailers with a supply of evening clothes and perquisites would be well advised not to hide their light under a bushel, but to make frequent window displays as nothing dresses a window so attractively as the "fish tail" and its auxiliaries.

MEN'S WEAR REVIEW has it from several leading haberdashers that there has never been such a demand for evening clothes as since the armistice was signed. The statement is made and vouched for, too, that there has been more business done in dress suitings since December, 1918, than in the whole four years of war. In the opinion of the trade, there is something in the line of parties going on all the time now, and business in the dress suit line is away ahead of what it was before the war.

Hard to Secure Labor

"We have all kinds of business but we can't get the labor," is the general complaint. "It is going to be a great season for evening clothes, but we hardly know where we are at. Right now we are weeks' behind in our orders."

It is no exaggeration either to say that hundreds of orders for suits are being turned down every month. And this, too, when the highest wages are being paid. At the present time wages are 50 per cent. higher than they were on September 1 last, and a forty-four hour week, instead of a forty-nine, is in vogue. Men's wages have advanced from \$22 and \$24 to \$33; and girls' from \$14 and \$16 to \$20. Production is very low in spite of the fact that the operators are working under improved conditions and for better wages.

In inverse ratio to production, the cost of everything is away up. Nor will the price of wool be reduced for some



time. The British manufacturer was never so busy as at the present time, because of the demand from Belgium, Germany and all the other countries upon which the war had a disastrous effect. There is not now a jobbing house in the Old Country with old stock on hand. The people are buying anything and are prepared to pay any price for it.

As a result, the prices of dress suits are away up. An up-to-the-minute suit which used to retail for \$80, cannot now be had for less than \$115. And in England the prices are just as high as in Canada. Over there 18 and 19 guineas are being paid for high-class tailors and within the past month a man returned from England wearing an overcoat that cost him 20 pounds.

"And," said the haberdasher who examined it, and afterwards talked the

More Business Done in Past Year Than in Whole War Period

matter over with MEN'S WEAR REVIEW, "it was a mighty poor coat at that."

An Unprecedented Demand

According to manufacturers, the demand for evening suits is unprecedented. The increase in price is generally placed at 120 per cent., the average suit which sold formerly at \$36 and \$38, wholesale, being now a little more than twice as dear. It is pointed out that there is a great deal of labor on a dress suit and that skilled operators who formerly received \$22 a week, are now drawing as high as \$45.

Contrary to orthodox opinion, formal evening clothes are susceptible to various treatments which, when judiciously introduced, will individualize one's attire without making it look flashy or violating the principles of good taste. The fact that any given feature about a suit is noticeable certainly does not mark it as bad form, for there is certainly no sound reason why all evening tail coats should look alike. Extremes, however, are to be avoided or handled with care. In some of the new models shown this year a slight deviation from conventional standards has been introduced by facing the lapels with silk only to the button-hole. It is noticeable, too, from the illustration that goes with this article that the four-button vest has somewhat more waist than is usual and that the points are sharp. In some models, though, the points disappear almost entirely, the ends of the vest in front being short and slightly rounded. There may be a more noticeable narrowness about the shoulders than usual, but there is little else to distinguish this year's models from those of former days.

CANES FOR THE EVENING

Caps Should be of Gold or Silver Or Tortoise Shell

When the question of evening clothes is up for discussion a man's taste in canes for formal use should not be disregarded. The selection of a stick should be governed by the same motive that dictates one's choice of jewelry. Large and flashy heads are in just as bad taste as are large and flashy scarf pins and the crook handle for evening use is prohibited. Sticks which are sure to meet with the approbation of authorities on such matters would have tortoise shell, or gold and silver caps. If the material were of all-bark malacca it would be sure to be in good taste.

It Pays to Give Services in a Good Cause

Taking Part in Patriotic Campaigns Brought Customers to McConnell and Fitzpatrick—
Special Window for Victory Loan Appeal Caught Public's Attention.

THROUGHOUT the entire period of the war, R. F. Fitzpatrick, of Fitzpatrick and O'Connell, haberdashers at 254 Yonge street, found time to take part in patriotic campaigns of every description, and this same policy he carried out in the last Victory Loan campaign. The Fitzpatrick and O'Connell window in the window-dressing contest was one of the finest.

Well to the fore in the window was the life-sized figure of a soldier in khaki, and beside him stood a nurse, the latter being also a life-sized wax figure. "Re-establish him. It's up to us," was the inscription on a big card, which showed up conspicuously on a pedestal covered with green plush. On a table in the centre of the window were appliances and medical equipment of all kinds, with peroxide and other sick-room essentials. Crossed canes and crutches heightened the effect. In the window, too, were Canadian and German helmets, a copy of a German passport and a picture of the First Canadian Motor Machine Gun Company at Annaberger Schloss, Frisdorf, Germany. "Buy Victory Bonds" was the motto that caught the eye on every side, and at the back of the window were the Union Jack and Old Glory

crossed. Pictures of the Prince of Wales adorned the panels at the rear of the

FOUND TEXTILE CHAIR

That the University of Toronto would in the near future direct its attention to the technical education of students in the manufacture of textiles and woollen goods, was the assurance given by Brig.-Gen. Mitchell, dean of the faculty of applied science at the University of Toronto, before a gathering of members of the Canadian Textile Institute and the Canadian Woollen Manufacturers' Association.

General Mitchell stated that he would personally take the matter up with Sir Robert Falconer, president of the Toronto University, and the Minister of Education, and impress upon them the great possibilities of instructing students in this line. He also assured the members that the faculty of applied science would lend its utmost assistance and encouragement to those students who were inclined towards this industry, and would await with interest the results of the efforts of the Canadian Textile Institute to evolve a scheme of technical education.

display, nor was the effect of the latter detracted from at all by the big "Hundred Per Cent. Victory Loan Flag," which had just been won by the store.

When Job is Too Big

One of those men who believe that a business man should always try to do everything in his power for the community and in every public endeavor, Mr. Fitzpatrick does not begrudge any time that is spent in patriotic or welfare campaigns. He believes with the big American magnate who declared: "When a man cannot find time to take part in other things besides his own business his job is too big for him."

"There is a satisfaction in doing what you can for the community," said Mr. Fitzpatrick to *MEN'S WEAR REVIEW*, adding: "Such things broaden a man's acquaintance and incidentally help along his business. The personal touch in a business like ours helps a great deal. Some of my best customers I first met in campaigns of a patriotic nature."

It is Mr. Fitzpatrick's belief that it is a good thing for merchants to take part in the different campaigns that crop up from time to time.

Demand for Evening Clothes from Members of the High-Class Lodges Should Be Strong



Just how many lodge members there are in Canada and the United States whose fraternal affiliations call for the frequent wearing of evening clothes it is difficult to say, but it would be a paying business for the retailers of the continent to get in touch with as many of these men as possible. It is a well-known fact that the Masons are "strong on" evening clothes for lodge meetings and there are a number of other associations who go in just as strongly for this sort of thing.

During the war there was not as much emphasis placed upon the wearing of evening dress as was the case in the days before hostilities began and during the fighting years, too, thousands of new members linked up with the fraternal associations that make it a point to be dressed to the hilt on every possible occasion. As a result, the lodges have a bigger membership than ever and there is no doubt but that a good percentage of these will need to be togged out in evening clothes.

There should be a fine field here, therefore, for the retail clothier and haberdasher. He should take advantage of the situation without delay and send out leaflets or booklets to prospective customers. It would be an easy matter for him to get the names of the lodge members in his locality, and if he circularized these men he would have a good chance of picking off considerable business that might otherwise slip by.

Photos May Take Place of Models

Time Believed Near When Larger Clothing Houses Will Send Travellers Out With Pictures Instead of Trunks Filled With Models—Opinion is Divided on Question—Big Saving Would Be Effected by New Plan.

The John W. Peck Company of Montreal has started out to pioneer the sending out of photographs instead of models with travelers. During the past month their photographs have been shown to clothing men up in these parts and the idea is being looked upon with favor. One of the first places of call was Sauder and Lippert's store in Kitchener and, according to Mr. Sauder who discussed the matter with Men's Wear Review, "the stuff was good." The price of the goods per yard was on each piece and the "cuts" were about six inches in length, four to a card. Mr. Sauder admitted that the idea might be hard in a way on the man buying for the first time as he would not know how the different sizes fitted but, personally he thought the plan a good one. He was shown seven cards with four photographs of models on a card and the effect was striking. Boys' as well as men's clothes were shown, the drafting being done in regular pencil lines on a white background.

IN such a complicated mess is the clothing situation at the present time that considerable thought is now being given by manufacturers the country over to the sending out of photographs instead of models. From Montreal comes news to the effect that some of the larger clothing houses have been so rushed with Fall business that they have not even yet been able to prepare Spring models, and consequently are adopting in the emergency a novel idea which may revolutionize clothing selling for the future. Instead of carrying bulky trunks of samples of the latest models, the salesmen are said to be setting forth armed only with photographs of new models and swatches of new materials.

By not a few manufacturers the idea is looked upon almost with amusement. "Impossible" say some, while others are inclined to adopt a policy of watchful waiting. It is difficult in a way to get used to such a drastic change, but the impossible has happened before—if an "Irishism" may be permitted—and there is no reason why it should not again. There is no doubt but that a big annual saving would be effected if the project proved to be a success.

Saving in Freight Charges

As a rule, the traveller for the larger houses goes out with from thirty to thirty-five models, and sometimes he has as many as fifty in his trunks. This means, therefore, that if a house has twenty travellers, something like \$35,000 is tied up in sample models, estimating that each cannot be turned out for much less than \$35.00. It often happens, too, that quite a number of these models do not sell. Hundreds of suits may be sold from the one model, but there may be some for which only a few score sales might be registered, if that many. It seems reasonable to suppose that the traveller might secure results by carrying good models of the suits his house is to have in stock. In one trunk he might carry his swatches and the other might be so arranged that it could hold almost life-sized photographs of models. These, however, would have to be of a high order so that they would at once catch the eye, likewise the fancy, of the retailer. They

could be arranged along the walls of the sample room in such a way that the retailer could see at a glance just what the traveller had to show him.

If this plan should be adopted a big saving would be effected in the goods themselves and also in the freight charges. There are instances on record of a traveller paying about \$80 for his fare to the West and additional \$90 for excess baggage.

Opinion is Divided Here

For the "Doubting Thomases" among the manufacturers, it is argued that if the models are to be photographed they might as well be taken out. There has been talk of the plan in Toronto, and in some manufacturing establishments opinion is divided on the question, one official thinking that the new scheme might be tried, and another declaring that to do so would be folly. Photographs of cloth have been reproduced in Old Country journals before this, and these have met with more or less success, but it is argued for the opposition here that the man who is buying goods wants to see and examine the model

A STRIKING DISPLAY

Dunfields' Showed Up - to - the - Minute Dress Requirements for Men



Set off by a flooring of purple plush the display of dress requirements for men in the windows of Dunfields' during the past month was one of the most striking that has been seen in some time. There were full dress shirts with the soft billowy fronts, silk gloves and handkerchiefs, vastly different from the ordinary, natty, threaded socks and canes and dinky black ties, with just a touch of white around the edges. The display was arranged in such a manner that it was no uncommon thing to see people crossing the street at all hours of the day to look over what was being shown.

and look thoroughly into the weight and body of the material from which it is made up.

It is argued, too, that the scheme could never be worked to advantage in special order houses. A Toronto house has sent out letters with photos instead of samples, but in this case the would-be purchaser could always come in to see the samples. In this case, where there is also a retail store, the customer can always drop in and see the goods before they are made up. It is admitted freely that there are arguments aplenty both for and against the proposition, but it is not likely that it will be taken up to any great extent this year, anyway.

Some of the larger houses who can afford to make the experiment will, in all probability, blaze the trail, and if the scheme works there is no doubt but that all others will be only too willing to follow suit.

AT THE MILITARY BALL

Catchy Advertisement in Montreal Paper—M. C. Hero's Comments Reproduced

A rather unusual "ad." was that published this month in the Montreal "Star" by the Max Beauvais, Limited, 229 St. James street, Montreal. Under the caption, "At the Military Ball," and beside a cut showing gay officers with pretty maids, the following note from one who signed himself "The Major," was published:

"Of course I was there... positively couldn't miss it... one of the chosen eight hundred... y'know.

"More Major-Generals there than I saw in all the trenches in France... and... decorations... by the thousand... made my poor little M. C. feel positively cheap.

"The music... delightful... danced with Miss Weatherall... waltzes divinely... One-stepped with my cousin... the one from Winnipeg... ripping girl.

"How splendid the ladies looked... trust 'em to make themselves look their best... sixth sense with 'em... pity some men can't absorb the idea... eh... what? We men can't be pretty... so... for Heaven's sake... let's be well groomed... eh... what?"

Modern Beau Brummels Numerous To-Day; Not Frightened at High Price of Clothing



Men Are Better Dressed Now Than They Have Been For Years—"Never So Particular," Agree Country's Haberdashers—Spring Demand is for Goods of The Very Best Grades And Workmanship—"Old Clothes Leagues" Not Popular in Canada.

BEAU BRUMMELS Are Scarce Now," read a headline in a Toronto newspaper this month, the article going on to say that the majority of Englishmen are to-day wearing old clothes and that small tailors in the repair business are making fortunes. But MEN'S WEAR REVIEW is inclined to take the negative in this debate. Beau Brummels may not be as conspicuous as they once were, but men are better dressed now than they have been for years, in spite of the high cost of clothes, and men engaged in the trade will not hesitate to say that they were never so particular.

It is not so very long ago that men wore shirts just because they had to. It is only a few years since plain black socks held undisputed sway over the genus male. But a few years have wrought a marked change. Shirts are worn now as one of the most conspicuous articles of dress. Socks as loud as the rainbow are generally favored, new patterns being worn almost every day. Clothes must fit to the form and a loose collar is no longer to be tolerated. At the present time the average man dresses as



flashily as he can and to his vanity haberdashers must cater. No longer is a man satisfied with a couple of plain white shirts. The day has passed when a few pairs of black socks will set his mind at ease.

Orders Cannot Be Filled

When one considers the fact that well over fifteen thousand clothing and haberdashery shops were opened during the first half of the present year, it is not going too far to say that men think a whole lot more about clothes than they would have people believe, for they seem to be buying them in no small quantity. The best haberdashers are patronized and the casual, hit-or-miss method of selecting shirts and cravats is no longer in vogue. Last month MEN'S WEAR REVIEW attempted to show that the demand for shirts was so great that the country was facing a shortage and it is just about the same with hosiery. The latter are being sold as fast as goods can be delivered from the manufacturers. The only complaint is the scarcity of merchandise.

Manufacturers are being kept busy and in some cases it has been said that some buyers have been unable to get what they wanted. Trade undoubtedly continues with unusual volume, but the merchandise is scarce and orders cannot be filled. In some lines the market is bare of good grades and prices are very high. Most lines are sold up, the Spring lines having been open but a few days when more business than could be handled for the next few months was booked. A good deal, too, has depended upon the dyeing.

Men Like the Best

There has not been a great deal of change in the prices of Spring in lines that have been offered. The demand is and has been for good quality. Some poorly made hosiery has been put on the market and while these are not being snatched at it is necessary in some cases to get these inferior grades and workmanship will satisfy and hold the attention of the buyers. Retailers say that consumers do not object as much to high prices as they do to the poorer grades. They pay a good price and want good merchandise.

The despatch from London regarding the scarcity of Beau Brummels seems, in the light of conditions in the haberdashery world, to be a trifle out when it says that the vast majority of Englishmen are wearing their old clothes, garments which before the war they would have handed over to their servitors or given to a charitable society. In this connection it is interesting, too, to note that in an address before the Women Designers' Club in the Heliconian Club rooms, Toronto, Miss Traphagen, instructor in the School of Industrial Art, said:

"Most women know that men have a weakness for good materials in women's clothes, but few know that men have, at all times, demanded the best for themselves. The finest laces ever made were manufactured when men adorned themselves with this delicate fabric; the most wonderful velvet weaves came from the looms in the days when men wore finer feathers than they have of late. All the richest and finest embroideries known in the fashion world were wrought for the men of the day. Men, in all ages, have demanded a better quality of mater-

ials and ornamentation than have the women of the period."

The following is an excerpt from the London Despatch:

"Nowadays frayed trouser legs and shiny coat elbows are not signs of penuriousness; they are proofs of economy. For suits of clothes that sold for \$20 or \$25 in the piping times of peace now cost from \$60 to \$90. Indeed, the clothes of five years ago cannot be duplicated at any price, for the materials of to-day are shoddy; there is precious little wool in them.

"Many a suit that looks new because it was made of good stuff is an old suit turned inside out. And to have that done costs like the deuce. The little tailors whose work consists chiefly in making repairs and alterations are making their fortunes. The Government's Anti-Profitteering Act does not reach the tailors, it seems. Taking this melancholy instance:

"A gentleman living in Holborn complained to one of the 15,000 tribunals that have been established throughout the country that his tailor demanded ten shillings and sixpence (\$2.67) for pressing a suit, whereas the pre-war charge was three shillings and sixpence (87 cents). The Holborn man, with much vehemence, vowed that to charge \$2.67 for pressing a suit was little worse than highway robbery and only a degree less criminal than piracy.

"The learned pundits of the tribunal informed the choleric Holborn man that the Act refers only to 'charges of services in common use,' and that pressing a suit of clothes is so unessential and unusual that the tailor may charge what he pleases.

Favors Units for Window Trims



W. H. TODD

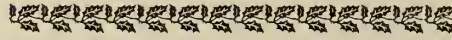
Proprietor of the Fashion Craft Shop, London, Ontario, whose establishment is described in this issue of MEN'S WEAR REVIEW.

RANKING in the same category with the most up-to-date men's clothing and haberdashery stores in Western Ontario is Todd's Toggery Shop recently opened by W. H. Todd at 150 Dundas Street, London, Ontario. The business section in which this store is located certainly has not lost caste by the addition of Mr. Todd's smart and attractive premises while the class of merchandise shown speaks well for the proprietor's taste as a buyer. In addition to high-class men's furnishings the store has the exclusive selling agency for the district of Fashion Craft clothes.

The entire front of the building, which is three storeys in height, has been artistically finished in stucco over the original facing of brick and the signs used are in keeping with the general scheme of treatment, presenting a pleasing change and contrast to its original and respectable but somewhat dreary look. The windows, well lighted and with mahogany backgrounds, are kept dressed with smart designs and colorings in shirts, ties and other articles of men's apparel, these all being arrayed in units and not mixed in a mass together. They are all in the nature of sectional trims which are changed often with minimum labor to suit the needs of the weather or the season.

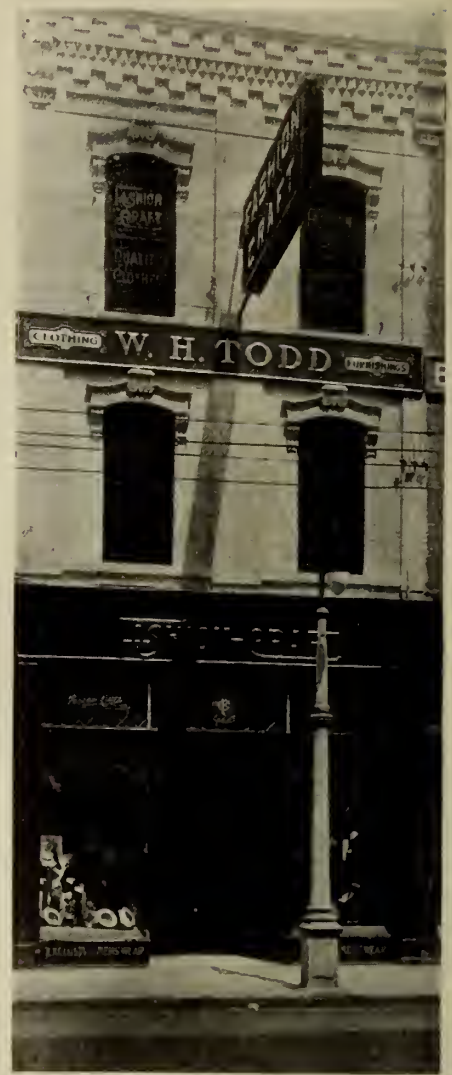
The entrance, which is both wide and tiled, leads into a store which is the last word in fixture equipment, no expense having been spared to produce the power to render a hundred per cent. efficient service to the customer. Every known and approved device for correct handling of men's needs in the clothing and outfitting way has been brought into operation by Mr. Todd in order to make his store a pleasant place in which men may shop and have their wants easily filled.

Todd's Toggery Shop in London is Right Up to the Mark With the Finest.



The store's depth is 185 feet and it would be hard to make the store compact and uniform with a width of only 20 feet if it were not for the fact that the whole has been most carefully planned. This handicap, however, Mr. Todd has overcome by special adaptation of suitable fixtures. These add width to what is an abnormally deep store. Skylights at intervals provide a good light at all times, thus doing away with dark shadowy corners or the use of artificial light throughout the day.

After carrying on business for a number of years in Medicine Hat, Alberta, Mr. Todd decided to settle permanently in Eastern Canada so he sold out his business in the Gas City and came east. He looked over a number of cities in search of a good location and finally decided on London. Although in this city but a short time Mr. Todd has made many friends and as he was well and favorably known to the trade on the prairies he found it easy to buy from representative houses. This enabled him to start off in good style and, being a firm believer in the use of printer's ink combined with common sense, he is now making a fine bid for a share of the business of the district in which he is located. He does not hesitate to let the public know what he has to offer. Honest advertising is a fetich with the head of the House of Todd and he is usually quite satisfied with the results.



The above shows just how attractive even a poor front can be made to appear.

"WHAT DID MIKE'S CAT WEIGH?"

Hundred Dollars and Overcoat Given Away to Get Public Interested in Black Tabby and Upstairs Clothes Shop.

"Mike Wants a Big Black Cat," "I Am Happy Now. I Have My Cat," and "What Does Mike's Cat Weigh?" were the snappy captions to big advertisements which were run in Winnipeg newspapers towards the end of October. An upstairs clothes shop was responsible for the displays, a hundred dollars being offered for the nearest correct estimate of the weight of the tabby which was placed on exhibition in John Erzinger's window, 418 Main Street, McIntyre Block, Winnipeg.

In one of the ads. attention was drawn to the fact that every shop in the chain, from coast to coast, has a big black cat as a mascot and the blackest black cat in Winnipeg was asked for. To the person bringing in the blackest feline a suit or overcoat was given away, three local newspapermen being the judges. The statement was also made that there were plenty of good cigars on hand and that every man, whether he bought or not, would be welcome to "come up for a smoke and look over the stock."

In the announcements that followed the securing of the cat, Master Earl Sellar, of the Dining Hall of the C.P.R. shops, being the winner of the overcoat, the public was informed that the cat was being called "Micky," short for Mike, and that every visitor at the shop would be entitled to an estimate and a chance at the hundred dollars. The weighing took place on November 1, a member of the Dominion Inspector Weights and Measures Department officiating. Of the 4,487 who tried, only nine guessed the cat's correct weight.

"Kick and Buy" Seems to be General Policy of the Public

People Are Said to Be Complaining a Good Deal More Now Before
Buying Than Was the Case at Outset of Season—
Demand for Overcoats Has Been Strong.

"KICK and buy" has been found to be the public's policy this year in the matter of purchasing overcoats, but among dealers and salesmen there is a fear that the money is not going to come so easy next season. As a matter of fact it is becoming noticeable that the would-be purchaser is complaining a great deal more before buying than was the case at the first of the season. However, the demand for overcoats has been strong so far and the average salesman is not the man to borrow trouble.

Not only has the demand been good but the very best merchandise is being asked for. Deliveries, though, continue slow, and the claim is made by some that if the English manufacturers had not lived well up to their contracts there would have been considerable trouble in supplying men's needs for the Winter.

To "overselling" on the part of many

manufacturers is attributed not a little of the blame for inability to deliver. By some dealers the claim is made that of the overcoats purchased last March not any more than five per cent. has been received.

The popular overcoat this year seems to be that which has been selling for \$65. In some quarters the trade in trench coats is being missed, but the civilian business is rapidly rounding into shape and the big business of other years is being equalled.

Ninety-five per cent. of the returned men who have been repatriated during the past year come home to Canada to buy real Canadian "civics" and a big percentage of that ninety-five per cent. have yet to purchase their overcoats. Then the self-denying male population who remained at home during the war are only this Fall venturing on any elaborate additions to their wardrobe.

CLOTHING UNION BLAMED

Present High Prices Are Attributed to
Extortion of Manufacturers

Charges that agents of the Amalgamated Clothing Workers of America had obtained more than \$500,000 from clothing manufacturers in Chicago and other cities led to a raid on the headquarters of the union at Chicago by detectives from the State Attorney's office. Books and records of the organization, including bank books of the union and individual officials, were seized.

Allegations made to the state attorney were to the effect that union agents for their own profit called strikes against manufacturers and threatened and coerced them into payment of sums ranging from \$500 to \$30,000. The latter sum was paid by one manufacturer in three instalments of \$10,000 each, according to information in his possession, Ass't State Att'y Michaels said.

Mr. Michaels declared that increased cost of men's clothing would be traced to the machinations of the alleged extortionists, since Chicago was generally recognized as the centre of the industry.

The Interior of an Up-to-date Haberdashery in London



As seen by the photograph reproduced above, the idea of W. H. Todd in planning his new store in London, Ontario, has been to so arrange everything that the prospective purchaser may, on entering, see the entire floor from front to back. Glass cases adorn the walls and the goods are displayed in such a way that the customer has a chance of seeing, "right off the bat," just what he has come in for.

Day of Leather Coat is at Hand

Demand This Season Has Been Away Ahead of the Supply—Novel Garment Promises to Be Exceptionally Popular in Fall and Winter of 1920—Birdman Started the Craze.

MANY things, good, bad and indifferent, have risen, Phoenix-like, from the ashes of war, and the leather coat is one of these. Particularly noticeable on the street of late has been the leather coat. Aviators, may be considered the pioneers in the movement, but Milady was not long in following suit, and now these garments are seen just about as frequently as the manufacturers will allow. For that the manufacturers are to blame is the belief of a prominent buyer and manager of one of Toronto's most exclusive stores. This man is face to face with a strong demand for leather coats, yet, although he is prepared even to hand over the goods to some manufacturer, he states that he is unable to secure the supplies he wants and that he is almost at his wits' end now to know just what to do for next year. For that next year will witness an even stronger demand, and that what is now apparently a "craze" will ultimately become a fixed habit he firmly believes.

Women Like Men's Garments

One of the surprises of the present

season to the great majority of the dealers in overcoats is the demand that has arisen for the coat that is made entirely of leather or is faced with this storm-defying material. That the craze or fad or whatever else it may be called has evolved from the airman's leather outfit is not to be doubted. It was on the birdman that the leather coat was first seen, but now almost as many women as men are seen attired as if for a spin through the clouds. Men who drive their own cars are particularly partial to the leather coat, and in many cases, because the coat proper cannot be secured in the quantities in which it is required, a sort of leather pull-over is being worn under the outer garment.

The question of price does not seem to enter into the selling of the garment at all, according to Toronto dealers as the people seem to be quite prepared to pay \$150 for the leather covering.

"The leather coat is something new and it is noticeably stylish and fashionable," stated James Craig, head of the overcoat department of Fairweathers', Toronto. Mr. Craig has been with the firm for eighteen years, taking over the

department when there were no more than half a dozen coats in stock. He is also buyer for this department and is in close touch with the trade generally.

Stocks Went Quickly

Discussing with MEN'S WEAR REVIEW the possibilities of the new garment, Mr. Craig said: "I feel sure that next year there will be a wholesome demand for these leather coats. Already this year I have sold a great many, no insignificant portion of my trade being attributable to women, who seem to be partial to the men's coats in the smaller sizes. There was a feeling for the garment last Spring, but so far it has been impossible to get the quantities and the varieties we want. However, next year they should go big."

Delving further into the matter, he said: "I am positive, too, that some manufacturer will get right after this trade and that the garment will be turned out in decided colors, and that the finest leather will be used. I see already a good demand for Mocha and Swedes in green or purple. These coats are vastly different from the ordinary, and while they may not be worn to any extent by the man of limited means, they will certainly be sought after by those who can afford to be different, and who, being able to afford it, always like to have something natty and attractive for race meets and other outdoor events of a fashionable character."

Mr. Craig showed MEN'S WEAR REVIEW his entire stock—six or seven full-acoutered coats or slip-overs—explaining that his small stock did not last long, when once the "run" began.

BABA COAT IS NOW IN STYLE

Trench Garment Gives Way to Khaki-Colored Protector Against Cold Winds

With the passing of the War God the trench coat has yielded place in the popular favor to the Baba coat which is said to be a vast improvement on the trench coat for windy winters. It is khaki-colored, lined with sheepskins, collared with possum and tightly belted, as all high-class overcoats are this winter. A limited number of these coats only, it is claimed, were manufactured and particularly from chilly Winnipeg come reports of a popularity that has seldom been excelled.

GET ORDER FOR OVERCOATS

The J. L. Tipp Company, Edmonton, have been favored by the recommendation of the council of that city for the purchase of approximately ninety overcoats for street railway employees.

One Way to Show Off Outer Garments



Pictured above is a section of the Fashion Craft Clothing Department of the W. H. Todd store, Dundas Street, London. The store is 20 by 185 feet deep with frontages on two streets. It is lighted in the centre by sky-lights, making a bright store from front to back. A good view is given here of the manner in which men's clothing is hung and displayed.

THOUGHT PROBE LIKE A COMEDY

J. N. Harvey, of Vancouver, Was Amused at Clothing Investigation in Toronto

There is little hope of a reduction in the prices of clothing, according to J. N. Harvey, president of J. N. Harvey, Limited, of Victoria, B.C. While in the East on a five weeks' buying trip, Mr. Harvey was in Toronto when the investigation into retail clothing prices was going on and this is what he says of the probe:

"It would have appeared a comedy to those who knew the real facts had it not been a real tragedy, because at least one man, a lawyer, connected with the investigation, was, through interviews with the press, misleading the public into the belief that they would be able to buy clothing at lower prices, when the reverse is true. On the very day that the press announced that retail clothing prices must go down, the manufacturers were notified by the mills of a dollar a yard increase in worsteds.

"After all, the largest cost in a suit is labor. The material, about four and a half pounds of wool, a pound and a half of cotton and some silk, has a value of, say, \$10. The remainder is labor, whether it is of the weaver, the tailor or the salesman."

"The greatest difficulty the retailers have to face now is not so much the price as to secure deliveries, as production in both Canada and the United States has dropped very considerably compared with pre-war days. This reduction of production is true of the mills as well as the factories.

"The reason for this is not entirely due to the reduction of hours from fifty-two to forty-four per week, but largely to the fact that, aside from the designing and the cutting, the English-speaking Canadians and Americans do not take to tailoring and we are largely dependent upon the strangers within our gates for the tailoring of the clothing we wear to-day. There has scarcely been an apprentice during the years of war and a great many of the operators in the clothing factories of this continent, especially Russians, have returned to their native countries."

NOVELTIES ARE FAVORED

Herman Ritter, of Ritter & Meyer, Youngstown, Ohio, who conducts one of the most successful boys' departments in the United States, says: "I believe that the creation of style makes business and for that reason I sometimes buy extreme novelties. The fact that you carry and display these novelties is taken as evidence that you are a specialist. Whenever you get something new in your store bring that forward and call special attention to it by changing the exhibit two or three times a week. It gives an impression of variety."

A "Winner" at the London Fair



One of the classiest displays at the London Exhibition this year was that of Fashion Craft clothes and men's furnishings, for which W. H. Todd, Dundas Street, London, was responsible. Some of the finest suits and overcoats were shown and, as may be seen from the display, the "dresser" has an eye to beauty, his setting-off effects being well worth noting.

HOPE TO INCREASE PRODUCTION

British Manufacturers Have Scheme—Employers Fined for Slackness—If Workmen Are to Blame Percentage is Deducted From Wages.

The problem of how best to increase production is being taken up by manufacturers in the Old Country. The scheme submitted involves notifying employees of the decrease in output. If no improvement is noted after ten days the Board of Trade might be called upon to make an investigation. If, in this event, the employers are found responsible, it is suggested that a fine of £50 sterling be enforced. If, on the other hand, the decrease in output is due to slackness on the part of employees, it is planned that a fair percentage, in accordance with the decrease, be deducted from their wages. The scheme also proposes that the employer reward employees substantially for any suggestion which may lead to production being increased.

NOT MANY SUITS BEING IMPORTED

Duty Makes Price of English Clothes Too High for Importation Now

Ontario clothiers and haberdashers are agreed that there is no buying in England now like there was in the days before the war. The duty now brings the imported article "away up" in price. Before the war thousands upon thousands of dollars were spent on clothes in the Old Country, but now it pays to buy in Canada. Prior to hostilities labor was so cheap overseas that clothes could be secured at a very low price, but it is different to-day. The demand, too, is so great in the English market that prices have taken a big jump, labor and the cost of materials being equally high. If labor was only reasonable here, clothiers say, there would be wonderful days ahead for this country.

FAVORS WOMAN AS DEPARTMENT HEAD

Topeka Clothier Thinks Mothers Are To Be Considered in Business

That it pays to have a woman at the head of the boys' clothing department is the assertion of Fred Voiland, senior member of the Voiland-Engle Clothing Company, Topeka, Kansas.

"I am convinced that a woman can best handle a boys' department," said Mr. Voiland. "They know children and what pleases them, and they have a faculty of handling them and taking infinite pains to please. Not only that, but the average boys' clothes, it seems, are bought by his mother, and she buys more freely and is better pleased if she is waited on by a woman. So I am planning on putting my boys' clothing department in charge of an experienced woman when it is opened next spring."

Urge Women to Buy Sensible Gifts

Dealers in Men's Wear Would Increase Own Bank Accounts, Make Christmas Shopping Easy for the Fair Sex and at the Same Time be Doing a Kindness to Their Own Species by Making a Strong Bid For Wife's, Mother's, Sister's and Sweetheart's Trade at This Particular Season.

IF the haberdashers of the continent will only go after it in the right way there seems to be no reason why they should not corral the bulk of the women's Christmas trade. There is no reason why the clothing and furnishing trade should not secure a good percentage of the dollars that are spent each year for useless, unappreciated gifts. Every year there is a big demand



for fancy pipes, smoking sets and cigars, which the favored man generally uses for fumigating purposes only, and as long as women are allowed to go their own way, these articles, in spite of the quips in the newspapers, will have their day. Yet not one of them can give the real plea—sure that a tastefully-selected article of wearing apparel affords. Why then do not the dealers in men's wear get right out after the women's trade? Appeals to women through the press and attention-compelling window displays should help to turn the trick.

Attractive and desirable Christmas gifts should be made out of men's furnishings, from hats and caps right down to socks and garters. The Christmas necktie has hitherto been about the only thing that women "fell for" and there is no denying that they "fell for" this in real style. Why? Because someone hit upon the idea of wrapping the tie up in a box redolent of the season's characteristics. Why then should not all that the clothier and furnisher sells be just as acceptable? Appropriate holiday boxes, colored paper and gilt string go a long way towards catching the feminine eye. There is no doubt but that the demand for goods will be exceptionally heavy this year, but there are years ahead when the furnishers will have to fight for business and when it comes to laying a solid foundation against this period there is no time like the present.

Advertising campaigns directed particularly at the woman at this season are sure to bring results, because, as a rule, she is the purchasing agent for

the household, or, at least, is very influential in directing purchases. Let the haberdasher, no matter in what part of the country he may be doing business, point out to women the desirability of men's apparel as Christmas gifts and there will be a notable increase in holiday business and a subsequent addition of many permanent patrons. The coming Christmas, it is not hard to believe will hang up a new record for holiday buying. Money appears to be plentiful and merchants see no signs of a let-up in the demand.

By urging women to purchase presents which will be useful the retailer will be rendering a service to many men who receive inconsequential, but expensive knickknacks which they never use. Perhaps there never was a time when

As the Christmas season wears on it should be hammered into the women daily that men want men's things; that two-by-four handkerchiefs and little ash trays tied up in pink ribbon do not send strong, healthy men—or sickly ones, either—into raptures of delight. It is honest-to-goodness men's stuff that is wanted and the man wants it from a store that knows just what discriminating males want. Neckties are all right in their way and so are handkerchiefs, but real men want neckties and handkerchiefs that will look well and do not need to be hidden.

a good suit or overcoat would be more appreciated than just now. Gift certificates, which, when presented, serve as an order on the merchant, might be used to advantage in this connection. The big thought in Christmas giving and receiving lies in the pleasant surprises attending the untying of packages and the retailer should educate the public, even months in advance of the season, to the desirability of giving presents that are useful. Families might even be prevailed upon to pool their gift money and buy father an up-to-the-minute suit, the like of which he would never think himself of purchasing.

Good Things to Feature

At this season an attempt is made by the women-folk to repay father and "hubby" for their troubles through the year, and brothers and sons, as well as other male relatives of a more or less distinct nature, are also remembered, so that haberdashers could not do better than direct not a few of their window displays towards catching the woman's eye, setting out in attractive style the finest clothes and overcoats, the nattiest silk shirts, and the best scarfs, socks, neckties, hats, gloves and handkerchiefs there are in stock. Pyjamas, bath robes and smoking jackets are other articles of men's wear that haberdashers would find it good business to feature.

EVENING DRESS FOR GENTLEMEN

FOR FORMAL EVENTS

Following are the details which constitute correct dress in gentlemen's apparel for all formal events after five o'clock, such as weddings, balls, receptions, dinners, theatre and the opera:

OVERCOAT—Chesterfield, Inverness or Frock.

COAT—Tail coat evening dress.

WAISTCOAT — White, single breasted.

TROUSERS—To match coat with silk braiding down legs.

SHIRT AND CUFFS — Plain

white with cuffs attached. Two stud holes in front.

COLLARS—Standing shape lap front.

NECKWEAR — Self-tied white lawn.

GLOVES—Pearl or white glace, one button, self-stitched.

JEWELRY — Pearl studs and mother-of-pearl links.

HAT—Opera or high silk with cloth band.

SHOES—Patent leather, button tops or patent leather pumps.

INFORMAL AFFAIRS

The following constitutes the correct dress for all events where ladies are not in evening dress, such as theatres, informal dinners, club, stag and At-home dinners:

COAT—Evening jacket black or dark grey.

WAISTCOAT—Single breasted to match coat, grey silk, single breasted.

TROUSERS—Same material as coat with silk braiding down legs.

SHIRT AND CUFFS—Plain white with attached cuffs.

COLLAR—Standing shape, or high-band turn-down.

NECKWEAR—Black silk or black satin ties.

GLOVES—Gray suede.

Confusion is Reduced to a Minimum When the Stock is Arranged by Sizes

Haberdashers in Carleton Place
and Kitchener Find System
a Big Help at Rush Hours

THE arranging of stock by sizes is a method which has much to commend it. There are many reasons justifying merchants for instituting some such system in their stores, yet it is strange how few dealers in men's furnishings take advantage of it. E. H. Thamer & Son, dealers in men's and boys' furnishings and clothing, Kitchener, and Baird and Riddell, Carleton Place, haberdashers, have given the system a thorough try-out and they have always found that it worked consistently to their advantage. In Fairweathers' big store, Toronto, the system is also used in the arranging of men's overcoats, and James Craig, manager of the department, declared to MEN'S WEAR REVIEW that he knew of no better method for keeping his stock handy and in good condition.

It has always been found by dealers who have tried it that the arranging of stock by sizes makes for quick service and a minimum of confusion at rush hours. In the Baird and Riddell store, suits, hats and caps, collars, gloves and socks are all displayed on racks in such a way that the prospective purchaser can see in short order whether or not what he has come in for is there. The same system is used with regard to shirts and underwear and anything else that goes by size, and there is no doubt but that a good deal of confusion is avoided and sales secured which might otherwise be lost.

Kitchener Man's Views

The system of arranging stock by sizes has been in operation in the Thamer store in Kitchener for about six years, and Mr. Thamer's remarks on the subject are interesting. He says:

"Under this method we first try to find out what size our customer requires for a hat, cap, shirt, trousers, suit, overcoat or underwear, and then we show him only what fits him, so that when he makes a selection we have no further difficulty. With the old method of showing goods by lines, it generally happened that if we were out of the size selected by the customer he would feel that he wanted that one particular line so badly that he would not look at anything else. Consequently we hit upon the idea of arranging everything according to size regardless of price or pattern as it often happens that a customer buys better than he had intended after he has seen the better class of goods. We show him everything we have in his size, no matter whether it is exactly what he asked for or not, and as a rule if something takes his eye he will change his notions about what he wanted, and buy.

Good Method For Handling Hosiery

		50¢	60¢	75¢	\$1.00	\$1.25	25¢	35¢	50¢	50¢	75¢	\$1.00	\$1.50		
SIZES	11													SIZES	11
	10½														10½
	10														10
	9½														9½
		CASHMERE				COTTON				SILK AND LISLE					

How Baird and Riddle, dealers in men's furnishings at Carleton Place, Ontario, handle their hosiery stock is shown clearly in the above diagram. The prices are all at the top and any size at that price can be immediately reached by this arrangement. Then with many other lines throughout the store the sizes are kept together regardless of price. Take underwear—if a man wants a 38 shirt or a suit of the same size, all the salesman has to do is reach for the stock of thirty-eights, no matter what the price, and there is little trouble in making the sale.

"Our hats and caps we keep on overhead racks suspended from the ceiling over the counter. These racks take up no extra room, and from these we hang our tie racks as well. These, too, have proved very useful as a customer can see at a glance all the patterns and styles we have in stock, and it often happens that when we are busy a customer will make his selection without our aid. All we have to do is wrap up the goods and take in the cash.

Never Annoy Customer

"This system," added Mr. Thamer, "also gives the customer an opportunity to make his selection at his leisure, something he might not feel like doing if we were waiting on him. At the same time other customers would be waiting for our services."

In conclusion he said: "We have practically all our goods out on display, and we welcome every person in to inspect them, but we never persist in urging anyone to buy. This we have found, from experience, to be good business."

Business is and has been good with this store, and the Thamers' turnover has practically doubled since hostilities ended. The "son" in the firm returned from overseas only last month after four years spent on active service, during which time he sustained only a scratch in the foot. A few days after his return he was in "civies" and behind the counter doing business at the old stand.

AFTER EX-SOLDIERS

Pascoe and Hern, dealers in men's clothes, corner Yonge and Richmond Streets, Toronto, have been sending out attractive circulars to former soldiers in an effort to induce the latter to call around at their headquarters for suit and overcoat. The circular is on fancy paper, the entire sides and top of which are adorned with catchy pictures of nattily-dressed men and women, the work being carried out in several colors.

OLD CLOTHES LEAGUES ARE NOT POPULAR

"No Desire to Make Ourselves Ridiculous" Writes E. Underdown—
Speaks for Workers

"Why single out the clothing industry for revenge?" is the pertinent query put by E. Underdown in a letter to the "Toronto Star" in discussing the leagues that have been formed for the wearing of old, frayed, patched, worn and shiny clothes. After putting his question, he writes:

"The workers of that trade are just as much victims of the high cost of living as others, but I am sure they are broad minded enough not to single out any particular industry to be boycotted for their benefit. For we have all got to live by one another. We should also try and live for one another, not for ourselves alone.

"We have no wish to make ourselves ridiculous by wearing old, patched-up clothes. It may please some who are selfish and stingy, who only buy a suit once every five years, certainly not the respectable and intelligent public. Pity we cannot go back to the days of Adam and Eve, with the fig leaf, for some people's benefit. Think of what it would mean if the thousands of clothing workers were thrown out of employment as the result of such a foolish idea; also others who would be automatically affected, such as the woollen, cotton, trimming and other trades. Think of the disastrous results it would bring about if such an absurd idea was put into practice. Needless to say, our friend does not live by the industries mentioned. Let's try and be more reasonable in the future. Practice economy, but remain a well-dressed and up-to-date nation."

Pays to Keep Store Windows Well Lighted for Shoppers' Benefit Before Christmas

Live Haberdasher Keeps on Making Money Even Though His Doors Are Locked.

AT this season when there is so much to draw the attention of the prospective shopper too great emphasis cannot be placed upon the effectiveness of a good lighting system. There is no season in the year in which it does not pay to light up the window but these evenings when the streets are thronged with people looking for gift ideas, money spent on lighting is a good investment. Not a few merchants are firm believers in well-lighted windows and it is a common expression that a window that is adequately illuminated is not an expense but a decided asset as it in itself soon pays the rent.

It may be argued that to keep a window continuously illuminated soon runs into money, but it must not be forgotten that a few dollars spent along these lines might easily be returned a hundred fold. During the Christmas season people make a practice of going around the stores to see what is on display, hoping in this way to pick up suggestions for gifts. It might be that these sight-seeing tours cannot be made during the day and when this is the case the "night impressions" count. The best class of goods might be on display in a darkened window but the man responsible for this window is under a handicap when fighting for business with the man up the street who keeps his lights ablaze until after the theatre crowds have disappeared.

Effect of Contrast

By the merchant who believes in window-lighting as a trade magnet, due care should be taken that the rays from his bulbs are directed in a telling manner. Light thrown on the sidewalk from window-lighting equipment is a two-fold waste because all light that "spills" on the walk is certainly not being put to work to light the window, and because—and this is the more important—this "spill" light does away with contrast between the intensity of illumination within and the surrounding space. By creating a sharp contrast between intensity of window light and sidewalk light the window may be easily made to seem brighter than it really is and it is only by the use of concealed lamps and correctly-designed reflectors that this desirable result can be secured.

The correct design of lamp to be used depends upon several conditions, such as height and depth of the window, the kind of background and decorations used, as well as the intensity of light required to make an adequate display, but brilliant show window lighting, from concealed sources, without waste light, commands

GOOD LIGHTS IN THE SHOW CASE EMPHASIZE VALUE OF THE GOODS

In the lighting of a store, showcase illumination is an acknowledged asset to any merchant, but showcase lighting which forces the clerk to face a continuous annoying glare practically defeats its own purpose. It lowers the man's efficiency as a salesman by making him irritable to a point where he loses business, failing to "cash in" on a customer's interest in merchandise to which the showcase lighting has called attention.

Showcase lights should be placed directly in the line of vision of the clerk behind the case. If the lamps are visible the glare they give cannot fail to be detrimental to the health and productiveness of the employes and the sales volume of the establishment. Scopettes generally are used by the merchants using the most modern equipment as these lights change showcases from mere dark, unattractive containers of merchandise to bright, never-tiring salesmen.

A well-lighted showcase stops customers, creates and arouses interest and emphasizes the value offered by each display. Light is often the connecting link between customer and goods and it is poor business to ignore this fact.

Supposing a man drops in to look over some shirts. While waiting he leans against the showcase. His eyes are naturally attracted to the nearest brightly-lighted object. This happens to be a display of neckwear in the showcase of which he is making a leaning post. "How much?" he asks a clerk, pointing to one that has particularly appealed to him. "Dollar and a half?" he then queries, adding: "Guess I'll have one." He goes out with his purchases, one sale at any rate being directly attributable to an efficiently-lighted showcase.

attention, displays the goods to the very best advantage, makes seeing an easy matter and holds the crowds. And this is what the wide-awake merchant wants.

A perfect show window, perfectly lighted and perfectly trimmed, is bound to be a thing of beauty to every passerby and a real pleasure to those responsible for making it attractive.

Reflectors are Hidden

A few years ago window-lighting experts had difficulty in making the merchant see the necessity for concealing his show window lights in reflectors but the dressing of windows is to-day such an art that the modern haberdasher would no more think of using bare lamps than he would of displaying his merchandise in packing cases. To-day an exposed reflector in a show window is just

as much of an eye-sore as the unadorned lamp was a few years ago. Well-designed and carefully-made valances are now used to cover the defects of former days. They impart an air of warmth, dispel the harsh commercial aspect of the store front and elevate the tone of the whole establishment. Oftentimes the merchant's own monogram, trade mark or other insignia may be incorporated in the design selected, thus adding a final touch of individuality.

There is no disputing the fact that correct light draws crowds. And crowds mean money to some merchant. In order to get the attention of the evening window shoppers the man who wants business must make his windows compete with those of all the other merchants on his street. He must attract the crowd regardless of competitors and clear, brightly-lighted windows prove irresistible.

That the value of illumination is recognized by the King Street Association of Toronto was evidenced, when, on the occasion of the visit of the Prince of Wales, the following appeal was issued to the business men on the street: "It behooves every business man on King Street to make his "front" as attractive as possible; and the particular suggestion we have to offer is that the merchants and others take full advantage of the opportunity and light up their premises at night, even though it may be necessary to come down town to turn off the current. We know of a number of business men who have decided upon this plan. The King Street Association has undertaken an excellent scheme of decoration, and you are asked to contribute to the best of your ability as an individual by making your premises appear bright both, day and night. Apart from any other consideration it is good business."

ible to the passerby. Sub-consciously he or she stops to look in. A uniform light which makes every piece of merchandise stand out prominently and yet does not glare into the eyes of the spectators is what is wanted.

Use Windows Continuously—

When the average haberdasher locks his door his day's work is done but that is no reason why he should have stopped making money. His rent goes on just the same. Therefore, why not his income insofar as possible? There is no necessity for him letting his store go to sleep when he leaves. It should be made to pay its own rent at night just as during the day. That is what display windows are for. It is during the evening that people have time to look in the windows.

Live merchants, consequently, take advantage of the window-shopping hours. They make their windows inviting, irresistible magnets. And the one big way of doing this is by having them attractively lighted, by abolishing gloom and shadows and even glare. During the Christmas season especially this plan should be followed as every night for weeks before the holiday Santa Claus and his wife are on the streets and no opportunity should be lost by the dealer in men's wear to add them to his list of regular customers.

REASONS FOR HIGH PRICES

Unemployed Question Has Not Been Serious, As Was Expected When War Ended

During the war and for some time afterwards it was generally believed that the high level of prices reached was caused merely by the extraordinary demand for commodities, which exceeded the supply. It was also commonly believed that the industrial capacity of the world had been greatly expanded under the stimulation of war orders, and that this expansion would bring sharp competition between rival concerns in time of peace. However, the expected fall in prices has not occurred and the chances are that it is not likely to occur because:

The rise in prices during the war was not merely the result of a great demand for goods and of scarcity of certain goods.

World production in general was not abnormally large.

Armies of unemployed have not materialized and an actual labor shortage exists, nor are wages likely to be lowered.

Buyers, although showing a desire to wait for lower prices, have been compelled to buy to meet their daily needs.

Consequently, business men need not fear a period of depression or a collapse of values, and the man who goes full speed ahead will gain an advantage over his procrastinating competitor which will far outweigh any possible slight decline in costs of production.

TOOK OUT SALARY OF ONLY EIGHTEEN DOLLARS A WEEK

Board of Commerce, Looking for Profiteers in Calgary, Was Taken Back to Days When Retail Clothiers Could Not Afford to Pay Themselves More Than a Mean Wage.

FOLLOWING the investigation into the cost of living in Calgary, Major Duncan Stuart, sub-commissioner of the Canadian Board of Commerce, gave it as his opinion that "high prices, while an annoyance to the consumer, instead of being a detriment to the retailer, are a benefit." In the opinion of the Major, it is to the interest of the retailer that there should be high prices, but, in spite of what the major says, there is scarcely a man dealing in men's clothing to-day who does not feel that with conditions as they are he is working under a handicap. The great majority of haberdashers, if asked for a frank opinion, would not hesitate to say that they preferred the days of lower prices. Big profits undoubtedly are made to-day in many instances but the expenses of operating a first-class store are outrageously high and by the end of the month there is generally an unbelievably big hole in the bank balance.

A Frank Witness

Described by the Commissioner as an "exceedingly frank witness who had not sought to hide from the commission any information germane to the inquiry," J. Bercuson testified as to the average gross profits made by him on the sale of clothing, stating that in some cases he made 63 per cent. on the cost price of goods. Other retailers declared that they figured on an average of 45 per cent. gross. Mr. Bercuson's statement showed a net profit for the year ending January 3, 1919, of \$5,162.58 on a capital of \$23,022.78, or 15 per cent. net on his sales. The general expenses were \$8,214 (estimated), the average capital \$20,000. Mr. Bercuson allowed himself a salary of \$200 a month, Major Stuart concluded from the figures placed before him that the net profit on the capital investment was 25.8 per cent.

The witness had allowed himself a salary of \$200 a month, Major Stuart said, but this should be increased to \$3,000 a year, bringing down the net profit to a considerably lower figure.

Witness said that his largest profits were made on clothing. He figured on an average of 50 per cent. gross on shoes and of 60 per cent. on clothing, in some cases exceeding this figure. On some articles, gloves, for example, profits were very low.

The witness said that he did not allow returned men a discount of 10 per cent. on their purchases, the Commissioner pointing out to him that "he was under no obligation to do it." Overcoats and suits were the goods on which he made the highest of his profits.

In reply to a query from Ald. Mrs. Gale as to whether or not the merchants in 1914 were as prosperous as they are now, Mr. Bercuson stated that it was better that the community should be prosperous than that commodities should be obtained cheaply through the failure of business concerns. People to-day, he declared, were demanding more style than in 1914.

Mr. Vincent's Bomb

Robert Oakley, accountant for the Sewell Company, Ltd., gents' furnishings, said that his firm generally figured on a margin of 50 per cent. above the cost price of goods in retailing them to the public. On some small articles, such as suspenders the gross profit might be from 80 to 90 per cent., but on no other class of goods was such a margin obtained. He said that in some instances 36 per cent. on the selling price of the best men's suits was obtained (this being a little more than 50 per cent. on cost). A suit which cost \$73.25 was sold for \$100. Another which cost \$50 sold for \$75, one which cost \$54 sold for \$85, giving \$31 profit; and another which cost \$32 sold for \$50.

Major Stuart: "What do you consider a fair investment on the capital invested in a business?"

Mr. Oakley: "Ten or 12 per cent."

The statement submitted by the company showed that sales during the last financial year totaled \$97,923.65. The average capital invested in the business was \$37,530, the gross profit \$25,314, and the net profit \$8,405.11, or 22.4 per cent.

H. M. Vincent, clothing retailer, gave evidence that his profits were 45 per cent. gross on the cost of articles sold to the public. His total sales for twelve months were \$22,611.30, and his net profits \$1,314.29. Expenses totaled \$5,464. He drew a salary of \$18 a week out of the business for a time, he declared.



Educate Men to Have Two Hats

World-wide Tendency to Have But One "Sky-Piece" Gives Haberdashers Fine Chance To Do Some Missionary Work—Why so Many Collars, Neckties, Shirts, Suits and Overcoats and Just One Covering for the Head?—Practice Makes for Poor Style and Worse Economy.

IN the days when to wear the khaki was to be in the height of style the people in almost every country under the sun became accustomed to campaigns, the objects of which were to induce them to eat fish, vegetables or a certain kind of food. These campaigns proved successful in almost every instance, and, as a result, a "run" was created on the particular brand of food played up and that brand enjoyed a popularity, the like of which the men who handled it never before dreamed of.

Now the war is over and there appears to be plenty of money in the country and men and women seem to be willing to pay any price for wearing material, providing they can get the best class of material. This being the case then, why should not haberdashers start in now to educate the average man to keep more than one hat in stock. Some night a burglar might get into his bailiwick and steal his hat. He might misplace it. The dog might take a fancy to his headpiece as a desert. The baby might use father's derby as a cushion. A hundred and one things might happen to a hat, and in the event of any one of these things happening Mr. Man, in nine cases out of a hundred, would have to go to the office bare-headed, or wait until some person went out and made a purchase for him.

Man Has to be Shown

For, strange as it may seem, there are few men who keep more than one hat in stock. In other words, the world is full of one-hat men. And yet why should it be so? As is stated on the card shown in these columns—a card which has been on display in Fair-weather's, Toronto—a man will have shirts, collars, ties, suits, topcoats and shoes galore, but it is generally an accident if he has more than one covering for the most important part of his body.

And there is no doubt but that this state of affairs is attributable in great part to lack of education. Man has not been shown that he requires more than one hat, and, being an individual with Missourian tendencies, he has to be shown. It is up to the manufacturer and the retailer, therefore, to see that he is shown.

"Why get along with just one hat?" Haberdashers should make it a practice to put this question to every customer. The latter may have three, or even four suits, as many pairs of shoes, anywhere from half a dozen to three or four dozen ties, a couple of topcoats, probably a dozen collars—but one lone hat.

The average man knows it is poor style and worse economy to wear the same clothes every day. They will look shabby in no time and soon wear out. Yet most men make their one hat do for every day, Sunday included, from September the first until it is time again to get out the "straw."

Fear Being Extravagant

It should be impressed upon the man that he should have at least two good hats this Winter, that they should be

economy to buy more than one chapeau and that two hats bought together will last a great deal longer than two bought at different times, also that a change is as good as a rest, it should not be a difficult matter to "keep the pot boiling."

Start a New Fashion

"I always make it a point to tell my customer what is to be gained by not running the one hat to death," said an Applegath man to MEN'S WEAR REVIEW. "In Canada a man wears a soft

W H Y

So Many Shirts—So Many Ties—So Many Collars—So Many Pairs of Shoes—So Many Suits and Topcoats

AND

BUT ONE HAT?

DON'T BE A ONE-HAT MAN—

Derby Hats, Silk Hats, Soft Hats, Opera Hats and Caps May be Had at All Prices

changed as often as he changes his suits. Should the customer do this he will soon notice how much better they look, how much longer they last.

The clothing salesman, like the barber, in his eagerness to inveigle a man into getting a shave, hair-trim, shampoo, massage, and a "little something on the hair," all at the one sitting, should lose no opportunity of impressing it upon his customer that he should buy a soft hat to go with each suit, and that it would be folly for him to be without one of the season's smart new derbies.

"Give thought to the buying of your hat," he should tell the man, going on to say: "Remember, while you might not see it often, because it is out of sight when it is on your head; it is really the most conspicuous article of a man's dress."

The majority of men never think of buying more than one hat, as they think that to buy two would be extravagance, according to hat salesmen with whom MEN'S WEAR REVIEW talked the matter over.

Some stores—not many—make a practice of trying to induce a man to buy two hats, but it is a hard nut they are attempting to crack, as man has got into the habit of buying only one, and it will take time and insistent drumming to cure him of this habit. Once he is shown, however, that it is good

hat year in and year out, to business, to a prize fight, to the theatre and to church, but over in England the poorest clerk does what he can to keep in good form. When the noon bell rings the men over there hurry home to change their morning clothes—their sack suits or whatever they may be wearing—for their frock coat and their silk hats. Even the clerks doll up in this way."

"Their toppers," he added, "might have been all right in the year one, but, just the same, they try to be as nearly correct as it is possible for them to be."

There is no reason, in the opinion of this man, why the men of the North American continent should not be as particular as their brothers across the seas, and in many respects he is right. Toppers for afternoon wear are not a necessity by any means, but two hats are not too many for any man, and haberdashers should start in now on a campaign that will make men more particular in this regard. The business may not be needed now, but some day this fashion might well stand the trade in good stead.

NEW TAILORING STORE

Firth Brothers, Ltd., have opened up a new store at 424 Richmond Street, London. Duncan Carswell is in charge of the London store.

Putting In the Stamp of Quality

Retailers and Manufacturers Agree That Attached Statement of Amount of Wool in Clothes Will Not Work Any Great Hardship in Canada—Inferior Goods From Overseas May Be Affected by Order.

A RESOLUTION which has been productive of a great deal of discussion during the past month is that passed by the Retail Clothiers of Ontario, brief mention of which was made in the November issue of MEN'S WEAR REVIEW. This was the resolution calling upon cloth manufacturers and also the manufacturers of clothing to put a stamp in some conspicuous place on the cloth or garment showing just what percentage of wool and just what percentage of cotton is contained therein.

Just what good, if any, such a stamp will be it is hard to say at present. Some clothiers are of the opinion that it may help to soothe the public, but as long as a suit wears well and looks well the average man is not greatly concerned about the quality of goods he is wearing. It is certain that the innovation will not work any great hardship in Canada, but a similar statement cannot be made with any degree of accuracy with regard to the manufacturers in the U. S. and England, particularly across the water. Manufacturers of both woollens and clothing over there may "get it in the neck" as there are imported from the Old Country goods so well faked that it would be a difficult matter for experts to tell the difference. There are no shoddy mills in Canada, though, so with very few exceptions the material and clothing turned out here are satisfactory. There is no denying the fact that English houses can turn out goods equal to any to be found anywhere, but experience has shown, too, that some of the poorest stuff has come from "across the pond."

Easier for the Salesman

One thing in favor of the declaration or stamp plan is that the purchaser will not have to take the clerk's word for what material is in the suit he is buying. He can see the stamp for himself, and if he wants an all-wool suit he can be reasonably sure that it is an all-wool suit he is getting, provided he is willing to pay the price.

There are some retailers not particularly enthusiastic over the plan, but they agree that compliance with the board's order was good business as it will show the public that there is no desire on the part of the man behind the counter to hide anything.

"We cannot bring down the cost of cloth, nor can we reduce the cost of manufacture, nor yet can we control the labor market, but we are eager to show the public that so far as it is in our power it is our intention to co-operate in every way in reducing prices if it can be done," is the manner in which one man expressed himself to MEN'S WEAR REVIEW.

As the resolution passed is applicable also to manufacturers of underclothing,

EVENING CLOTHES GOOD ON DISPLAY

A particularly fascinating study in black and white was the "evening suit window," for which the Robert Simpson Company, Toronto, was responsible during the past month. The very latest in dress suits were shown on forms and piled neatly at the base of each form were pumps, silk socks, top hat, scarf and cane. Splendid views of the suits, both back and front, were given. The scarfs shown were all of a black and white stripe and the white bow ties had just a suggestion of black near the extremities of the wings. Both black and white waistcoats were on display, the former being set off with white pearl buttons.

there is a strong chance of resulting benefits here as lovers of the pure woollen garment sometimes find it hard to get just what they want. There is plenty of room for faking in the manufacture of underclothes, and it is not a difficult matter to palm off as all wool

a union suit that might have very little wool in it, so that if the stamp order is carried out the fastidious purchaser can feel sure that the man who sells him his underwear has done everything in his power to see that he gets the best value for his money.

"It is just as easy to make a sale of a garment that is only fifty per cent. wool," said a leading Toronto retailer, "as practically the same price is charged everywhere, and if the man wants that kind of a suit he cannot get it cheaper in one place than in another."

Hard on "Cheap Tailor"

Another thing to be said in favor of the resolution is that it will constitute the best protection in the world for clothiers against the "cheap tailor" who relies almost entirely on transient trade for his living and likewise his "pickings."

Manufacturers who have been spoken to on the matter see no reason why they should not comply with the request, although, to tell the truth, they do not see the necessity or the benefits from such an innovation. They are, for the most part, of the opinion that it may be no easy matter to get "the right dope" from the mills.

TOUCH OF SUMMER IN WINTER WINDOW



A big panama hat in the centre of L. J. Applegath's store on King Street, Toronto, was sufficient to draw big crowds every day and evening while the display was in. Italian velours in grey, black, green and taupe were shown with the very latest in derbies, soft hats and caps and, thus surrounded, the lonely panama reposed bearing the significant card: "In the Good, Old Summer Time." A big bouquet of Chrysanthemums on a pedestal behind the panama heightened the effect of the orange plush flooring and the green and orange plush draperies at the back. Some of the Mallory hats in the window were lined with shot silk, and some of the linings, all of which were fancy, were in two colors.

Gaudy Splendor of the "Stuart Days" Rivalled by the Nineteen-Twenty Shirt

Plain Garments Are No Longer Sought After, Pre-war Humble Parking Ground For the Collar Having Recently Become One of Most Conspicuous Articles of a Gentleman's Attire—Poor is the Man Indeed Who Cannot "Sport" a Silken Chest Protector.

"BACK to the woods" is an expression that is often heard with regard to persons and things that are fast growing eligible for the discard, but it is not so with the shirt. In connection with this garment the expression that might well be used would be "Back to Mediaeval Days." For, although the general public may not have taken time to give the matter any consideration, the fact remains that the shirt, which before the war, was looked upon only as an article that had to be worn, is now fast going back to the gaudy gorgeousness of the days of the Stuarts. In that period when the Stuarts held down the thrones of England and Scotland and had a mortgage on that of France, the gallants sauntered forth in shirts that shamed the rainbow and at the present time it looks as though the glories of olden times were about to be recalled.

The shirt, humble-sounding though it may be, has come into its own again and the reason for the shortage that is now facing the country is not hard to find. Man is becoming vain again and instead of being content with a couple of plain garments which he used principally as a parking ground for his collar, he is now scouring the haberdasheries of the earth for silken coverings for his chest. And the louder these are the better do they suit him. Quiet colors are no longer in demand and the dealer in men's furnishings who looks ahead and tries to figure out what his customers want is the man whose windows and show cases are filled with an assortment of shirts that would bring joy to the heart of a Fiji Islander.

Ignored in Encyclopaedias

So insignificant an article has the shirt been considered, that encyclopaedically speaking, it has been ignored entirely by the Britannica, Nelson and the International, but the Americana does it the honor of terming it the "name of certain garments worn by males beneath the outer clothing."

Going back into history, the shirt might be described as of ancient origin as it was worn in England before the Norman Conquest. If MEN'S WEAR REVIEW remembers rightly, the shirt was in existence long before the Normans ever thought of conquering, for did not the religious ascetics of the days when Christianity was in its infancy wear hair shirts, the hairy side being turned next the skin so that the wearer would never have a chance to forget that he was doing penance? And did not the men of the Stone Age, and the



Indians resort to the use of paint, making the latter perform duties similar to those later performed by the shirt?

However, in the time of the Normans the shirt was of linen, and from being a plain and homely article of apparel it gradually became one of great luxury and display, having an embroidered collar, a front that worked hard to outdo the collar and cuffs that would take a back seat to neither. Then came the shirt of silk and the shirt of mail, these being sometimes concealed beneath an outer shirt. These were "all the go" in the Middle Ages and at a much later period. It was in the dying days of the Stuarts, though, that the shirt reached its highest display when it was frequently ornamented with cut work representing historical and other scenes. Ruffles and flounces all had their day, but the tendency since has been toward a plainness that was almost austere, the only part of the shirt visible being the spotless upper front and cuffs. In warm weather costly shirts of varied colors and light material were worn and, to quote again from the Encyclopaedia Americana, shirts eventually became so necessary—not popular—that their manufacture "became quite an important American industry, giving employment to thousands of both sexes."

One Shirt Would Answer

But the shirt has had to fight for its old place. Nor has the "game" come to a stop as far as its own evolution is concerned. It is only a few years back since the only shirt that was known was the orthodox white of the hard-boiled pattern. Some men were lucky enough to have two or three or perhaps half a dozen, but a man COULD get along with just the one shirt for as long as he kept it laundered no one could tell whether or not the one he was wearing had been in constant use for a month or two.

To remedy this defect the colored shirt made its debut. It was as hard as ever but shirts could be secured in more than one color and gradually those who could afford it and thought that money spent on shirts was not money thrown away laid in a supply. But the starching and laundering was a drawback, and so there came into being the soft colored shirt with the starched cuff. This, too, had its day and the soft cuff was added. There was novelty in this and mere man, relishing the idea of something different, came to the conclusion that it might be well for him to lay aside a large allowance for shirtings.

So in time the shirt became more a thing of beauty and comfort, and the starched neckband joined the stiff front and the starched cuffs. Year after year the plainness disappeared, more startling creations were attempted and the demand grew for stripes of a pronounced accent. Then came the silk shirt for summer, and so popular has it become, in spite of its price, that it is now worn both summer and winter. There is no starch at all in the up-to-date shirt at the present time, and, should the need arise, there is no reason why it cannot be washed and laundered entirely at home just like a handkerchief.

Motoring Craze Has Helped

The country's general prosperity has helped not a little in inducing mere man to stock up with a number of shirts that cry aloud to the heavens for attention, but the motoring craze has helped, too. Man, after all, is a vain creature, and when he gets a-motoring and throws aside his coat, or when he goes out on the links and for a canoe ride, he likes to make it known to all beholders that the peacock has nothing on him when it comes right down to spreading out.

Thus, as the demand for sporty shirts became more general and more insistent, it was only to be expected that the shortage would become more accentuated. And the shortage is all the more notice-

Keeping the Stock in Good Condition Helps Business and Makes Hours Fly for Salesmen

Just now, when a man has to pay "through the nose" for a suit of clothes, he is very apt to be more particular than has been his wont and, as a result, heavy calls are being made on the alterations department. Busheling department expenses, therefore, are on the upgrade, so that if the retailer is to get out from under on a suit of clothes it is up to him to watch this end of the business carefully. It is all very well—it is, indeed, good business—for a salesman to offer a customer almost anything in the way of alterations, but a line should be drawn. In the past alterations were made when they were not at all necessary. Some salesmen, as a matter of fact, have gone out of their way to suggest alterations in a suit just to let the customer think that he was getting more than value for his money. There are arguments to be advanced in favor of this, but such generosity is expensive. Alterations to-day "cost like the dickens," and the real successful salesman is he who makes the sale of a suit without having it first cut to pieces. Knowledge of the stock often sidetracks the necessity of profit-reducing alterations.

FOR keeping the salesmen in good humor and making the hours seem short, there is nothing like keeping the stock in good condition. There is no desire on the part of the writer to go out in search of work for the salaried man behind the counter, but there is no denying the fact that some method of keeping the men employed is best for both employer and employee. How then should the merchant keep his men going in the morning hours? How do the men put in the time that elapses until the business for the day begins? In many stores the men are allowed to hang

able because to-day the country is trying to hold out against under-production, whereas, before the war there was undoubtedly under-consumption.

A man does not mind paying as much for a shirt to-day as he did for a suit ten years ago. The majority of men are just as anxious to be in the fashion parade as are their wives, even though they do not admit it in public. That is why practically every man is the possessor or the hope-to-be-possessor of a silk shirt. For whatever the style of suit he is wearing the man who is "smart" must have a silk shirt. It may be white, colored or striped, but silk it certainly must be. The very latest, however, show a becoming modesty in that they have a body of white, pink or blue cambric and show striped silk vest fronts and cuffs, thus effecting both economy and style.

Up-to-date Dealers in Men's Wear Employ Time Before Day's Business Starts in Dusting Off the Stock and Replacing Goods Sold on the Previous Day.

around doing nothing, and there is nothing that drives away trade more effectually than the sight of several men hanging around in groups or reclining on a counter or table reading newspapers. Nor is there anything that is more demoralizing to a staff. Under such discipline—or lack of it—an energetic man becomes in no time about as ambitious as a three-hundred-pounder on a sizzling hot day.

Easy to Find Work

How then should the time be put in? "What can the men do when there is nothing for them to do?" it may be asked. In any store that is worthy of the name there is plenty for a man to do if he wants to do it, if he has his own and his employer's interests at heart. The time can well be put in by sorting out the stock and cleaning up generally. In some up-to-date places a list is taken of the suits sold on the preceding day and this stock is again brought up to the mark. The stock on hand in the selling department is never allowed to get low nor is the stock allowed to get dusty or in a muddled condition. In the majority of places the stock is brushed thoroughly three times a week. From eight o'clock until eleven the clerks dust and clean up the store and particular care is taken that the surroundings are kept as clean as the master's bridge on an ocean liner.

At this time of the year, especially, does the question have meaning: "What to do with the clerk in the quiet hours?" From early in the Fall the trade starts later than usual. This is why the departmental stores put on so many big sales in the Fall and Winter. They do it in order to get the people out. Get them out at eight o'clock, and even though the bargain goods are all gone in half an hour the early-risers will generally find something upon which to spend their money. Of course, this plan could not very well be carried out in the average haberdashery as it would demoralize business to too great an extent, but too great stress cannot be put on keeping the stock in the very best condition.

Disorder Is Displeasing

Disorder, for one thing, is displeasing to the eye. It requires an extra effort on the part of both eye and mind to take in an assortment or display of goods that has been simply thrown together with more regard for the imme-

In spite of the campaign that has been and is still being waged against high prices, all the signs and portents point to higher prices yet in many essential lines. If the high prices were due to profiteering they would, it might be expected, come down with a rush, but so far the descent has been so imperceptible as to be very much negligible. With regard to the future prospects of the retail trade there is little doubt but that for the past year there has been an inflation of business—a very considerable inflation—due to the expending of war gratuities. Eventually there must be an easing-off of the abnormal spending that has taken place and this will bring about a greater keenness after business. Prices will not likely be materially affected as price-cutting is not going to win the future trade fight. By making shopping pleasanter and easier will the retailer score, as well as by intelligent service. "Service" is the word on which emphasis will be placed from now on. If the surroundings and the service suit a man he will generally stick to the one place of business. As a rule, he is not to be lured away by cheap price tags.

diately convenient of the salesperson at the moment of "throwing" than for the appearance of the resultant conglomeration of merchandise and its effect upon the customer. Disorder and topsy-turviness have a strangely repellent effect upon the average person, whereas neatness and order invariably please and tend to make the customer's mind most receptive to a presentation of the merits of the goods. The untidy appearance of merchandise, moreover, creates a definite impression that their value is not quite as high as it might be. That is only a natural inference from a condition which shows plainly that the people handling the goods have so poor an opinion of them as to consider it quite uncalled for to arrange the articles with thought and care.

The most attractive goods become shabby looking when dust is allowed to accumulate. No piece of merchandise can be expected to look its best and be favorably received when it is permitted to continue with what might be termed a "dirty face." No human being with the slightest idea of the propriety of things would expect to get anywhere if he appeared unwashed and unkempt when he made his application. Neither can merchandise, no matter how meritorious, win its way into the customer's favor under similar conditions.

To the salesman in his work the proper care and handling of stock are a tremendous help. The stock should be kept always in an orderly manner.

WOULD IT PAY MANUFACTURERS OF MEN'S WEAR TO GO OUT AFTER AN EXPORT TRADE OVERSEAS?

Establishment of Foreign Connection
Might be Big Asset When Nor-
mal Times Return

NEW BUSINESS NOT
REQUIRED HERE NOW

Question of Co-operative Organiza-
tion Should be Considered—South
Africa a Good Field

THE presence in Canada of W. J. Egan, Canadian Government Trade Commissioner to South Africa, and the announcement of Sir George Foster, Minister of Trade and Commerce, that production for home consumption alone will not meet the financial needs of Canada and that the country's burdens can only be met by the speeding up of production and by placing Canadian products in the markets of the world, bring to the fore the question of the advisability of going after and building up an export trade overseas. Canadian manufacturers in general have shown great interest in the question of export, realizing that now is a great opportunity for Canada to take advantage of the sentiment and desire on the part of South African importers who are anxious to secure their North American requirements from Canada, but the question is one that the manufacturers of clothing and men's wear must consider seriously.

At the present time the British market, which is the usual source of supply for clothing, is in such a state that Canadian manufacturers might do well by "butting in." South Africa imports large quantities of ready-made clothing, these including shirts, overalls and engineers' clothing supplies, and there are undoubtedly good arguments in favor of the Canadian manufacturer making a bid for a share of the millions that are paid out annually for clothing by the colonists across the seas.

Organization Suggested

If any Canadian manufacturer should decide to go after this trade with a view to securing it and holding it, the only sure way would be by representation. In South Africa the traveler makes two trips to the trade each year, each being of four months, and the remainder of the time he spends in going home and reporting to his employers. The Canadian traveler, too, could return home each year. If the manufacturer hesitated to go to such lengths as sending a traveler, the same objective could easily be obtained by co-operation, some arrangement being arrived at where the firms could divide the business secured.

But would it pay Canadian clothiers just now to go after such a trade? Assuredly it would not. The manufacturers here are having all they can do to turn out just enough goods to keep their customers from flying into a panic. The

STRICT ATTENTION MUST BE PAID TO SHIPPING BY MEN IN EXPORT TRADE

Manufacturers who are now in possession of an overseas trade or who are contemplating getting after an export business must see to it that the matter of shipping is not neglected. Sometimes the initial order is easy to secure but, as a general rule, a great deal hinges on the shipping methods that are employed. They are what count. And the manufacturer who hopes to build up and retain a good overseas business should see to it that his shipping department is so thoroughly efficient that the client will be impressed. Only by personal visits and inspection can the manufacturer be assured that the department is living up to its job.

Even in shipping to far-off points in Canada the clothing manufacturer should make sure that what he sends out will reach its destination in good condition. It is all the more essential that he should pay particular attention to his overseas shipping as sending goods across the ocean is vastly different from sending them to points inland.

The packing, for instance, must be strong and not too cumbersome and batten spaces should not be left that will eat into delivery costs. When iron hooping on cases is used it should be worthy of the name and not a baby ribbon. Also, every case, crate, barrel, bale or single bar of iron even should be marked in such a way that the name of the port of destination will be always in evidence. Heavy bales should be strapped tightly and not tied with string or light rope.

The test of success in export can be best judged by repeat orders and the manufacturer should take care that his first three or four shipments are so perfect that it only requires representation to hold and increase future business. If a manufacturer's shipping methods are such that his representative is always fighting to excuse errors the chances are that the business and the representative will disappear about the same time. And when there is a good representative on the field it is poor business to throw boulders in his path. Good representatives nowadays are not easy picking.

As far as possible, too, insurance should be placed with companies represented at destination, for when this is not done claims are delayed in settlement from nine to fifteen months. There are also other difficulties, but the one regarding settlement is sufficiently serious in itself to bring home to manufacturers the reasonableness of the demand.

highest prices on record are being charged and only portions of the orders asked for can be allotted. South Africa would not pay such prices and the expense of getting the business would be heavy, so that it would seem like folly for clothiers here to drop the bone at home to go overseas in search of a shadow.

But there is another side to the question. South Africa is a cash-against-document country, a welcome proposition to any manufacturer, and an overseas trade would ensure continuous turning of the factory wheels when conditions again become normal. When orders are not so easily obtained in Canada as they are to-day it might be a good thing for manufacturers to have a nest egg which would help them to retain their expert help the whole year around. It would be inadvisable, however, to look at the matter from the point of immediate results only.

Points to Remember

As a matter of fact, the manufacturer is "up against it" just now in the matter of securing raw material. And about the time Mr. Egan was in Toronto a certain manufacturer was unable to decide whether, through scarcity of material, he would be able to keep his plant in operation. In view of these things, therefore, the Canadian manufacturer of clothing would do well to refrain from

making any hasty decision in the matter of exporting.

When it comes to a consideration of shipping facilities climatic conditions would have to be considered, also distances and the handling that the goods would be sure to get on the boats. In another column some pointers on this phase of the question are presented.

Now, with regard to documents and drafts, it must be remembered that "selling to arrive" is a big factor in South African trading and that it is essential that one copy of invoice and non-negotiable bill of lading should reach customers in South Africa on or before the arrival of the carrying steamer. Overseas customers should be advised as far ahead of actual shipment as possible of the consignments coming forward. Other countries doing business with South Africa follow these practices and as trade will always follow the line of least resistance, Canadian shippers would have to follow suit. So little attention has been paid in the past by Canadian shippers to the importers' instructions that in future it is being stipulated on all order forms that the right is being reserved of refusing acceptance of goods unless instructions re drafts are closely followed, it being always borne in mind, too, that South African merchants want their drafts through their own banks.

Tweed Hat Expected to "Hold Its Own" Until Well into Next Winter at Least

"Everybody's Wearing Them" Was Reason Given by One Customer When Asked Why He Favored the Natty Knockabout—To Sell a Five-Dollar Hat is Not Considered a "Feat" in These Days.

TWEEDS and velours are all the rage in men's hats this Fall, and while the velour will be laid away as Spring makes its entry there is little doubt but that the little tweed knockabout has come to stay awhile. By hat men generally it is expected that big business will be done all next Spring and all next Summer in tweeds, and that the demand will continue brisk right through the Fall of 1920 and into the Winter. No more popular hat than the low-priced tweed has been put on the market in some time and none that has shown more signs of holding its own against all comers for any great length of time.

"Why do you pick on a tweed particularly?" one hat salesman asked a customer after he had shown the latter almost everything he had in stock, and the sightseer had eventually returned to his first love—the tweed.

"Everybody's wearing them," was the reply, and in these three words seems to be contained the main reason for the popularity of the little hat which as a rule has neither form nor shape, yet which seems to look equally well on the man who cares about his clothes and on the man who is none too particular regarding his dress.

Fall Business Good

On the whole there is no complaint to be made about the hat trade for the Fall of 1919. Business has been away ahead of last year, and although at the present time it is a trifle quiescent, the expectations are that there will be another big season just before Christmas. Merchants have been experiencing no difficulty in getting what they ask for their hats. Prices have all gone up considerably within the past few months, but there has been very little baulking at prices.

"Four or five years ago," said one manager to MEN'S WEAR REVIEW, "a man thought he had done something big when he made a five dollar sale, but now five dollars is pretty near the lowest price we have. Nowadays it is no feat to ask nine dollars for a hat, and get it. We have sold more velours this year than ever before in our history, not a few of our sales being at \$18, and the bulk of them being from \$9 to \$12."

"Kick on the high prices?" queried the latter in response to a question as to how the public liked paying the prices now asked for hats, "why, of all the trade that came in here on Saturday I don't believe more than two objected, and not a single man walked out without buying. Sometimes they come in and ask for a three dollar hat, but in the

long run they hand over their five dollars."

Derbies Popular Now

A noticeable feature, too, of the Fall trade has been the popularity of the Derby. Last Fall there were about 90 soft hats sold to every 10 Derbies, but this year the proportion has been about 60 to 40. And, if the word of the salesman is to be believed, the demand for the stiff hat is increasing all the time.

As for the tweed, all that need be said regarding it is that formerly haberdashers were well stocked when they had a few dozen in stock, and that now they are being sold in hundreds of dozens every week. At \$3.50 and \$4 they are cheaper than other hats, and what is more, they suit almost anything a man wears. They can be worn anywhere, and it is next to impossible to put them out of shape.

A preference for loud patterns is being shown more than ever by young men this year, and of the hats left on the shelves at the end of the season it is a safe bet that more than 75 per cent. will be quiet in tone, made up for the most part of dark and sombre colors.

NEW PRESIDENT CHOSEN

Several changes are announced in the executive and directorate of the Canadian Woollens, Limited. At a meeting for the purpose of filling the vacancy caused by the death of President J. B. Ferguson, William Hanson of Montreal, of Hanson Bros., was elected to fill the vacancy on the board. Mr. A. O. Dawson, who has been vice-president and general manager, was elected president, and Mr. W. K. George of Toronto, first vice-president and chairman of the board. The board now is comprised as follows: President, A. O. Dawson; first vice-president and chairman of the board, W. K. George; second vice-president, F. Barry Hayes, president Toronto Carpet Company; Isaac Bonner, general manager Penmans, Limited, Paris, Ont.; William Hanson, Hanson Bros., Montreal; G. D. Perry, vice-president Barrymore Cloth Company, Toronto; F. R. Sweeney, president Zimmerman-Reliance, Limited, Hamilton.

Business was reported as excellent, with all the mills of the company overloaded with orders.

VETERANS KEEP UP WITH TIMES

McBride and Moran, Owen Sound "Live Wires," Make Direct Appeal to "U. F. O. and Union-Labor Men."

TWO "live-wires" in the haberdashery business are Messrs. Joseph H. Moran and George McBride, of the Vimy Ridge Men's Store, Owen Sound, both veterans of the Great War, and both post-bellum entrants into the ranks of Benedicts. While fighting in France, where he put his experience as a footballer to such advantage that he was awarded the Military Medal. Mr. Moran agreed with Mr. McBride to get into the men's furnishings game on their return, and this compact they carried out within a few weeks of landing in Canada. Mr. McBride lost no time in taking unto himself a wife, and Mr. Moran speedily followed suit. Both young men, who have had extensive experience in both Eastern and Western Canada, learned the haberdashery trade under T. McAuley, formerly of Owen Sound but now of Trenton.

Since starting into business for themselves, Messrs. McBride and Moran have injected not a few new and original ideas into the business, and they have gained for themselves a firm footing in the North. Recently, taking advantage of the turn political events have taken in Ontario, they published a snappy advertisement addressed particularly to "U.F.O. and Union Labor Men."

Highly Complimented By Firm

To the members of this victorious party they announced that they were the selling agents in Owen Sound for a certain brand of shirts and overalls, and after putting well to the fore the good points of these garments, they invited U.F.O. and Labor men to visit the Vimy Ridge store. Shortly after the publication of the announcement a letter was received from J. G. Kitchen, secretary of the Company, saying:—

"We are very much pleased to know that you are advertising our lines. Your heading, 'U.F.O. and Union Labor Men,' is particularly attractive at this time, and we think we will use this in some of our other advertising."

McBride & Moran are showing Owen Sounders something new and snappy in the advertising line each week, and not a little of their success is attributed to the pep that is put into their announcements and their window displays, as well as to the unflinching courtesy that is shown to callers at the store, irrespective of whether or not they are customers.

MEN'S WEAR REVIEW



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MORE TROUBLE FOR THE BOARD

THE makers of men's garments in Hamilton have secured another increase in their wages. And now, it is open to wonder what the Board of Commerce is going to do about it. This august body recently declared that the prices of men's clothing are too high and intimated that it might be necessary to issue an order forcing them down. But the cost of the labor employed in the making of garments must be represented in the prices charged for the garments. So also must the cost of the cloth used. This latest wage increase, though only somewhat more than 15 per cent., is but one of a succession of recent increases. Of course, the purchasers will have to pay this. In addition, the cost of cloth has gone up steadily and rapidly. In view of these cold facts, it is hard to see how the board of commerce can find any excuse for forcing down the selling prices of clothing to anything near the old level.

JUST A SIGN OF THE TIMES

IN the daily papers of Montreal, a large "For Sale" advertising recently appeared offering a completely equipped manufacturing plant for clothing. Inquiry into the circumstances elicited the information that the company was desirous of selling out solely because a strike had been declared by their employees. They preferred to close up the plant altogether rather than go further in the matter of paying out increased wages. This proposed action is significant inasmuch as it shows the spirit that is coming over the clothing trade in regard to labor problems. Nagged on one side by the public complaining of profiteering and on the other by the workers agitating for more money, the clothing men have just about reached that point where they "don't care whether school keeps or not."

RESUMING TRADE WITH GERMANY

THE question of how to handle German trade is assuming perplexing proportions. Not long ago a Leeds firm of woollen manufacturers sent to Germany a representative with the object of opening up business connections. In his letters back he stated that he found the financial position very bad. He could have closed big business had it not been for money difficulties, but he explained, the German

mark had fallen so low that it meant that the Germans had to pay nearly four prices for their goods. The demand for clothes he found to be enormous. The people, he added, were wearing paper clothes and anything they could get. He found himself confronted with awkward situations everywhere. But the possibilities for doing business were big providing the second party to the transaction was willing to overlook a lot of things to which under other circumstances he would pay strict attention.

BRIEF EDITORIAL COMMENT

THE season has arrived when it pays the retailer to keep open two or three or even more evenings every week. The public likes to stroll around a bit after a hard day's work and look over the Christmas variety at leisure.

ACCORDING to Narayan Joshie, workers' delegate from India to the International Labor Conference in Washington, the workers in the textile industry in India labor 12 hours a day for 6 days a week. It looks as though the Indians are unresponsive to the cajolings of the Labor organizer.

OLD Clothes Leagues have been formed in all parts of the country, but there has been no eagerness noticeable so far to parade in patches. Man's tendency is to get as far away from the ridiculous as possible.

"WHY should diamonds enter Canada duty free and woollens be taxed to the limit? "was a query put to Parliament. The duty on woollens amounts to 42½ per cent., and materially increases the cost of living for both rich and poor. The burden on the poor man, who requires almost as much woollen clothing as the rich man, is heavy.

THERE should be a better understanding by the public of the difference between gross and net profit. Not infrequently the man on the street has the wrong idea when he reads the reports of the clothing investigations.

THE big orders now being placed by foreign governments with Canadian woollen manufacturers will insure a maximum of activity in certain departments of the woollen industry that would otherwise be slack.

A WHOLESALE clothing manufacturing establishment of Kettering, England, is inaugurating a system of profit-sharing among the employees, a benevolent fund having already been started with a donation of a thousand pounds. The employees also make a small weekly contribution to help each other as they fall on bad times. This is a healthy sign for the future of the firm and is the right spirit for both masters and workers to adopt.

BREEZY BITS ON BUSINESS

The Canadian Woollens, Ltd., has taken out three permits in Peterboro'—\$40,000 for a factory building; \$10,000 for an office building, and \$30,000 for a second factory building. The three buildings will be complete about the end of the year.

L. J. Patterson, formerly with Ludlow Brothers, Brantford, has accepted a position with Marshalls, Ltd., at St. Catharines.

The man who said, "Good clocks and good advertising should never stop," was no slouch.

J. A. Moag has opened a new men's furnishings store at 16 Main Street W., Smith's Falls, Ont. He is carrying a full line of the very latest.

R. J. Siberry, who has been carrying on business at 316, Danforth Road, Toronto, has removed to 337 Danforth. His new store has three times the floor space of his former location. There is a ladies' and children's specialty shop now at 316 Danforth.

A smile and a pleasant manner accompanying a sale go a long way towards laying the foundation of future sales to the same customer.

William J. Eastman, 910 Barton St., East, Hamilton, has opened another store on Kenilworth Avenue. A fine stock of men's wear is installed. The opening sale was held on November 1.

Leo Watson, of Galt, brings back from New York the news that the smartly-dressed men of that city have been wearing the bowler or Derby hat this season.

The best salesman is he who knows how, when, and why customers respond to persuasion.

Duncan Carswell has been appointed manager of new store opened by Firth Bros., Ltd., at 424 Richmond Street, London.

When the engine of persuasion begins to miss fire there is no such lubricator as a pleasant smile.

Here is a chance for all the veterans of the Great War who are now operating haberdasheries. In certain parts of the country shrapnel helmets are being used for lighting purposes, electrical concerns claiming that it is an easy matter to convert the helmet into a fixture that will give indirect illumination. When the old "kettle" is used for this purpose it would make a novel and permanent display in any store.

BOARD LEARNS WHY CLOTHING PRICES GO UP

In taking up the retail clothing trade at the investigation conducted by the Board of Commerce in Hamilton, Vice-Chairman O'Connor and Commissioner James Murdoch, representing the Board, the former said to the local fair-price commissioner:

"I am going to ask you a very bold question. Do you know of any individual case that you as a lawyer in court could establish as a case of what we all familiarly know as profiteering?"

"I don't think so," replied Col. Morrison. "It is all the method of doing business. I don't think that there is one of the companies doing something to-day that they have not done in past years."

"That is not the case," interjected Commissioner Murdoch. "Are there any cases of profits unreasonable compared with the sum invested?"

"Or is it a case of looking for better methods in the future, rather than criminalizing dealers for the acts of the past?" suggested Mr. O'Connor.

"Yes, I think so," replied Col. Morrison.

The actual cost of the cloth of four or five different grades put into suitings was first considered in the clothiers' investigation. There were five grades of cloth, the cost of a suit made of the first grade being \$12.95, overhead and selling expenses bringing the complete cost to \$16.24. The cost of this particular suit to the trade was \$16.50.

In 1914 this cloth cost 48 cents a yard and the selling price was \$6.50.

It should be ascertained that all cloth made in Canada in the last five years had increased from 300 to 400 per cent., while that made in England had gone up 500 per cent.

Grade two suit cost \$2 per yard, there being the same amount of cloth—3½ yards—in a suit, making the clothing for the suit cost \$6.75; shrinkage, cutting, lining and trimming brought it up to \$14.88; overhead and selling costs made the complete cost \$18.15, and the trade got this suit for \$20.

Grade three suit was \$2.35 per yard, the material costing \$7.93; shrinkage, cutting, lining, trimming and making brought the cost to \$19.18, while overhead and selling expenses made the price \$23.03 to the trade. The manufacturers sold this for \$25.

Grade four suit cost \$3 per yard, costs of making bringing it up to \$24.34, which overhead and selling costs further increased to \$30.50. This suit was sold to the trade for \$30, the reason for this being, according to Col. Morrison, that it was not so attractive a suit and a poor seller.

Grade five suit cost \$4.75 per yard, the aggregate price being \$30.51, increased by overhead and selling expenses to \$38.14. This suit sold for \$40 to the trade.

TRADE NOTES AT A GLANCE

Rod Weir, Sales and Advertising Manager for the Fashion Craft Manufacturing Company, is away for a two-months' semi-annual trip of inspection of the agencies in Western Canada.

Samuel Linley Chapman, who died on Dec. 27, 1918, left an estate valued at \$17,777, of which \$7,275 was represented by a one-third interest in the firm of Chapman Brothers, men's furnishers in Toronto. When the children reach the age of 21 the interest in the firm is to be sold and divided equally among the widow and children.

The Webster Dry Cleaning Company, Ltd., of Port Elgin, is now doing business in Sackville, N.B. The company was organized a few months ago, J. W. Webster being president and general manager; F. W. Turner, Port Elgin, vice-president; and W. H. Phelan, Amherst, a director.

A Report From Sherbrooke, Quebec, is to the effect that the Cluett-Peabody Company has practically decided to open a branch factory in that city. The Board of Trade has been negotiating with the company for some time past.

The Standard Clothing Scheme, for the establishment of which preparations have been going on since July, is reported to have been abandoned in London. The Board of Trade refused its approval, deciding that it would not be a wise move to attempt to make clothes cheaper in this way.

Negotiations Are Now in Progress between the Financial Attache of the Russian Embassy in Washington and Canadian woollen manufacturers for the purchase of woollen goods to the value of over \$8,000,000. A representative of the Siberian Government is expected to confer soon on the matter with the Canadian Trade Commission.

Homer Waffle, Superintendent of the Simcoe Wool Stock Company, was instantly killed on Nov. 10 when he became caught in the machinery at his mill in Simcoe. Mr. Waffle had been in charge of the plant for 15 years. The body was literally cut in two.

A strike of garment workers in Toronto was warded off during the month by the offer and acceptance of a general increase of 15 per cent. on the old scale and a graded scale of increases in pay according to the amounts paid, the lower paid receiving the larger straight advances.

Kitchener Clothier Turns Out Cards That Command Attention

E. A. Sauder Jots Down a Memorandum for Future Use When Happy Idea Comes to His Mind—Illustrations Accompany Timely Phrases of a Seasonable Nature.

THAT it is good business to put in the window and on the goods show cards with a punch is the firm opinion of E. A. Sauder, of the Lippert and Sauder stores, Kitchener. Mr. Sauder is a genius for card writing and so interested is he in getting out snappy cards that as soon as an idea strikes him, no matter where he happens to be at the time, he pulls out a piece of paper of some description and jots down his pointer for future use. All the Sauder cards are suitably illustrated. Some idea of the kind of "stuff" he pulls may be secured from the following samples picked out at random from his stock by MEN'S WEAR REVIEW:

Show Your Colors—These are right in keeping with the season.
* * *

Your hat, Sir!—Here's the latest in head craft.
* * *

Biff! Just Unboxed!—The finest range of bantam-weight felts in the land.
* * *

Are you an Odd Fellow? One who's hard to fit? Come in and give us a try.
* * *

Every Inch a Suit—All clothes are closely inspected.
* * *

Sure Sign of Winter—Hats! Individual styles for the most exacting tastes.
* * *

Heads Up! We fit them all.
* * *

A Sure Pop.—We have the finest range of men's wear in the city.
* * *

Certainly Swagger, Sir.—The new belted overcoat.
* * *

Want to be in our clothes? They are smart.
* * *

They get a glad hand—Our special English walking gloves.
* * *

Drop That Icycle! Look! Get into one of our overcoats.
* * *

Hoot Mon! Renew your raiment. These suits are the season's pick.
* * *

Holiday togs that are just right.
* * *

Snug, sturdy sweater coats—The best all-wool values anywhere.
* * *

We've scored a touch-down—Made a special "buy"—These suits tell the tale.

You Haven't Far to Go? Just step inside and we will be pleased to show you these new winter creations in men's clothes.
* * *

For That Brown Taste—Inspect these newest creations of the tailor's art.
* * *

Our clothes line is ready.
* * *

I don't want to be personal, but—how about your underwear.
* * *

You Prudent Mother—Here's a saving in boys' suits.
* * *

Remember, we are head-to-foot outfitters.
* * *

Got You Guessing.—These values—It's easy. We buy for two stores.
* * *

Ever Been Tanned? No. Then try a pair of these gloves.
* * *

Right in keeping with the season. These new coats.
* * *

Pick It Out Now. Our hats crown best dressers' heads.
* * *

Chills, pills and doctor's bills all go together. These coats will guard you against all such ills.
* * *

Who put the hum in Humville? We don't know, but we do know these coats are hummers.
* * *

"Eye Shopping" Just Now? Stop. Come in and choose your overcoat now.
* * *

The man from Missouri had to be shown. So will you, so drop in.

CATCHY PHRASES FOR SHOW CARDS

New Shirts
Made of Materials
That Stand the Test

In Our Neckwear the Designs Are Always Simple and the Quality Always Good.

Boys' Pull-overs and Jerseys With Real Wool in Them and Some Wear.

Gloves—We Always Carry a Good Stock of the Best Makes.

Mufflers—the Warm, Comfy Kind That Prevent Colds.

A Beautiful Sleep Is Best Enjoyed in These Fine Imported Pyjamas.

With Market Conditions So Uncertain We Think These Suits Are Remarkably Good Value.

If It's a Raincoat You Need, Ours Are the Good Kind.

Wool is Wool and Cotton is Cotton in This Store.

Shirts For Men Who Buy Carefully.

Fall Underwear—Dependable Garments With a Reputation to Maintain.

Most Likely You Need a Bright New Pair of Suspenders.

A Sleeping Garment That You Will Like to Get Into and Hate to Get Out Of.

Obey That Impulse and Get Into One of These.

Gloves—the Best Makes in All Styles.

Underwear—From the World's Best Makers.

Full Dress Requirements For Men Who Care.

PLANT FOR RIDGETOWN? Ontario Municipality Has Chance of Landing a Big Clothing Factory

If the necessary number of employees can be obtained, a branch of the clothing manufacturing business of Greene, Swift, Ltd., will be established in Ridgetown, Ont. Mr. Robert Greene, the senior partner, has looked over the field and is reported to have been favorably impressed. A large number of girls and young men are required at the outset and down Ridgetown way it is considered a question whether the necessary help can be secured. Skilled workers will be sent to instruct and train the beginners.

John Macdonald, Toronto's famous drygoods wholesalers, long reputed for gorgeousness of his fancy vests, is reported dethroned as "king" in this line, the title being claimed now by Ralph Connable, head of the Woolworth interests in Canada. It was at the National Club in Toronto that Mr. Connable "swiped" the honor, appearing in all the gaudiness of a vest, the entire front of which was worked in colored beads, illustrating flowers, and the back being black velvet with striking bouquets worked in it. Mr. Connable claims that his creation puts his rival's forty-five fancy waistcoats completely in the shade.

LONDON STRIKERS BACK New Wage Schedule Fixed For Tailors' Helpers—Piece Work System Abolished

The striking employees of London merchant tailors are back again at work, having reached an agreement with their employers. As a result of this, the piece-work system is being abolished and no more work is to be sent out to the homes of employees. All merchant tailors will provide satisfactory work-rooms and will pay a minimum wage of thirty dollars a week, with time and a half for overtime. Women pant and vest makers are to be paid \$15 a week, and male coat makers will be paid \$26

Why Talk to Women About Kind of Clothes Men Wear

"She's as Interested in His Clothes as He is Himself," is the Manner in Which Big Rochester House Puts It to the Retailer—Fair Sex Urged to Help Men Folk Select Suits and Coats.

SELLING men's clothes to men through women is rather a new merchandising angle for a clothing manufacturer but this has been one of the basic ideas of the spring and fall national advertising campaigns of a concern in Rochester, N. Y. The firm has consistently used space in women's magazines, basing its campaign on the assumption that the woman of the house has a great deal to do with the purchases that are made therefrom.

"Why we talk to women about men's clothes," was the caption of one of the ads. used and under it appeared the fol-

lowing: "Every time you put away his clothes you notice whether they are wearing well and holding their shape. That's because you know material and workmanship. It is for this reason that we are calling the attention of the women of the nation to our clothes."

"Go with your men folk when they select their suits and their coats," was the company's concluding advice to the women and to the retailer: "She's as interested in his clothes as he is himself. Isn't it important that she should know YOUR store and the clothes you carry?"

Ontario Merchants Not Ready Yet for Trade With Germany

Advances Have Been Rebuffed in Some Quarters—High Cost of Woollens and Cottons is Embarrassing English Manufacturers.

FEARS have been freely expressed in British trade circles with regard to prospective competition from Germany, especially in view of that country's need for extraordinary endeavor in order to meet the cost of the war. Such fears are no doubt justified concerning many articles of manufacture where the essential raw materials are indigenous to Germany, but in many other industries, careful study shows, it will be years before the effect of such competition will be felt. There is no doubt, thought, that Germany will make big efforts to restore her former position in the world's markets.

At Leipzig fair, which was held recently, the textiles exhibited were of poor quality, being mostly made of shoddy, and the statement has been made by a large hosiery manufacturer of Chemnitz that only 5 per cent. of the workers usually engaged in the trade were in employment, the factories either being closed down or operating at a tenth of their former capacity. The chief trouble seems to be shortage of raw material and coal. The opinion of this manufacturer was that even if the factories could restart at full output it would be many months before they would seek export trade as the German home demand was so great, owing to the shortage of textiles in the country.

Australia Stands Firm

That the scarcity throughout the world is so great that the Germans will eventually get trade is the opinion that is now being expressed, but even now Aus-

tralia refuses to permit the importation of any goods of enemy manufacture, despite the fact that before the war Germany supplied a large part of Australia's imports, amounting to nearly \$7,000,000 per annum. Any enemy goods landing at an Australian port are subject to confiscation. The United States, Canada and Japan have taken Germany's place in the Australian market. Canada's exports to that country have increased from a negligible quantity before the war to over \$13,000,000 in the twelve months ending August 31.

Toronto merchants are of the belief that Germany is destined to restore her business relations with the rest of the world, and, according to William Bryce, Toronto wholesaler, buyers for American and Canadian houses have already landed in Germany. Another reason assigned by Toronto dealers for the opinion that Germany will recapture her trade is that production costs in England are rapidly mounting. Woollens and cottons, which formerly were imported from England, have become so expensive that English manufacturers are already having great difficulty in meeting the competition of other countries. Certain Toronto merchants have already re-buffed German trade advances.

It is now a well-known fact that just as soon as the armistice was signed British woollen manufacturers had their drummers, many of them officers in the Rhine army, working among German importers, signing up orders for British textiles.

AIMS TO ABOLISH LABOR TROUBLES FROM THE TRADE

Clothing Trade Takes Steps to Prevent All Lockouts and Strikes

An organization which aims to banish strikes and lockouts from the men's clothing trade has been completed by the Toronto manufacturers with the cooperation of the unions and gives every promise of working out to the entire satisfaction of all parties concerned. Arbitration is the keynote of the scheme and both sides have entered into an agreement to accept the verdict of arbitrary machinery provided.

This agreement involves 20 clothing manufacturers of the city or 85 per cent. of the total outside of the contract shops, and 2,000 operators on men's and boys' clothing. These 2,000 operators are members of the Amalgamated Clothing Workers of America, but are not affiliated with the A. F. of L.

The Associated Clothing Manufacturers have assigned to a general agent, known as labor manager, the task of settling on their behalf all disputes, whether relating to wages or working conditions, with the operators, which cannot be adjusted between the shop chairman and the superintendent. If he cannot reach an agreement with the union manager the issue goes to a board of arbitration consisting of four delegates, two representing the manufacturers and two representing labor, with a fifth member, who is the impartial chairman, and whose decision on all disputes is absolutely final. The labor manager appears before this board and presents the case from the manufacturers' side, while the union manager argues the case for the operators. Dr. H. B. Sharman, of 67 Queen's Park, is the impartial chairman. He is a voluntary lecturer at Toronto University and was formerly a professor of economics at Chicago University.

A. A. McIntosh, recently news editor of the London "Advertiser," and previously for some years city editor of the Toronto "Globe," has been appointed to the position of labor manager and has already taken up his duties in Toronto.

Officers of the Associated Clothing Manufacturers are: President, C. B. Lowndes; vice-president, William Johnston; secretary, R. Schutz; treasurer, T. Learie.

Mr. C. B. Lowndes said the new organization would stabilize the clothing labor market and put a stop to one shop bidding against another for labor. The trade in the States had been organized in similar lines and the idea was working out splendidly. It was based on the principles of collective bargaining, compulsory arbitration and recognition of unions.

"We believe strikes are a thing of the past in the clothing manufacturing business," concluded Mr. Lowndes.

LOOKS FOR NO EASIER PRICES FOR TWO YEARS

Labor So Uncertain, Says W. C. Robinson, That Clothiers Must Guard Against Being "Nipped"

Not for two or three years does W. Robinson, Upstairs Clothes-Shop manager-proprietor, look for any perceptible decrease in clothing costs. Any downward tendency which the market may have will, he thinks, be gradual and not noticeable to the purchasers for some time to come. Narrating his reasons, Mr. Robinson said:

"The cost of labor has increased so visibly within the past three years that the actual costs of material as compared with pre-war prices is really insignificant.

"Raw wool, which after all controls the clothing world, is certainly higher than in 1914, but not to such a great extent as one would be led to believe from the costs of the finished article. For instance, the amount of raw wool contained in a suit is not particularly large. This market is controlled by England. The English mills have the power to decide the amount which will be exported. To-day supply and demand play a very small part in the matter of price. Woolen manufacturers the world over realize that sometime in the future a slump in prices is bound to come, and they are taking every precaution that they will not be caught in the slump. They are leaving it for the wholesaler or retailer to bear the brunt. Only about one-quarter of the supply available to wholesalers last year will be issued this season for next Spring's clothes, with the result that, no matter where you try to purchase, there is an insufficiency of materials. That attitude they have adopted because of the demands of labor. No manufacturer is sure from week to week when his employees will insist upon an increased wage scale, and he is taking no chances of being nipped in the squeeze."

Mr. Robinson stated that while the demand for civilian suits from demobilized men was great, in reality it did not make any appreciable effect on the market. Certain mills which had been subsidized by the British Government were now free to make up other materials than khaki, and were taxed to their greatest extent, but even that would not supply, as the wool market was practically closed owing to the fear of the same becoming too risky.

ENLARGES PREMISES

G. T. O'Brien has recently enlarged the premises of his men's clothing store, corner of Water and Henderson streets, Chatham, N.B., by taking in the adjoining store, formerly occupied by P. F. Barry, tailor, and uniting the two into one large floor by removing the intervening wall and giving him a total floor space down stairs and upstairs of over 6,500 square feet.

SUGGESTIONS FOR DISPLAY

Ideas Taken From Toronto Windows For Benefit of Outsiders

An Eaton window that attracted notice during the month was that showing half a dozen fine shirts of a pronounced stripe on diamond-shaped stands. There were a few suits of underwear on pedestals in front of the shirts and at the rear, standing like sentinels, were three dummies wearing flashy sweater coats. There were half a dozen collars with made-up ties attached, and thrown around at every angle were canes of all kinds.

Adamson's haberdashery on Queen Street West, had a nice display of underwear, one suit in the centre of the window being fitted to the form of a little wax man and others being grouped in folds in a semi-circle at the back. Several pairs of woollen socks were thrown over T stands and neatly arranged on the underwear.

Shirts and sweater coats in one window and hats and canes in the other caused many passersby to stop for a look at the Bon Ton Haberdashery's display, 131 Roncesvalles Avenue. The sweater coats were thrown carelessly over stands, but the shirts were arranged on forms, collars and ties being attached in some instances. The hats were scattered around in a confused sort of way, the linings being almost as conspicuous as the exteriors.

A little bit almost of everything in the window, with garter boxes acting as pillars and made-up collars and ties on shelves and tiers above the display proper drew considerable attention last month to the Sunnyside Haberdashery, 1741 Queen Street West. The attention of evening strollers was caught invariably by an electrically-lighted glass case at the rear of the store, some article of men's wear being conspicuously shown up in this case.

His two windows at 317 Roncesvalles Avenue, F. W. Davis has divided into six compartments and in each of these he generally has a catch-the-eye showing. Everything from sweater coats and hats, to socks and garters is generally to be seen in these neat stalls, on the posts of which gloves and knicknacks are always set up at a rakish angle.

Gloves of all colors arranged in bouquet form, the Kayser silk gloves on the posts of the partitions, wide knitted silk neckwear at \$2, underwear on forms and lying folded on the floor, cashmere socks, tweed and felt hats and caps, striped shirts at \$3.50, and neckwear at \$1.50 constituted a Dunfield window that was worthy of notice recently. Green plush flooring enhanced the effect.

BOARD FORGETS "PROFITS" OF THE WAR YEARS

Only One Side of Argument Is Brought Ont at Clothing Investigation in Regina

The board of Commerce has included Regina, Saskatchewan, in its itinerary, and from the boundless prairies comes the report that excessive profits have been made in men's wear by the dealers who pay rent and taxes in the capital of the Western province. Commissioner Rankin, during the course of the investigation, announced that the profits being made by retailers in this line were enormous and that prices would have to come down. The examination of witnesses revealed the fact that the profits made in various lines of gents' clothing were about the same among the different merchants, the prices being regulated by competition.

It was stated that the profits made were sufficient to give the retailers a return of a hundred per cent. on their investments, but the retailers "came back" with the argument that this has been an exceptional year and that with demobilization of the army their business has been far greater than under normal conditions. They consider that the Board should take it into consideration that their profits during the first two or three years of the war were very low.

When the men's furnishers appeared before the Board, Commissioner Rankin gave them two alternatives. Either fix an average rate of profit of forty-five per cent. on all lines except overalls, and then place the onus on the merchants of showing why this profit would not be sufficient, or he would leave it to them to decide what would be the lowest margin of profit on which they could do business. The decision was finally arrived at that the retailers would take the matter up and decide on what they considered a reasonable rate of profit and submit their suggestions later to the board.

SLOGAN AROUSED WRATH

Victory Loan Sign in Brantford Called On People to Wear Old Clothes

"Wear Old Clothes and Buy Victory Bonds," read a banner across Dalhousie Street in Brantford at the commencement of the Victory Loan campaign in that city, and no waving of a red rag at a bull could have been more productive of results. Members of the local clothing trade immediately protested against the trade being singled out as an object of economy. That the sign was an outrage was the opinion expressed by E. A. Hughes, who pointed out that it was most unfair to single out the clothing business for such an appeal.

"Why not tell people to wear old shoes, to stop smoking, or in other ways?" asked one irate merchant, adding: "Why single out the men who sell clothes?"

"FREE TRIP" CONTEST NOW ON AT COAST

Drawing Attention to Illuminations to Advertise Victor Clothes

The Victor Clothes Shop, 112 Hastings Street West, Vancouver, which calls itself "The House of a Thousand Lights," is now in the midst of a "Calculation Contest," which is to close on January 31, 1920. The contest is open to every purchaser of a Victor suit or overcoat. A free trip to Europe is the objective.

"How many times do the electric lights flash in the Victor Illuminated Front between the hours of 7 p.m. and 11 p.m.?" is the query on which the whole contest hinges.

The purpose of the contest, according to announcement, is simply to advertise the Victor Clothes Shop and to make every man in British Columbia acquainted with Victor values and the quality and style that is in every garment. The cost of the contest is charged to advertising and is spread over the year's appropriation. It is estimated by the management that the additional turnover will be so large that it will cost little to carry on the contest.

Five Trips Assured

Now, what must the purchaser of a suit or overcoat do to win the trip? The idea of the scheme is to get the public calculating the total number of flashes in the illumination in the four hours intervening between 7 o'clock and 11. The result is sent in on a Victor Clothes Shop sales slip, the latter being given as a receipt with every sale. There is also a proper form to be filled in and signed. Every slip will be filed away until the contest closes when they will be opened by three judges. The first slip opened by the judges bearing the correct calculation will be awarded the prize.

The trip includes first-class railroad fares and pullman berths, steamship tickets with first-class cabin accommodation and meals, steamboat and railway tickets from Vancouver to London and Paris and return, the winner choosing his own route either by way of New York or Montreal with stopover privileges. The winner may select his steamship and choose his own time for making the trip. He will also have the privilege of staying in London long enough to see the historic sights and may remain in France for a period so that he may see the scene of the world conflict in France and Flanders. Return trips may be taken from Paris by way of Havre or again by London. Again he may vary the journey by routing back across the continent.

Mr. A. J. Freiman, Rideau Street, Ottawa, clothier and furrier, was chairman of the publicity committee for the Victory Loan and ably did his share to win the Prince of Wales flag.

KEEPING TAB ON RETAILER

A Chicago house is showing this season a new Jersey helmet for hunters, motorists, mail carriers and others who are obliged to be out in the cold. The lower part of the cap can be turned up to give the appearance of a skull cap, when the flaps are down the helmet keeps the forehead, ears, cheeks and neck warm. The helmet may be worn under the ordinary hat or cap.

Sam Scott, specialist in boys' clothes, has acquired on Granville Street, Vancouver, the building formerly occupied by the Nikko Japanese store. Mr. Scott expects to move to his new location early in February.

Frank Martin is opening up a new tailoring and men's furnishings store in Goderich. He expects to be into the thick of things early this month.

Mrs. M. McMillan has opened a men's furnishings store at 1271 Danforth Avenue, Toronto.

A first-class gents' furnishings store has been opened up in the Cooper block, King Street, Dundas, by Chic Farrar. E. Laird is managing the store.

John P. Scarrow, who has been taking a vocational course in tailoring and cutting with one of Toronto's best tailors since he returned from overseas, has opened a tailoring business in Acton, Ont. Mr. Scarrow served his time as a tailor in the Old Country before coming to Canada.

Two million yards of cloth, sufficient to make 500,000 standard costumes, are held by the Department of Wool Textile Production, England, awaiting official decision regarding the use of the cloth. Costume manufacturers protest that the present uncertainty is seriously affecting business and urge immediate action to solve the problem of dear clothing.

In the Victory Loan Campaign a full half page advertisement with the one word "Lend" in box-car letters, was donated by the following Hamilton haberdashers: L. R. Tobey, Begg and Co., Ltd., Shannon and Grant, Ltd., Grafton and Co., Ltd., Fralick and Company, and Oak Hall.

Dineen's, Toronto, have opened a new department in their basement for men's clothing and overcoats.

Plans are now being made by the clothing retailers and haberdashers of Ontario to stage the 1920 convention on a large scale. Three days will be devoted to the convention, and during that time all kinds of topics of particular interest to the trade will be taken up and discussed.

PAYS TO GET INTO SPIRIT OF DISTRICT

Hallowe'en Contest Gave W. G. Hay's Stores Good Advertising

That it pays to get right into the community spirit and not to carry on business in a purely dollars-and-cents manner is the belief of W. G. Hay, who has haberdasheries at the corner of Queen and Brock, Toronto, in New Toronto and in Mount Dennis. Mr. Hay staged contests in all three stores on Hallowe'en and eight hundred sales were chalked up. How many were directly attributable to the contests he cannot say, but every person had a great time, he says, and the objective he was after was easily attained.

In the window of each of his stores Mr. Hay displayed a bag of nuts and the idea was to estimate how many nuts there were in the bag. Every purchaser was entitled to an estimate. It was a game of mental skill, not chance, and this, of course, kept the contest within the law. The five nearest estimators were each given a box of apples.

The contest was on for a week, and at the Queen and Brock store some 450 estimates were put in, and as many purchases. In the other stores there were about 350 estimates. Fifteen boxes of apples were given away on Hallowe'en and so successful was the contest that the whole street was packed with people, the police having to take a hand in order to keep the car tracks cleared. After the apples were given to the winners, the nuts were thrown out to the youngsters and for about an hour there was a big time in front of the Hay store.

"It was good advertising," said Mr. Hay, "but the best point about the whole thing was that it carried out the spirit of Hallowe'en. It was 'shell-out night,' and what little I did put the store right into the spirit of the community."

"In a little district like this," he added, "you have to carry on business in a different way from what you would down in the main business section."

SELLING BELOW COST

"Just to be candid about this 'no profiteering' policy which I announced at the beginning of my business," said Neil Ferguson, of Sydney, N.S., "I am going to tell you that I have practically been selling below cost ever since I opened.

"The remedy lies always in an increased volume of business—for when one sells at such a narrow margin of profit as I do—the volume must be large. My business has been increasing every month and I expect it to cover all expenses from now on. I won't lose any credit with the wholesale houses by this confession—but I do earnestly want my customers to know that I am doing my share in trying to keep down the high cost of living," concluded Mr. Ferguson.



HATS *and* CAPS



Narrower Brims for Hats Are on the Way

Output in England is Little Better Than It Was Four Months Ago—Travellers Are Paying Friendly Calls on Customers Just to Keep the Connection, so Acute is the General Shortage.

THERE is little room for consolation in the reports from England with regard to the manufacture of hats. Across the pond, just as on this side, the shortage is acute and the output is said to be very little greater than it was four months ago. An all-round shortage exists of hats of every kind, from the cheap stiff to the velour and the silk hat, and manufacturers are at least six to eight months behind with orders and are refusing absolutely to deal with new business at present. Such is the situation, in fact, that travellers are being notified that all they have to do at present is pay friendly calls to their customers and keep the connections.

The demand for the straw hat has always been governed by the clerk of the weather, but what the situation next summer will be dealers are afraid to say at present. Shape and style, it is predicted, will be of a similar kind to that exhibited this year, namely, a deep crown and fairly narrow brim. The wide-brimmed "straw" will be but very little seen.

A fear has been expressed by straw hat manufacturers that the limit to which the public will go for straw "boaters" has just about been reached and that further increases will prejudice the whole trade.

"If the price goes much higher," one manufacturer is reported to have re-

marked, "I am inclined to think that many men will give the straw hat a wide berth next season." He expressed the opinion that they would simply go on wearing their soft felts.

This is undoubtedly rather a gloomy view to take of straw hat prospects, and it is not likely that it will be generally shared, but, all things considered, the prices of straw hats are almost alarmingly high. The chances are that they will go considerably higher before men draw the line at this popular article of summer attire, but there is always a limit and it may be that the situation will become so perilous that something will have to be done.

STRAW HATS ARE LIKELY TO BE AT A PREMIUM

Some Dealers Have In Stock Now Only Small Percentage of What They Had Last Year

For some months past it has been known that next summer will witness a big shortage of straw hats and as the weeks go by it is becoming more and more evident that conditions will be even worse than had been anticipated. Judging from present indications, the shortage is going to assume alarming proportions as it seems to be next to impossible to get the raw material.

This time last year one hat man, with whom MEN'S WEAR REVIEW discussed the situation, had three or four hundred dozen straw hats in his store-rooms, but now he has not more than fifty dozen. Nor can he get more. And his case is not an exception to the general run. His competitors appear to be all in the same boat, proportionately, of course.

That the seriousness of the situation is not to be minimized is a factor that stands out well. English firms, retailers complain, will not accept orders and upon the Japanese the blame is being placed. In olden days the Jap worked for from eight to ten cents a day, but like his Caucasian brother, he has be-

come inoculated with the germ of discontent and to-day he wants, demands and holds out for his dollar or two a day. This, of course, makes a difference in the price of straw hats.

Big Scramble Next Year

In some quarters the hope is cherished that New York will eventually come to the rescue, but whether it does or not, the fact remains that there will be a big scramble next season for straws and that unless a man gets in early and avoids the rush he is liable to get left out in the cold, or rather—out in the sun.

"About how long would those fifty dozen last you?" asked MEN'S WEAR REVIEW of the man in question.

"Last?" snorted the man behind the counter. "Why, man alive, they wouldn't last at all. They would all be gobbled up in a month and in one of our big stores they would be sold out in a week."

At least one Toronto hat firm has been thinking of sending a man over to England to see what he could do to relieve the situation, but the idea for the time being has been abandoned, the fear being entertained that it is such a difficult matter to secure passage that they might not get Mr. Buyer back again.

H. A. Loffree, formerly of Bloor West, is conducting a men's wear and dry goods business at 99 Main Street, East Toronto.

JAPANESE MAKING BETTER GARMENTS

Improvement Noted in Class of Underclothes and Hosiery Turned Out Now

Deliveries on underwear have not been coming in any too fast and many retailers say that if they had not been careful to do their buying early and to have their stocks well taken care of they might have been nipped this Fall. At retail the demand is better than it has been for some time. But Japanese competition is becoming more of a question now than was hitherto the case, as the Japs are making better grades of underwear and hosiery than they ever did before, and it is the class of goods that is wanted for export. It is the low and medium priced goods. There has been much complaint about the poorly fitting stocking and vest they make, but they are improving their machinery and increasing their output, and can often undersell the exporters of the United States. Right on this continent people want, on average, a better grade article than they are turning out in such numbers, but agents have taken away many orders with them to Japan. With Japanese labor demanding more money and fewer hours the danger of the little yellow man cutting in on the trade from this side of the water is not as great as it might be.



COLLARS & SHIRTS



The Forsyth "Housewarming" in Waterloo Proved a Lively Event

J. D. Claude Forsyth, of Forsyth Productions Limited, Made Great Name For Himself as a Host—New Factory Given Great Send-off.

IT was a big evening that was staged in Waterloo on November 6, when the Forsyth Productions, Limited, put on a "Good Time Housewarming" in their new plant at Waterloo. From early in the evening until half-time between darkness and sun-up the employees of the big Company and their guests made merry, a lengthy programme of vaudeville starting the ball rolling. At midnight, luncheon was served, after which dancing was indulged in, special cars being secured by Mr. J. Claude Forsythe to take the merry-makers to their homes. Among those present from out of town were B. G. Cohen, Japan, J. A. Picard, Montreal, and following from Toronto: John Brass, C. C. Caldwell, John Sperling, Donald Sutherland, W. J. Trimble, W. H. Partridge, W. H. Hewitt, J. N. Duffy, N. R. Perry and W. C. A. Moffat, editor of MEN'S WEAR REVIEW.

"Welcome to Forsythe productions New Home," was the greeting on a big streamer stretched in front of the stage that had been erected for the occasion and Mr. J. D. Claude Forsyth lost no time in putting into practice the motto that was on display. He made an excellent chairman and did everything in his power to make the guests feel at home, nor did he lose an opportunity to get

right into the thickest of the fun. He was rendered able assistance, too, by Mr. O. F. Dannacker, vice-president. Following the address of welcome, the Thiele Concert Company made its appearance, the other items on the programme being: Cartoons by Don Cameron; Chorus by Shirt Sewing Department; A mock wedding in which Mr. Dannacker and Forsyth's stenographers played leading parts; "Booze funeral"; a sketch on the corner drug store; stunts; sketch of Mr. Picard selling shirts to Mr. Forsyth and Mr. Dannacker; impromptu speeches; and the Forsyth Fashion Parade. In the parade the different products of the Forsyth company were displayed on living models, shirts and lingerie being worn by the boys and the girls parading in highly-colored pajamas. Popular songs parodied to sound the praises of the Forsyth shirts were rendered throughout the evening and at the close of the programme proper, Mr. Forsyth was presented by the staff with a big bouquet of "mums."

Prior to the singing of the National Anthem, Mr. Forsyth introduced the lady superintendent and superintendent of the new plant, Miss Krueger of Waterloo and Mr. W. Kress of Kitchener.

COLLAR INDUSTRY OLD

Men's Neckwear Has Been Made in Factories for Century

Somebody has discovered that, in celebrating many centenaries that fall due this year, it should not be forgotten that 1919 is the centenary of the detachable collar. Hannah Montague, the wife of a blacksmith in Troy, New York, says this student, made the first detachable collar in 1819. Until that year, Mr. Montague, and all other men, had worn undetachable collars. Mrs. Montague changed all that, and now, it is said, some 200,000 yards of goods are used every day for making collars by a single factory in the town where Mrs. Montague surprised her husband with the first separate one. The Rev. Ebenezer York,

Brown, it appears, first put Mrs. Montague's product on sale, and his enterprise was the forerunner of about seven square blocks of collar and shirt factories within a mile radius.

J. Claude Forsyth and O. F. Dannacker, of the Forsyth Shirt Company and Forsyth Productions, Ltd., Kitchener and Waterloo, returned recently from New York, whither they had gone on a buying trip. The trip proved to be just a little holiday jaunt, however, as there was nothing to be bought.

J. H. Gordon, manager of Thornton and Douglas store, Stratford, was away this month on a business trip to New York.

BIG DEMAND FOR EXPENSIVE WEAR

Vancouver Retail Clothing Dealer Tells of Numerous Sales of Silk Shirts

"We have sold more silk shirts of late than we have in twelve years," said William Dick, of William Dick's, Limited, retail clothing firm, addressing the Board of Commerce at the inquiry in Vancouver, B.C.

"Men come in and won't look at the cheap stuff," said the witness.

Asked whether this fact was general of the trade, he replied: "It is general in our store."

William Dick said that his firm, despite the high prices, was not making as much money to-day as it did in former years. They were not selling the clothing because the demand was not so great. The turn-over was greater in money, but less in the number of garments. On the average, Mr. Dick said that he added 50 per cent. to the wholesale cost. This was the general practice of the trade in Vancouver. The overhead cost of operating was not so high, said the witness, as it was in 1915. It cost no more to make sales to-day in proportion than it did in 1915.

SILK SHIRTINGS SOUGHT IN JAPAN

New York Firm Goes Far From Home to Search Out Supplies

Discussing the silk shirting situation, the head of the Harry Berger Shirt Company, New York, has expressed himself as follows: "Events of the last two months have led many shirt manufacturers to look to foreign markets for a supply of silk shirtings. We have sent a representative to Japan to purchase certain silk fabrics which are not obtainable in the American market to-day. The pending situation has opened up wonderful opportunities for Japanese shirtings in the American market. While we would naturally favor our home silk industry, still, under present conditions, we are virtually forced to look to Japan for our supply. The first shipment from that country should reach us before very long."

H. Lippert, of Sauder and Lippert, haberdashers of Kitchener, has been the recipient of congratulations for the past month. He spent his honeymoon in New York.



SUITS & OVERCOATS



Profit Margin is Fixed by Board

Order is Made Applicable to Toronto Dealers in Men's Clothing—Others Must Show Cause Why Ruling Should Not be Made Dominion-wide by New Year's

THE Board of Commerce has spoken. It remains to be seen just what wisdom there is in its mandate. A curb has been ordered on the profit rate on clothing and a gross margin has been fixed for the City of Toronto only, but it is a question if the order can be carried through. The statement has been made that the clothiers cannot work on the percentage allowed, but time only will tell. Frank Stollery, corner Yonge and Bloor, Toronto, acted quickly, however, on hearing the news. At the time he was in the throes of a department managers' sale, he having announced that for ten days he had turned his entire business over to his "heads," F. S. Chasey, H. O. Teasdall, C. L. Brown and J. A. Yorston, but in full-page ads. he let it be known that "Stollery backs up the Board of Commerce on clothing issue," and that "From now on Stollery will sell men's clothing at prices ordered by the Board or less." In a signed statement he announced that every garment would be marked and sold on the percentage basis ordered by the Board.

"Cost Price" Defined

In its order, the violation of which renders offenders liable to prosecution, the Board decreed: "On and after December 15, when the cost of the commodity to the vendor is \$25 or under he may mark, offer or sell at a gross profit or margin not greater than 26 per cent. of the sale price marked or demanded, but when the cost of the commodity to the vendor is over \$25, he may mark, offer or sell at a gross profit or margin not greater than 33 1-3 per cent. After March 15 next, the dividing mark is to be \$30 instead of \$25."

"For the purposes of this order," the Board announced, "and for the calculation of the percentage of gross profit or margin on sale, the cost price of the article shall mean the invoice price plus duty, exchange and freight actually paid, and less all discounts allowed or obtainable."

All vendors of the same commodities within Canada, but excluding Toronto, are given until Jan. 1st to show cause why the order should not apply to them.

They are to submit complete annual balance sheets of business for each of the years 1912 and following; a statement of assets and liabilities and of profit and loss and trading accounts for each of the said years, and an itemized statement as of Nov. 30 of stock on hand of men's ready-made or partly ready-made suits and overcoats. "This latter and the balance sheets are to be certified as correct by an accountant."

Major Duncan's Views

"This order deals only with distribution," pointed out Major Duncan, Toronto representative of the Board. "The question of the manufacture of cloth and clothing is still under investigation. The present order serves two purposes. Firstly, by prohibiting the taking of a gross profit in excess of 33 1-3 per cent. on sales it defines the point beyond which profit taking in the retail sale of ready-made clothing becomes profiteering. In justice to the retail clothiers, it is necessary to say that this was the practice before the war, and in very few cases has this been exceeded. Out of the gross profit allowed him by the order, the retailer must pay rent, taxes, light, heat, insurance and salaries, and provide for depreciation, overhead and all contingencies of his business.

"Secondly, on the less expensive suits the order allows an even smaller margin

of profit, that is, 26 per cent. on sales. This is a very close price to the store of high rents and high overheads. Thus, a suit which the manufacturer's laid down price is \$15, may in future not cost the consumer more than \$20.28. The same suit to-day might be marked up to \$27. The order means that, depending on what was the retailer's system of charging, the public will save on the less expensive suits anything up to \$7 a suit. As about 50 per cent. of the ready-made suits sold to-day cost the retailer \$25 and under, it will be realized that the saving to the public is very substantial. It will at the same time be seen that the Toronto section of the Retail Clothiers' Association, and those outside the association who have agreed to co-operate in carrying out this order, have faced, and in the public interest are prepared to take, a very substantial diminution of receipts."

BIG DEMAND FOR GARTERS

"Never in the history of the garter business has the demand been so heavy," said a well-known traveling man recently. "But deliveries are from sixty days to four months late. This is the first time that such a demand has ever developed in the garter trade, and it has been caused, it would seem, by the return of a great number of soldiers and students to civilian dress."

Orders for Clothing Pour In; Expert Labor Hard to Procure

So unsettled is the labor market at the present time that, according to observations made by MEN'S WEAR REVIEW, the output in the clothing industry is at least twenty per cent. below normal. Some manufacturers are not taking orders at all, nor have they taken any since June. Some have even cut off their "specials" until they complete their Fall business. The shortage of expert labor is very marked, and this is one of the reasons for the decreased production. As for orders, there are all kinds of them. The manufacturer is playing safe, however, and is contracting for only what he is certain he can turn out. It is generally agreed that prices will be ten per cent. higher in the Spring, and retailers, realizing this, have been exerting every effort to get in as much stock as their stores will hold. The question of money seems to be their least worry.

Stabilization of Labor is the Only Hope

Prices for Men's Clothes Promise to be Great Deal Higher in Fall of 1920—Public Will Have to Readjust Its Ideas With Regard to Prices.

THAT the prices for men's clothes will be a great deal higher next Fall—looking even farther afield than the Spring of 1920—is the gist of opinion expressed by manufacturers and retailers who are closely in touch with conditions. The only thing that can put a rein on prices is stabilization of the labor market, and there is little chance of this coming to pass under present circumstances until Utopia is established. Just now the public cannot possibly see how prices can go higher, but the fact remains that the public will just have to readjust its ideas as to the prices it is prepared and is expected to pay for clothing.

Faced with labor unrest and decreased production from one end of the country to the other, the manufacturers of clothing cannot begin to supply the demand. Stuff is being bought now for delivery next December, and the prices are away up, yet what can the manufacturers do? They cannot wait for a drop for they are told by the mills that if they do not purchase now they will not get the material when next they go in search of it. One reason for the shortage is that they are unable to get the machinery in England.

The man who talks of cheaper clothes for next Fall is—to use a common expression, “talking through his hat.” Manufacturers to-day are all selling on the basis of what the goods cost them six months ago. If they were selling on the basis of what the same goods would cost to-day, prices would take another soar.

No matter what comes or goes now, it looks as if the manufacturer will be unable to do business at less than present-day prices for at least a year or two. The manufacturer is as helpless in the matter as is the retailer. He pays more for the material he requires, and, as a consequence, he has to charge more.

“If the Board of Commerce or any one else thinks we are profiteering,” said a Toronto manufacturer to MEN'S WEAR REVIEW, “there is always a way to find out. Let them appoint an accountant to go through our accounts. It is an accounting problem pure and simple.”

“Take it from me,” he added, “there is no profiteering in this business. Competition is too keen.”

And what that man says is right. Just like every person else, the manufacturer is entitled to adequate return for his work and the worry that is caused him by attempting to do business in these times.

The manufacturer's lot is no easy one. As E. C. Drury, the leader of the victorious U. F. O., would say: “There are more thorns in his bed than roses.” He fixes his prices for next Fall. He sells his goods in advance, and he is compell-

The Second Gentleman of Britain Knows What to Wear and How to Wear It



After an historic visit His Royal Highness the Prince of Wales has gone from Canada, but he has left with Canadians the impression that, although he is not the dandy dresser his illustrious grandfather was, he is not by any means a slouch when it comes to clothes. The heir to the British Throne, the second gentleman of the Empire and for a time Canada's first citizen, is a youth who knows what to wear and how to wear it. There is nothing loud about his attire but, just the same, it is striking.

On the occasion of his farewell visit to Toronto His Royal Highness was attired in a tweed suit of steel grey which was the last word in tailoring. The trousers were tight and were adorned with cuffs, while the coat was form-fitting with long, wide lapels. The Prince wore a red and black tie with diagonal stripes, and his shirt cuffs—the soft French turn-back—showed about an inch below his sleeves. He also wore tan oxfords, a wrist watch and a large ring. The Prince's overcoat was long with cuffs and a short belt at the back.

Lord Claude Hamilton, private secretary to the Prince, was faultlessly attired in morning dress of the most extreme cut when he appeared on the rear platform of the car immediately following the arrival.

Admiral Halsey, when noticed, was all togged out in golfing garb, a green suit with cap and stockings of faultless match.

Mr. E. C. Drury, the first gentleman of Ontario by reason of his being called upon to lead the U.F.O., was in business attire and wore a dark, grey overcoat, fedora hat of almost the same shade and a grey suit when he appeared at Government House in response to Sir John Hendrie's call upon him to form a Government.

ed to deliver. In the meantime trouble crops up, and where does the manufacturer get off? He has a strike or something just as pleasant on his hands, and he finds that he has to sell at a loss.

Let us cite here an incident that bears directly on the situation. It was at a convention last month in Montreal where there were a number of clothing manufacturers present. “Shop talk” was indulged in and in the course of the talk-fest one manufacturer sighed: “Oh, for

a few hundred thousands of dollars in cancellations.” Immediately there was a shout went up; “Same here,” “Oh Boy,” and “So say we all” were some of the exclamations that greeted his remark. This only goes to show that the manufacturer's lot to-day is such that he would welcome cancellations. He has all the business he can handle and not a little of what he has is being handled, because of changed conditions since the time of selling, at a loss.

Toronto Retailer Gives Men a Percentage of the Profits

W. G. Hay Has in Operation a System Which He Says Brings Clerks to Business on Time and Creates Active Interest
—Has Full Confidence in His Staff.

TIME clocks in retail stores? To some this query may sound absurd but the manufacturers of these contrivances are making a strong bid for the popularity of their wares. The trade has been approached with a view to having time-clocks installed and the time may come when their entreaties will not fall on deaf ears. But just at the present time the demand for these clocks does not appear to be compelling. The majority of the men engaged in the retail trade have instituted some system under which they succeed in getting their clerks and salesmen in the store on time.

"No time clocks for me," said W. G. Hay, corner of Queen and Brock, Toronto, when questioned on the matter by MEN'S WEAR REVIEW. He then went on to explain that he had a perfect system in operation in his three haberdasheries and that he never had any trouble with late-comers.

Mr. Hay pays his men salaries as big as are paid in stores of similar size in the business, and he also gives them a good percentage of the net profits.

"There is never any need for any of my men coming in with a red face if he is half an hour or so late," said Mr. Hay, "for I feel that they have the firm's interests at heart and that they would not be late if they could have avoided it."

"I can go away," he added, "and feel that every dollar is going where it ought to go. I place absolute reliance in my boys and I have never found my policy to fail. The percentage policy works well, and the more the boys make the better is it for me and the better I like it."

Speaking further of the matter, he said: "I don't know whether my scheme benefits me in dollars or cents, or how much it benefits me but I do know that the spirit of co-operation and loyalty is rife in my three stores and this is what counts every time."

Would You Be a Card Writer?

Ambitious Young Men May Learn by Attending in Person or by Correspondence—Lessons Are Sent Out Each Week.

MEN'S WEAR REVIEW has been requested frequently to give information with regard to show card schools in Toronto. The question has been asked repeatedly: "Is there a school in Toronto where a man can learn to write show cards?" In reply, it might be stated that there are schools in the city through which show card writing may be learned either by attending or by correspondence. If tuition is by correspondence the school furnishes an outfit free and sends lessons each week to the student. The latter may pay cash on the spot or he may pay in instalments.

Young men in all parts of the country take up show card writing at long range and each week their lessons are sent out with corrections to mistakes in former lessons attached. The school boasts that it teaches wherever the mails reach—as far off even as the Philippines.

Since the war there has been a big demand for show card writers and it is claimed by the schools that the field is not at all crowded. Quite a few returned soldiers are taking up the work but their task is not an easy one as in many cases their nerves are on edge.

In the correspondence course there are twenty lessons and two examinations, from ten to twelve weeks being required to complete the course. If the student has not mastered the art by that time the tuition goes on but he is not called upon

to make any additional payments. When attending the school in person the course is for six months. Seventy-five dollars is the amount that the prospective show-card writer is "set back" for learning. As a rule, a position is guaranteed by the school for every man who makes good. And even after the studies are completed the Service Department of the school is ready at all times to help the former student out with lay-outs, etc.

Traveling service men are also employed to go over the country and give instructions where necessary. The lessons are given in both French and English.

The present is probably the most abnormal year the country has ever experienced, and, with the public puzzled by high prices, scarcity of merchandise and similar bewildering conditions, the gift season may be curtailed. Retailers, therefore, should do everything in their power to get the shoppers into the store before Christmas Eve or the week before the holiday. In some American cities far-sighted merchants have shown considerable activity along these lines, one Baltimore haberdasher having sold a thousand ties at 95 cents, by wrapping them in form suitable for gifts and advertising them as part of a Christmas sale in October.

REIS COMPANY RECAPITALIZED

Two Million Dollars of Preferred Stock
To Be Offered to the Public

Robert Reis & Co., distributors of "Reis" and "Manhattan" underwear, and agents for the "B.V.D." and "Glastonbury" mills, has been recapitalized. Some \$2,000,000 of seven per cent. cumulative preferred stock has been underwritten by Goldman, Sachs & Co., Lehman Brothers, and White Weld & Co., and will be offered to the public in the near future.

The company was incorporated in 1885, and has built up its net capital from \$15,000 at the start to over \$1,500,000, without the introduction of any new money. Its business has shown a constant and steady growth, and the purpose of the new financing is to enable the company to expand its business along hitherto successful lines, and to provide for the construction, purchase and control of such additional underwear and hosiery mills as are considered advisable.

TELLS WHY HE QUILTS

Monte Rosebourne Thinks Winnipeg Too Cold—Back to Victoria

"I am quitting the clothing business," announced Monte Rosebourne, of the "Exclusive Overcoat Shop," Winnipeg, in box-car letters in a big advertisement in the Winnipeg papers recently, and he was refreshingly frank in stating why. He said: "I belong in Victoria and that's where I'm going as soon as I sell out my stock of overcoats. When I was in business in Victoria, I thought it was too wet and when I received my discharge I decided to try Winnipeg. You've got a fine city and I guess it's alright when you get used to it. But I don't want to get used to it. Because I want to get back to where the rain never wets you. And the grass is green the year around. Where you can fall in the bay and get drowned the year around. And where I know all the boys. And all the boys know me."

Then Mr. Rosebourne went on to tell all about the overcoats he had in stock and the prices at which he was going to let them go.

ISSUES MONTHLY FOLDER

R. Leo Watson, Galt Haberdasher, Talks Directly to the Public

By means of an attractive folder and a little colored blotter. R. Leo Watson, "Shop for Men," 31 Main Street, Galt, is letting the public know that he is doing business. In the six-page folder are cuts of catchy displays and interesting tit-bits of information on shirts, silk-knitted neckties, caps, underwear, felt hats, Derbies, gloves and clothes. There is also a letter from Mr. Watson himself asking for business and explaining that each month he will endeavor to show reproductions of quality merchandise and that he will try to keep a supply of the described lines in stock for the month the folder is issued.

Opening Two New Branch Factories

W. G. & R. Company to Make Use of Former Employees in Galt and Preston—Effort Being Made to Relieve Shortage of Merchandise.

THAT the W. G. & R. Company are doing their share to make up for the extreme shortage of merchandise in their particular line is well illustrated by their opening up two branch factories, one in Galt, and one in Preston. In addition to this, the factory in Kitchener is running full capacity.

One of the main reasons that Galt and Preston were chosen is that many girls who, in former years, were employed by this firm in Kitchener, have moved to these places, and many are available as instructors and in some cases as operators. This greatly assists in the breaking in of girls who have had no experience at all on sewing machines, because the teachers, having had

previous training on turning out shirts and collars, can train the new girls along these lines.

The branch factory at Galt has been going full speed ahead for the last three months. In fact, additions and extensions have already become necessary.

The great success of this branch at Galt induced the W. G. & R. Company to open up another branch in Preston, and this, too, while only in operation for six weeks, is proving to be very successful.

In addition to the branches at Galt, and Preston, the factory at Kitchener is working to capacity.

HOW SOFT LIGHTS HELP Ward Off Headache, Eye Strain and Ill Temper on Part of Clerks

The value of a store adequately and effectively lighted is, as a rule, appreciated to the full by the dealer in men's wear who looks to the comfort of his clerks as well as to the accommodation of the buying public. The merchant should always try to have his store so lighted that nothing is in shadow. He should make it a point to have his goods and his lights so arranged that the shopper does not find it a hardship to look at his stock. Headache and eye-strain for employees should be considered, too, as well as a good display of merchandise and comfort to customers, as freedom from irritating ills enables the employee to retain that cheerful disposition which makes him so much more valuable. For it is indeed an exceptional man or woman who can be pleasant and courteous, hour after hour, to all kinds of people if he or she should be afflicted with a headache or strained, tired eyes.

KEEP BEFORE THE PUBLIC "Advertise, Even Though Stocks Are Gone," Advise Manufacturers of Clothing

More and more the fact is being driven home to the retailer that constant, consistent newspaper advertising is something that he cannot afford to be without. These facts have been preached by advertising men for years, but now the battle has been taken up by the manufacturer. In a letter to their dealers, the Joseph & Feiss Company, manufacturers of clothing, Cleveland, urge that the retailer continue his newspaper advertising even though he has no stock on hand. The Victor Talking Machine Company is cited as an example of the value of persistent advertising. The letter says:

"Did the Victor Talking Machine Company stop advertising when they were swamped with orders? They certainly did not. They kept on increasing the public's desire, and as a result, they have never felt a business slump. This is only one illustration, many more could be given of the wisdom of keeping everlastingly before the public so that they can't forget. While a few merchants will carelessly drop from the public mind, the majority will see the wisdom of using every means possible to keep the people thinking of them."

CLERKS ORGANIZE

The retail dry goods and gents' furnisiers' clerks of St. John, N.B., have formed an organization with 100 charter members, the officers being: President, A. C. Wilson; vice-president, George Andrews; secretary, Miss McKay, and treasurer, Edward Waters.

QUILTING BUSINESS

A. E. Wild is going out of the clothing business in Melfort, Sask., and has placed his \$35,000 stock of men's and boys' furnishings on the bargain tables.

From the Heart of Greece

All the way from Patras in Greece comes from S. P. Ciclitira and Company to MEN'S WEAR REVIEW, a communication which shows that the influence of this publication is felt far across the seas. The communication, which is self-explanatory, follows:

"Gentlemen,—

"Having read in your August number that you are ready to furnish your readers with any information they may require, we beg to state that we are exporters of all the products of our country, viz.: currants, sultanas, figs, citron, oil, olives, wool, tobacco and Valonia nuts, and importers from the

United Kingdom of England and the U. S. A. of any material suitable to our market. We have a large inquiry from our customers for the following articles of your lines; panama and straw hats, hosiery, shirts, etc., underwear in general, cotton, neckwear, gloves, woollens, etc.

"Will you please oblige us by recommending to us any well-known factories of such articles, so that we may pass them our inquiry. Hoping to hear from you soon and thanking you in anticipation we are, Gentlemen,

Yours truly,
S. P. Ciclitira."

SHOWING OFF

"KERCHIEFS"

Useful Article Makes Popular Gift When Done Up in An Attractive Package

Handkerchiefs in themselves are small, almost insignificant articles, but there is no questioning the fact that they are handy, and if the haberdasher goes about it in the right way he can add considerably to his sales in this line at the Christmas season. In New York some houses are putting up handkerchiefs in two-dozen packages, and there is no doubt but that a display of this kind would appeal to the man or woman who is looking for a sensible gift and yet does not know exactly just what to get. Nice boxes made up with a dozen or two dozen kerchiefs and with a neat card on the cover for the address should constitute an appeal that might well prove to be a paying proposition.

Should They Trade With the Germans?

According to a despatch to the Toronto Globe, British merchants are very much in the air on the point as to whether they should trade with the Germans or not. There is not, it is said, so much bitterness in opposition now as there was a few months ago. Then the textile trade section of the London Chamber of Commerce passed a resolution deciding to have no trade relations with Germany for at least ten years.

Latterly, however, the mover of that resolution proposed at a meeting of the section another resolution of an exactly opposite effect, expressing the opinion that the resumption of business with Germany and other enemy countries should be regarded as properly open to members of the section, but consideration of the motion was deferred.

Customs Duty Changes When Prices Go Up

Clothiers and Haberdashers Who Import From the Old Country Meet With Trouble When Clearing Goods—Hard to Keep in Touch With Markets.

NOT a little annoyance and inconvenience is sometimes caused the men in the clothing trade when they go to the Customs to get consignments from British markets. Across the seas the prices change with such kaleidoscopic rapidity that it is almost impossible for manufacturer or retailer to know what duty he will have to pay on his goods. Consequently, when he expects to pay a certain price and has to hand over considerable more, he is not sure whether it is an old law that is in operation or some new regulation that has been brought in since his last call.

A regulation, which occasions trouble repeatedly, is that which stipulates that the duty is put on at the time of shipment. The Canadian buying in the Old Land pays duty on the price at time of shipment, not on the price charged him for the goods. And in these days of rapidly changing prices the difference is sometimes great. Advances of fifty and a hundred per cent. on the prices of English goods between the time of buying and that of shipping are not unknown at the Customs office, but, according to an amendment, the advance is limited to 25 per cent. This means that the Canadian manufacturer pays only on 25 per cent. of an advance, that is if the increase should have been more than that.

Hard on the Importers

There is another clause, though, governing this regulation which is to the effect that this lower duty is taken providing the goods were purchased within nine months from the date of shipment. If the time elapsing is longer, the Customs takes its duty on the full advance. Thus, if a man's goods are shipped within nine months from the time of purchase and the prices have advanced, say, 30, 35, 50 or 60 per cent., he will pay duty on only a twenty-five per cent. advance.

Nowadays when the market values change every week, the Customs collector has to keep thoroughly posted, and this is done by means of bulletins from Ottawa. The prices of silks, cottons and wools seem to be the most subject to change, and especially when shipments are delayed do the dealers in neckwear meet with trouble.

"In ordinary times when the trade is normal, there are no such fluctuations and it is easier to do business," J. E. Bertram, Customs collector at Toronto, explained to MEN'S WEAR REVIEW, "but now we have to keep a sharp lookout all the time to see that the duty is collected on the value at the date of shipment. We keep closely in touch, but the importer, whether he be manufacturer or retailer, is unable to do this

LOYALTY ESSENTIAL IN A BIG BUSINESS

Commenting upon the success which has been met with by the Woolworth interests, of which he is now president, Hubert T. Parson says: "You cannot run any large enterprise successfully without loyalty and enthusiasm through all ranks. The way to secure this loyalty and enthusiasm is to pay for it. Every man has a chance to develop initiative, and if he makes good he gets a large share of the profit. In a sense each one is in business for himself as a local merchant, part of his local community. He employs his own help, orders such goods as he thinks best and in any quantity he desires. We virtually set him up in business; furnish him a store, stock it with goods, and teach him how to get the best results in store management. The rest is up to him. Of course, if he doesn't succeed, we have to put another man in his place. We never go outside the organization for a man to fill any position above a clerk, and all the important men have understudies training to fill their positions at any moment."

and consequently, when he comes to claim his goods, he is generally all at sea."

Sections Governing Practice

The sections, 40 and 41, of the Customs Act governing the duty to be paid, read as follows: "Whenever any duty ad valorem is imposed on any goods imported into Canada, the value for duty shall be the fair market value thereof, when sold for home consumption, in the principal markets of the country whence and at the time when the same were exported directly to Canada. Such market value shall be the fair market value of such goods, in the usual and ordinary commercial acceptance of the term, and as sold in the ordinary course of trade: Provided that a discount for cash, for duty purposes, shall not exceed two and one half per cent. and shall not be allowed unless it has been actually allowed and deducted by the exporter on the invoice to the importer."

By Order-in-Council two years ago this was amended to read as follows, no cancellation having yet been received: "During the period of the war, or until otherwise ordered, customs duties on imported goods subject to the ad valorem rate may be accepted by the collectors of customs in Canada at the fair market value of the goods at the time of pur-

chase in the country whence exported directly to Canada, with an addition to such value of not more than twenty-five per centum when imported within nine months from the date on which such goods have been contracted for or ordered to be shipped to Canada, notwithstanding any greater advance in the value of goods prior to this exportation to Canada."

GROUP PLAN IS GREAT "SELLER"

A window that has been found to be effective is that having a most harmonious showing of shirts, collars and cravats, divided into three groups. The end units might be made alike, but differing slightly from the centre one, although the general effect might be similar. The shirts shown in one window, that put in for the B. R. Baker Company, of Toledo, by Arthur W. Murray, were of plain colors, those on the left being tan, the centre pink, and the right green. Narrow black cravats were shown in soft silk collars in all three units. The window is reported to have been a "good seller," calls for the shirts being received long after the display was taken out. The display artist concentrated all attention upon the haberdashery itself, backed up only by two dignified show cards. There was no special background, no special accessories of any kind.

Nor can it be deemed that the method of grouping the units is becoming more general all the time. Nor that its advantages are obvious. In the first place, this plan permits the eye of the prospective customer to concentrate, instead of roving all over the window. Then by examining one of the units he has practically seen the whole thing. He takes it all in from his vantage point, not having to walk up and down in front of the window, as is often the case. No matter from what angle he looks at the window the unit that comes within range of vision tells the whole story.

For the Duofold window display contest Dunfield's had a number of suits of this brand of underwear on stands of all kinds, the arms of the garments being rolled back a la rosette. Little ad cards and booklets were scattered around the window in which there were not more than fifteen suits, the idea of plenty of room being conveyed. About 28 folded suits were also displayed, the whole being set off by purple and pink hanging foliage and pink plush draperies.

Buying in Home Town is Economy

By E. M. TROWERN, Secretary, Dominion Executive Council, the Retail Merchants' Association of Canada, Ottawa

IF a city or town is good enough to live in, and good enough to take a salary from, it should be good enough to buy in. If the teachers, the preachers, the professors, the firemen, the policemen and the civic servants want increased salaries, the most direct route to bring about that desired end is to keep the money circulating in the home town. If all the money in Canada ever got into the hands of one or two men, business in general would stagnate. The proper and healthy condition is to have money circulated so that everyone will, through his or her industry, get some of it.

The first expectation of a producer is to be able to sell his crop after it has been grown. To sell it he must have customers, with money, who are able to buy it. The further the producer is away from the consumer the more the transportation costs. Farms near thriving towns and cities are more valuable than those which are isolated in the backwoods. The best way to make backwoods farms valuable is to buy in the cities and towns near them.

Co-operation Counts

Prosperous cities and towns are built up through proper co-operation between retail merchants and their customers. They must work together. The customer requires the retail merchant, and the retail merchant requires the customer. If customers send all their money away to mail order houses for staple goods and expect the corner store to live on the sale of lamp chimneys, eggs and coal oil they will awaken some day to find the little store closed. Goods when you want them and where you want them are worth more than goods thousands of miles away. Ten cents' worth of toothache gum in the corner drug store in the home town is worth more to a suffering child with an aching tooth than ten tons of the same article in Hong Kong, China.

A Double Mission

Retail merchants endeavor to locate in places where they are required. They have a double mission to perform; they buy goods to suit their customers and they expect to make a living by selling and caring for them. The better service a retail merchant gives his customers the better business he should receive in return. The service should be mutual and the customer should be equally anxious to see that the retail stores in his city or town succeed.

The statement that by buying through mail order houses you are saving the middleman's profit on all you buy is only a glaring deception, to say nothing whatever about the question of lack of loyalty to your home town. Let us follow the process and see if less labor is required. A person living in a town, and whose position depends upon the prosperity of the town, receives a catalogue. In order that the said catalogue should reach the person the following process must take place:—

1. The catalogue is designed.
2. Printed.
3. Cuts made.
4. Delivered to the mail order house office.
5. Addresses secured.

6. Catalogue wrapped up and addressed.
7. Stamped.
8. Placed in the mail bag.
9. Mail bag taken to the station.
10. Carried on the train.
11. Taken off the train.
12. Taken to the Post Office.
13. Delivered to the customer in the town.
14. The customer spends time reading it over and selects an article.
15. Writes a letter.
16. Secures Post Office Order, or encloses the cash and takes the risk.
17. The postmaster enters it up and puts it in the mail bag.
18. The mail driver takes it to the station.
19. Mail clerk in charge of the train delivers it at the other end.
20. Post Office delivery wagon clerk delivers it to the Post Office.
21. Postal clerk checks it and sorts it ready for the postman.
22. Postman delivers it to the mail order house.
23. Mail order house clerk opens the letter.
24. The bookkeeper credits the cash.
25. The order clerk selects the order.
26. Stenographer acknowledges the receipt.
27. The shipping clerk mails away the order.
28. The postal clerk sorts it out for the mail delivery.
29. Places it on the train.
30. Mail clerk takes it off the train.
31. Delivers it to the local Post Office.
32. The underpaid postmaster delivers it either direct to the customer or gives it to the rural mail delivery service that is costing Canada a large sum of money to mostly benefit mail order houses.
33. The customer receives the article, and after a careful examination, finds that he or she could have bought a better article in the home town and have had the good will of the retail merchant, and helped to build up the home town by keeping the cash in local circulation.

No Economy

No sane person could say that there is any economy in that system of doing business, especially when fourteen transactions out of the thirty-three are made by the Government mail order service at less than cost price, thus benefiting the mail order house proprietors at the expense of the whole people of Canada.

True economy and sound patriotism, therefore, call upon every loyal citizen of Canada to patronize his home town and keep the wheels of commerce moving in the direction in which most persons can be mutually benefited.



MARKET REPORTS



THE MARKETS AT A GLANCE

TORONTO, November 30—Shortages in nearly every line are again reported for December. "Can't get the goods" is the constant cry of to-day of the dealer in men's furnishings.

In the matter of neckwear, for instance, it is becoming increasingly difficult for manufacturers to secure sufficient satisfactory materials to take care of the orders with which they are being deluged. There is some talk of expected relief with respect to the material supply, by the advent of French silks on the market, but how much this will amount to depends, of course, upon the quality. Large quantities, however, will be required as American mills are reported to have cancelled old orders and to have taken on new orders at higher prices. The French silks are said to be more reasonable in price than offerings from other sources.

Especially in the imported lines is the shortage of socks particularly noticeable. The dyers' strike in England some time ago put production back about three months and manufacturers over there will accept orders only on a four to six months' delivery basis. Prices, too, are on the jump. Mills are running every machine to the limit in an effort to meet the demand and mills in the U.S.A. are finding it difficult to fill their orders. Stripes, clocks, dots and figures in all colors are being shown, but the latest increase on Old Country goods was for five shillings.

Higher prices for hats are inevitable. Braids, ribbons and sweat bands are higher than ever and caps are still high in price, manufacturers having to pay high wages for materials and labor. The supply of caps is not ade-

quate at the present time, but manufacturing conditions show a slight improvement and the prospects are that the supply situation will improve.

From nearly every part of Canada comes the cry: "Send us more shirts," and manufacturers cannot begin to fill the orders. There never was such a demand for shirts in this country as during the past two seasons and next season will be as bad or worse. Some houses are making herculean efforts to turn out exclusive printed Percales and satin-striped Madrases as well as piece-bleached Madrases and Scotch Zephyrs, which they were fortunate enough to have in stock, but retailers will have to get their orders in early. The manufacturers are doing what they can to look after their customers and many orders from outside the regular list have been refused, but it will be some time yet before all parties are satisfied.

Clothing deliveries are still delayed and some of the manufacturers are sending their travelers out a bit later than usual this year because they have been so pressed with business that they have not had the opportunity to make up their next season's samples.

In the cheaper lines of cotton hosiery there has been a slight drop, running about 2½ to 5 per cent., but in the finer grades this decline has been reversed by a small increase so that the two balance up pretty well. In underwear a similar condition prevails, although it is men's lines of balbriggan that show the drop, and that only to a slight degree. Since the opening some fleece-lined goods have advanced 25 cents a dozen, a condition also that was not surprising to most buyers.

BIG SCARCITY OF FINEST SHIRTINGS

During the past month there has been little change for the better in the shirt situation. The shortage is still acute and the manufacturers are still at their wits' end to supply the hungry retailers with the "necessary." Prospective buyers for the country's biggest houses have returned from New York with the disquieting news that there is nothing to be bought in the line of material. The situation, they say, is worse than ever and allotments are being made as low as fifteen per cent. of former orders.

In some cases buyers are being allotted only 10% of basis of former business. The cheaper lines, of course, are more plentiful, but it is almost impossible to get the best goods. And this is what the public is clamoring for—the best. Prices, in consequence, are still high and are likely to remain so.

ORDERS FOR WOOL UNTIL NEXT JUNE

Canadian manufacturers of woollen cloth could find a profitable export market for their goods if they were in a position to supply additional require-

ments to those for which they have already contracted, according to a recent report from Montreal. The woollen manufacturers state that they are completely booked up with orders until June, 1920. There is little doubt but that hundreds of thousands of yards of cloth could be sold to several export customers who are now seeking goods.

Negotiations were completed some time ago for the manufacture of 600,000 yards of khaki cloth for the Greek Government. This was later increased to 800,000 yards, and was finally raised to over 1,000,000 yards, amounting to \$4,000,000. Delivery is called for by next

COTTON IS SCARCER THAN EVER ; OVERALLS MAY GO STILL HIGHER

Production of More Goods and Creation of New Wealth is Only
Cure for Situation, Retailers Are Told in
Being Urged to "Buy Now."

June, and the large yardage will ensure activity for all the mills that are in a position to supply this quality of cloth.

The Woollen Manufacturers' Association has felt the need of extending their export trade for textiles other than cloth. A representative was selected within the last few weeks, who has now set out for South America, with a full line of samples, including underwear, hosiery, etc. Various weights of fine and medium quality for men, women and children are represented in the samples, and care was taken that goods were included that are suitable for the different markets of South America. But the east and west coasts of the sub-continent will be covered on the initial trip, which will extend over at least twelve months. Argentina, Uruguay, Paraguay, Brazil, Colombia, Venezuela, Chile and Peru will be visited and much data will be collected which will undoubtedly be of value to Canadian manufacturers in adapting their goods to the requirements of the various countries.

The Canadian representative speaks Spanish, Portuguese and French, and has spent six years in different parts of South America, representing British textile interests. It is felt that considerable business can be done in underwear, hosiery, etc., and that orders can be taken for cloth when the Canadian manufacturers are able to take on such contracts.

Fred H. Yapp, secretary of the Canadian Woollen Manufacturers' Association, states in reply to criticism that the export business undertaken up to the present time has no bearing whatever upon the present prices of woollens in Canada; the goods for which export orders have been received being in every instance for such a class that are not purchased to any great extent by the people of Canada, and without which the mills manufacturing such goods would have been obliged to close down. The demand in this country at the present time, as in all other countries which have not been devastated or ruined by the war, is for the very finest class of goods, whether in hosiery, underwear or cloth, and the Canadian mills capable of manufacturing such articles have not taken one dollar's worth of foreign business. The mills sharing in the business, he says, would much prefer to sell their goods to the Canadian trade if the Canadian consumer would buy them, but fortunately or unfortunately, that consumer is too prosperous in these days to want to buy, and probably too proud to wear, the same articles which were bought and worn ten or fifteen years ago.

Neither has this export business increased the price of any class of woollen goods to the consumer; Canada to-day is the cheapest market in the world for woollen goods of all description, although this is a condition which is not likely to last very long and cannot continue after Great Britain once again assumes her former position in the woollen industry.

"BUY now" is the advice that is being given by the manufacturers to dealers in overalls, price and deliveries both being taken into consideration. In an open letter to the trade, the caption being "Overalls, Present and Future," the manager of one of Canada's biggest houses says in part: "Overalls to-day, \$30 per dozen.

"To-morrow ?
"Next Spring ???

Will Prices Go Higher?

"Or is there inflation that a temporary easing off of buying will cause to descend?

"In the first place, to-day's price of \$30 per dozen for high grade engineers' overalls is based on cotton at 29c or 30c per pound. A glance at the cotton market reports at this writing shows spot cotton quoted at 37c, an increase of nearly 28 per cent.

"Most manufacturers have already bought materials for delivery next Spring at prices which will necessitate an advance of from 10 per cent. to 15 per cent. over to-day's overall prices. These materials are in process of manufacture at the mills now.

"The overalls made from these new materials cannot possibly be sold at to-day's prices with any profit to the manufacturer. These garments will soon begin to appear on the market, and when they do, it must be at an increased price. The manufacturer has already committed himself to a definite raise of from ten to fifteen per cent. over to-day's prices by the very purchase of this material, which advance he has been obliged to pay in order to get materials to fill his customers' orders.

Labor Costs Higher

"At the time of writing the price of raw cotton has reached the unprecedented level of 37c per pound. Do you realize that such a price for cotton means \$39 or \$40 per dozen overalls? Do you realize that such a price for raw cotton means a corresponding increase in all cotton goods?

"In addition to increased material costs, all union-made overall manufacturers granted an increase of 10 per cent. to all employees on August 4, which is in addition to the 15 per cent. increase granted last February. This is a total increase in labor costs of twenty-five

per cent. so far during the present year. It is rumored now that the Union employees will ask for further increase this December.

"It may seem like a queer statement, but the manufacturers do not like increased prices any better than the merchant. The reason that you object to paying an advanced price is because it is hard to raise the price to your customer. Did you ever stop to think that it is just as hard for the manufacturer to get the raise in price from the merchant? It is a fight along the line. The manufacturer loses some business until merchants make up their minds to the advance, salesmen get disgruntled, some customers say that they cannot handle overalls at all under such prices, and so it goes. Once a price is established everybody from the manufacturer down dislikes extremely to make the fight of adding on another advance.

Fact, Not Theory

"These material and labor costs enumerated, are actual conditions already in existence. They are not mere prophecies of the future but are absolute facts, sticking their ugly faces under our very noses and will not be denied. They are conditions which must be faced immediately and with courage. A thirty-seven cent price for raw cotton will very soon bring its unpleasant obligations on us. In the meantime we will have to make the raise on the basis of the materials at the mills to-day which are very much cheaper even than thirty-seven cent cotton.

"The production of more goods and the creation of new wealth is the only cure. Legislation may alleviate high prices but only surplus production can cure them. Just so long as we go along consuming more than is produced so that a shortage continually exists, just so long may we expect high prices.

"We must raise MORE WHEAT."

"We must raise MORE COTTON."

"Our factories must PRODUCE MORE.

"Our labor must WORK HARDER and STAY AT IT.

"The last few months of this year have been wonderfully prosperous, and the best authorities feel that there is no possible occurrence in sight to alter this condition during the coming year. In fact it is freely predicted that 1920 will be a far bigger and more prosperous year than 1919.

"And, with the scarcity of materials that exists which seems to have been aggravated by the 1919 cotton crop instead of helped, it would seem that unless the merchant arranged for his requirements far in advance he might be unable to secure deliveries of his needs."

CANADIAN DISTRIBUTORS

Jones & Robinson, Brockville, Ont., have been appointed exclusive Canadian distributors for Marathon Flexyde belts. They carry a large assortment and are making deliveries to the Canadian trade direct from their warehouse.

Ottawa Clothiers Preparing to Fight; Fear Board's Order Hits Small Dealers

Members of Retail Trade in Dominion's Capital Deny That Excessive Profits Are Being Made—Strenuous Protest to be Made—Mandate is Considered an Injustice.

THE order issued by the Board of Commerce at Toronto prohibiting clothing dealers from taking a gross profit on sales of ready-to-wear and partly ready-to-wear clothing of more than 33 1-3 per cent. will not be allowed to become law without a strenuous protest from Ottawa clothiers. The members of the retail trade of the city feel that the order would be an injustice to them. A meeting of all clothing merchants will likely be held when the whole matter will be fully discussed.

Mr. E. R. Fisher, president of the Retail Merchants' Association, accepted the announcement of the order calmly.

"I have no axe to grind," he said. "It will naturally make some difference to my business, but the ones who will suffer most will be the small dealers. If they live up to the order there will be a lot of them who will have to go out of business."

Mr. Fisher pointed out that the cost of doing business for the merchant in a small way was more in proportion to the turnover than in a larger store.

"A lot of otherwise honest men will have to adopt dishonest methods to live or go out of business," he affirmed.

Board Working Wrong

Mr. Fisher expressed the opinion that the Board of Commerce was incompetent to issue such sweeping orders. He thought that when such a far-reaching proposition was under consideration it should have a man familiar with the trade sitting with the board to advise it concerning the costs of doing business.

"They are starting at the wrong end of the trade if they want to reduce the high cost of living," said Mr. Fisher. He thought that the board would be more likely to achieve its object if it investigated the profits of the mills.

Mr. Fisher thought that in very few instances had the retail clothing trade taken profits that would warrant the passing of the order. Summing the situation up in a nutshell Mr. Fisher said:

"The open competition in the retail trade to-day will eliminate all possibility of any excess profits."

Would Endanger Trade

Mr. Stewart McClenaghan, of The Two Macs, thought that the position of the retail clothier was not appreciated by the Board of Commerce. The margin of profit that it proposed to allow might cover operating expenses, but the average man in the business would have to "keep close to the wind" in his wholesale purchases to keep going.

Mr. McClenaghan pointed to the risks

that the clothing dealer had to take in order to satisfy his trade. A new and extreme style would come in, and it was necessary to stock heavily to meet the demand in that particular style. Perhaps a month or two later the word went around that this particular style was "going out." The remainder of the stock on hand must be disposed of at a loss in order to get rid of it.

"The order will discourage the man who is always looking ahead in order to save money for his customers," Mr. McClenaghan claimed.

When a dealer had a chance to buy staple lines at less money he often did it and stored the goods till they were required. In spite of later increases in the wholesale prices he was in a position to offer the goods to customers at less money when purchased this way.

In such instances that order makes no provision for the interest on the money invested in this way, so in future the dealer would find it just as advantageous to buy at current wholesale prices and let the customer pay the added costs.

Mr. Beament, of Beament & Johnson, thought it was time that someone was appointed to the Board of Commerce who understood how business was done. He did not think it was right for lawyers to be able to pass such legislation while they were in ignorance of the everyday methods of business.

On the matter of the 33 1-3 per cent. gross profit, he pointed out that the cost of doing business had increased about 100 per cent. in the past four years.

Wages, rents, taxes and everything had increased in price, till it cost between 28 and 30 per cent. to do business to-day. Another large item of cost that

the board apparently had not considered, said Mr. Beament, was preparing the partly ready-to-wear clothing for the customer. After a suit had been sold it usually required between two to five hours' work in the tailor shop to get it ready for delivery.

A Piece of Folly

The allowance of only 28 per cent. gross profit on suits selling for \$25 and less was another piece of folly, Mr. Beament thought. He said that selling one \$50 suit did not mean as much money to the dealer as selling two \$25 suits, because the wearer of a \$50 suit usually made it last twice as long as a cheaper suit.

He thought that the only redress was for the merchants to make representation to the Government to have competent authorities on clothing costs sit on the board when such vital matters were being decided.

Another prominent Sparks Street dealer thought that the only way to deal with the order was to disregard it entirely.

"The merchants themselves will see to it that there are no excess profits. Any attempts to enforce the order will only lead to dishonesty. There are a thousand ways in which it could be circumvented. The best way will be not to pay any attention to it," he declared.

A Rideau Street clothier declared that if attempts were made to enforce the order he would close up his shop and hand the key to the Board of Commerce.

The order passed by the board goes into effect on December 15 in Toronto by agreement with Toronto retailers. Unless good reason is shown to the contrary the measure will be made Dominion-wide on January 20, 1920.

AGED COLLECTOR DEAD

Adam Zimmerman, Collector of Customs for the port of Hamilton, died at his home recently after a few weeks' illness. He was 67 years of age, and was a native of Harrisburg, Pa. He came to Hamilton early in life, established a large tailoring business, and later the Zimmerkmit Manufacturing Company. For five years he was the Federal Liberal member for West Hamilton, served ten years on the School Board, part of the time as chairman, and for fourteen years was a member of the Hamilton Board of License Commissioners.

Mr. Zimmerman was a 32nd-degree Mason, an ardent supporter of amateur sports, and a member of many clubs.

Besides his wife he is survived by two sons, Otta of Sunderland, B.C., and Alex. of Hamilton, and one daughter, Mrs. Hugh Laidlaw of Ottawa.

URGE CONVENTION ON PRICE-FIXING

Retail Clothiers of Ottawa Would Confer
With Board of Commerce

The clothiers' branch of the Retail Merchants' Association of Ottawa, at a meeting on November 24, decided to press on the council of the Dominion Retail Merchants' Association the necessity of calling a Dominion-wide convention to take up the question of price fixing with the Board of Commerce. The clothiers feel that the board, before fixing the price of clothing, should have investigated the cost of raw materials, and claim that if their trade is to be singled out unfairness will result, especially as the board has declared it is unable to fix the price of material, and has not acted toward other industries in the same manner.



NECKWEAR



Spring Outlook Poor for Ties

Manufacturers of Neckwear Say Situation is Worse Than Ever and That Material is Not to be Found Anywhere—American Houses Neither Taking Orders Nor Giving Quotations.

THAT the situation, particularly with reference to shortage of material, is more aggravated this month than ever is the opinion freely expressed by the manufacturers of neckwear. American manufacturers are not taking orders now at all, nor are they giving quotations. And, to make matters worse, the Swiss houses are all tied up with orders until the end of 1920.

It is generally admitted that unless the tie-maker has goods on hand he will be very much "out of luck." Unless well covered ahead, the Spring outlook for the man in the tie business is poor. The lowest silk for this trade is now quoted at about \$10.50. There is no doubt but that the retailer who has been hanging back with his orders will be in bad shape. If he has been waiting week after week for the market to take a favorable turn he will find out now that conditions are even worse than before.

According to the manufacturers, the man who has been giving and taking and who has been willing to give and take is the man who is going to come out on top now. There have been some retailers, of course, who have been "pernickety" about their orders and who would not accept goods unless they were just as ordered. Among manufacturers, too, there is not a little complaining over this. Some of them say that clerks have ordered goods and if their employers did not like the "stuff" the aforementioned clerks would put the onus on the manufacturer and say the shipment was not what was ordered. In the opinion of more than one manufacturer, there has been quite a bit of this kind of work going on.

"Nowadays, when the market is so uncertain, a man has to give and take and do what he can to help ease the situation," is the way one man expressed himself to MEN'S WEAR REVIEW.

"It must not be forgotten that we have hundreds of customers all wanting the same line and that every person cannot be satisfied," stated the manufacturer quoted above, adding: "We placed large orders in the American market

in June and we have not received anything like 25 per cent. of what we ordered. We got the orders in good faith and we carried on our plans accordingly but there has been a big change since then. We have to give and take and so has the other fellow."

The reason for the increase in price to-day is said to be due to the fact that in the early part of the year there was nothing doing in business. One house had a big stock of ties at \$10.50, but they could not get them to sell. Nor was there much of a demand created either when they were reduced to \$7.50.

At that time the firm should have gone into the American market and bought material for Christmas neckwear, but they say business then did not warrant such action and now every person is going to suffer.

It is doubtful if there is any one house with enough merchandise on hand to fill a quarter of the orders that have so far been turned in. The manufacturer consequently has had to readjust his prices, and this is why the retailer, and also the consumer, is paying higher to-day, and is likely to pay even more than has been the case.

Flashy Displays Catch Eye; Public Likes Noisy Clothes

Striking Checks and Plaids Appeal to Manager of Overcoat Department at Fairweathers—Thinks Young Men Should Shun Black.

JAMES CRAIG, who has charge of the overcoat department of Fairweathers', Toronto, is one who believes in decided patterns and colors. "The louder they are, the better," is Mr. Craig's idea. Checks and plaids in overcoats are a particular hobby, as he believes that young men should dress in a manner consistent with youth. "I would make it a criminal offence," said Mr. Craig to MEN'S WEAR REVIEW, "for a young man to dress in black or sombre colors." This idea of color Mr. Craig always tries to get into any window displays that are made of his goods.

"Put in something particularly flashy in a window and see what happens," said Mr. Craig. "Two or three fellows will come along and all kinds of comment will be passed. 'Isn't that a howler?' one will say, and another will cry out, 'Who the dickens would ever wear a thing like that?' And so it will go all day long. No person who looks in the window would think of wearing a thing like that. Oh dear, no. But, just the same, you generally see the stuff that no one would wear go a whale of a lot faster than the stuff that the public will

hardly take interest enough in to look at."

GARMENT MAKERS ELECT OFFICERS

H. H. Peabody, Walkerville, Again Chosen as President

The election of officers concluded the convention of the Canadian Garment Manufacturers' Association recently held at the King Edward Hotel. The officers elected were: President, H. B. Peabody, Walkerville (re-elected); Eastern vice-president, H. M. Levine, Montreal; Western vice-president, C. A. Graham, Edmonton; second vice-presidents, F. S. Hodgins, Kitchener; J. A. Haugh, Toronto; R. P. Sparks, Ottawa, and C. E. Kitchen, Brantford; secretary, H. F. Brooks, Ottawa; treasurer, W. B. Deacon, Belleville.

Reports of the chairmen of the different sections were also received.

"Hello! How's business?" used to be the greeting exchanged by haberdashers, but to-day it is "Hello! How's deliveries?"

Board's Order Hits Clothiers Who Appeal to the Workingman

Merchants Who "Carry On" in Restricted Localities May Be Forced Out of Business—J. H. Montgomery States Case for the "Small Men"—Public Waits for Prices to Come Down.

Clothing Order In a Nutshell

Profit on \$25 suits26%
 Profit, if over \$2533 1-3%
 Order into effectDec. 15
 Saving on \$25 suit\$7.00
 Order applies to Toronto.
 Profit on \$30 suit after March
 126%
 Order applies to ready-made and
 semi-ready-made suits and over-
 coats.
 About 50 per cent. of suits and
 overcoats cost retailer \$25 or under.

NCT for some weeks yet will it be known generally what the effect of the Board of Commerce order on the clothing trade has been, but the one point that stands out prominently now is the fact that the small man is going to be the hardest hit. In Toronto, for instance, the order being applicable to this city only as a "starter," the dealers in men's wear who do business in the heart of the city are not agitated to any great extent as they handle, for the most part, the higher-priced class of merchandise. But with the men who cater to the wants of the working men, those who operate in country districts and on the city's outskirts, it is different. A large part of their stock is designed to meet the needs of the man who wears the cheaper grade clothing, and it is this, of course, that has fallen under the investigators' ban.

In the down-town stores the smallest percentage of goods stocked is the kind that is affected by the order, so that those dealers will have no difficulty in living up to the order. There are some stores, too, in the outskirts that are not particularly affected.

"We are not affected at all as we have no goods marked higher than those mentioned in the order," was the report given out from the W. G. Hay store at 1354 Queen Street West, when questioned on the matter by MEN'S WEAR REVIEW.

The Effect Down-Town

"In the stores down-town there will be little difference in the prices now, and all will be on the same basis," said Mr. Day, of Day's Ltd., 25 Adelaide Street East. Mr. Day added that, as a result of the order, he would not handle second-class lines.

Gordon Dunfield, of Dunfield's, 102 Yonge Street, was inclined to think that the merchant handling high-class goods would not be seriously affected. He stated that the prices of his own goods were not unreasonable, according to the

Board, and that business could not be carried on at lower prices. The man selling cheaper goods, he added, got a smaller profit but sought a quicker turnover.

"Perfectly satisfied. The 'ad.' we had in the next day was our answer," was the report given out from Stollery's in the "Heart of Toronto," corner of Bloor and Yonge, and "No complaint at all" was the manner in which Peter Bellinger, 22 King Street West and 108 Yonge Street, expressed himself on the matter.

J. H. Montgomery, 724 Queen Street East, stated the case for the "small man" in no uncertain terms:

People are Waiting

"It is going to be bad in a way," he said, going on to explain. "As a result of the order people are waiting for prices to come down. I don't think a business can be made to pay on the basis allowed. I have been in the business for about thirty years, and I am satisfied that no man can make it go on such a basis as that proposed by the Board. In

the olden days—about twenty years ago—when the overhead was away lower than what it is to-day, and when labor was a great deal cheaper, a man had to make 20 per cent., and now he is allowed only 26. We deal in working men's clothes to a great extent down here, and on others in our line of business the order is sure to work a hardship. We have to make a living, anyway, but the Board seems to be determined that we shall not. However, if they enforce the mandate I'll close up the clothing end of my business. If anything goes wrong we make it right for the customer. We give him rebates on anything that is not satisfactory, and so we lose a great deal in this way. Just the same, we always keep prices at the lowest possible level."

Mr. Montgomery added that he would see the Board with regard to the matter and that if the order was enforced, he, as well as quite a few others, would have to quit handling clothes.

IS THE PLUG HAT PASSING OUT?

Remark Passed by Prince of Wales at Mount Vernon Has Given Rise to Some Discussion—Ottawa "Journal" Gloats Over Passing of "Conventional Atrocity."

THE style of hat worn by His Royal Highness the Prince of Wales when he visited the George Washington mansion at Mount Vernon appears to have attracted some attention in the capital.

In the despatches telling of the visit of H.R.H. to the Washington home, it was reported that the Prince, on being shown a photograph of his grandfather, the late King Edward VII, taken when, as Prince of Wales, he visited the same ground, said: "I see grandfather wore a plug hat. I wonder if I should have done the same thing?"

The Prince's remark has seemingly given rise to some doubt as to what would be the proper hat to wear on such an occasion, as several telephone questions of inquiry have been received by the Press as to the correct course to follow.

Enquiry of an Ottawa tailoring firm, usually regarded as absolute authority in correct dress, the Ottawa "Journal" was informed that it would depend upon the clothes His Royal Highness wore. With a morning coat and worsted trousers a top hat would be correct, but if His Royal Highness wore informal dress, as he has done whenever possible

during his visit to Canada, a Christy or a fedora would be proper.

Passing Not Regretted

Commenting editorially on the question, the "Journal" said:

"I see grandfather wore a plug hat," mused the Prince of Wales, as he glanced at a picture of King Edward on his visit to Mount Vernon, some decades ago, "and I suppose I should have worn one too." The Prince Charming was wrong. For the plug hat, once the unerring hall-mark of respectability, both real and assumed, has apparently passed away. Doddering on its last legs, so to speak, the war gave it its death blow. To-day in Britain, where the plug hat was cradled, it is not often seen. In the old days, particularly in what was known as the Victorian era, the British House of Commons used to be a veritable forest of plug hats, and when Mr. Keir Hardie first turned up with a Scotch tweed cap he was adjudged guilty almost of sacrilege. Now everything is changed. Mr. Lloyd George invariably goes about in a fedora, as do even those choice aristocrats, Mr. Balfour, Lord Robert Cecil and Lord Curzon, and the minor prophets of politics follow suit.

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Unsaleable stocks of Men's Soft Felt Hats remade into up-to-the-minute styles and colors. We re dye, reblock and retrim your bad stock and make it as saleable as the best. Write us particulars of what you have and get an estimate.

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WANTED—Agency of Specialties for Quebec City and District. Best connections and references. Reply to **G. A. VANDRY**, 28 St. Joseph St., Quebec.

Advertiser, back to business after 3 years' service overseas, wishes Canadian, American or British agencies for dry goods or men's wear lines for Western Canada. Well connected with both retail and wholesale dry goods and men's wear trades in the West. Address Box 185, MEN'S WEAR REVIEW, Toronto, Canada.

TWO COURSES

ADVERTISING and SHOW CARD WRITING

should interest many young men in men's wear business. Write the Shaw Correspondence School, 393 Yonge St., Toronto, for particulars.

**A NEW NOVELTY?
PUT A CUT OF
IT HERE**

MEDIUM WOOLS CHANGE HANDS DURING MONTH

SALE and distribution of Canadian wools are proceeding much more rapidly than earlier in the season. The Boston wool market has livened during the last month, and the bulk of the staple that was still in dealers' hands is being liquidated. A large portion of the Canadian clip was not disposed of in July and the first half of August. There was a good demand for fine and medium wools, but a comparatively quiet market for low, medium and coarse. This condition has prevailed in all the wool markets. Fine wools advanced in price in Great Britain, while poorer qualities were not especially wanted at much lower figures. United States buyers took much the same stand, while Canadian manufacturers had a substantial surplus of the staple and were not ready to purchase the same quantity of the domestic clip as they did in 1918. Canadian growers, therefore, have to dispose of a larger quantity of their wool in outside markets.

Since mid-August there has been comparative quiet in Boston, from a wool sales standpoint. Activity has developed during the latter part of October, and the co-operative selling agency was able to dispose of a large part of its stocks, including quarter bloods. This wool was liquidated at good prices and options were taken on most of the remainder, leaving only a relatively small portion of the receipts.

The principle is being followed of selling all the wool in Canada that can be readily disposed of, and to export the rest. The American market is still the largest outlet for Canadian wool. It may be found that more of the domestic product can be sold within the country under normal conditions. The surplus carried over from last season in manufacturers' hands reduced the sales of fresh wool. Sales in the first part of the 1919 season were much less than last year to Canadian mills, and some of this was probably resold to Americans. The improvement in the market situation has made it likely that a large part of the Canadian production will be out of distributors' hands before the next three weeks are past.

LETTER SERVICE MULTIGRAPHING

Addressing Folding Inserting Mailing
NEW UP-TO-DATE EQUIPMENT
Write for Prices
Letter Service Department
ADVERTISING SYSTEMS
216 Ryrie Bldg. TORONTO Phone M. 480

BRIGHT AND SNAPPY SHOWCARDS, SIGNS, PRICE TICKETS

MAIL ORDERS Given Prompt Attention
SHOW CARD DEPT.

ADVERTISING SYSTEMS
216 Ryrie Bldg. TORONTO Phone: Main 480

SIGN AND CARD WRITERS' SUPPLIES

FIRST AID TO THE
Card Writer and Window Display Man
SUPPLY DEPT.
Toronto **ADVERTISING SYSTEMS** Main 480

**TWO-FIFTY A MONTH
BUYS ONE OF THESE
SPACES**

MARATHON

WASHABLE FLEXYDE

BELTS

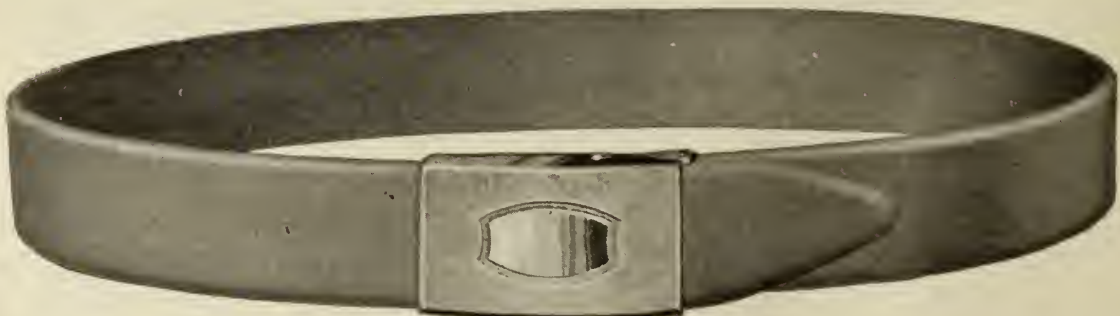
*—an attractive proposition
from every standpoint*

EVERY essential that helps to make for immediate and permanent success is embodied in our dealers' proposition on Marathon Belts of Washable Flexyde:—

- Salability* is sure because Marathon Belts are meeting with popular favor and the demand is increasing rapidly.
- Quality* is the highest. Marathons have all the good points of any kind of belt, and many exclusive superior features.
- Style* is right to please everybody. Made in three colors, with plain or initial buckles.
- Profit* is sufficiently large to warrant aggressive haberdashers giving their attention to the proposition. The belt with plain nickel-silver Giant-Grip buckle retails at \$1.50; with initial buckle at \$2.00.
- Delivery* of either style can be made immediately from the big stock carried by Jones & Robinson, exclusive Canadian distributors for Marathon Flexyde Belts, Brockville, Ontario.

*Get your order in now so delivery can be
made in time for the Big Christmas Trade*

THE MARATHON TIRE & RUBBER CO.
CUYAHOGA FALLS, OHIO, U.S.A.





Men's Furnishings



We are now ready to supply you, Mr. Dealer, with everything in fine men's furnishings for immediate delivery or for Spring. Considering present conditions this is a *remarkable* statement, but it comes from the House of Alphonse Racine—a *remarkable* firm.



CHRISTMAS BUSINESS

There are few houses at the present time who are as well prepared with such an extensive Christmas assortment. You will find Racine prices are sane, fair prices and Racine's Furnishings excellent sellers—just the kind that well dressed men desire.

You will make a big mistake if you fail to see our dandy range of men's staple furnishings, men's fancy furnishings, sweater coats, waterproofs, collars, neckwear, sox, umbrellas, etc., etc.

EXCLUSIVE MEN'S DEPARTMENT

From our own factories, complete lines of men's dress and negligee shirts. Also a general line of workingmen's wearables.

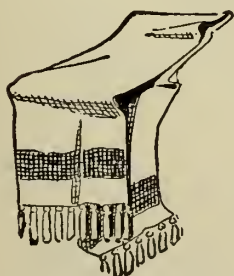
Our shirt ranges are fast sellers—they include "Racine" working shirts,



"Hero" fine and "Strand" (*Chemise de luxe.*)

Plan to see our showing. It will surely please you and your customers.

We are equipped to handle your urgent requirements promptly.



Alphonse Racine, Limited

60-96 St. Paul Street West

Montreal



Get the
Habit of Selling
Our
Guaranteed
Thistle Brand
Raincoats

Need a Stock of Men's and Ladies' Waterproofs ?

Get the
Habit of Selling
Our
Guaranteed
Thistle Brand
Raincoats

Our Salesmen are now showing as nice an assortment of

Waterproof Motoring and Top Coats for Ladies and Gentlemen

as you could possibly wish to see.

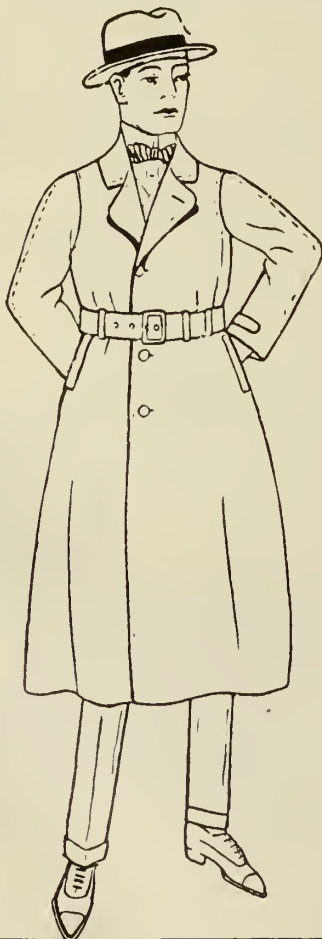
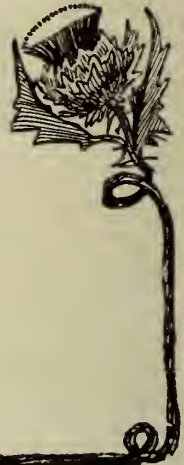
These Coats excel in Fabric, Style and Workmanship. Write for samples and Prices.

The new management guarantee
smart, courteous service.

THE SCOTTISH RUBBER CO.
LIMITED

316 Notre Dame Street W.

MONTREAL



Important Announcement

We have been appointed sole agents for
Canada for the celebrated

"Exemplar" Showerproof Coats

for

Ladies and Men

Made in England from the best gabardines, stylish,
neat-fitting and absolutely water repellant.

We will keep a stock of these coats on hand and
be able to fill all orders for Spring delivery
promptly.

Samples and prices on request

Claman Waterproof Limited

243 BLEURY ST.

MONTREAL



ACME
TRADE MARK

High Grade
KNIT GOODS

You have but to see our
Spring, 1920, samples to rea-
lize that we are showing
goods you will want to have
early and in quantity.

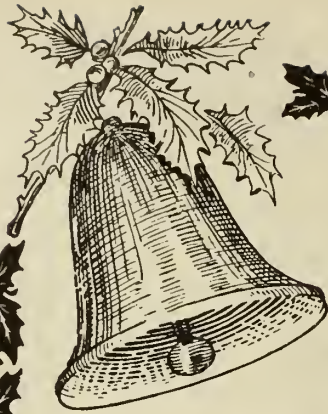
We urge immediate placing
that you may not be disap-
pointed.

FINE GLOVES

ACME GLOVE WORKS, Limited

MONTREAL

Operating: Five Factories—Two Tanneries

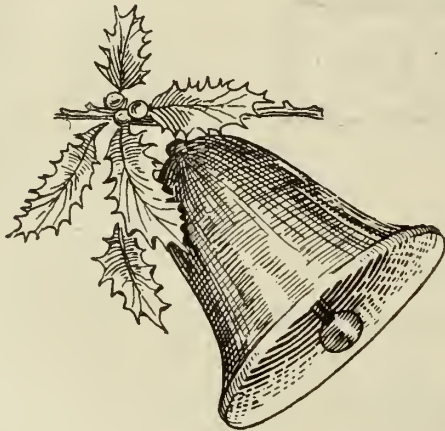


MAY every merchant and merchant's clerk enjoy the festive season to the full, and may the New Year swing wide the portals that lead to increased happiness and prosperity.

May we add our thanks for your liberal patronage of the past year and express our desire to serve you in the future.

A. E. RICHARDSON & COMPANY
172 SIMCOE STREET - TORONTO

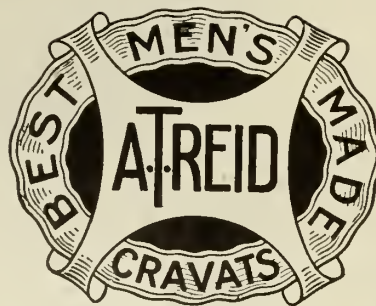
Makers of High Grade Clothing for Men



To all our
Customers,
present and
prospective,
we extend
the season's
heartiest

Greetings

HAMILTON CARHARTT COTTON MILLS LIMITED
TORONTO MONTREAL WINNIPEG VANCOUVER

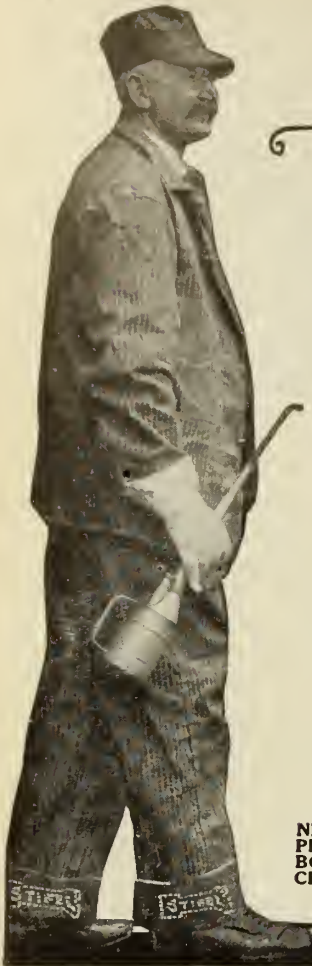


CARD *of* APPRECIATION

We would like to record our appreciation of the consideration shown by our many friends in respect to delay in fulfillment of orders during the past few months. The scarcity of materials, coupled with the unusual and difficult conditions of labor have compelled us in some cases to refuse business, loath as we were to do so, believing such action preferable to disappointment.

No effort will be spared, or opportunity overlooked on our part to measure up to the requirements of Spring, 1920.

A. T. REID CO.
LIMITED
TORONTO



Stifel's Indigo Cloth

Standard for over 75 years



For OVERALLS, COVERALLS and ALL WORK CLOTHES

This is Mr. Chas. Broll, one of the oldest engineers on the B. & O. who runs the famous "Royal Blue." Mr. Broll wears and swears by "true blue" Stifel Indigo Cloth.

As indestructible as a fabric can be made in weave and color—that's why Stifel's Indigo Cloth guarantees satisfaction to garment manufacturers, retailers and wearers. The dots and stripes of Stifel's Indigo Cloth positively will not break in the print. Look for this little mark stamped on the back of the cloth. It is put there for your protection and the protection of your customers.



J. L. STIFEL & SONS, Indigo Dyers and Printers
Wheeling, W. Va.

NEW YORK.....260 Church St. BALTIMORE.....Coca Cola Bldg. TORONTO.....14 Manchester Bldg.
PHILADELPHIA.....1033 Chestnut St. ST. JOSEPH, MO.....Saxton Bank Bldg. WINNIPEG.....400 Hammond Bldg.
BOSTON.....31 Bedford St. ST. LOUIS.....604 Star Bldg. MONTREAL.....Room 508 Read Bldg.
CHICAGO.....223 W. Jackson Blvd. ST. PAUL.....238 Endicott Bldg. VANCOUVER.....506 Mercantile Bldg.
SAN FRANCISCO, Postal Telegraph Bldg.

INDEX TO ADVERTISERS

<p>A</p> <p>Acme Glove Works..... 77</p> <p>Advertising Systems..... 73</p> <p>American Pad & Textile Co... 8</p> <p>Atlantic Underwear, Ltd..... 15</p> <p>Avon Hosiery, Ltd..... 8</p> <p>B</p> <p>Brettle & Co., Limited, Geo... 2</p> <p>C</p> <p>Can. Consolidated Rubber Co., Limited.....Inside back cover</p> <p>Carhartt, Hamilton, Cotton Mills, Limited..... 78</p> <p>Caulfeild, Burns & Gibson, Ltd. 19</p> <p>Claman Waterproof Co..... 76</p> <p>Clarke & Co., A. R..... 5</p> <p>Clatworthy & Son, Ltd..... 16</p> <p>Commonwealth Hat Mfg. Co... 73</p> <p>Coppley, Noyes & Randall.... 4</p> <p>Craftana Co..... 16</p> <p>Crown Pants..... 27</p> <p>D</p> <p>Dale Wax Figure Co., Ltd... 6</p> <p>Davis, H. L..... 16</p> <p>Deacon Shirt Co..... 18</p> <p>Dominion Suspender Co..... 1</p> <p>Duktex Coat Co..... 26</p> <p>E</p> <p>Eastern Hat & Cap Mfg. Co... 30-31</p>	<p>F</p> <p>Faire Bros. & Co., Limited... 11</p> <p>Franklin Mfg. Co..... 80</p> <p>G</p> <p>Gardner & Co., B..... —</p> <p style="padding-left: 20px;">Inside front cover</p> <p>H</p> <p>Hachborn, E. G., & Co..... 17</p> <p>Hawthorn Mills, Ltd..... 24</p> <p>Haugh Mfg. Co., J. A..... 21</p> <p>J</p> <p>Jackson Mfg. Co., Ltd..... 16</p> <p>Jaeger, Dr. San., Woollen Mills 14</p> <p>Jones Bros. & Co..... 18</p> <p>K</p> <p>Kay Cutting Co..... 6</p> <p>Kitchen Overall & Shirt Co... 23</p> <p>Kitchen Suspender Co..... 22</p> <p>L</p> <p>Lamber, W. E..... 73</p> <p>Lang Shirt Co..... 25</p> <p>Levine Mfg. Co..... 18</p> <p>Leishman, Wm. H..... 9</p> <p>M</p> <p>Marathon Tire & Rubber Co... 74</p> <p>Miller, J. M..... 20</p> <p>Miller Mfg. Co., Ltd..... 13</p> <p>Milne, William..... 3</p> <p>N</p> <p>National Cash Register Co. Canada, Ltd..... 12</p>	<p>P</p> <p>P. K. Co..... 7</p> <p>Palter Bros..... 6</p> <p>Parsons & Parsons Can. Co... 22</p> <p>R</p> <p>Racine, Alphonse, Ltd..... 75</p> <p>Reid, A. T., & Co..... 79</p> <p>Richardson, A. E., & Co..... 78</p> <p>Roberts Clothing Co..... 14</p> <p>Robinson, C. E..... 20</p> <p>Rubin, S., & Co..... 29</p> <p>S</p> <p>Schwartz & Jaffee, Inc..... 10</p> <p>Scottish Rubber Co..... 76</p> <p>Scully, Ltd., Wm..... 11</p> <p>Shaw Correspondence Schools 73</p> <p>T</p> <p>Tooke Bros., Ltd.....Back cover</p> <p>Turnbull & Co., C..... 32</p> <p>V</p> <p>Van Allen Co., Ltd..... 18</p> <p>Vandry, C. A..... 73</p> <p>Vineburg Pants Co..... 20</p> <p>W</p> <p>War Purchasing Commission. 34</p> <p>Y</p> <p>York Clothing Co..... 20</p>
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DOMINION RAYNSTERS

"Made-in-Canada" Raincoats

are a quality proposition that will interest every dealer who is looking for a complete line of Raincoats that are absolutely waterproof.



"DOMINION RAYNSTERS" are so well made and so carefully made that it is a pleasure for a dealer to recommend these Raincoats to customers.

"DOMINION RAYNSTERS" make money for every dealer who carries them and makes friends for every store in which they are sold.

The nearest Dominion Rubber System branch will serve you promptly.



Dominion Rubber System

Branches are located at

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



Tooke

Kum-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.

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Immediate Delivery

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