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# MEN'S WEAR REVIEW

Vol. X

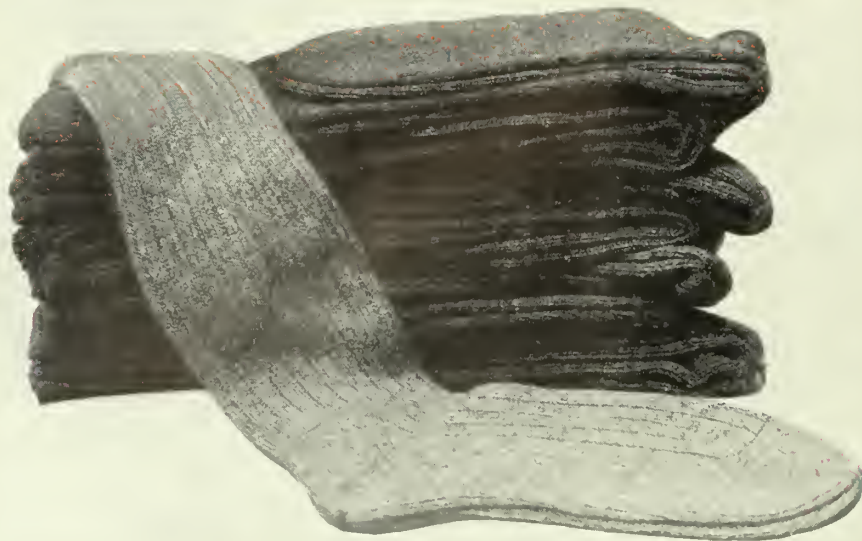
PUBLICATION OFFICE: TORONTO

No. 1



JANUARY  
1920

THE MACLEAN PUBLISHING COMPANY, LIMITED



## Hawthorn Hosiery For Men

Here are just a few reasons why merchants find HAWTHORN All-Wool Hosiery for men such a popular selling line.

**First**—Their appearance is smart and attractive.

**Second**—The finish is smooth and the colors rich and appealing.

**Third**—The yarn is all wool of our own manufacturing.

**Fourth**—They are hand looped for comfort.

**Fifth**—Their value is unsurpassed.

You will find them a decided departure from the ordinary hose—a really different kind that will net you handsome profits.



# 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. Srell, Vancouver Hotel.



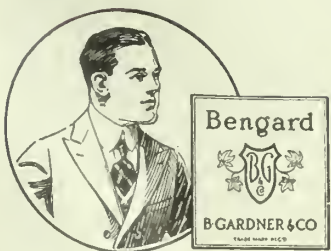


— Or the open? —

THE PATHWAY  
TO STEADY BUSINESS GROWTH

is accessible or not, according to  
the character of the merchandise  
you handle.

B. GARDNER & COMPANY  
MONTREAL



Bengard  
Clothes

# MARATHON

## WASHABLE FLEXYDE

# BELTS

### *New 1920 Sport Models*

A BIG NEW IDEA WITH TREMENDOUS SALES POSSIBILITIES

**T**HERE has always been a demand for men's sport belts—something different and more "classy" for particular dressers.

The new Marathon Sport Belts are the first to satisfactorily meet this demand. They are only three-fourths of an inch in width—the Marathon Washable Flexyde makes a narrow belt possible and practical for lasting satisfaction without curling, stretching, cracking or fraying on the edges. Marathon Sport Models are made in black, cordovan and silver grey with various styles and grades of patented Grant-Grip Buckles.

Marathon Sport Belts of Washable Flexyde offer increased opportunity for bigger business and profits for all who are handling the Marathon line.

Deliveries can be made about February 1st. Write now for samples and prices. We suggest your placing orders soon to be sure of early shipment. Jones & Robinson, Brockville, Ontario, are exclusive Canadian distributors for Marathon Flexyde Belts.

### *National Newspaper Advertising*

Marathon Belts of Washable Flexyde will be advertised nationally in the biggest and best newspapers, continuously, by the biggest general advertising campaign ever conducted on belts. This will help build bigger and better business for Marathon dealers—**CASH IN ON IT!**

MARATHON FLEXYDE BELT DEP'T.

The Marathon Tire & Rubber Co.  
CUYAHOGA FALLS, OHIO, U.S.A.



Acme Glove Works, Limited  
Montreal

Branches:  
Craig St., Montreal    Marieville    Joliette    St. Tite

## Salesmen Are Now Out

Acme 1920 samples will win your attention and interest because our range is larger and more varied than ever and is comprised of merchandise values no keen buyer will disregard.

### Working Gloves and Mitts

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

1919

1920

## Facts Not Fancies

Despite the abnormal conditions which have held sway during the past year—amongst which was the difficulty of obtaining raw material—we are pleased to announce that we have delivered 95% of all orders booked.

Our production has increased 50% over former years. This has been accomplished by promoting a co-operative spirit amongst employers and employees.

The unprecedented demand for

## CROWN PANTS

has made us more firmly convinced than ever, that any efforts we have made in bringing CROWN PANTS to the standard of HONEST VALUE AND SATISFACTION - GIVING QUALITIES have been amply rewarded by your esteemed patronage.

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Permit us to take this opportunity of expressing the hope that the coming year may see a continuance of the pleasant relationship that has existed in the past, and that the year will be filled with JOY, HAPPINESS and HONEST PROSPERITY.

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## CROWN PANTS COMPANY

322 Notre Dame Street West

- MONTREAL

# SERVICE NOT PROMISES

has been the motto which has brought

## DUKTEX COATS

to the "SECOND TO NONE" position these Weather-proof Garments hold to-day.

Despite increased cost of production — increased cost of raw materials—and the fact that the price of other similar garments has increased as much as 100%, we are pleased to make the positive statement that

**OUR COATS HAVE NOT ADVANCED MORE THAN 25% COVERING A PERIOD OF 3 YEARS**

This, coupled with the Sterling Quality of our merchandise, has been the means of securing the confidence of our esteemed customers.

*We thank you for your liberal patronage in the past, and looking forward, with confidence, to a continuance of your goodwill and esteemed orders, we take this opportunity of expressing the hope that the coming year will be a Banner one for us all.*

## DUKTEX COAT COMPANY

*Makers of Specialty Coats*

322 Notre Dame Street West

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MONTREAL



## The Established Quality Reputation

of all Men's Furnishings from the House of Racine ensures that good value appreciation of the merchant and the customer satisfaction that creates sales.

A goodly assortment of everything in Men's Fine Furnishings at prices that are sane and fair.

### *Men's Furnishings*

that will attract attention and produce sales are noticeable throughout our Spring offerings. Men's Fine

Shirts in handsome colors and attractive fabrics, a fine line of work shirts, sweater coats, socks, waterproofs, collars, gloves, umbrellas, etc., etc.



Visit a sample room, write a letter, send a wire or tell us by 'phone---to prove it to you.

## Alphonse Racine, Limited

"The Staple Dry Goods House of Canada"

60-98 ST. PAUL ST. WEST, MONTREAL

FACTORIES :

Beaubien St., Montreal; St. Denis, Que.; St. Hyacinthe, Que.

SAMPLE ROOMS:

SHERBROOKE	HAILEYBURY	SIDNEY, N.S.	OTTAWA	QUEBEC	TORONTO
THREE RIVERS	Matabanick Hotel	269 Charlotte Street	114 Sparks Street	Merger Building	123 Bay Street
	RIVIERE DU LOUP	Hotel Antil			

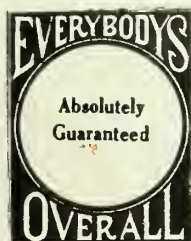




—about them you should know

## “Everybody's Overalls”

- 1- They have a good appearance and are made to keep it.
- 2- They are constructed from the very best materials. Strongly sewn and reinforced at all straining points.
- 3- They are sufficiently roomy to give absolute comfort without sacrificing good fit.
- 4- They sell at a fair price and offer a good profit.
- 5- They will absolutely please you and your customers.



## “Everybody's Overalls”

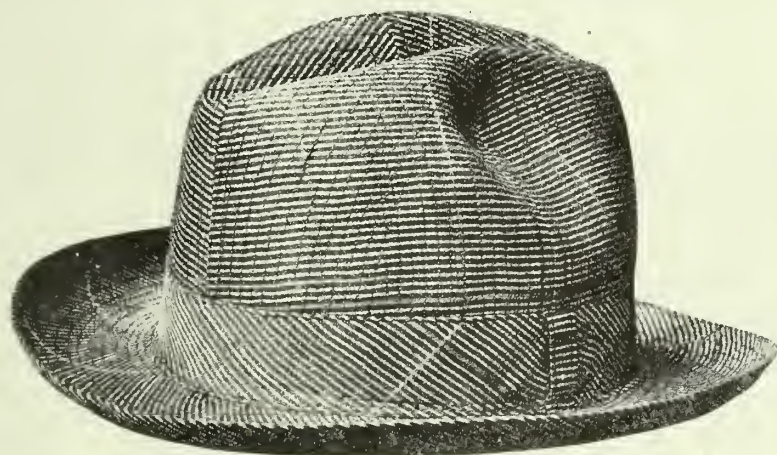
LONDON, CANADA

**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.  
Mr. Albert E. Martin, Winnipeg, Man.  
Mr. A. M. Mout, Calgary, Alta.  
Mr. T. M. Howatt, O'Leary, P.E.I.  
Messrs. Bourgeois & Pelletier, Montreal.



# Strong For Spring

You will make no mistake in buying tweed hats for Spring. The extremely high prices prevailing for Felt Hats will make these very popular with the public. We have a most complete assortment in

**SILKS, TWEEDS AND WORSTED.**

The prices range from \$22.50 to \$27.00. Make a showing and they will sell.

THE HOUSE OF SERVICE

# PALTER BROTHERS

Manufacturers of Hats, Caps and Uniform Caps

122-128 WELLINGTON STREET WEST - TORONTO



The

Peck's

## We thank you

It is unnecessary to remind our customers and friends of the difficulties of the Clothing Trade during the year just closed.

Increased demand and curtailed output have presented complications which have affected all channels of trade.



**John W. Peck**

*Manufacturers of Men's and*  
**MONTREAL, WINNIPEG**



# Dawn of a Greater Year



During the past year Peck patrons have had the benefit of long experience, a wide connection, a far-reaching and efficient organization. Yet even so we have been unable to meet the abnormal demand.

Many of our customers have borne unavoidable disappointments with much patience and courtesy. We deeply appreciate this spirit of co-operation and offer our thanks to those who have contributed thereto.

The New Year opens with promise of continued prosperity. The High Standard of Quality and Service in PECK'S CLOTHING, SHIRTS, CAPS, ETC. will be maintained as far as is humanly possible to meet all needs.

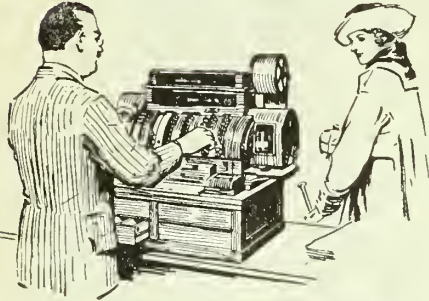
## & Co., Limited

*Boys' Clothing, Shirts, Caps, etc.*

**VANCOUVER**



# An up-to-date National Cash Register gives a merchant control of his business



**I**T forces each clerk, or the merchant himself, to make a record of every sale he handles. The record must be complete before change can be made or the transaction finished.



The record of each transaction is brought to the attention of the customer in two ways: by the electrically lighted figures at the top of the register and by the printed receipt which she receives.



The record is also printed and added automatically at the time the transaction takes place. These accurate records are the foundation of good storekeeping.

A merchant must have such records to control his business and to make up his income tax report. An up-to-date National Cash Register gives them to him cheaply, accurately, and quickly.

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 E.	St. John.....	50 St. Germain Street
London.....	350 Dundas Street	Toronto.....	40 Adelaide Street
Montreal.....	122 St. Catherine Street, W.	Vancouver.....	524 Pender Street, W.
Ottawa.....	306 Bank Street	Winnipeg.....	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO

# 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-



REGISTERED

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.



# A New

*to Cope with the*  
**“PERRIN’S”**

We have now opened a factory in the new Wilder Building at Montreal, where we are manufacturing cape and suede gloves.

The facilities of this new plant enable us to produce a line equal in every way to the well-known products of our American factories.

These “Made in Canada” suede and cape gloves embrace all essentials of quality, materials and correct workmanship.

## P.K. Company

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# Factory

## *Growing Demand for* **GLOVES**

The gloves  
from our new factory  
will bear a special trade  
mark brand, which brand  
will identify them as  
the best goods made  
in Canada.

The discrimination exercised in the selection of our leather and expert glovers we employ co-operate to bring our output to the highest standard of perfection.

By displaying Perrin Gloves you will accelerate sales on the reputation which the name "Perrin" enjoys.

Our representatives—starting in January—will carry the complete range for Spring wear. Be sure to see these new samples.

# Limited, Montreal

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# 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

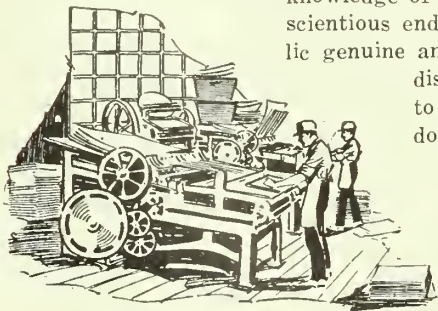
of our manufacturing industries. Eastern Brand caps are known from coast to coast. Over 5,000 merchants sell them, and several hundred workers find steady employment the year round in making them.

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

McCONNELL & FERGUSON  
Montreal Toronto

# From Acorns Grow



*The largest factory devoted to making headwear in Canada. Every part of this large plant is used exclusively for making Eastern products*

## ive 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.

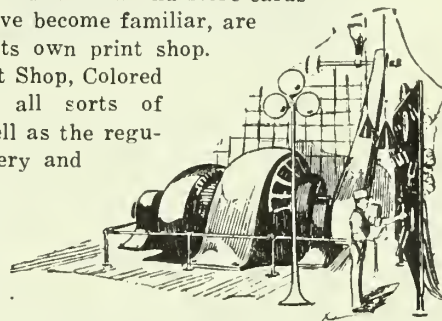
### ADVERTISING AGENCY

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 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*



## Why early orders for **CARHARTT OVERALLS, ALLOVERS and GLOVES** are

**Advisable** The continued scarcity of raw materials and restricted output together with heavy shipments of manufactured products overseas have combined to stiffen prices which show a decided tendency to go higher. In view of these conditions therefore it would be well for every dealer who can to send along his order now for **Carhartt Overalls, Allovers and Gloves** and thereby save himself possible disappointment in Spring deliveries. Since manufacturers, including ourselves, are producing only enough to supply visible needs, the force of this suggestion is apparent.

## Hamilton Carhartt Cotton Mills

Limited



Montreal Toronto Winnipeg Vancouver

## THE SAFEST

and

most profitable way to **reconstruct** your Clothing Department is to connect with our



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

### MADE-TO-MEASURE SYSTEM

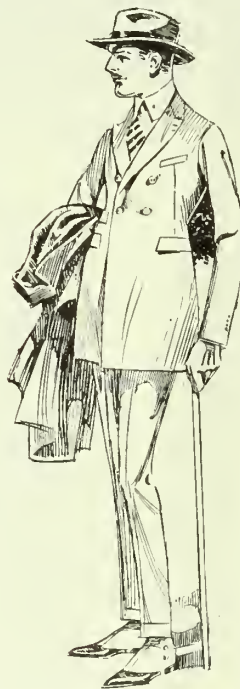
Sure profits and no risks.

Write at once to

**H. VINEBERG & CO.**  
LIMITED

1202 St. Lawrence Boulevard  
MONTREAL

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



## Tailor Craft Clothes

Correct in every detail

The clothes that are tailored up to a standard above which there is no better. You'll find these cleverly modelled garments both for men and young men are exceptionally tailored and well made.

Our Spring, 1920, line is one of unusual excellence. The attractive Spring patterns and rich suitings stamp Tailor Craft clothes as distinctive. See our samples.

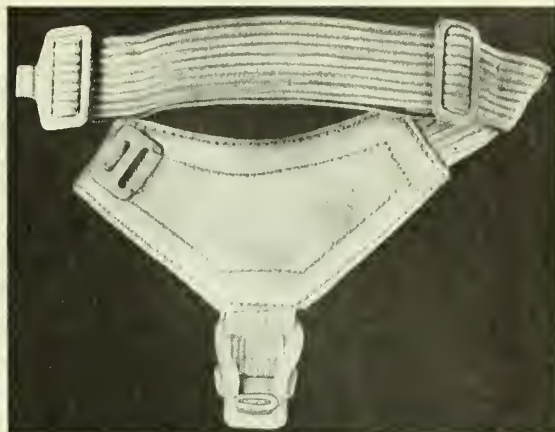
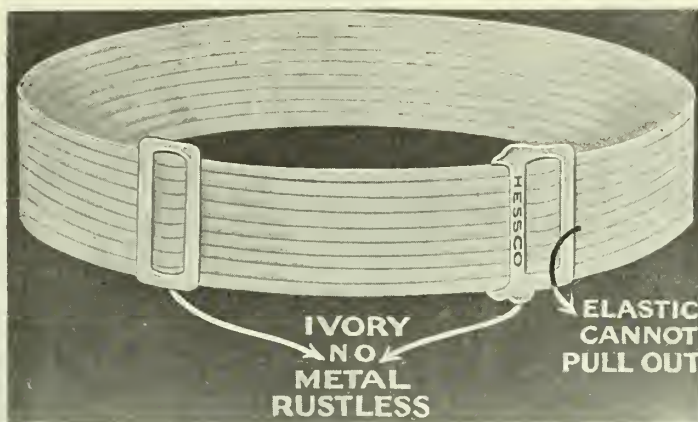


## Dominion Clothing Co.

157 St. Paul St. West

Montreal





### 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

### This is a

### "Hessco" Garter

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.



KITCHENER SUSPENDER CO., LIMITED  
KITCHENER, ONTARIO

## Worthy of Your Consideration

Retailers want to deal with people who know why they have something to sell.

Did you ever stop to figure that the retailers you want to interest have advertising news for the public in every day's newspapers? Let the retailers have particulars of your goods at least once a month.

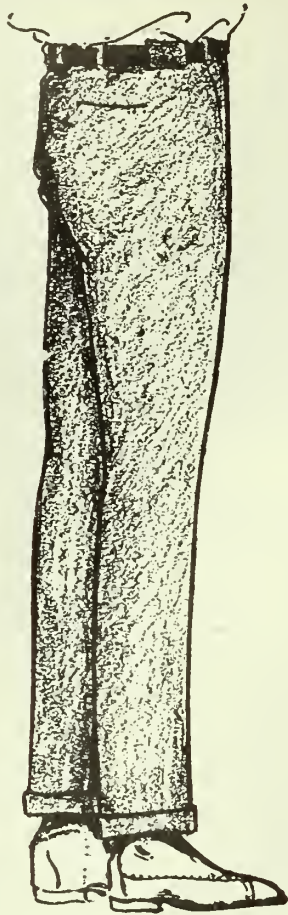
Think this over and let us strengthen your trade development work beginning in next month's

## Men's Wear Review

143 University Avenue, Toronto

COPY PREPARED

WRITE FOR RATES



## *A Happy New Year*

Our sincere hope is that "Wear Well" Pants have nobly played their part in making this past year a highly profitable one. Our travellers are now showing our unique range of men's pants for Spring. It will be in your interest to see them. Every garment cut and tailored in a way that guarantees the wearer entire satisfaction.

Our large output enables us to guarantee deliveries.

*Riding Breeches a specialty.*

## Levine Mfg. Co.

162 John St., Toronto



# The New Way System

**Two Hundred  
Unit Sectional Fixtures**

Scientifically designed to take care of every item of merchandise handled by **Clothing, Gents' Furnishing, Dry Goods, or Department Stores.**

Buy as you like  
Add when required.

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



## No More UNEASINESS

The man wearing the



never worries about the fit of his socks. He knows they will be kept neat and snug-fitting by his Arrow Garter.

## Dealers find them good sellers

They retail at 35c, 50c, 75c and \$1.00 with a good profit.

**Arrow Armbands,  
Leather Belts,  
Elastic Belts, etc.**

**Arrow Garter Manufacturing Co.**  
489 St. Paul St. W. Montreal



Look for this trade-mark on every suit, it's an assurance of good sales and better profits.

## Underwear

### MAPLE LEAF BRAND

THERE'S pleasure in wearing it and satisfaction in selling it.

Maple Leaf Brand is a remarkable combination of comfort, perfect fit, superior value and long service. Every suit you sell, Mr. Merchant, is a guarantee of satisfaction and customer's goodwill.

### Dr. Neff's Sanitary Underwear

A superior underwear that will live up to your strongest recommendation. Well made, perfectly finished. It's a brand that looks well, fits well and sells well. All seams flatlocked.

Don't gamble with your customers' trade. Stock up with either Maple Leaf Brand or Dr. Neff's Sanitary Underwear and be sure.

SOLD TO JOBBING TRADE ONLY.

W. R. Begg & Co., 20 Wellington St. W., Toronto  
O'Brien & Allan, Phoenix Block, Winnipeg  
C. E. Howard, Cristine Bldg., Montreal

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



A New Year that will see the fulfillment of your greatest desires is our New Year greeting to friends and patrons.

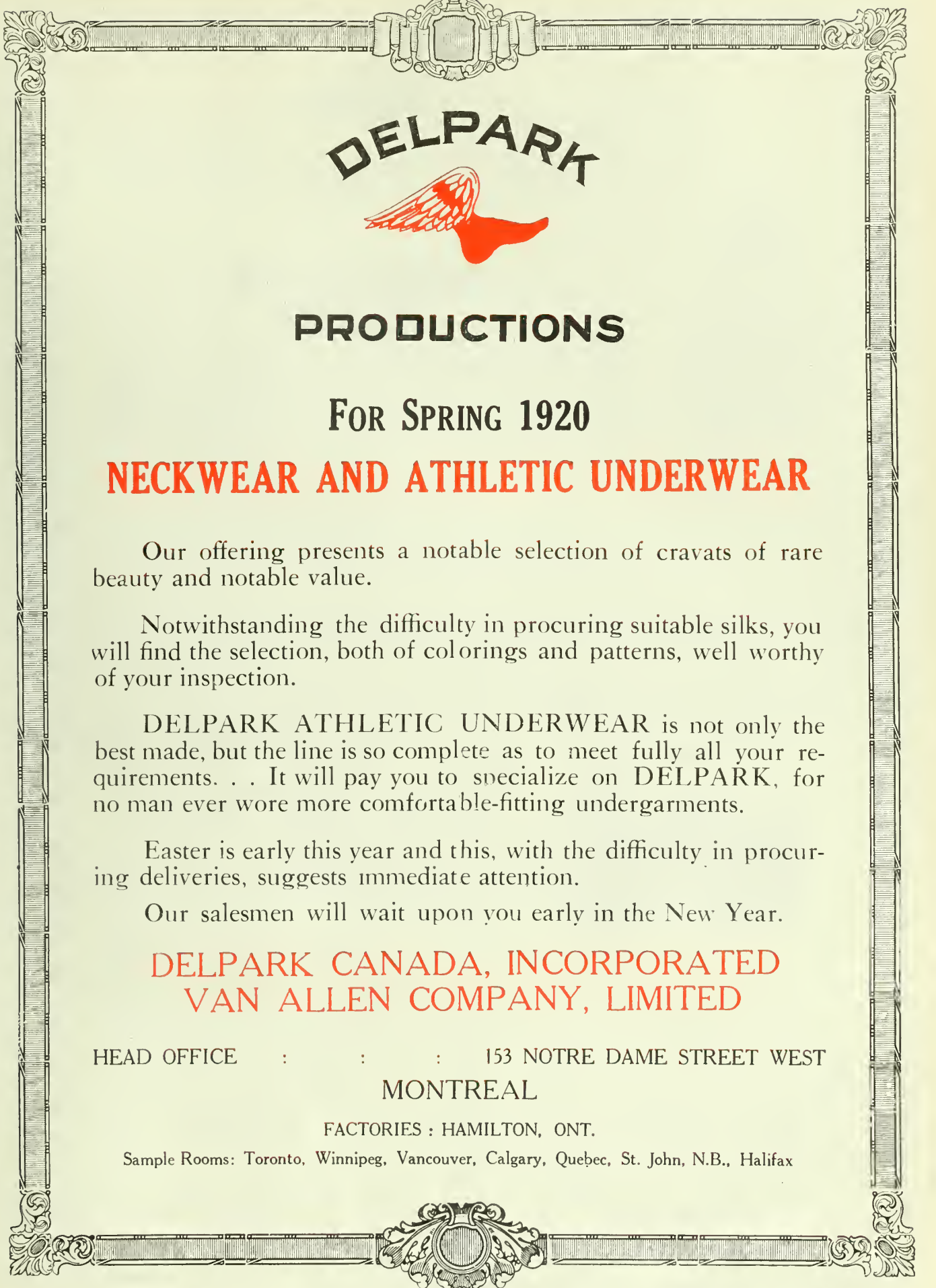
## Working Shirts and Gloves

Why not start the year right by selling A.R.C. Brand Working Shirts and Gloves? When you recommend them you are backing the best made lines that money can buy. When you sell them you are earning a handsome profit and a customer good will that is your greatest asset.

We tan our own leather for A.R.C. Working Gloves. That's one reason why we can offer such big values for 1920.

**A. R. CLARKE & CO., LIMITED**  
TORONTO





**DELPARK**



**PRODUCTIONS**

**FOR SPRING 1920**

**NECKWEAR AND ATHLETIC UNDERWEAR**

Our offering presents a notable selection of cravats of rare beauty and notable value.

Notwithstanding the difficulty in procuring suitable silks, you will find the selection, both of colorings and patterns, well worthy of your inspection.

DELPARK ATHLETIC UNDERWEAR is not only the best made, but the line is so complete as to meet fully all your requirements. . . It will pay you to specialize on DELPARK, for no man ever wore more comfortable-fitting undergarments.

Easter is early this year and this, with the difficulty in procuring deliveries, suggests immediate attention.

Our salesmen will wait upon you early in the New Year.

**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

*The profit offered by  
Wolfe's Caps is un-  
usually attractive.*



*Don't place your  
order until you have  
seen our range.*



## WOLFE'S CAPS

Your customers will find in Wolfe's Caps the embodiment of all that could be desired in cloth headwear. For Street Wear—for Sport Wear—there's a Wolfe Model for every style requirement. Wolfe's Caps are distinctively styled from rich fabrics by clever designers and skilled workmen. They're made to look well, fit well and wear well.

### A. HARRY WOLFE LIMITED

MAKERS OF CLOTH HEADWEAR AND UNIFORM CAPS  
1202 ST. LAWRENCE BLVD. MONTREAL

## Distinctiveness *In* Clothing



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

### CLOTHES MADE-TO-MEASURE SYSTEM

makes a feature of individual details to suit particular tastes. Every order a distinct creation.

**Write us for particulars.**

**H. Vineberg & Co., Limited**  
1202 St. Lawrence Boulevard  
MONTREAL  
Makers of "Progress Brand" Clothes  
Made-to-Measure Department

## The Deacon Shirt Company

beg to announce that their travellers are on the road with the new Fall line of

**Working and Outing Shirts,  
Flannels, Taffetas, plain and fancy,  
Tweeds, Drills, Flannelettes,  
Oxfords, Sateens, etc.  
Night Shirts, Pyjamas,  
Boys' Waists.**

**The Deacon Shirt Co.**  
BELLEVILLE, ONTARIO

You will have  
A Prosperous New Year  
in hosiery lines  
if you specialize in

# **Ironsox**

Ironsox wear like iron, and are as comfortable as the best materials and the finest workmanship can make them.

They sell at an economical price and they are the best wearing hose for the price on the market.

They come in Lisle—combed Egyptian yarn—and Mercerized lines.

Dealers everywhere have found Ironsox an easy-selling and profitable line.

They have the same guarantee of quality and workmanship that has made



Sweaters and House Coats so popular—and these lines have kept us busy filling orders during the past year.

We can make prompt shipments for Spring of Ironsox. Order now and establish a year-round demand among your customers.

## **Caulfeild, Burns & Gibson Ltd.**

60-62 FRONT STREET WEST

TORONTO



*LIGHT-WEIGHT  
UNDERWEAR*

## Offers coolness with comfort

Your customers will like these light, form-fitting union and two-piece garments.

Every point of strain is amply reinforced in order that the garments may give the utmost in satisfactory wear.

*Your jobber has them.*

# ATLANTIC UNDERWEAR COMPANY

LIMITED

MONCTON, N.B.

E. H. WALSH & COMPANY

Montreal and Toronto

Selling Agents for Quebec, Ontario and Western Provinces





A collar that sells  
12-18 1-2

# KANTKRACK

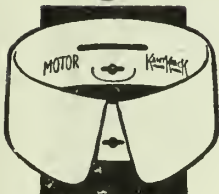
Trade Mark Registered



A popular style  
12 to 19

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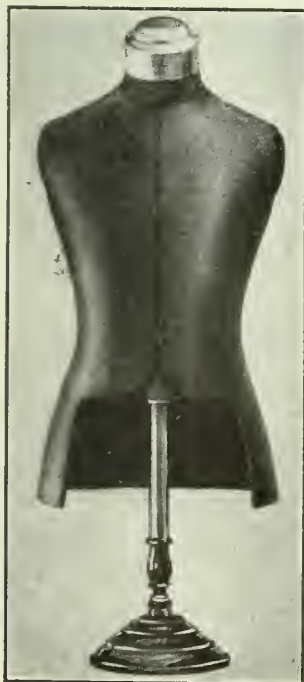
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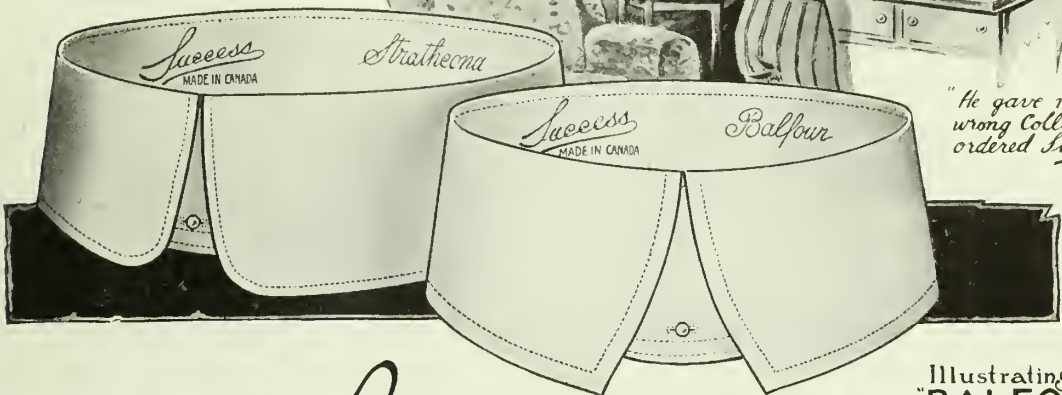
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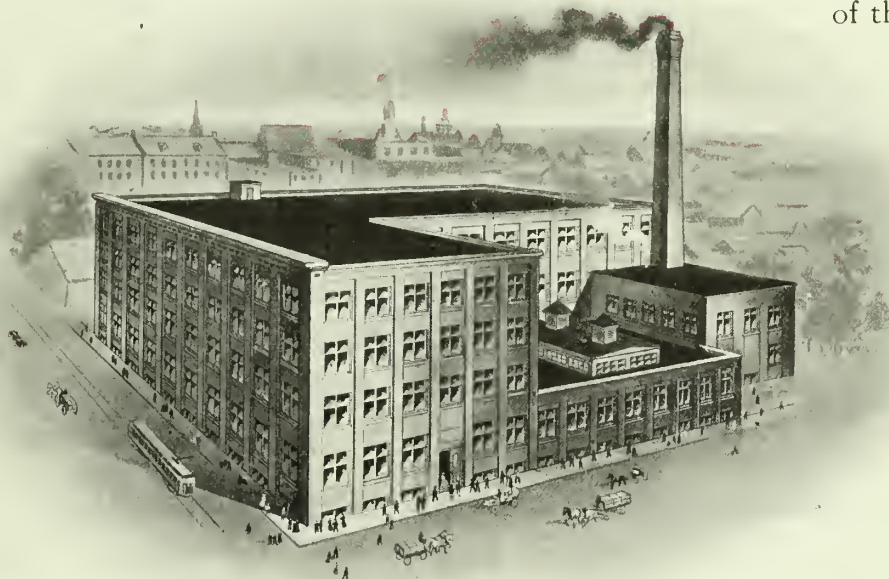
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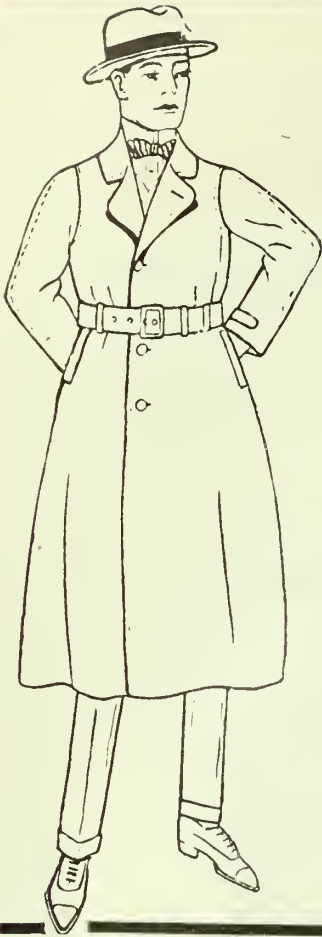
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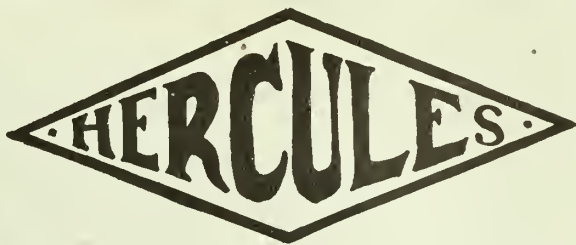
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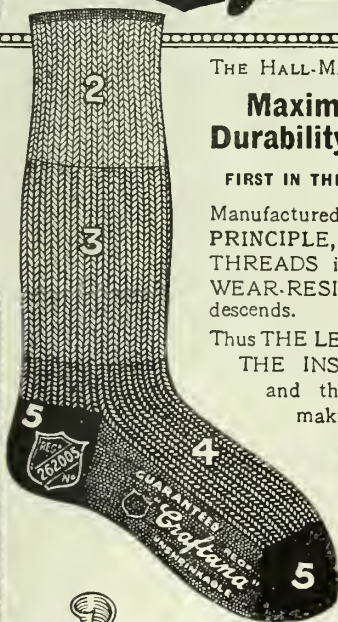
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# MEN'S WEAR REVIEW

*Published First of Each Month*

VOL. X.

TORONTO, JANUARY, 1920.

No. 1

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*Maritime*  
**CAPS**





# Men's Wear Review

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

VOL. X.

TORONTO, JANUARY, 1920

No. 1

## Possibility of Big Business Despite Soaring Price Era

### Men's Wear Readers Say Outlook is Good

WITH a view to getting the opinion of the trade regarding the outlook for the year upon which we have just entered, and the conditions, evident or problematical, likely to affect it, MEN'S WEAR REVIEW, some weeks ago, sent out to retailers from the Atlantic to the Pacific, a letter in which a number of specific questions were asked. To summarize these questions, it was asked what were the prospects for the trade for 1920; would the re-establishment of soldiers into their former occupations affect the trade; what goods were coming from England; the treatment accorded retailers by manufacturers; two or three questions regarding the attitude of the public toward high prices; probable deliveries; and the work of the High Cost of Living Commission. While the replies to this letter have not been as numerous as we would have liked, they contain such information as enables us to give a general survey of the outlook as expressed by the retailers themselves.

#### Business to be Had

Without exception almost, the opinion of the retailers is that there is big business to be had during 1920. One reply received stated that the outlook was problematical; but, judging from the general tone of replies to other questions, we are inclined to the view that the matter of deliveries entered largely into the answer to this particular question. The great majority of the replies range all the way from "fair" to "excellent." In spite of the fact that there seems no immediate prospect of reduction in prices, in fact, in spite of prices, whatever they are or might be, there is an unprecedented demand for clothing and accessories of the finest qualities. The money is in the country;

the phenomenal success of the Victory Loan effort bears testimony to that fact. On the part of the purchaser, there seems to be no retrenchment. During the war, the most rigid economy was practised in some respects, and this probably affected the clothiers as much, if not more, than any other branch of merchandise. The pendulum is now swinging the other way; and the retailers have experienced, during the year just closed, one of the best years of their history. Nineteen hundred and twenty will probably go one better.

#### Labor Situation Important Factor

A factor entering into the whole situation is that of labor; and it is a factor difficult to estimate in these days of so much labor unrest. Too many uninformed people have imagined that by some miraculous falling down of manna from heaven the high cost of living will be reduced. Others have supposed that a mere increase in wages is the solution of the whole matter. But those best

### Deliveries and Labor Conditions Big Factors

able to judge are preaching the gospel of work. Until there is greater production, the outlook for a reduction in the cost of living is not particularly bright.

On the full understanding of this matter depends, in a large measure, the development of the trade for 1920. Retailers who have expressed their views to us, realize this. A coal strike which ties up trains, a textile strike which cuts off production, a strike of the railwaymen which interferes with transportation, a dock-workers' strike which closes in on the import trade—all these strikes have their effect upon the retail trade among the clothiers.

#### Deliveries Are Affected

A strike amongst the garment workers, of course, has its immediate effect upon the trade; but there is reason to believe that the largest manufacturers of men's and boys' wear will be comparatively free of this during the new year. Over twenty manufacturers in this city alone have arranged a satisfactory wage scale with their employees; but, what is more important to the trade in general, they have arrived at an agreement with the employees whereby a strike is practically eliminated from the labor horizon.

Other strikes, however, are bound to affect the outlook and the development of the trade during the year. The general unrest following the war has not encouraged greater production, which is the solution of the high cost of living. If there is added to this a paralyzing or partial closing down of manufacturing institutions on account of a shortage of coal, the situation will only be aggravated and deliveries to the retailer will be more uncertain than they have been. Many of the replies received deal with

Continued on page 53

MEN'S WEAR  
REVIEW  
WISHES ALL ITS  
READERS  
A PROSPEROUS  
NEW YEAR

# Retail Clothiers Meet in February

Second Annual Convention Called for February 24th, 25th and 26th—Ontario Men to Discuss Questions of Live Interest to the Trade—New Branch Being Opened to Broaden Scope—All Clothiers Invited Whether Members of Association or Not—500 or 600 Delegates Are Expected.

**T**HE second annual convention of the Ontario Retail Clothiers' section of the Retail Merchants' Association will be held in Toronto on Tuesday, Wednesday and Thursday, February 24, 25 and 26, 1920. So important to the members of the trade was the convention of last year that the executive which held their meeting on Tuesday night, December 16, decided to hold a three-day convention this year instead of two days, as was the case in 1919. The convention meetings will be held in the King Edward Hotel.

## Preparing Bulletin for Clothiers

The Executive are already preparing a bulletin of the convention, which will also contain a detailed program of the different sessions to be held and the speakers who are to address these sessions. It is the intention to send this bulletin to every clothier in the Province of Ontario about one week before the opening day of the convention, and it will be clearly stated on this bulletin that every clothier in Ontario, whether a member of the Retail Clothiers' Association or not, is heartily invited to attend the three-days' feast of information and other good things.

## Will Include Furnishing Men

A broader scope is being given the convention for 1920 by including a special section for retailers who are in men's furnishings only. It has been felt that these men should have representation and voice at the conventions as well as those who are more intimately associated with the clothing trade, though they carry the furnishings as well. Not only will these men have a definite portion of the convention program devoted to their interests, but there will be speakers who are particularly qualified to deal with this branch of the trade to address the convention on these lines. It is felt that this new departure will not only add considerably to the interest of and numbers attending the convention, but that valuable information will be received from men in the trade who are devoting their energies to men's furnishings alone.

## Preparations For Big Banquet

One of the outstanding features of the Retail Clothiers' convention of last year was the large banquet that was held. Mr. Ed. Mack, president of the association, assures MEN'S WEAR REVIEW that it will be as a fading shadow in comparison with the one to be given in February of 1920. The

most elaborate preparations are already well underway for this important function in connection with the convention. Members of the Executive who attended the big banquet given by the Chicago retailers last year still retain the most pleasant recollections of an event that cost in the neighborhood of \$17,000 to prepare. While it will be impossible to have as big an affair here as it was in Chicago, there will be nothing lacking that can reasonably be done to make the annual banquet one long to be remembered.

## Speakers From a Distance

The program, so far as the speakers are concerned, will not be restricted merely to Ontario men. Already, invitations have been sent to prominent men connected with the trade in the Province of Quebec as well as Ontario. Aside from the men who are particularly qualified to speak along retail lines, there will be prominent manufacturers in the several lines who will address the convention on subjects of mutual interest to manufacturer and retailer.

## Are Expecting 500 or 600

The Executive are making prepara-

tions for entertaining between 500 and 600 men who are expected to attend the second annual convention. It is needless to point out that the whole outlook of the trade has changed since a year ago by reason of the particular attention that has been given the retailers by the Dominion Board of Commerce. Many new considerations have entered into merchandising and these are matters which will come up for a good deal of discussion at the convention. Retailers are thoroughly alive to the situation, and the Executive believe that this convention will out-distance the last one so far as attendance and interest are concerned.

## BRITISH INDUSTRIES FAIR

Invitations Can be Had From Trade Commissioners in Three Cities

Admission to the British Industries Fair to be held at London, Birmingham and Glasgow in February of this year is by invitation only. Canadian buyers who propose to visit the fair can obtain invitations from the British Trade Commissioners in Canada at Montreal, Toronto and Winnipeg respectively.

## ECONOMY SALES UNPOPULAR IN BOSTON

There is talk here of "economy sales" in retail circles wherein emphasis will be laid on necessities instead of luxuries, but merchants feel that the ultimate consumer will still follow his own taste until such time as exhaustion of buying power forces a change. With clothing, mill agents continue to point out, the labor factor is so great as to make the relative cost of different grades of raw material almost immaterial. Suppose, for example, three pounds of scoured wool are the raw material basis for a man's suit. Of best Australian combing, these three pounds would cost about \$7.80; of a lower blood they would cost about \$2.40. It is pointed out that when suits of the former wool are selling at \$80 or more, a difference of \$5.40 in the raw material is of not much consequence.

Retailers have recently shown themselves not so anxious to take

in late deliveries of men's garments from manufacturing clothiers as they have been in seasons just previous. It is said that acceptance of some deliveries is being refused when they are distinctly behind schedule. Apparently the retailer is cautious about his carryover, and prefers to operate nearer each season even if he has to pay a bit more rather than carry from one to another. The retailer's general optimism is credited by clothiers on the basis of the good orders on the books for next spring.

The Boston market gives no indication of a hesitancy on the part of the retailers to buy because of higher prices. The demand for the better grades of worsteds is insistent; and the probable paying of \$6 per yard for this cloth next Fall seems to find greater favor than for the cheaper wools which will sell at about \$3.00.

# Industrial Watchword—Work

## More Production, Not Fewer Hours and More Pay

THE key to the industrial outlook for 1920 is work. A score of ills that affect the body politic hark back to a decreased production, behind which are extreme labor demands that have developed into paralyzing strikes of one kind and another. England has allowed her exchange rate to sink down to \$3.86, the lowest in the history of many hundreds of years. What is the reason for this? Since the signing of the armistice in November of 1918, followed by the demobilization of the army, the Government has continued to pay out millions of pounds to men out of employment, men who could not, or would not, work after their years of service in the army. The result was that exports dropped at an alarming rate, and imports increased proportionately. What England has wanted—and the indications of the last two months show that she is beginning to get what she wants—is that her people should get down to work, to produce more, and to export more to foreign countries, so that the pound would recover its normal rate on foreign exchanges through the industry of her people, rather than by temporary expedients that might adjust the rate.

In regarding with almost careless indifference the way in which the exchange rate was going against her, England and her statesmen were teaching a lesson, not alone to her own people but to the world. That lesson is that work is the outstanding need of the world to-day. Beginning with the first of November there were indications that England and her people had realized this. November exports were \$537,000,000, as compared with \$483,000,000 for October; and imports were \$718,000,000 and \$767,000,000 respectively. England's industry is helping to rebuild Europe after a devastating war. It will be industry, work and still more work that will adjust many difficulties on this continent and help to reduce the cost of living, which many people regard as almost intolerable.

### Educational Campaign Needed

What the world needs is a campaign of education, through which the people will fully realize that under-production, not low wages and long hours of labor, is responsible for the high cost of living. Not less work, not fewer hours of labor, but more work and longer hours of labor are needed. It may have been inevitable that the nervous tension due to the war should express itself after the war in unrest, discontent and a shifting of social conditions and an upheaval of preconceived ideas. But there are hopeful signs that this nerv-

ous tension is wearing off and that the sober judgment of the people is beginning to assert itself in a demand for more work.

### "Work, and Work Like H—"

One of the most forceful pronouncements of this crying need of the world has lately been issued by John C. Capper, president of Capper and Capper, retail men's furnishers of Chicago. Mr. Capper has a simple remedy for the ills that affect the state. "Work—good, hard, honest, faithful service—not eight hours, rather ten, and then some." The question is asked by Mr. Capper if people will never realize that it is not less work, but more work, not less pro-

## "Resolve For One Year to Work And Work Like H—"

duction, but more production we need if the cost of the things which we use is to be reduced.

"Short hours in the city have made the farm worker restless," says Mr. Capper. "He, too, wants short hours and increased pay. May kind Providence preserve us if farm workers ever insist on 44 hours per week, or an eight-hour day. You and I, my friend, will go hungry." I farm 800 acres and I know what short hours in the city are doing for the farm.

Continued on page 53

## The Shoe on the Other Foot!



—FROM THE RETAIL PUBLIC LEDGER.

# Canada to Capture British Trade

Canadian Mills Not Accepting Export Business at Expense of Domestic Market, Says F. H. Yapp, Secretary of Woollen Manufacturers' Association—Will be Able to Turn Out Finer Tweeds, Serges, and Worsteds—Decline in Prices Not Yet—World Shortage and Decreased Production Responsible.

THAT the Canadian market is not being depleted because Canadian manufacturers are accepting export business, that the time is approaching when much of the finer grades of tweeds, serges, and, in time, worsteds, now imported from Great Britain, will be turned out by the Canadian mills, and that there is not yet in sight any decline in prices owing to the world shortage of wool and the decreased production noticeable in all countries—these are the statements and convictions of Frederick H. Yapp, secretary of the Canadian Woollen Manufacturers' Association, Hamilton. Mr. Yapp discussed at length and with perfect frankness the whole situation in woollens so far as the Canadian producer was concerned, and he laid special emphasis on the statement that the domestic market in Canada was not suffering because of the export business done by the association. Accompanying the increased earning powers of the people of Canada was a demand for the finer lines of tweeds, serges and worsteds and silk and cashmere hosiery in both ladies' and gentlemen's wear. Canadian mills producing these lines were not engaging in any export business to the disadvantage of the Canadian market; it was those mills turning out the coarser grades: mills whose capacity had been greatly increased during the war to turn out underwear and socks for the men in arms, which were now making goods for export trade, goods which were not in demand to any great extent in Canada. Mr. Yapp made the emphatic statement that orders for hundreds of thousands of dozens of silk and cashmere hosiery had been turned down though the price offered was better than that received in Canada, because the Canadian mills did not wish to deplete the domestic market.

## Will Capture British Trade

One of the promising features of the Canadian production, according to Mr. Yapp, was the output of the finer grades of tweeds and serges for suitings and coatings for men's wear. Many of the Canadian mills, he said, were now being equipped with the necessary machinery to make these finer grades, and he believed the time was not far off when the British trade in this respect would be recaptured to a large extent.

## No Decline in Prices Yet

Mr. Yapp could not see a decline in prices for a year at least. The world's supply of wool would not be made up for years to come, following the war and its tremendous demand on all woollen materials. Production, owing to decreased

hours and lack of productive power, showed an alarming falling off in some quarters. In spite of the decrease in this respect wages increased and thus overhead expenses were added to materially.

"The export business is not being done at the expense of the domestic market," said Mr. Yapp very emphatically. "It has absolutely no effect whatever on the supply of goods for the domestic markets."

"In the first place there are two classes of mills in Canada, that is two classes of mills making goods for men's wear. One class of half a dozen mills is making tweeds, serges and worsteds equal to any made by the British mills. The second class is making the old-fashioned Canadian untearable tweeds, friezes, mackinaws and blankets, etc. The mills that make this heavyweight stuff have a season that lasts only from four to six months as they can make the necessary supply in that time. The untearable tweeds are not in very great demand at the present time because all the orders are for the higher class goods. The mills that have been making these heavyweight goods are the mills which are making goods only for export orders, and the export business is of this class of goods. If they were not making these goods for export they would be closed down as they are not equipped for turning out the finer lines for which there is such a demand in Canada.

"The first class of mills mentioned have not taken any orders whatever for export but are working wholly on Dominion orders. The statement has been made by some parties and in some newspapers that if these mills would not take export business they would be competing for the Dominion market, and in consequence there would be lower prices in their particular lines. This is not the case as the price of wool is fixed by the world demand and supply and the comparatively small amount used in Canada would have no effect whatever upon the general price?

## Production Shows Decrease

Mr. Yapp said there had been a marked decrease in production since the signing of the armistice in November of 1918. He attributed this partly to the fact that the productive power of the individual had, in many cases, been temporarily lessened because of the tension during the four and a half years of the war. Families with two or three girls who had been engaged in war work and who had brothers or near relatives at the front, showed that their productive

Continued on page 56

## Medical Service Will Be Free

### Dowler Stores Make New Departure in Recognition of Services

As an evidence of their appreciation of the services of the members of their various staffs, the firm of R. H. & J. Dowler, Limited, with stores in St. Thomas, London, Sarnia and Windsor, have decided on a new departure in their methods of business beginning with January 1 of this year. Free medical attention will be given to all the members of the various staffs of this firm. At a recent meeting of the executive and store managers, the following resolution was passed:

"That, as this firm thoroughly appreciates the part played by the employees in maintaining the organization at its usual high standard of efficiency, an appropriation be made to provide free medical services for all employees of the Dowler stores, to take effect January 1, 1920."

Commenting on this new departure, J. Dowler, junior member of the firm of clothiers, stated that the executive realized that the salesmen of to-day were the business men of tomorrow; and it was their desire to give their employees the advantage of the very best training possible. He considered good health one of the foremost requisites of a well-trained salesman.

A few weeks ago the Dowler management set a precedent in St. Thomas by changing their closing hour from 6:20 p.m. to 6:00 p.m. (Saturday excepted), thus adding two and a half hours leisure time to the week.

### ST. THOMAS CLOTHING STORE BROKEN INTO BY THIEVES

Early during the morning of December 22 the clothing store of Samuel Shepherd of St. Thomas was broken into and goods to the value of \$200 stolen. Entrance was made into the store by the back door, and it is believed that the thieves were interrupted before they had completed their burglary.

The detective force of St. Thomas was notified to be on the lookout for parties said to be heading that way in a big automobile laden with goods believed to have been stolen in Windsor a few nights previously.

# Unique History, Looks Back 60 Years

D. Magee's Sons, Ltd., of St. John, N.B., Began Business With An Ideal of Service Years Before Confederation—BUILT HATS IN 1859—AWARDED CERTIFICATE OF MERIT—WELL EQUIPPED STORE AND CAREFULLY KEPT STOCK—EXPANDING IN 1920.

A CANADIAN store which has a history unique in its success of more than 60 years, is that of D. Magee's, Sons, Ltd., at St. John, N.B. Like most stores whose growth and stability have proven highly successful, this store's founder had a very distinct ideal as his business foundation. Realizing that one's success or failure depends upon the method of doing business, rather than the collecting of high prices from a trusting public, the late David Magee, father and grandfather of the present members of the firm, held a well-founded desire to put the very best of his ability into every branch of the goods which he handled. He was himself a practical hatter and furrier with all the old-time pride of achievement. Away back in 1859, seven years before Confederation had made the Dominion of Canada, this firm began business in a small way, and its uninterrupted success during that long period is evidence enough of its sincerity of purpose.

## Building Hats in 1859

Hats were built by hand in the days when Mr. David Magee started his shop. He was a practical hatter and also manufacturer of the old Beaver hats which were in the height of fashion at that time. The present-day silk plush hats are descendants of the old Beaver, but, like their ancestors, are of such intricate manufacture that they must even now be made by hand.

In making the old Beaver hat, the beaver was whipped into shape with a bow similar to that used for playing a violin. Every process of manufacture was by hand, slow and tedious. It is doubtful if more than a very few of the old-time Beaver hat makers are still living.

Workmen in those days took pride in their craftsmanship and endeavored to embody in their handiwork their very best skill. A trade such as hat-making could not be learned in a few months. An apprenticeship of years was often required before one could graduate as a master workman.

## The Evolution of 60 Years

Naturally, in the 60 years that have now passed, styles, processes and methods have changed very materially, but the original makers of hats who understood the hand production were well equipped for meeting the exigencies of fashion and readily adapted themselves to new demands.

In making the silk hats of to-day the silk plush is used to cover a special gossamer body. The gossamer body is made from a specially manufactured

white cotton, saturated with gum shellac reduced to a liquid. The silk plush is manufactured in Paris.

The perfecting of special machinery has made it possible to manufacture at least a part of nearly everything wearable by machinery except silk hats. It is claimed that they are the only thing that is still made entirely by hand.

In the days when D. Magee's, Sons, Limited, was founded, a hatter was required to do all the work of building a silk hat. To-day, as in most trades, the work has become specialized and men are trained to make some certain part of the hat rather than the whole. The making of silk hats is really an art, but because of the changing styles of hats, is gradually dying out.

## A Foundation For the Future

It is doubtful if Mr. Magee, when he was weaving quality into his hats and capes, realized that the day of "hurry-up" machine-made goods would find quality, as in his time, a dominating factor in creating more and more business for this better class store each year.

Mr. Magee was also known in his time as an expert cap maker—each cap in those days was cut out and carefully made by hand—to-day thousands of caps are cut and made by machinery. Mr. Magee was a practical fur cutter,

at first doing all the work himself until his business grew to such an extent that he was compelled to import experts from England to assist him.

As far back as 1859 David Magee was awarded a certificate of merit, under the Seal of the Province, for hats and caps exhibited at expositions held at St. John, Halifax and Fredericton.

It's a long step from the period of hoop skirts, Beaver hats and minuets to these days of jazz bands and slender slimness; each decade has brought forth a different idea as to what is what in wearing apparel and in general conduct. The evolution, however, has not left the Magee store in the background. Living up to their original ideal, the owners have made many changes called for by the times, but have endeavored never to sacrifice the best in service and in merchandise.

To-day, the Magee store is one of the most attractive of its kind in the whole Dominion, and compares favorably with the best on Fifth Avenue. Dignity, cheerfulness and satisfaction fairly radiate from the modern fixtures, ornamentations and furnishings.

The entire main floor is finished in solid Honduras mahogany and the fixtures are hand-carved and very costly. Wicker chairs placed conveniently are themselves an invitation to the public to come in and accept the hospitality of



The above is a view of the main floor of the D. Magee's Sons, Ltd., store of St. John, N.B. The history of this store dates back to before Confederation and it was built up on a definite principle of business.

the shop. The illustrations portray the carefully kept stock, neat cabinets, generous displays and the touches of luxury in the palms and mooseheads. The second floor is finished throughout in golden oak and is also a work of real store art. Full length mirrors are a feature of both the hat and fur departments.

D. Magee's Sons, Limited, have determined upon a policy of still greater expansion during the year to come. With their reputation for aggressive merchandising of high-grade goods there is no doubt that they will find their business continuing in its phenomenal success during the next year.

## COMMERCE BOARD BROADENS FIELD OF INQUIRY

Will Determine if Tariff Used to Enhance Prices in Canada

Believing that its duty is to enquire into everything that enters into the cost of commodities to the consuming public, the Dominion Board of Commerce will, this year, make an investigation of the tariff as it affects the necessaries of life.

"The cost of necessaries of life," says a public statement issued by Judge Robson, "is enhanced in many cases by the customs tariff. This tariff may be protective or revenue-producing. If merely protective it is a question whether an increase in cost of necessaries thereby is, in present circumstances, warranted. If a particular duty is revenue-producing then it is a question whether that revenue cannot otherwise be raised and necessaries to that extent relieved. The Board of Commerce can inquire into all items making up cost. It is specifically authorized to see if the tariff is made use of to unreasonably enhance prices."

Under a definition of the "necessaries of life," clothing is included. The right of the board to go into the tariff question is, according to the statement issued by Judge Robson, partially based on the investigations carried on in Saskatchewan and Manitoba by J. K. Fraime, K. C., as a result of which it appeared that there was reason to investigate further into the cost item brought about by the payment of customs duties and into cost enhancement by reason of tariff protection.

As yet there has been no statement as to the time of the year when this new phase of the investigations of the Board of Commerce will begin.

## AUSTRALIAN WOOL AUCTION WILL NOT AFFECT PRICES

Domestic prices are likely to be little affected by the sale by auction of Austrian wools imported into the United States early in December. Boston auctions merely replaced Australian transactions of normal years. This report was issued by the tariff commission.



Still another view of the D. Magee's Sons, Ltd., store of St. John, N.B. The placing of chairs around gives a very spacious appearance to the store.

Canadian buyers were expected to take a large portion of the 50,000 bales which have been shipped. Other shipments will not be allowed by the British comptroller until he has made a careful study of market conditions here. In any event, the total amount sent will be less than normally imported.

Should importations prior to next

June depress prices appreciably, the report of the Commission said, the expected decline in the price of the 1920 clip, based on the assumed carry-over of the Australian wools, will be smaller than if no importations were made. The report added that a gradual, rather than a sudden decline should be desired by producers.

## Trade Depression Slight

Pending Board of Commerce Order and Victory Loan Responsible—Quick Recovery.

A slight depression in trade was reported by many of the Toronto retailers during the first two weeks of December. The cause of this, according to the best information MEN'S WEAR REVIEW could get, was twofold. The first and principal cause was the pending order of the Dominion Board of Commerce which came into effect on December 15th. The general public held back, believing that better prices awaited them after that date. One large ready-to-wear man told MEN'S WEAR REVIEW just a few days prior to the 15th of the month that business was "dead" and he believed it entirely due to the pending order of the Commerce Board. Many retailers with whom MEN'S WEAR REVIEW talked expressed the same opinion to a more or less extent.

Retailers had a busy week before the 15th. All stocks were being overhauled and the prices marked according to the order of the Board. It required a considerable amount of re-marking; but the work was carried out with goodwill. Proprietors were showing every disposition to fulfill the Board's wishes; and without exception they said that no one would be happier than they when prices again became normal. The amount of work involved in buying and selling—changing rates of exchange, rapidly varying markets, orders of the Board of Commerce, and many other details caused by generally upset and uncertain conditions—is vastly greater than the consuming public imagines. Moreover, as one retailer expressed it to MEN'S WEAR REVIEW, he was getting tired of having everybody believing him to be a profiteer when comparatively few of them understood the various costs which went to make up a selling price in which there was not more than a legitimate profit.

The second cause for the slight depression was a shortage of ready cash due to the large blocks of Victory Loan taken. Not only the retailers, but some of the manufacturers have felt this slight depression and attribute it to the same cause. The depression was only slight, however, and recovery set in with the Christmas rush.



# Suggest Amendments to Board Order

Would Like Provision Made for Staple Goods—Under Present Order Identical Suits May Have to be Marked at Different Prices—Retailer Cannot Now Take Advantage of Cash Payment for Goods—Should Keep Records.

**T**HE operation of the order by the Dominion Board of Commerce affecting retail clothiers which came into effect on December 15, has now been effective for a couple of weeks, and some of the features of its actual try-out which were not so apparent when the order was issued are now more manifest. MEN'S WEAR REVIEW has canvassed the situation somewhat, and has encountered one or two opinions, which are quite general amongst the members of the trade, that, sooner or later, may come before the Board in an official way. The Board has made the public statement that it has found business men, generally, honest men, that there were not amongst them nearly as many profiteers as had been charged or claimed, and that they hoped business men would be as their right hand in tracing down men who were unworthy of their brethren.

## Take Note of Changing Conditions

One of the things for which provision does not seem to have been made is that there are certain lines of staple goods carried over from season to season which would be peculiarly affected if the order stands as it is now. Among the staple lines might be considered plain blues in serges, or blacks, or other plain colors in other cloths. A suit made out of such cloths will be as good one season as the next, and it is altogether probable that many merchants would carry over a number of these suits from one season to the next.

But with the coming of the next season, however, he is obliged to augment his stock by buying many more suits of this same material. The two suits hang side by side in his establishment. For the one he paid, say, \$20, and for the other, with continually advancing prices, he paid \$3 or \$4 more. The order of the Board of Commerce at present takes no notice of this changing market in staple goods. If the retailer is to regulate his selling price according to the Board's order, he will have identical suits hanging on his racks at different prices. His position with the customer is, at once, complicated; and it creates an unhealthy condition in the trade altogether. It is not impossible to conceive that two friends will come in together to purchase a suit of clothes, and they are confronted with two suits, exactly the same, marked at different prices—one in excess of the other by several dollars. The customer's opinion of the retailer is that he is, in truth, a profiteer when he marks identical goods at somewhat widely varying prices.

Retailers feel that the order should be amended so that they can strike an

average some way on these staple lines of suits. They could hardly stand right with their customers in asking two prices for the same suit of clothes; yet the order of the Board makes it impossible for them to do otherwise.

The matter is entirely different with the fancy lines of suitings. These are good only for the time being, and a customer knows when he buys a fancy suit that he is getting something that is exclusive in style and make-up. These goods are saleable only for the brief season in which they hold vogue, and the order of the Board works no hardship in this case.

Another feature of the order that retailers speak of is that which affects discount. The order stipulates that the cost price of the article shall mean the invoice price plus duty, exchange and freight actually paid, and less all discounts allowed or obtained. Retailers feel that this is penalizing them for paying their bills promptly. While it is actually the case that, with a discount obtained, the cost price is thereby reduced somewhat, the clothier feels that his business methods are rather condemned when he is not allowed the advantage that comes with paying cash. Merchandising is undoubtedly helped when men pay their bills promptly; but with the order as it stands merchants feel that they might better let their

bills go unpaid and let somebody else worry. It is no inducement to him when a traveller states that he can have such and such goods, less five per cent. for thirty days. When he comes to mark his goods he cannot reap any reward that comes because he had discharged his bills in short order.

## How It Worked in One Case

A returned soldier who visited the store of Ed. Mack, president of the Retail Clothiers' Association, was delighted on the first day the order became effective. He had been looking at a suit the previous Saturday that had been marked \$38. On the 15th of December he went into the store to buy the suit and laid down his \$38, but was equally surprised and delighted when \$4.50 in change was handed back to him.

## Advises Keeping Records

Mr. Mack says that he intends to keep minute records of his sales so that he can have some data as to the extent to which the public requires the protection afforded them. He also wants to discover just what the order is costing him from week to week. He advises that other retailers also keep such records, so that the association may have definite information as to how the operation of the order is affecting the trade.

## Questionnaire to Merchants

Dominion Commerce Board Wants to Know More About Overhead Expense.

Acting on the request of the Dominion Board of Commerce, the Dominion Executive Council of the Retail Merchants' Association of Canada sent to all the retail clothiers last month a questionnaire, the aim of which was to ascertain for the Board of Commerce the overhead expenses in connection with the carrying on of the year's business. The Ontario branch of the Retail Merchants' Association covered the field of Ontario. The answers to these questions were sent in to the various provincial branches and sifted and arranged by them so that a compilation of averages could be made for the convenience of the Board of Commerce.

It was stated in the questionnaire by the Board that there was no desire to unduly pry into the private affairs of any business or to use the information obtained in any public way. "The information we require," said the questionnaire, "is not at all inquisitorial, and it will in no way disclose your private business affairs, but it will be of great value to the entire trade. We ask you, therefore, to merely total up your entire sales during the year—add your freight, cartage and duty to the cost of your merchandise and not to your expense account, and divide them by your total cost of doing business, which should include rent, salaries (including yourself and staff), light, heat, cartage, postage, insurance, taxation, deliveries, advertising and all other costs of doing business. For instance, if your total sales were \$50,000 per year and your expenses were \$10,000 per year, overhead would be twenty per cent. It is this overhead percentage that we are anxious to secure, and we are enclosing you a form of memorandum which we would like you to fill in and return at once."

The form of memorandum simply asked for name, address, business and percentage of overhead expenses.

# Basis for Determining Profits

Statement Submitted to Board of Commerce by the Provincial Board of the Retail Merchants' Association of Canada

**A**FTER going very carefully into the question of "The Basis for Determining Profits," in an effort to remove the many false impressions which have been created in the mind of the public by sensational and unfair inferences drawn by the daily press from investigations, the Manitoba Board of the Retail Merchants' Association of Canada, Inc., has submitted the following to the Board of Commerce:

The retail merchants regard the establishment of the Board of Commerce with satisfaction, and welcome the opportunities it affords for fair discussion of merchandising problems. The advances in prices of all commodities, particularly foodstuffs and other necessities of life, during the past four years are without parallel in the history of retail trading. They represent to a considerable extent the increases in the cost of living from which the unsettled conditions of the present time largely arise.

## General Impression.

There seems to be an impression, in the minds of some people at least, that the retail merchant is responsible in an unwarranted degree for these advances, that he is now and has been making more than a legitimate profit during these times of high prices. The investigations being conducted by your Board at the present time are for the purpose of determining whether this is so, and if so to devise a remedy. As representing the retail merchants of Manitoba we welcome this investigation, and if profiteering among the retail merchants in Manitoba or any other place be found, we shall in every possible way assist you in curbing the profiteering and in punishing the profiteer. But neither your Board nor the public can come to a just conclusion unless all the essential facts are presented to you. It is because we believe that these are not being presented to you, and because of the misleading way in which even the material presented to your Board reaches the public through the newspapers, that we desire to supplement the detailed evidence, which you have obtained and will obtain, by this somewhat formal statement. We believe that we are asking only what is fair when we suggest to your Board that in future examinations of witnesses in connection with retail merchandising you should see that evidence is obtained on all points essential for not only your Board, but for the general public, in coming to a fair conclusion.

## Retail Quotations

The public's knowledge of prices and values is almost solely confined to the retail quotations. As a rule they do not consider and are not aware of all the elements that necessarily enter into the determining of the retail prices of goods.

The public is prone to consider as profit either the difference between the retail price and the invoice price, or the difference between the price which the consumer pays to the merchant and the price which the merchant pays to the wholesaler or manufacturer, without taking into consideration the numerous other elements which enter into the cost of the goods to the merchant and all of which must be added, such as freight, rent, wages, insurance, delivery, paper, twine, interest, losses on unsaleable goods, etc., etc.

## Not Given Fairly

We do not say that your Board will not give consideration to these facts, but we do believe that in the evidence so far submitted these factors have not been placed before you as fairly and fully as their importance warrants, nor in such a way as to enable your members during the course of

your proceedings to judge fairly the relation of the retail merchant to the present high prices. If any of the remarks which we have made or may make should appear to criticize either the evidence which has been obtained or the method of obtaining it, the reason is not that we are desirous of being critical, but we are desirous of seeing that the case of the retail merchants is presented fairly and fully to you and the public. Looking at the matter from that point of view, that is, from the point of view of having the evidence as to the retail merchants' relation to the high prices presented fully, we believe we have reason to complain. The evidence so far obtained and the method of obtaining it have been defective in these respects:—

## Confused the Prices

1. In the confusing of the marked price with the ultimate price at which the goods are sold.

2. In considering as profit the difference between the invoice price of a particular article and the marked price of that article, instead of considering as profit only the difference between the cost to the merchant of the article up to the time it is delivered to the customer, and the price which the customer pays for it. What is really the only true way of measuring profit is by finding out the difference between the total cost to the merchant of all articles sold during a given time, such cost including every legitimate charge of doing business, and the total price which he receives for the goods sold during that time.

## Was Not Considered

3. In not considering as part of the cost of the sold goods such items as freight, insurance, interest on the cost of goods, interest on moneys spent in equipment and furnishings, depreciation of equipment and furnishings, rent, taxes, wages, cost of paper, twine and other accessories, stationery, etc., advertising, cost of draying and delivery, cost of collection of accounts, bad debts, etc., as well as the probable quantity of goods which must be sold below the marked price. All of these must be paid by the merchant and are as much a part of the cost of the goods sold as is the invoice price, or price paid to the wholesaler or manufacturer, and all of them must be taken into account by the merchant in fixing his marked price. The charge of profiteering should not be made or suggested against any merchant unless all of these additional factors have been examined and taken into account.

## Unfair Inferences

The confusion of terms that surrounds the discussion of profits is responsible for most of the unfair inferences that have been drawn by the public from the investigations by your board. The principal subject of interest is the profit, and various conclusions are reached as to the amount of this profit. We beg to point out that there is only one kind of profit in business, and that is net profit. What is erroneously described as gross profit includes the expense of transacting business. No corporation or firm can ignore operating costs when calculating its net earnings.

## Question of Profit

Reverting to the question of profit, it is evident that a sale price must be established before the dealer can determine his net earnings; in other words, an actual sale must take place. No great amount of economic argument is required to prove that the price established in a sale must be made up of three factors—invoice cost of merchandise, cost of doing business, and

net earning or profit. For convenience of discussion, let us consider these as "A," "B" and "C" respectively. "A" is the price at which the goods are supplied by the manufacturer or jobber, and, of course, it is not under any control by the retail merchant. "B" includes all the items that enter into the cost of handling the goods from the time they leave the manufacturer's or jobber's hands until the sale of them (by retail) is completed. It is only partially controlled by the retail dealer, because the public under the competitive system of merchandising now obtaining demands the utmost in service. The difficulties in this connection are increased, too, through the growing tendencies of outside organizations to dictate methods and terms to merchants as employers. "C" is determined solely by the selling price, and is therefore controlled absolutely by the retail dealer. It constitutes his return on the transaction involved in the sale of the goods. Let us repeat here that there is and can be no return until the goods are actually sold.

## The Selling Price

It follows as a matter of course that the selling price is made up of "A" (invoice cost—uncontrollable) plus "B" (cost of handling goods and transacting business—partially controllable) plus "C" (merchant's return or net earning—controllable). Under normal circumstances this state of affairs prevails, and the three items may be segregated. In our opinion the only fair method of determining net earning or profit is to ascertain the relation or ratio of "C" to the sum of "A," "B" and "C" in a series of transactions covering a definite period. It is only when "C" is examined in this light that anyone can form an opinion as to whether the profit is excessive. In other words, a charge of profiteering or unjust dealing with the public can be sustained only when it is shown conclusively that the proportion "C" bears to the sum of "A," "B" and "C" is unduly large.

## How It Works

For example, suppose a merchant buys one hundred pairs of boots, paying the manufacturer at the manufacturer's place of business \$10 a pair, and marks them for sale at \$15 a pair. If only these two factors are considered there would be an apparent profit of fifty per cent. on invoice cost. If the information goes to the public in this bald fashion some at least of the people draw the inference that the retail merchant is making the profit of fifty per cent. At any rate there is the suggestion, and too often the inference, that he is making an unreasonable profit, that he is contributing unduly to the high cost of living, and that he is a profiteer. Before the merchant can establish the price at which he proposes to mark the goods he must take into consideration all of the factors which have been mentioned, and probably many others.

## Must Pay Interest

In the first place he will have to figure paying interest on the money with which he has bought the goods, because, as you are aware, the banks do not loan money for mercantile purposes without charging interest. He will also have to pay the freight on the goods, and, if they are bought outside of Canada, the duty as well. He will have to pay also cartage on the goods from the station. He will also have to charge against these boots—every pair of them—a proper proportion of all his other expenses of doing business, that is to say, rent, light, heat, interest on the cost of his furnishings, depreciation in stock-in-trade, wages, paper,

(Continued on page 44)

# Believes Public Fed Up on Sale Advertisements

Begg & Co., of Hamilton, Have Discontinued Advertising Comparative Figures — Favors Advertising One Thing at a Time—Too Many Things Mentioned Confuse the Public—Retailers Like Sheep All Trying to Get Through One Hole in the Fence.

**I** HAVE an idea that the advertisement that counts is the advertisement that talks of only one thing."

If all the well-marshalled opinions that J. C. Begg, of Begg & Co., of Hamilton, Ontario, could be summed up in one sentence, that sentence would probably be the one quoted above. He thinks that goods talk more than prices. The public, he believes, are "fed up" on big sales that are advertised from day to day, sales that are not sales at all, but mere displays of well-arranged advertisements in which there is a good deal of printers' ink spread over a large space. The kind of advertising he likes is more along the lines adopted by the wholesalers, in which they mention the goods for sale, but saying nothing about the prices. Looking at the question through Mr. Begg's eyes, he feels that because a thing is bought at the store of Begg & Co. it is worth something on that account; that the name of Begg means something to the consuming public. If it doesn't, then so much the worse for Begg; the reputation which he has built up during his years of business goes for little.

And he applies the same principle to every other man selling clothes and haberdashery. There is a living for most men in the trade, and it can be got by advertising methods that are somewhat more sane than the things they are. Too much advertising of the kind most used to-day is, he feels, confusing rather than instructive, and he doubts very seriously if the public believes all that it reads in the daily advertisements when great sales are heralded in big letters.

## "Like a Bunch of Sheep"

I have felt that advertisers were like a bunch of sheep. They all saw one hole in the fence and all tried to get through that one hole," said Mr. Begg to MEN'S WEAR REVIEW. In other words, retailers who were advertising sales were straining every effort to impress the public with the tremendous bargains they were offering, when, as a matter of fact, that public was not as credulous as the advertiser believed. Moreover, the public were getting sick of sales, sales, sales from one end of the year to the other, and were beginning to wonder how the retailer was making a living when he could afford to mark down his goods so much all the year round.

## Trying the Theory Out

Begg & Co. are trying out this theory in actual practice, and they say it is working remarkably well. Five months ago they adopted a policy whereby all comparative prices should be discon-

tinued in their advertisements other than once or twice a year when they have their annual or semi-annual sale. In January they have a big sale and they make it felt by reason of the punch they put behind it; but to talk comparative prices from one end of the year to the other is, in the opinion of Mr. Begg, distasteful to the public. In their daily advertising they use no comparative prices at all. They are, as much as possible, eliminating all sales and advertising their goods on their merits alone. In the final analysis they figure out that the merits of the goods count in sales more than anything else. Consequently when they have a thing to offer for sale they advertise it and use only one figure in doing so; they do not say this article was so-and-so, but now it is so-and-so.

## One Thing at a Time

Begg & Co. are also following out the policy of advertising one thing at a time. They believe that if an advertisement deals with, say, suits, overcoats, ties, handkerchiefs, shirts and underwear, it is only confusing and does not give the advertiser the best returns for the money he is spending in his advertising. They take one article at a time, or one line at a time, and try to put a punch behind that advertisement that will bring results. Instead of having to fill up so much space with advertising and giving the impression that something has to be put in to fill up, they figure that there are, for instance, so many men who want to buy an overcoat but do not want ties, shirts and handkerchiefs at the same time, and they devote one strong talk to that man. As an illustration of this, the case is cited of the wholesalers who send out different men for each article they have for sale rather than having one man handle half a dozen articles. Each day, therefore, is a talk to the public on one article, and the reader of that advertisement does not put down his paper with only a hazy idea of what he read, but a definite conviction that Begg & Co. have one thing in their store they think worth saying a good deal about.

## Tries to Avoid Price Talk

While firmly convinced that there are times when prices can be talked according to perfectly obvious fluctuations of the markets and various conditions affecting them, Begg & Co. feel that goods should sell more on their merits than the appeal to the public by the majority of advertisers would indicate. They do not delude themselves into believing, according to Mr. Begg, that the public are not as well informed as they themselves

are. "I like to think that the public is as well informed as I would like to be myself," said Mr. Begg in explaining this point. He does not think the public swallows all they read in daily advertisements. "To-day, the man who talks prices has to imagine a lot and make the customer imagine a lot, and a good deal of the price talk during the last few years has been more of imagination than reality," he said.

## Appealing to the Boys

Begg & Co. go after the boys' trade in a novel way. Twice a year, at least, they mail a personal letter to their boy friends, of which they have nearly 1,000. The mere fact that there are two or three boys in one home does not deter them from sending a letter to each boy, for there is always something in the letter that leaves an impression on the boy to such an extent that the parents in that particular home will have two or three boys urging them to go to Begg's rather than one. In each letter he generally puts a little gift of some kind. As an instance, he sent out a button picture of the Prince of Wales recently to these 8,000 boys. It usually "starts something" when such methods are adopted, and the results have been very satisfactory according to the head of the firm.

Needless to say, a careful survey is made of the result obtained by these letters. The working out of the entire system indicates whether or no there has been a response to the letter. If there hasn't been, the next letter may contain a reminder such as this:

"You never answered our last letter to you, but we're going to forgive you, and just to show that we don't hold any hard feelings we're going to do you a good turn."

There was a personal touch in that paragraph which appealed to the boys, for many of them wrote personal letters to the firm expressing their regret at not answering the letter.

## SCOTLAND WOOLLEN MILLS OPEN STORE AT RIVERDALE

The Scotland Woollen Mills Co., Ltd., have opened up a new store in the Riverdale district of Toronto, the opening day being December 20. It is at 130 Danforth Ave., just opposite the Allen Theatre, where the civic and Broadview cars meet.

Their opening day was marked by a special sale at which they gave with every order for suitings or overcoats at \$25, \$30, or \$35 a pair of pants. Also a number of sample coats were disposed of at \$25.

**BASIS FOR DETERMINING PROFITS**

Continued from page 42

twine, stationery, etc., book-keeping and accounting, collection of debts, bad debts, delivery, advertising, as well as a proportion of the loss which would come through the fact that he will almost certainly have to sell some of the boots at a lower price than the marked price. It is only when a retail merchant has taken these into consideration, basing the amount on his experience of previous years, or on the experience of others, that he is in a position to fix what is a reasonable marked price.

**Must Be Considered**

Similarly take the case of bacon. In addition to the other items which have been mentioned as having to be considered by the merchant in fixing the retail price, he must take into consideration the following:

Diminution in weight resulting from evaporation.

Loss in the process of slicing, because certain parts are less saleable or unsaleable.

Loss from the fact, he buys bacon wrapped in heavy papers, pays the same price for the paper as for the bacon, and loses whatever has been paid for the paper. The weight of the paper so bought, and which the merchant loses, may amount to many hundreds of dollars in a year.

**Cost of High Living**

It is the opinion of merchants who have given deep thought to the question that the prices the consumers are paying to-day are due to the cost of high living, rather than to the high cost of living. This condition is reflected in some of the items that are included in the analysis of the cost of doing business. For instance, one of the details of expense that shames the merchant is the cost of delivering goods to his customers.

During the past four years, owing to the higher prices of labor, of equipment and of feed, that cost has grown enormously. The expense of keeping a horse has actually doubled during the past two years. When in the evolution of retail trading the merchant undertook the work of delivering, he entered the field of transportation. Instead of charging for the service rendered by him in that field, as ordinary transportation companies do, he was unwise enough to carry it on gratuitously. He was obliged to include the expense among the items that made up the cost of doing business, which meant that it was reflected in the price of the goods.

**Has Included the Cost**

The result has been that ever since he began to deliver he has included the cost of service in his retail selling price. It may be added here that retail trade delivery is the most expensive kind of transportation known; it is also worth while to mention that the public has unfortunately been taught to expect a maximum service in this particular. It is the function of the retail merchant to serve the public, and he has now little or no option. If he wants the business he must furnish the delivery. The custom has extended itself so that he cannot control it. It may be that sentiment among retail dealers is favorable to a

restriction in delivery service, as recent efforts at reform would indicate. But the general principle of full deliveries cannot be changed. Therefore, the customers who live near a store and carry home their purchases usually pay the same prices as the ones who demand that the articles be delivered in some distant and widely-separated parts of the city. There are frequent occasions, indeed, when the cost of delivery exceeds the selling price of the goods delivered.

**Important Factor**

We are discussing the subject of delivery at some length because we believe your board is interested in learning about its important bearing on the distribution of merchandise at retail. We would go so far as to suggest that your board consider the advisability of securing to the customer who performs delivery service for himself the benefits of that service. An innovation of this kind would exert a very beneficial influence economically, because it would lead directly to reductions in the retail prices for many lines of goods. We believe that any customer who desires to save the cost of delivery on his purchases by taking the goods with him should have the opportunity of making that saving. The only way in which that saving can be assured to him is by a policy of charges for deliveries.

**Dictate Methods**

We have already referred to the growing tendencies of outside organizations to dictate methods and terms to merchants as employers. The principal manifestation of this development is to be found, of course, in the case of wages. The increases in wages paid to employees of retail stores during the past two or three years are unprecedented in the history of business. The situation gains seriousness chiefly through the fact that a considerable part of the service purchased by the merchants is inefficient and indifferent at the beginning. The increasing scale of salaries is being paid to employees who come to the place of business uneducated for their work. This fault is largely due to the Government's failure to furnish institutions of education in which employees may be prepared for business careers. Under present circumstances it is essential that the staff be trained by the merchant. Even during the period of education or training, however, they are receiving large salaries based on the current cost of living. As salaries are by far the most important item in the expense of retail business, this state of affairs naturally increases the retail prices. It would seem to us that reforms by the Federal or Provincial Government would terminate the unfavorable features we have just mentioned, and that your board might make effective recommendations along that line.

**Requires Consideration**

We have deliberately refrained from showing resentment at the interpretations placed by newspaper writers on material submitted to your board. But we feel that an item in one of these papers proclaiming that retail merchants were making a yearly gain of 7,000 per cent. on bacon requires some consideration. Your board may remember that this item purported to give an

account of the proceedings here at which retail merchants were being called to testify. While we clearly understand that your board has not exercised jurisdiction over newspaper reports, we beg to submit that these reports mislead the public and do a serious injustice to the retail merchant. Our object in drawing this phase of the subject to your attention is to point out that the principle of basis employed by your board in arriving at the so-called gross profit on various articles is followed by the daily press. It appears to us that there should be attached to your board, as a part of its organization, a recognized expert in the principles of merchandising, who could assist you in determining such matters as profits fairly and accurately.

The Retail Trade Bureau and the Retail Merchants' Association realize that there are problems and weaknesses in the system of distributing merchandise. We desire to make clear to your Board and to the public our belief that some of these may be remedied only through legislation. We know that the retail merchants will gladly cooperate with your board in its efforts to reduce the cost of merchandise. We take the liberty of requesting, on behalf of the Retail Trade Bureau and the Retail Merchants' Association, a similar measure of co-operation.

**Percentage of Expense to Selling Price for Year 1918**

Submitted by a Winnipeg merchant.	
Item.	Per Cent.
Advertising	2.92
Bonuses	1.75
Delivery	.47
Depreciation	.72
Donations	.44
Express and freight	.54
Insurance	1.17
Interest	.33
Light	.47
Postage	.08
Rent	4.56
Repairs	.05
Salaries	14.53
Stationery and office	.08
Sundries	.76
Taxes	.62
Telephones and telegrams	.10
Travelling	.44
Wrapping supplies	.51
Total	30.54

**PRESENTATION FROM EMPLOYEES**

The salespeople of the two Wegner Clothing Company stores presented the manager, C. P. D. Wegner, with a handsome pipe, a fountain and a gold pen-ni-fe recently. The presentation was made by three lady employees, who, on behalf of their fellow employees, wished Mr. Wegner a Merry Christmas and a Prosperous New Year. They all sang "He's a Jolly Good Fellow," after which some of the older employees delivered brief addresses. Mr. Wegner replied briefly, thanking the salesmen and women for their kindly remembrances.

**Table Showing Price at Which an Article with an Invoice of \$1 Must be Sold in Order to Make Any Desired Profit.**

	Net profit	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%
15% Cost of doing business—Sell for.....	1.19	1.21	.22	1.24	1.25	1.27	1.28	1.30	1.32	1.33	
16% Cost of doing business—Sell for.....	1.21	1.22	.24	1.25	1.27	1.28	1.30	1.32	1.33	1.35	
17% Cost of doing business—Sell for.....	1.22	1.24	.25	1.27	1.28	1.30	1.32	1.33	1.35	1.37	
18% Cost of doing business—Sell for.....	1.24	1.25	.27	1.28	1.30	1.32	1.33	1.35	1.37	1.39	
19% Cost of doing business—Sell for.....	1.25	1.27	.28	1.30	1.32	1.33	1.35	1.37	1.39	1.41	
20% Cost of doing business—Sell for.....	1.27	1.28	.30	1.32	1.33	1.35	1.37	1.39	1.41	1.43	
21% Cost of doing business—Sell for.....	1.28	1.30	.32	1.33	1.35	1.37	1.39	1.41	1.43	1.45	
22% Cost of doing business—Sell for.....	1.30	1.32	.33	1.35	1.37	1.39	1.41	1.43	1.45	1.47	
23% Cost of doing business—Sell for.....	1.32	1.33	.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	
24% Cost of doing business—Sell for.....	1.33	1.35	.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	
25% Cost of doing business—Sell for.....	1.35	1.37	1.39	1.41	1.43	1.45	1.47	1.49	1.52	1.54	
30% Cost of doing business—Sell for.....	1.45	1.47	1.49	1.52	1.54	1.56	1.59	1.61	1.64	1.67	

# "Service to the Public" Good Motto Siberry, Danforth Ave., has Fine Store

How a Young Man Twenty-five Years of Age Built Up His Business—The House of Glass  
—Makes Special Use of Silent Salesmen — Strictly Cash Business.

**S**ERVICE to the public; selling the best article at the best price," is the principle upon which R. J. Siberry, 337-39 Danforth Avenue, has built up an enterprising business in this rapidly developing section of Greater Toronto. Something over eleven years ago, Mr. Siberry first set foot in Canada, hailing from the Motherland, and bringing with him those national characteristics which have meant a great deal to the development of this western democracy. He was soon in business for himself, even though a quarter of a century had not passed over his head. At thirty-five years of age, he looks back to ten years of a successful business life; and in this backward glance, there is the little store as a beginner, developing into as well equipped a store for its size as one could desire to see anywhere. The first decade of Mr. Siberry's business career will have come to an end next July; and if his present quarters are an indication of the success that has attended the working out of the principle upon which he decided

to found his business, then none can say that he has not been successful.

## The House of Glass

It is just about two months ago that Mr. Siberry moved from his former store, which was just across the street on Danforth, and a little farther west. He moved into a store of his own creation. With a justifiable look of pride in his eye, he told MEN'S WEAR REVIEW that he had designed every feature of the store himself. For upwards of two weeks, he spent most of that time in New York City looking for ideas that would enable him to furnish a store with fixtures and devices that would cut down his overhead expenses to a minimum and give him the maximum of results in sales. He seems satisfied that he has obtained, in this respect, what he wanted, for he stated that his overhead expenses were no greater than in his former store, though there is no comparison between the two as to attractiveness, and he says business is much better.

Mr. Siberry might well call his store

"The House of Glass." It is 35x100 feet, and in it there are not fewer than eighteen silent salesmen alone. By no means does that represent all the glass fixtures he has in his store. Deliveries on glass are as scarce these days as deliveries on many lines of haberdashery, and he has not been able to get the glass he wants for all his fixtures as yet. Ultimately, he says, practically everything he has in his store, with the exception of collars which are carried in boxes, will be behind glass. While Mr. Siberry hopes for a turnover of his goods so rapid that dust cannot accumulate on them, yet he will not even give it a fair chance to soil any of them. Besides, it makes the most attractive store, he declares, and an attractive store spells business. He uses an abundance of electric light, and that always shows up glass fixtures at their best.

## Plenty of Space

Eighteen silent salesmen in a store 35x100 feet may give the impression of a crowded store; but it is not crowded in



Mr. Siberry's store might well be called the House of Glass. There are eighteen silent salesmen in this store; and with these lighted up, it presents a most attractive interior. Practically all lines of goods carried by Mr. Siberry are behind glass.



Exterior view of R. J. Siberry's store at 337-339 Danforth Ave. The base is finished in marble and the double entrance gives three windows for dressing and displaying goods. The planning of the entire store, both interior and exterior, was done by Mr. Siberry himself.

any respect. What stock Mr. Siberry keeps, that is reserve stock, is not seen anywhere. It is hidden from view; his store, so far as the customer is able to see, is simply for the purpose of selling goods, not storing them. The salesmen are arranged down each side of the store, the front and back. At the very front of the store is a circular silent salesman, which he uses for a general display of haberdashery. The front salesman to the left of the store are used for shirts of all kinds, and underwear; and what reserve is carried is carefully arranged according to sizes and prices in boxes that slide into a glass fixture that works on the same plan as a sectional book-case. All the underwear is arranged the same way. So, too, are all the other goods that are carried on that side of the store. Everything is behind glass, and little inconvenience is caused in displaying goods. The customer can see all there is to be seen at a glance, and it is displayed in such a way that it is attractive.

#### Revolving Fixtures Used

In the centre of the store, behind the circular silent salesman, are revolving fixtures for the display of men's or boys' suits or overcoats. These are simply models to exhibit the numerous lines of semi-ready clothing which Mr. Siberry carries. He is strong on semi-ready clothing and says he gets much better satisfaction out of it than made-to-order goods. The purchaser can see in the mirrors, which are plentiful in his store, whether the suits fits him or not; he is satisfied in a few minutes, the sale is completed and there is no further trouble. Mr. Siberry carries semi-ready styles ranging in price from \$25 to \$60, and he claims to miss very few sales.

There are other silent salesmen in the centre of the store in which are displayed gloves, mufflers, and, generally speaking, the smaller articles of

men's wear. At the rear of the store, he carries workingmen's outfits.

#### Glass Cases For Clothing

Set into the wall at the right of the store is a long glass fixture, in which all the ready-made clothing is carried. It is double-tiered, and in the very centre of the fixture is a fitting room, where a try-on may be had. This is one of the big features of the business, and Mr. Siberry plays it up well in this very handsome glass fixture. Men's hats are displayed in another glass fixture, just at the right when one enters the right-hand entrance to the store.

#### Tiled Floor For Entrance

The entrance to the store is decidedly attractive. There are two doors, thereby giving him three separate windows for dressing and displaying goods. He specializes on window-dressing, and one gets a good idea of the various lines carried by the windows. The approach to the doors is a tiled floor, and the base of the windows is marble.

#### A Strictly Cash Business

Along with Mr. Siberry's principle of business to give service to the public and the best article for the best price goes a strictly cash arrangement. If Mr. Siberry makes a promise, so he says, he keeps that promise to the letter if it is humanly possible. If a man wants a thing and he hasn't got it, but can get it, he says he will and he does. But he asks for cash, and he says he gets that, too. "I have been in business ten years and I will sell you all my bad debts for \$100," he said to MEN'S WEAR REVIEW. He gives no credit to anyone. His customers know his methods of business in this respect, and Mr. Siberry claims that they benefit by it in better prices. He told MEN'S WEAR REVIEW that the clothing order

of the Board of Commerce did not affect him one iota, as his percentage of profits was below what the order called for. He banks on a quick turnover and frequent turnovers for his profits.

#### In Close Touch With Staff

There are four brothers working in Siberry's, and that, no doubt, means a good deal insofar as personal interest in the store and its progress is concerned. At the same time, Mr. Siberry keeps in close touch with the members of the staff and daily checks up their sales. If the average is not well maintained, he talks the matter over with the clerks and gives them pointers on salesmanship and does all he can to help them along. If he sees that one of the clerks seems stuck on a sale, he goes over and gives him a hand. Not only does he, as proprietor, dislike to lose a sale, but it discourages a clerk when he is unsuccessful. He claims that he pays higher wages to his staff than any other store in the city and that this is one reason why they all take a person interest in the store.

#### Opening in the Evenings

Danforth, being a new district, and many of the people there being employed in the central portion of the city, a good deal of shopping is done in the evening. An extra man is brought in in the evening to help in this store, for this is the time when a large portion of the week's business is done. He keeps open until nine o'clock each evening of the week, and until midnight on Saturday.

#### OPENS A NEW STORE

Walter Messig, of Mitchener's, Saskatoon, Sask., has completed arrangements for the opening of a men's furnishings store in Melfort, Sask. Mr. Messig has had many years of experience in the business.

# Decline Will Be Gradual

Best Authorities Believe That Decline in Prices, When It Comes, Will Extend Over Period of From One to Three Years—Drop Will Be Absorbed Without Serious Losses—Should not Affect Buying of Stock

SOME day there will be a return to normal conditions in all branches of merchandise and industry. High prices in foodstuffs, in wearing apparel, in all the common necessities of life must inevitably drop sooner or later. Things cannot remain abnormal for an indefinite length of time; there must come the turning in the road, and then the decline in prices that seem to have mounted high as Haman's gallows during the last few years. History repeats itself in prices, as it does in the affairs of men and the conflicts of the nations. After the American Civil War, prices in many of the necessities of life mounted even higher than they are to-day. But the decline came, and it will come again as surely as the rising of tomorrow's sun.

## How Will It Come?

How will it come? The question is already beginning to agitate the minds of manufacturers and retailers. The assault on the high prices of foodstuffs has been persistent and has resulted in reductions along certain lines. Next will come the demand for reduced prices in men's and women's wear. The war altered many a man's life; it started new currents of thought and created new habits of life. It taught conservation of energy, conservation of raw materials, conservation of wealth. It taught men how to save, and how to work, so that they might save. Along with the tragedy of the war also came opportunity for safe and profitable investment in Victory bonds. Men and women discovered that they could make a suit or a dress or a pair of shoes last longer by a little mending if it meant that they could buy another \$50 Victory bond.

This lesson will not be forgotten if the time ever comes when the consuming public begins to feel that they are being needlessly bled by the manufacturer or the retailer who demands too great a profit. For example: The gentlemen who shine shoes in a certain city decided one day that, on account of the advance in prices due to the war, and because everybody else seemed to be "doing it," they would ask fifteen cents instead of ten. They did it. For a week their stalls were empty; people did their own shining of shoes. Then they dropped the price back to ten cents. But in the meantime, many men and women had learned the art of shin-

ing their own shoes, and they never went back.

## Profits Have Been Fair

Retailers of men's wear have, we believe, demanded a profit not unduly excessive during the last four years. There have, probably, been exceptional cases, but these have been very few and there has been a ready disposition on the part of the trade to fulfill the spirit as well as the letter of the various orders of the Board of Commerce.

But, as has been said before, the time is coming when there must be a decline in the abnormally high prices that have prevailed during the years of the war and which still remain exceptionally above normality. It is a time which may be dreaded to a more or less de-

Whether in the immediate or the distant future, the time is coming when there must be a decline in prices. With that decline, there arises a score of problems that are of vital interest to the retailer in men's clothing. How is it coming? Will it be a sudden decline or will it be spread over a considerable period of time? If it is to be sharp, how is the retailer to weather it? If it is to be a matter of months, perhaps years, what are the best ways to prepare for it? In the accompanying article some effort is made to throw light on the subject.

gree by manufacturer and retailer alike. There is a feeling among the men of the trade that this decline must come; and many are wondering how they are going to meet it.

## Decline Will Be Gradual

Those who are best able to judge say that the decline in prices will be gradual, so gradual, in fact, that retailers will be able to absorb the altered prices without much loss to themselves. A sudden and sharp drop in prices would create complications that might be dangerous and exceedingly harmful. Both manufacturers and retailers will seek to avoid it and can avoid it with co-operation. It would be to no one's benefit to dislocate the markets by a sudden drop. By the very nature of things, moreover, the decline must be gradual. The only thing that will cause the cost of things to drop will be greater production; and greater production is not a thing of a day or week, or even months. Competent judges believe that this decline, when it comes will be

spread over a period of one or two years. Some even say it will be three years.

## The Effect on Stocking

From the standpoint of the retailer there is a vexed problem here. There is, at present, a hesitancy among many of the men of the trade to stock goods—much less to over-stock on them—because of the uncertainty of future prices. If a man can get immediate delivery on a consignment of goods, which, formerly, he retailed at one-third of the price at which he retails them now, he will buy them and bank on a quick turnover. But when his delivery is delayed from one to four or five months—and he feels morally certain they will be in the majority of cases—he hesitates about ordering. He does not want to be left with a stock of goods on which there has suddenly fallen greatly reduced prices.

Perhaps this condition among the trade is not very general at the present time. The decline does not seem a thing of the immediate future. There seems, at present, little relation between ordering and delivery, so far as fear of a disastrous decline coming suddenly is concerned. In some cases, premiums are being paid for deliveries, and it is more than probable that some of the retailers of men's wear will have goods coming into their stores next Fall that should have been there for the Spring trade. And they will take them; and, perhaps, be glad to get them. Fear of a decline, so far as can be judged at present, is not resulting in a holding back of orders from the manufacturers.

## But It Will Come

It will come, however. But in the meantime, retailers need have no fear of keeping their lines well stocked with goods on which they are getting a reasonable profit—and that means most, if not all lines. A sudden and sharp decline would be as unfortunate as a run on a well-established bank. Nothing would be gained by it and there would be considerable loss to many who would suffer innocently. Everything points to the fact that this decline must come—though there may be no evidence of it as yet—but when it does come it will be of such a character that great losses will not be sustained and there will be no serious dislocation of business. It is as well for every retailer to keep his eye on developments as they are bound to affect his business; but we see no need for him to view the inevitable decline in prices with any degree of apprehension.

## Gift of Big Insurance Policy to Employees of Murray-Kay Co.

Employees of Six Months' Standing and Over Are Remembered by  
Toronto Firm—Policy May be Taken Up if Employee  
Leaves the Firm.

**I**NSURANCE policies ranging from \$500 to \$1,000 in value were presented to the employees of the Messrs. Murray-Kay Company, Ltd., of Toronto, on the 12th of December. Every member of the staff who has been in the employ of the firm for six months or longer was the recipient of this handsome gift; and so long as he or she remains with the firm, the expense of keeping up the policy is borne by the company. The size of the policy is graded according to the length of the employee's service; thus an employee with six months to one year's service to his credit gets \$500; two years, \$600; advancing by \$100 a year until the maximum of \$1,000 for five years' service is reached. Those who have not yet been six months with the firm are not forgotten, however. Every new employee of the firm will, after six months' service, participate in this insurance plan.

The policies are issued under the group insurance plan. No medical examination is necessary and if the employee leaves, he or she is at liberty to take up the insurance and carry it; otherwise, the company bears all expenses in connection with it. There is a permanent liability clause in each policy whereby the insured gets payment in a lump sum, or in instalments if preferred.

### Employees Warmly Praised

In making the presentations on behalf of the company, Mr. John O'Connor gave them the following message:

"The success of Messrs. Murray-Kay Company, Limited, in a large degree, must be attributed to the loyalty of its employees. The company, therefore, desires to give substantial expression to their appreciation of the type of services our employees have been rendering in every department.

"On analysis of the personnel of the store a fine spirit of camaraderie has been discovered, and this the company wishes to do all in its power to foster. Throughout the year of 1919 this spirit of co-operation has been at work, and so productive of fine results has it been that not a small part of our 1919 success has been due to this factor.

"Fully realizing the value of team work and appreciating the type of men and women which alone can make this possible, the Murray-Kay Company desire to cement the very noticeable bond of friendship which has developed among its employees.

"A life insurance policy was deemed of so substantial and permanent a nature that the company have entered into an arrangement whereby all our em-

ployees will be insured. Everyone who has been on our pay-roll for at least six months will be presented with a life insurance policy, ranging in value from \$500 to \$1,000, according to their length of service with us.

"Each policy is presented without any cost whatever to the employee, and we trust will convey an abundance of goodwill at this Christmas season."

### QUANTITY NOT ESSENTIAL

Only a Few Articles in Fairweathers' Window, But Passers-by Stopped to Look

Fairweathers, Ltd., moved into new quarters during the early part of the month, and at the outset one of the big windows was given over to a display of men's wear. Only a few articles were shown, but the effect was strikingly attractive. A costly rug was spread out in the centre of the big window and around it were four up-to-the-minute overcoats hanging on racks. About a dozen hats thrown around almost carelessly, were scattered about the rug, and the same number of caps were also perched up in conspicuous places. Half a dozen pairs of gloves and a few canes completed the display, which, with a draping of green velour, succeeded in attracting the attention of about nine out of every ten who passed.

## Favors Individual Display as Aid to Confused Customer

C. E. Cartwright, of Oak Hall, Meaford, Believes That Too Many  
Articles Displayed in One Spot Only Confuse the Customer.

**P**ARTICULARLY for occasions when people are in search of gifts, C. E. Cartwright, proprietor of the Oak Hall in Meaford, favors an individual display of haberdashery. He rather inclines to the view that Begg & Co. hold of advertising, namely, that too many articles advertised only confuse people; so Mr. Cartwright believes that too many articles displayed in one place only confuse.

### Favors Individual Display

Mr. Cartwright favors an individual display of goods. "A customer comes in, especially at this time of the year," he said to MEN'S WEAR REVIEW, "and has not just decided what he or she wants. Suppose, for instance, he or she has in mind a muffler. Upon entering the store they see a table full of mufflers, and seeing them only confirms their desire to purchase that muffler. They go to that table and in

## Cluett, Peabody To Branch Out

Will Invest \$150,000 in Plants in Sherbrooke, St. Johns, and Montreal

According to a statement by F. W. Stewart, Canadian manager of the Cluett-Peabody Company, that firm is about to invest \$150,000 in the establishment of three new Canadian plants. One of these plants has already been opened at Sherbrooke, Quebec, the machinery for it being sent from the parent plant at St. Johns, Que.

A subsidiary plant is being established at St. Johns, Que., where only collars are to be made. It so happens that many of the female employees of this plant have married employees, and the novel plan is being worked out of employing these female hands for a certain number of hours each day. By this method, the output of the St. Johns plant will increase from two to four thousand dozen collars per week, and production thereby materially increased.

The third site has been purchased in the northeast corner of the city of Montreal, where the Peabody firm is establishing another new plant. In the Sherbrooke plant some 300 employees will be engaged, while about 200 will be engaged in the new Montreal branch.

It is the intention of the firm to leave the parent plant at St. Johns. In the Sherbrooke and Montreal plants all the sewing operations will be carried on; while at Montreal all the laundrying and shipping operations for the province will be done.

a moment make a final decision, because they see nothing else. The sale is made in half the time. If they were too look into a show case filled with a dozen different articles, they would want to be shown every article in it before making a final decision; possibly they would go out without deciding at all what to buy. They might be more confused than when they came into the store.

### Office in Centre of Store

Mr. Cartwright, who has been in business for three years, has his office right in the centre of the store as a matter of policy as well as convenience. From this point of vantage he can watch each customer being served, and if he sees that one of his clerks is liable to fail in making the sale, he comes to their assistance before the customer leaves the store.



# Do You Know Your Overhead?

Cost of Carrying on Business Has Been Advancing Steadily. Investigation by Expert Shows That Many Business Men Do Not Know What It is Costing Them to Carry On.

SOME figures not only interesting, but rather startling, are given by Professor Melvin T. Copeland, director of the Bureau of Business Research, Harvard University, who has been conducting a personal investigation into the cost of doing business. In his report, he says in part: "In practically every instance we found that the stores with a high rate of stock turn were operating at a substantially lower expense than the stores with a low stock turn. Furthermore, there is less loss through depreciation, shrinkage and obsolescence in stores which turn their stocks rapidly.

## Do Not Know Costs

"We also found that many merchants do not know what it is costing them to do business. Frequently we had merchants tell us specifically that they did not know what their total expense was. In the retail grocery trade and in the retail drug trade, I judge that probably fifty per cent. of the storekeepers do not take an annual inventory. As regards expenses, I am led to believe that an even larger proportion of retail merchants, have no accurate knowledge of their operating costs. An amusing instance was furnished by a retail grocer who returned the form we sent him with the following statement written across the face: 'I have no detailed records, but my cost of doing business is five per cent.'

## Operating at a Loss

"Even under present conditions when losses are far less frequent than in ordinary times owing to the demand for goods, there are still quite a number of retail stores that are being operated at a loss. We can look ahead to a period of great business prosperity. Yet before we realize that we will have to go through some adjustments. The active demand in retail trade that is now resulting from inflation is particularly unstable. This demand has risen largely from consumers who have enjoyed a sudden, rapid increase in their incomes.

## Buying Luxuries

"Workmen, for instance, are buying silk shirts and many other luxuries to which they were not previously accustomed. There is an accumulated demand for new homes, yet this demand is not being filled in a great many cases, because prices of building materials and labor are so high. In other words the great demand that we have witnessed in recent months is not primarily the demand that has accumulated during the

war, but rather a new demand that has resulted from inflation. Sooner or later the accumulated demand of the last four or five years will have to be taken care of and eventually the process of deflation will help to bring this about."

## Are Not Justified

Discussing business generally, Professor Copeland says, "We have heard a great deal for some time past about profiteering. From careful observations I judge that many of these accusations are unjustified. Business has been very active in most lines and failures have been far less frequent than in normal times. Yet I doubt seriously whether there are more frequent instances of abnormal profits in retail and wholesale businesses than in manufacturing or among wage-earners and farmers.

"All along the line we have seen higher prices, higher incomes and higher expenses. Clergymen, school teachers and college professors are about the only classes who have not had a share in these larger monetary incomes. The dollar has truly fallen in value, but not because of the machinations of merchants and business men.

## In Same Proportion

"My investigations would indicate that the cost of doing business has gone up in retail and wholesale trades about as rapidly as prices and profits have advanced. I have had every opportunity to learn the cost of doing business in many trades, and have been furnished detailed reports. They came from all parts of the country and I am confident that they are fully typical and a fair guide to what is happening.

"To my mind there is unquestionably an opportunity for improvement in the methods by which a large percentage of businesses are carried on."

## WILL THEY ASK FOR TENDERS?

Captain R. L. Brydges, Church of England chaplain to the Jail Farm, has called attention to the fact that no provision is made for clothing for discharged prisoners and that they are, consequently, sent out into the cold of the winter months in their summer clothing. He estimates that the present needs are twelve dozen suits of underwear, fifty suits of clothing and fifty overcoats. Here is a chance for a successful tender.

## Floor Collapses at Midland

Fifteen Children Injured When Santa Claus Section of the W. E. Preston, Ltd., Departmental Store, Gives Way — Two with Broken Legs, One with Concussion

With the store crowded with Christmas shoppers, a section of the second floor of the W. E. Preston, Ltd., Departmental Store of Midland, Ont., collapsed on Saturday afternoon, December 13th. Fortunately, there were no fatal injuries, in fact, the injured were comparatively few and not serious. The falling floor was checked by the cash carrier wires long enough to allow customers and employees to escape from the ground floor to the street, and the final collapse was delayed somewhat by the shelves on the lower floor of the store.

The section which gave way was the Santa Claus section which accounts for the fact that most of the injured were children. In all there were about fifteen injured, among them being two children with legs broken and one with concussion of the brain.

The firm gave every possible attention to the injured. There has, as yet, been no suggestion of an investigation.

## TOOKE BROS. EXPANDING

To Cope With Business, Opening Up New Factory at Longueuil

The firm of Tooke Bros., shirt and collar manufacturers, of Montreal, has been unable to handle the business offered the firm in that city and is trying an experiment of opening up a branch factory on the south shore of Longueuil. Work started about the middle of December in a factory with about fifty machines at a place on the Chambly Road, which formerly was used as a chocolate factory. The manager of the company, W. A. Brophy, stated that if the firm could secure the necessary help in this new branch they would extend the new factory and increase the equipment to 150 or 200 machines.

At the present time, until an abundance of help is certain, the company will operate only a part of the building, adding machinery, however, as fast as new help can be obtained. The town council of Longueuil has agreed to supply the firm with free water and to grant an exemption from taxation, providing the factory becomes a permanent establishment of the town.

A further extension is also being made to Tooke Bros.' Montreal plant.

## More "Made in Canada" Goods?

Unfavorable Rate of Exchange Resulting in Larger Bookings With Canadian Houses—Retailers Either Cancelling Orders or Delaying Payment Until Dollar Reaches More Normal Value.

**R**ETAILERS may be able to give an additional "punch" to their sales in the not far-distant future by advertising and offering for sale more "Made in Canada" goods than they have been buying of late. While rates of exchange are bound to work a hardship in individual cases, in the long run it may not be a bad thing for a country perfectly capable of financing itself that the rate of exchange sometimes goes against it. A number of retailers are finding out at the present time that the unfavorable rate of exchange in New York is working considerable of a hardship because the value of their dollar is fluctuating between 85 and 95 cents. This is one of the things on which the retailers who appeared before the Dominion Board of Commerce did not count when giving their evidence relative to the cost of selling over the counter. But it constitutes a legitimate item in figuring out overhead costs; and, moreover, it is an item that mounts to considerable proportions these days. Canadian buyers who are paying bills in the United States these days are complaining of the unfavorable rate of exchange and, incidentally, are losing quite a number of dollars because of it. As one retailer expressed it to **MEN'S WEAR REVIEW**: "If this rate of exchange keeps up for the whole summer, it will ruin us."

### Has Its Compensation.

It has its compensation, however. Many Canadian jobbers who have been running to the United States for goods that have been made in Canada are now seeking cover by ordering Canadian-made goods. The head of a firm manufacturing hosiery, for instance, stated to **MEN'S WEAR REVIEW** that jobbers who had said to him eight months ago that they would buy in the United States because they could get better prices were now "kicking themselves" because they were paying their bills when the rate of exchange was at the worst that it had been for many years. These same jobbers, at that time, believed that United States business men were doing a wise thing in selling at lower than mill prices during the months that followed the signing of the armistice. Now, however, they are not quite so sure of their ground.

But, what is more important for the moment is that retailers and jobbers are, in many cases, cancelling their United States orders if they can and booking Canadian goods. In some cases they are unable to do this; but they are trying, at all events, to hold up payment until the exchange rate becomes more favorable to them.

### Aids "Made in Canada" Campaign

There is reason to hope, therefore, that while there may be cases where individual hardship has been experienced, in the long run it will increase Canadian production and aid the "Made in Canada" campaign. There never was a time in the history of Canada when there was such a pressing necessity for an organized campaign for the greater production of Canadian goods. And no man stands better to profit by Canadian-made goods than the retailer. On the whole, Canadian merchants are not yet ready to re-open accounts with Germany. With the rate of exchange against them in the United States, there may be a slackening of business in that quarter. The inevitable result will be a greater output of Canadian goods, both for home consumption and export. That is greatly to be desired. The people of Canada were never in a better humor to patronize Canadian-made goods; and there seems some likelihood of the retailer being given the opportunity of offering more of them for sale than he has been doing during the last decade or so.

### THE PRINCE OF WALES IS SETTING THE STYLE

According to information from London, England, the Prince of Wales, following in the footsteps of his grandfather, the late King Edward, is setting the styles in Merry England. In all probability, he will be a leader of styles in a wider circle even than that of the United Kingdom, for his dress while on this continent was carefully noted, both in Canada and United States, and there are already indications that some of the creations worn by him will be followed out here. The Prince seems to be avoiding the conspicuous and sticking rather closely to conservative styles, but with a cut and fit right up to the minute.

### HONOR "MAJOR" SMITH

Clarence H. Smith, of the C. H. Smith Company departmental store, Windsor, who was in charge of the organization of canvassers for Windsor East during the Victory Loan Campaign, recently entertained the members of his executive of workers at the Essex Golf and Country Club.

The loan drive here was conducted on a military basis, the officers being styled from brigadier-general to lieutenant, and the rank and file, or canvassers, as privates. "Major" Smith, as he was known, was presented with a sword and medal of honor by his co-workers on the executive, and was also made the recipient

of three miniature vessels on a tray named respectively "Major," "Clarence" and "Smith." The baby boats were supposed to represent the three vessels now under construction by the Imperial Munitions Board, which has offered to name the originals after the counties or cities raising the highest percentage of their quota in the Loan drive.

### FIRTH BROTHERS EXTENDING Modern New Clothing Factory to be Erected in Hamilton

Firth Bros., clothing manufacturers, of Hamilton, have made a large purchase of property in that city by which they round off their present holdings in the block on James street north, in which their retail store and general offices are located. They have secured 160 feet facing on Cannon street and bounded on the east by Hughson street, which gives them ownership now of all the land on the west side of Hughson street from Cannon street to the Sons of England Hall, with a James street frontage for a part of it.

It is the intention of the firm to erect a modern clothing factory at the corner of Cannon and Hughson streets.

### CANADA BUYS WOOLLENS

Out of a total exportation for September of \$1,096,174 in wool wearing apparel for men and boys, the United States shipped \$843,727 to Roumania. The next largest customer on the list is Canada with \$101,535. Canada also took \$433,305 in wool apparel for women and children, or 80 per cent. of total exports under that head.

### BRANCHING OUT IN OTTAWA

Ottawa, Ont.—The Tip Top Tailors, 202 Sparks street, have opened a ready-to-wear department to their store. The addition gives 36,000 square feet more space and all suits and overcoats are advertised at \$24. The firm will manufacture all the goods in their own factory. The interior is finished in white enamel throughout and gives a very pleasing effect.

Prof. Harold Whitehead, of the Boston University, defines salesmanship as "selling goods that won't come back to customers who will." "The creation of additional business without additional expense," is another definition from the Professor. He claims that salesmanship trained is better than personality untrained. A man with a poor personality, but trained to sell, will win out every time over the haphazard methods of the untrained individual with a good personality.

The Baldwin Tailors, Saskatoon, Sask., are putting on a weekly bank clearing guessing contest. One guess each week on a free suit is given to each purchaser of a suit at a dollar down and a dollar a week.

## Fair Prices Are Named for Serviceable Clothing

Clothing Sub-Committee of Chicago Fixes Suits and Overcoats at \$24.50, and Shoes at \$4.95—New Orders Will Cost More

"FAIR PRICES" for clothing has been listed by the Chicago Clothing sub-committee of the Illinois Fair Price Committee to show that dependable merchandise can be bought at reasonable prices, so a report from the Windy City runs.

The report states that, as long as present stocks last, men's suits and overcoats can be bought for \$24.50 each; men's shoes at \$5.95; women's suits at

\$25; dresses at \$15.25, and shoes at \$4.95. These prices were not fixed as maximum or minimum figures.

This sub-committee consisted of five executives of some of Chicago's larger stores and their statement said the figures were "fair prices for serviceable articles in the various lines mentioned," but that "replacement orders at the present prices would increase these figures."

### Out of all the stores in town Why did he pick on mine?

Who? The burglar that entered this store last Sunday morning and outfitted himself.

Why? Because he was after a High-Class Outfit, and he knew just where to come and get fixed up right.

That is the reason people are coming here for their Christmas presents, because the quality is the best and the assortment large.

DO YOUR XMAS SHOPPING EARLY

Here are a few suggestions for Christmas Gifts

*Frank Duncan of Newmarket believes in making the best out of adversity. Sometime between Saturday night, December 6th, and Monday morning his store was entered and robbed. Mr. Duncan believes there was a very good reason for this burglar entering his particular store. He tells why in the advertisement reprinted above. How is this for seeing the silver lining to the cloud?*

## DOMINION SURVEY OF BOOT INDUSTRY

OTTAWA, Dec. 14.—A preliminary survey of the boot and shoe industry completed by the bureau of statistics and covering returns of 152 establishments during the calendar year 1918 shows total capital invested \$31,493,152. The total payroll in these establishments was \$2,037,529, to 1,065 males and 361 female employees.

The cost of raw and partially manufactured materials used in the industry was \$25,227,448, to which leather of all kinds contributed \$18,009,401 and supplies \$7,218,047. The total value of production in the industry was \$43,332,932. Men's boots and shoes with a value of \$17,049,789 and women's \$11,155,267, headed the itemized list of production of value. Nearly four and a half million pairs of men's boots were turned out and 3,368,737 pairs of women's.

S. Aitkins has opened a new tailoring establishment in Steeves' new block, Moncton, N.B.

## RONCESVALLES MERCHANT ISSUES NEAT CHRISTMAS FOLDER

One of the novel Christmas advertisements was that issued by F. W. Davis, of 317 Roncesvalles Ave., Toronto. He issued a little ten-page folder, 3¼ by 6 inches, which he mailed to customers who come within his scope of probable business. The folder contained all manner of suggestions that would be helpful to the Christmas shopper, giving the price of each article. The cover was khaki color and could be carried in the pocket as neatly as an envelope. The first impression it gave to the recipient was of a group of picture post-cards

Arthur Rose has established in Saskatoon what is expected to be the finest dry-cleaning plant in Western Canada, if not in the whole Dominion. The plant represents an outlay of \$50,000 for buildings and machinery. All gasoline is kept in underground storage tanks and after being used is distilled for further use.

## RETURNED MEN START UP BUSINESS

The Brothers Kerr Will Manufacture Silk Ties in Vancouver

Charlie and Harold Kerr, who recently returned from Germany, where they were doing duty with the British Army of Occupation, have commenced the manufacture of silk ties in Vancouver, B.C. Charlie Kerr received some battering at the battle of St. Julien, but Harold came through without a scratch. They are sons of the Rev. W. E. and Mrs. Kerr, formerly of Clinton, Ontario, and nephews of W. B. Kerr, senior proprietor of the Clinton "New Era" and editor of the Brussels "Post."

## MODERN RAFFLES LEFT OLD DUDS; TOOK NEW SUIT

To a modern Raffles who entered the store of Frank Duncan, Newmarket, some time between Saturday night, December 6th, and Monday morning, a fair exchange is no robbery, though Mr. Duncan probably does not regard the exchange as a very fair one. Doubtless, he appreciates the spirit of this burglar, however, for he seems to have left all he had in the way of ready money and thrown in some things stolen a week previously and which were no good to him.

When Mr. Duncan entered his store on Monday morning, he found a neatly wrapped parcel in the center of the floor. It contained an old suit of clothes in which \$2.55 was found. There was also a pair of lady's silken hose and a pair of lady's shoes believed to have been stolen from the Christian church sheds some days before. But this was merely the exchange. What was missing from his shelves was a complete high-class outfit from head to feet.

## WM. DUFF & SON IN NEW STORE Pembroke Firm Move to Larger Quarters

Messrs. Wm. Duff & Son have moved their gent's furnishing stock from the store in the Leeney Block, which they have occupied for several years past, to their new premises in the Dr. Sparling corner, which they purchased some time ago and had entirely remodelled. The new store promises to be one of the most attractive in the town. With an entrance right on the corner it has splendid display windows on both streets, while the interior, equipped with up-to-date fixtures and splendidly lighted, is distinctly creditable. The firm have hitherto done a general store business, but will now concentrate their efforts on gent's furnishings.

Lewis, the tailor, has opened up a new shop in the Victoria Hotel Annex at Olds, Alberta.

# Cotton Supply Short for Years; More Wanted, Less Produced

World Authority Holds Out Little Hope for Necessary Supplies for Many Years—Tire Industry and India Consuming Vast Quantities.

AS stated in MEN'S WEAR REVIEW last month, the scarcity of cottons was responsible for the soaring prices of many articles manufactured from this material. According to an authority on the world situation with regard to cotton, Prof. John A. Todd, the present outlook is not only directed toward increased prices because of the prevailing shortage, but the future holds little encouragement, so far as the world supply is concerned. Prof. Todd is secretary of the Empire Cotton Growing Committee, and addressed the World's Cotton Conference held recently in New Orleans. He stated in the course of his address that the potential world-demand for cotton was on the increase, while the supply would not increase for some years to come.

## New Sources of Usage

Among the new sources of usage which are consuming at an enormous rate the world's supply of cotton, Prof. Todd mentioned the motor tire industry. This industry is consuming staple cotton at an enormous rate. India is also using greater quantities of cotton all the time. It used to be that the native would go barefooted. Now, however, with increased wealth, he is beginning to wear shoes and socks. If every man in India took it into his head to wear socks, the Dark Continent would consume a considerable proportion of the world's supply.

## Failure of U. S. Crop

A great reduction in the acreage under cotton in the United States was brought about by the disastrous slump of 1915, and recovery was further arrested by the continued slump before the signing of the armistice. Bad weather had given five bad crops in the United States during the war, and the crop of 1919 was a disastrous failure, said Prof. Todd, a failure that was a calamity, with the consequence that prices helped by financial inflation had broken all records with the exception of those which followed the American Civil War in the sixties.

## Many Mills Destroyed

An additional handicap in the world's output is the destruction of many of the mills during the war of the last five years, and added to this again is the question of labor. When labor becomes more plentiful and double shifts can be employed, production will be increased. The ability of the world to pay for the cotton is a temporary problem which will be adjusted when production is

again normal. The rate of exchange cannot be overlooked in price quotations. Egyptian cotton has been bought at ten cents a pound less than is paid for similar cotton in America, because of the rate of exchange.

## What India Takes

As an indication of the increased amounts of cotton being used in Ontario, the British Board of Trade report for the month of November shows that the export of piece goods had increased more than double in comparison with the corresponding month of 1918. In November of 1918, the exports to India totalled 46,435,000 yards, while in November of 1919 the yardage was 112,026,000.

The total exports of cotton yarns from the United Kingdom during the month of November showed an appreciable increase over that of the previous November, the increase being from 9,425,000 pounds to 13,502,000 pounds.

## GARMENT MAKERS' VIEWS ON TARIFF

Select Committee Will Gather Data on Question

Not only do the garment manufacturers desire to approach the all-important matter of the adjustment of the tariff in a scientific manner, but with a perfectly open mind. In order that the manufacturers may have all the necessary data which would serve as a guide when the adjustment comes, they have appointed a select committee whose duty it is to make inquiries insofar as the various manufacturers would be affected by a revision, either upwards or downwards of the tariff. A liberal fund has been appropriated for their work and they are losing no time in collecting all the information that will be of value when the matter comes up for discussion.

This committee consists of the president of the Garment Makers' Association, Horace B. Peabody, of Walkerville; H. M. Levine, of Montreal, vice-president, representing the overall manufacturers; H. F. Brooks, of Ottawa, and R. P. Sparks, of Hull, representing the work shirt manufacturers; F. S. Hodgins, of Kitchener, and F. W. Stewart, representing the fine shirt industry.

The Hub Store, Ltd., men's furnishings, of Sault Ste. Marie, is discontinuing business.

## WANT DATA ON DYE NEEDS Trade Commission to Accept Applications for Use of German Dyestuffs

The Canadian Trade Commission has made the announcement that it is prepared to receive applications from Canadian firms requiring German dyestuffs upon which the Allied Governments have an option under the Peace treaty. Interested parties are invited to communicate with the Canadian Trade Commission and obtain forms on which applications may be made for estimated requirements for the next six months. Any demand which appears to be excessive will not be acted upon until the matter has been investigated and found satisfactory. The applicant is obliged to sign a declaration that the dyes asked for are unobtainable on reasonable terms from British, United States or Swiss sources.

Up to the present time more than fifteen applications of this nature have been received by the Commission. In Canada there is no large dye industry and importations of German dyes will not injure any domestic producing interest. No one in any of the Allied countries wants to buy German products if there is any other recourse, but Canadians also have their own interests to guard, and obtaining fully satisfactory dyes is in their interests. The great Badische works on the Rhine are now operating almost full capacity, and arrangements have been made for large exports to the United States. The dye interests across the border are clamoring for protection by federal prohibition, but if they have failed to make good in their promise of a complete range of satisfactory dyes, can they complain if the consumers seek relief in goods dyed with the German dyes?

A new cloth, said to be suitable for men's suits, has been put on the market by a Pudsey manufacturer. The material is said to be a war-time discovery by this firm which was engaged during the war upon a certain fabric for the War Office. The purpose for which this new cloth was to have been used is still a profound secret. When the Armistice was signed and the War Office had no further need of the material, the firm adapted their discovery to the manufacture of a suitable fabric for wearing apparel. The new cloth is made from silk noil, but at a distance of a few feet is said to resemble a smart woollen suit.

The manufacturer himself has worn a suit made of this new cloth and it has excited no comment whatever. It is claimed that it can be put on the market at a price a little more than one-fourth of a good quality serge and is available in grays, browns and blacks. Its wearing qualities are said to be not inferior to worsteds.

## POSSIBILITY OF BIG BUSINESS

Continued from page 35.

this question of deliveries; and there is no doubt it is one of the most important phases of the trade for 1920. Behind it, and to a large extent responsible for it, is that chain of events which begins with a strike somewhere.

## Manufacturers Doing Their Best

"Canadian manufacturers are doing all they can to supply the trade with goods in demand," seems to express the general view of the retailers with regard to deliveries, so far as they lay in the hands of the manufacturers. One man says they are "slow in filling orders, if filled at all," and he complains that the prices are too high. Still another retailer in expressing the view that deliveries are slow from the manufacturers states that he believes they are treating all their customers alike. "A strike too independent at times," is the way one man writes of the manufacturers; and he adds a bit of good advice in the suggestion that the man who has his shelves well stocked with goods is the man who will do the business. He concludes by saying, "We are stocking heavy."

It would seem that the opinion of the trade is that the manufacturers are doing all they possibly can to cope with the ever-increasing orders that come from the retailers. There is a fitting recognition of the difficulties with which they have to contend. In view of the unsettled condition of the labor market, retailers will hardly need to be reminded that early stocking of all goods is advisable.

## Public Accept High Prices

One of the questions asked was with regard to the attitude of the purchaser of a suit of clothes who was told that he would have to pay about \$70 for a suit, which he thought he might get for \$35. The replies which we have received to this question seem to indicate that the public seems to be pretty well informed regarding the factors which have entered into a situation that developed abnormally high prices. The scarcity of raw materials on account of scanty production, the increased cost of labor, and the higher cost of commodities which go to make up overhead expenses are recognized by the purchaser as legitimate, if grudgingly accepted, reasons for the increased cost of clothing and accessories.

One man says that while the public mildly protests against high prices, it does not prevent them from buying, and the people who have money far outnumber those who have not. Another man says the public have got used to high prices and they now pay the increased price and "never bat an eyelid." "What the customers say sometimes would not be nice in cold type," is the breezy reply one retailer offers: while a man from the far Pacific Coast says he has no cases

of this kind because "the people in the West have more sense."

## The Outlook Good

On the whole, the survey which we have made through the replies of retailers leads us to the conclusion that the year 1920 should be the best year ever, so far as potential business is concerned. The business is to be had. Whether labor conditions will become so settled that production will be uninterrupted and steadily increase, and so make possible this business which but awaits the garnering of the enterprising merchant, is something which no man can, at this time, foretell.

## INDUSTRIAL WATCHWORD

Continued from page 37

"We may keep high wages, we may keep our present scale, and still reduce the cost of living by a simple remedy—work—good, hard, honest, faithful service—not eight hours, rather ten and then some. Let us, for one year at least, resolve to work, and work like h—."

There is no doubt that Mr. Capper has hit the nail on the head. His statement has been copied in banking, trade, commercial, manufacturing, and many other journals in the United States and this country, because it is regarded as a pertinent word spoken at the right time. Unfortunately, while this need daily impresses itself upon the minds of men who see to the heart of things, too many of the laboring classes are fiddling at home while Rome burns.

Not a little of the success of the present year's business from the standpoint of the retailer depends upon the amount of work that is done in 1920. It is to his interest that strikes do not develop, that production is not cut off because of unrest or dissatisfaction in some branch of labor, whatever it may be. It all affects him either directly or indirectly. He can do his bit in preaching the gospel of work for the year 1920. And if the next twelve months are spent in hard, honest, faithful service and work, the curtain will fall upon a year much more satisfactory in every respect than the year 1919.

MAIL DELIVERY  
PARTIAL SUCCESS

It has been proven in Toronto that the mails can be used as a satisfactory auxiliary to a delivery service. The idea of using the mails for the delivery originated, as many an invention originates, out of necessity. Labor was scarce; even boys were hard to get because they were either employed during the war in making munitions or went on the farms to do work as volunteers. Now, however, delivery services have improved, and the merchant is not faced with the same difficulties.

## Hatters Tried It Out.

But it was during this period of a scarcity of labor and poor delivery service that two Toronto hatters tried out the mails as an auxiliary or even as a sole source of delivery. L. J. Applegath & Son and L. Duckworth both gave it a try-out. The latter has now given it up altogether, while the former only retains it partially.

What they have done will be of benefit to the trade generally. Duckworth abandoned it because they found that a new hat could not be delivered, in many cases, in the city the same day as it was bought. That did not suit the purchaser in the majority of instances. As a money-saver, however, it was a good thing because they could send a hat for five cents where it costs fifteen to deliver it. They now have a delivery service which suits them better.

L. J. Applegath & Son still send many of the old hats through the mail. That is, when a man buys a hat and leaves the old one for delivery they send that one by mail. It does not matter particularly whether it reaches his home within a day or two. Their customers are quite satisfied with this arrangement; and there have been almost no cases where a hat, even when a new one was sent by mail, has been damaged in delivery. The mails have been very successful from this point of view, but the one difficulty has been in getting the delivery the same day as the hat is bought.

## May Improve In Time

The time may come when parcel delivery within city limits will have worked out to the better advantage of the trade. It is still in its infancy; and the delay and trouble caused by having to send parcels this way—particularly when many parcels are sent—may be eliminated. But as an auxiliary, it is still a very useful and money-saving proposition.

## NEW EATON WAREHOUSE

The T. Eaton Co. has received a permit from the city architect's department for the erection of a one-storey metal-clad storage warehouse on the west side of Spadina avenue, near Front street. The structure is to cost \$25,913.

## FRED J. FRALICK DEAD

Canadian Clothing Manufacturer Passes Away in Hamilton

Fred J. Fralick, head of Fralick & Co., and one of the most widely-known clothing manufacturers in the Dominion, died recently in Hamilton, aged 59 years. His son Harry, of that city, his daughter, Mrs. Nelson, in Florida, and his brothers, Dr. Wilfrid and Dr. Ralph Fralick, of New York, and Charles Fralick, of Kingston, are among the survivors.

The Holeproof Hosiery Co. are building a large addition to their plant in London, Ont.

# MEN'S WEAR REVIEW



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No. 1

## DELIVERIES DURING 1920

**D**ELIVERIES during the year 1920 will, we believe, constitute the chief difficulty to be faced by the retailer in clothing and haberdashery. There is, under present conditions, only one road leading to prompter and more plentiful deliveries, that is, increased production. The world soon forgets. The vast majority of the laboring classes, who also constitute the greater proportion of the consuming public, have either forgotten or refuse to see that five years of war depleted the world's stock of goods. For five years production was used for the purpose of destruction; instead of the toiler seeing the fruit of his labors by full shelves of goods and markets brimming over with a surplus of man's handicraft, it was blown to pieces on the battlefields of Europe or sunk in the depths of the ocean. The withdrawal of millions of men from the labor market only emphasized the necessity of every person doing two persons' work; and, unfortunately, there went with it two persons' pay.

And now, the great mass of the people are chasing vain shadows. They imagine that higher wages and shorter hours are the goal to the millennium. Give them a fatter purse and they can buy more clothes, better eatables and have warmer houses. But they forget that the men and women who are making their clothes, producing their eatables and mining their coal are also chasing the same shadows, the meanwhile laying down their tools in the hopeless pursuit. It is an endless circle.

Men in the trade know perfectly well that no legislative action can or will be the harbinger of better conditions—and better conditions mean lower prices and quicker and surer deliveries. They know why their shelves are not filled as they ought to be. Behind poor deliveries that seem inevitable for 1920 is lack of production. They should lose no opportunity to preach greater production. The simple cure, for which a score of foolish remedies seem to have prescribed is that every man roll up his sleeves and get down to work. When every man and woman who is a cog in the great industrial machinery of the world realizes this, production will get back to normal. And so will prices and deliveries; but not till then.

## BRIEF EDITORIAL COMMENT

THE PRINCE OF WALES left more behind him than the hearty good wishes of the Canadian people. He placed in the hands of the hatters a cue for good advertising and easy sales by wearing a narrow brim hat. They will be strong for Spring. THIS is the time of the year when good resolutions are made. The retailer who makes a resolution that he will not swear when he is disappointed on deliveries is an optimist, that is, if he expects to keep his resolution.

THEORETICALLY, the idea of forming an association between the garment manufacturers, the aim of which is to use the service of a labor manager who deals with representatives of the makers in order that strikes may be avoided sounds strong enough. Practically, it seems to be working out quite as well. A. A. McIntosh, the labor manager, is a busy man and he seems to be adjusting labor difficulties satisfactorily.

ROBBERIES in clothing and haberdasher stores seem to be on the increase. In many sections of Canada, hard times accompanied by a good deal of suffering, seem inevitable; and men will steal when they are fighting the wolf from the door. But that is no reason why the doors should not be securely locked.

TWO years ago the battle cry of Canada was "Men and still more men." For the next two years, it should be "Work and still more work."

HERBERT H. ASQUITH once said that patience was the essence of statesmanship. With increasing prices and uncertain deliveries during 1920, Canada has an opportunity to produce a number of statesmen among the men's wear trade.

CONCILIATION often spells the success of a business. The Lancashire cotton employers have taken to heart the appeal of Premier Lloyd George to practise the spirit of conciliation in national industry and have given a wage advance to all their employees without their first having asked for it. The new wage scale goes in effect immediately.

## THE OTHER MAN

**I**T is always unsafe to say that what the other man does, how he conducts his business, is of no interest to you. It is. He may have a system that can and will help you in your business. There may be a leakage in your business that can be eliminated by some little method adopted by another retailer somewhere. MEN'S WEAR REVIEW tries diligently to keep in touch with new methods of business that are working out successfully with the object of passing it along to the other fellow, hoping that it may be of service to him. The spirit of co-operation between the men of the trade we have found to be very pronounced; they are as willing as we are anxious to help along in every way possible.

## Will Accept Order of Commerce Board

**Hamilton Retailers Taking No Concerted Action to Show Why Board Order Should Not Apply—Are Good Sports**

Retail clothiers in Hamilton are prepared to abide by the order of the Board of Commerce with no concerted action to show why the order should not come into effect. "What can you do?" fairly well expresses the opinion of the majority of them with regard to the entire issue in which their profits on cloths have been taken into question. While the retailers in Hamilton are not strongly organized into one association, there seems to be a pretty definite understanding amongst them upon this and all other matters affecting the trade. They were all very anxious to know the attitude of the Toronto men on the order of the Board, and when it was explained to them they expressed similar views and added that their attitude would be much the same. They will accept the order gracefully and when it become effective in that city will be prepared to abide by it to the very letter.

### Will Hurt Small Dealers

The general impression among the Hamilton retailers was that the order would hit the small dealer hardest. By reducing the profits, they point out, it means that a much quicker turnover must take place to meet the overhead expenses from month to month. One of the large dealers in ready-made clothing told MEN'S WEAR REVIEW that it meant that they would have to lose some of their help in order to reduce overhead charges. He pointed out that the man who had only a small business would suffer because he could not compete with the larger houses in prices fixed by the Board and still get enough profit to pay overhead expenses. That seemed to be the general feeling of the men of the trade with whom MEN'S WEAR REVIEW talked.

### Why Pick on Clothiers

There was also a pronounced feeling that other lines of wearing apparel should have been subject of investigation as well as the clothiers. They claimed that profits on men's suits were not as high as those on ladies' wear.

They all take the order like sportsmen, however, and are perfectly ready to abide by it when it comes into effect all over the Dominion.

Over one hundred and forty cotton mills in the Manchester area have exchanged hands in the last nine months. The prices paid were considerably in excess of those paid before the war and are from three to four hundred per cent higher than those paid a year ago. The boom is still in progress and new millionaires are being created daily.

## IN THE COURTS OF JUSTICE

The Prosecution Committee of the Canadian Credit Men's Association have recently undertaken two successful prosecutions against retailers who had contravened, in the first instance, the Ontario Bulk Sales Act; and, in the second, the Ontario Assignment Act.

Under the provisions of the Ontario Bulk Sales Act, a vendor about to dispose of his business is obliged to submit a certified statement, taken as a statutory declaration, showing his creditors. L. W. Putnam, a butcher on Yonge street, Toronto, sold out his business, and, being advised of the provisions of the Bulk Sales Act, furnished the purchaser with the required declaration, in which he claimed that he had no creditors. It subsequently developed that, at the time of the sale, he owed approximately \$1,800. Six hundred of this was owing to a clerk in his store, and Putnam had the purchaser pay this claim in full, stating that it was all he owed and supporting his statement with the statutory declaration. The purchaser then paid him the balance of the purchase price, some \$500.

A charge of perjury with intent to defraud creditors was laid by the Prosecution Committee of the Credit Men's Association and a conviction of three months on the jail farm secured.

### Sault Ste. Marie Case

S. Joseph, of Sault Ste. Marie, violated the provisions of the Ontario Assignment Act. After being in business for about nine months, he made an assignment, and, upon a statement being prepared, it was found that there was a large deficit. The case was followed up by the association, and while it was found impossible to secure direct evidence of fraud, the committee was satisfied that he had committed perjury in connection with the examination for discovery. He was arrested on this charge and was also charged with failure to keep proper books of account.

He was tried before a jury and acquitted on the perjury charge, but convicted on the other, and sentenced to two months in jail, and, in addition, to pay a fine of \$200, or to serve an additional two months in jail.

### Asked \$5,000, Got 25c

After an hour's deliberation, a jury awarded Jack Creed, a Bloor street tailor, Toronto, 25 cents damages in his suit against Mrs. Edward McCammon for \$5,000 for slander. The counter-charge of Mrs. McCammon was dismissed.

### 16-Year-Old Boy Caught

A young lad, sixteen years of age, attempted to enter and pilfer the clothing

store of Rutledge and Jackson, Fort William, early in December. He was armed with two automatics, which he had stolen, and, when caught by the police, was in the act of boring holes in one of the panels of the store, through which he hoped to obtain entrance. He was brought before Magistrate Palling and sentenced to Victoria Industrial School at Toronto until of age, unless good conduct warrants an earlier release.

## Profit Margin Fixed by Board

Inquiries have been made of MEN'S WEAR REVIEW regarding the order of the Board of Commerce regarding clothing. The order was first applicable in Toronto, but on January 1 becomes Dominion-wide in its scope. We reprint, for the convenience of the trade, the main portion of the order:

### "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. 1 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."

It is reported that a shipment of English dyes has reached Canada and that manufacturers of shirts will be in a position to turn out fancy colored shirts that will stand all manner of washing. At the same time, an Allied commission is in Germany seeking to obtain some of the German dyes for shipment to Allied countries.

## FRENCH TEXTILES LOOTED IN WAR WORKING AGAIN

Rapid Recovery of French Textile Industries—Pre-War Output Will be Reached in Two Years

French textile mills, which, only a few months ago were either razed or looted by the Germans of their wonderfully delicate machinery, are again in operation, and forty thousand persons have returned to work in them. According to estimates of authorities on textile industries, one-half of the pre-war output of these world-renowned mills will be reached in one year, and in two years the 1914 record will be surpassed.

### Recovery of Wool Industry

The wool industry is said to be recovering most rapidly, with cotton in second place. Linen weaving is reported to be slowest in getting back to normal because of the shortage of flax, which, formerly came from Russia. In Lille and the adjoining cities of Roubaix and Turcoing, the centre of the textile industries, 30,000 men and women are engaged in combing, spinning and weaving, and approximately 10,000 are employed in the smaller mills of surrounding towns.

Government statistics, compiled with a view to getting reconstruction indemnities, show that in the Lille district on October 1 there were 36,384 persons working in 162 textile plants, as against 106,066 employed before the war in 265 factories. In all of the 491 textile mills of the liberated regions there were employed in August of 1919 only 21,027 of the 152,948 persons at work four years ago.

### Outlook Much Improved

A few months ago manufacturers declared that the work of reconstructing these mills was almost a hopeless task and that it would require such a length of time that France would lose her world trade in textiles. Government returns, however, show that two-fifths of normal production has already been reached, and manufacturers themselves concede that the output is at least one-third of the pre-war output. Looted machinery taken into Germany is being returned or new machinery from England and the United States is being installed. Some of the machinery that was not removed by the Germans, but was damaged, is being repaired and will soon be ready for use. Direct damage to the textile industry is estimated at 20,000,000,000 francs.

A conference is to be held in Washington in January for the purpose of considering means to keep down the prices of clothing. One of the plans suggested is the marketing of a certain fixed amount of standard, medium-priced goods as an incentive to the public to abandon the era of extravagance.

## SUGGESTIONS FOR DISPLAY

Ideas Taken From Hamilton Windows For Benefit of Outsiders

Trebles of Hamilton are showing an attractive window of hats, caps, gloves, umbrellas, suspenders, ties, mufflers and fancy colored shirts. Though this is a wide range of haberdashery, it is tastefully arranged so that there is no appearance of congestion.

They also have a gift window of shirts, ties, armlets, mufflers, tie pins, handkerchiefs and gloves.

Grafton's, of Hamilton, have a neat window for little men. In it there are little men dressed in suits, furs, and woollen goods; and there is a touch of a suit more distinctly Summer in a little sailor-man. The articles in the window are for Winter wear, such as mufflers, sweaters, gauntlets and overcoats.

The background is a Winter scene, in which sleighing is in progress; and floor decoration is made of white batting, liberally sprinkled with tinsel.

Fashion-Craft, of Hamilton, are showing a window of plain and fancy colored silk shirts in a large variety of colors, ranging in price from \$5 to \$12. Accompanying them are silk knit ties in boxes, and many others draped over T stands. There is also a sprinkling of silk hose.

### CANADA TO CAPTURE BRITISH TRADE

Continued from page 38

power had been weakened because of the strain under which they had lived during those years. But there were other causes, attributable to the general labor unrest and increased demands which had lessened production.

"With regard to production," said Mr. Yapp, "during the last year since the signing of the armistice all the mills have reduced their hours of labor by an average of ten per cent. They have increased their wages to such a degree that operatives are earning more money during the reduced hours of labor than they earned during the war with longer hours. This reduction of working hours means not only a corresponding reduction in the output—which is thus costing ten per cent more—but means also an increased cost per yard in the overhead expenses. The reduction, however, is not limited to the proportionate reduction in the hours of labor but is actually, in some cases, twenty per cent. less instead of ten per cent., owing to a general lack of—well, I can think of no better word than "pep" on the part of the employees. Many firms have shown a reduction in twenty per cent. output though their

working hours are only ten per cent. fewer.

### Canada the Cheapest Market

"The increased demand on the Canadian mills has enormously increased owing to the fact that importations from Great Britain especially have been cut down by, probably from 50 to 75 per cent., and this reduction in importations is partly owing to the same causes operating in Great Britain as those mentioned as operating in Canada, and partly to the fact that a very much higher price can be obtained by British houses in other countries than can be obtained in Canada. This, in itself, is pretty conclusive evidence that Canada to-day is the cheapest market in the world for woollen goods."

To verify this statement, Mr. Yapp said that shipments were being made to the United States to-day to firms willing to pay a forty per cent. duty on the Canadian woolsens.

### World Shortage Prevents Decline

"As to the future," continued Mr. Yapp, "I cannot see any possible decline in the price for a year to come but I think that, owing to the fact that many of our mills are increasing their capacity and equipping them with machinery to make the finer lines of goods, the shortage will be relieved to some extent even though there is no decrease in price. The world shortage in wools cannot be made up for years to come.

"The situation with regard to worsteds will not be relieved to the same extent as serges and tweeds, for the same reason that the machinery used in making worsted yarns—a large proportion of which has, hitherto, been imported—cannot be obtained for at least two years to come." Mr. Yapp here referred to the combs that are used in the making of worsteds.

### Have Turned Down Orders

Mr. Yapp stated that the Canadian mills had at their disposal an enormous supply of the heavy grade stocks, due to the fact that their capacity to turn out these goods was greater than the demand, which was for finer grades.

In conclusion, and to emphasize the fact that the Canadian mills were not accepting export orders to the disadvantage or depletion of the Canadian domestic market, Mr. Yapp said: "We have turned down orders for hundreds of thousands of dozens of cashmere and silk hosiery for export, and at higher prices than have been paid in Canada."

The twenty firms that have entered into the agreement with the Amalgamated Clothing Workers are: The Lowndes Co., Ltd.; W. R. Johnston Co., Ltd.; Randall & Johnston, Ltd.; House of Hobberlin, Ltd.; King & Co., Empire Clothing Mfg. Co., Berger Tailoring Co., Ltd.; Regent Tailors, M. Stone Co., W. J. Keens Co., Ltd.; The Punchard-Birrell Co., Imperial Clothing Co., Toronto Clothing Co., Rex Tailoring Co., Ltd.; North American Tailors, Beauchamp & How, James & Co., J. J. Foltett, English & Scotch Woollen Co., York Youths' & Boys' Clothing Co.



## BREEZY BITS ON BUSINESS

A. S. Crighton, secretary of the Canadian Credit Men's Association, has been elected to the executive of the Empire Club of Toronto.

The branch factory of the Forsyth Co., of Kitchener, manufacturers of shirts, have commenced operation in Waterloo under the name of the John Forsyth Production Co., Ltd.

The Eagle Knitting Co. of Hamilton have leased the old glove factory on Cross Street, Dundas, where a branch factory will be opened at once.

The British Army has a surplus of 11,631,000 yards of woollen fabrics. Public tenders for 10,750,000 yards have been asked for, and less than 1,000,000 yards have been sold.

Silks Valued at \$50,000 and the truck that carried them were stolen in New York in broad daylight when the driver went away for a moment.

G. R. Christie & Co. have installed a new front in their store in St. Thomas. It is a vast improvement on the old and shows up goods to a much better advantage.

Hormisdas Girard, of Montreal, men's furnishings, has made an assignment, and A. Harry Wolfe, of Montreal, manufacturer of caps, has a demand for assignment.

Among the recent registrations of new businesses are the Canadian Neckwear Co., 218 Queen Street West, Toronto, and the Success Clothing Co., Ltd., of Montreal.

Robinson's Clothes Shops, Ltd., of Montréal, have made a substantial addition to their institution. Two new warehouses at 250 Craig street, Montreal, have been taken over by this company.

John Bonin, for four years employed with Tooke Bros. of Montreal, has returned to his former home in Fort William, and has accepted a position with F. J. Mitchell of the Semi-Ready Clothing Store.

Bert Hill, who has had considerable experience in the clothing business in Eastern Canada and the United States, has entered into partnership with J. H. Richardson, of the Fitrite Clothing Parlors, Victoria, B.C.

The United States Finishing Company has notified its clients that on and after December 8th finishing charges will be advanced seven per cent. to meet the higher costs of production, due to an advance in wages of 12½ per cent.

William Montgomery, of Woodstock, who has been connected with the tailoring business in that city for fifteen years, has opened a tailoring shop of his own. He will do cleaning, pressing, repairing and altering for both ladies and gentlemen.

Italian Raw Silk, totalling 7,837 bales or 1,731,977 pounds, has landed at the Port of New York since July of 1919 when the first important shipment since the war arrived. The latest shipment was 500 bales, which arrived about the first of the month.

The Galt Knitting Co. has purchased the old roller rink adjoining its plant. This will be torn down and a modern office building equipped. The second floor will be used for lunch and recreation rooms for the employes. Construction work will commence in the Spring.

The Late J. J. Follett, merchant tailor, Yonge street, Toronto, left an estate valued at \$152,375.98. The will was

### APPRECIATES MEN'S WEAR

A number of subscribers have expressed their appreciation of the December number of MEN'S WEAR REVIEW. A correspondent writing in to us says that there has been a good deal of comment over Page 67 of that issue which contained an article by E. M. Trowern, Secretary Dominion Executive Council the Retail Merchants' Association of Canada. Still another comment is that the MEN'S WEAR REVIEW should be enlarged because it appears to be meeting the needs and satisfying the desires of our readers.

It is the aim of MEN'S WEAR REVIEW to merit these comments. By the co-operation of the retailers themselves, this will be made much more possible. If you have an idea which you believe will be of benefit to the trade pass it along to us; some other merchant may do the same thing for you. We start out on the New Year hopeful that every issue will be of increasing interest and value to the men of the trade.

drawn up over 32 years ago; and the estate consists principally of his business and residence at Oakville. The estate passes to his widow, and after her death to their children.

A report from New York says that clothiers and jobbers are watching closely for allotments of serges. This fabric gives promise of being the market leader for Fall, and it is believed that few serges made from the better sorts of wool will be available at under \$5 a yard, and that figure will presumably be possible for only the lighter fabrics.

### NEW ORGANIZATION FORMED.

The Retail Dry Goods and Gent's Furnishing Clerks of St. John's, New Brunswick, have formed a new organization with 100 chartered members. Following are the officers of the new organization: President, A. C. Wilson; vice-president, George Andrews; secretary, Miss McKay; treasurer, Edward Waters.

## Catchy Phrases For Show Cards

Boys' Suits.—All the style that the boy likes and all the wear that the parents want.

Outdoor Workers.—We have a specially selected stock of warm garments.

Men's Shirts.—That you can only appreciate after you have had them laundered a dozen times.

Hats.—Look to your hat; it is most important to your appearance.

Your shrunken dollar will regain some of its old-time punch when you bring it to this store.

Quality goods like these cost less in the long run.

A glove certificate makes a gift you can't go wrong on.

A store for the young man and the young looking man.

Don't run around looking for better values in overcoats than ours. Save your energy because we have the coats right here.

It is a mean person that doesn't appreciate the spirit in which a gift is given.

Keep your boys healthy and warm. We sell you the coats right and that's half the battle.

### FIREMEN'S CLOTHING HIGH

Hamilton Suggests That Men Buy Their Own—Kitchener Awards Contract

Hamilton city council seems inclined to balk at the high price of firemen's clothes. At a recent meeting of the august body it was suggested by one of the members that the salaries of firemen be increased and that they purchase their own clothing. At present prices it costs Hamilton about \$100 per man for the 125 men on the force. Officers' trousers at \$20 per pair, men's at \$14 per pair, coats at \$42, and vests at \$8, to say nothing of gloves at \$2, and straw hats at \$2, struck one member of the council as suggestive of being "trimmed." The contract was finally let to Firth Bros.

In the meantime, Kitchener has let contracts for firemen's blue serge uniforms, with two pairs of trousers for \$60; overcoats for \$57.75; and caps for \$3.15.

### SHOWED DRESS CHART

Ely, Limited, Toronto haberdashers, published last month a complete "Dress Chart," showing just what should be worn during the day and at formal functions. It was a fine ad. for their day and evening dress furnishings for men.

# First Merchandise Research Bureau in Canada

To Eliminate Misrepresentation of Merchandise One of Its Chief Purposes—It Co-operates With Educational Work Among Salespeople—Provides Detailed Information for Every Department—Store Aims Thereby to Prove Faithful to Customers

*Based on interviews of Men's Wear Review Representative with managers of Educational and Research Departments of the T. Eaton Co., Ltd., Toronto.*

**T**HE Bureau of Research, the first of its kind to have been installed by a departmental store in Canada, is not the first on the continent, is already a matter of importance and interest to the Canadian trade. The bureau in question is that established in connection with the Toronto and Winnipeg retail stores of the T. Eaton Co., Ltd. In the early days of merchandising in Canada the late Timothy Eaton worked against tremendous odds in the building of his business, but from the foundation up his aim was to carry out a policy of honesty to educate the public in values by doing away with the overrating or false representation of merchandise. In other words, by guaranteeing that goods would be found to be exactly as described. It is with this definite object in view that the Research Bureau has been established. Its benefits are fourfold. It renders good to the customer by giving him the goods he wants; it helps the T. Eaton Co. by maintaining the confidence of the public; it benefits the store managers in its aim to standardize stock; it helps the manufacturer by providing him with more business when his first order meets with the requirements. Co-operation with all these interests is the purpose of the bureau, and not, as some might suppose, a means of spying upon mills and wholesale.

The Research Bureau goes behind the scenes, as it were, to do the investigating which the busy manager with his buying and selling has not time to do. It collects data from the experiences of the past, relates them to present conditions and is thereby enabled to look farther into the future than are heads of departments, whose duties keep them before the footlights each day. The Research Bureau is more than a laboratory of chemical experiments. It is a laboratory of ideas and a laboratory of analytical principles, endeavoring throughout to base value upon correct foundations.

## The Chemical Laboratory

The laboratory of the bureau is equipped with everything that is found in a regulation chemical laboratory. There are rows and rows of test tubes, cruci-

bles and gas burners of all sizes and all the other utensils necessary; there are chemical balances, electrical hot plates and drying ovens; a draught box for carrying off fumes from the room quickly, microscopes, etc. One sees here a sock being boiled as the beginning of the analyzing process for its component parts; the boiling removes all the wool-grease and other filling; later the article is tested for weights of the components such as cotton, wool, fibre, etc. Over there yarns are being examined as to whether they are "mohair." Australian wool, Canadian wool, etc. At another table the ignition point of an oil is being ascertained, and beside it an analyst is investigating the intricacies of baking soda, and so on.

The Eaton Co. as a result of these investigations, feature the statement that when they state an article is wool, they mean it is all wool; when they call it a union, it is approximately half and half cotton and wool; when they use "wool and cotton," the article is more wool than cotton, and when they say "cotton and wool," the article is more cotton than wool. No fabric or material is considered cotton and wool when there is merely a thread of wool in it. It must have a reasonable amount of wool in it if it is to be considered as having any wool at all in it.

## A Valuable Outcome

A very interesting outcome of the laboratory is the development of a museum. There are being collected from all over the world raw materials and samples of them in their different stages of manufacture or refinement which can be used as authoritative specimens. These include teas, coffees, oils, wools, cottons, sugars, drugs, silks, etc., and will naturally cover a very wide field, as the work of the laboratory and the collection of the original specimens progress. "This museum, when in shape for observers, will be for the benefit of the whole Eaton institution. It will be available for the information of any employee of the firm, whether in the mail-order, retail stores, factories, or any other department." With this splendid source, in addition to the other

channels of information provided by the management, there seems no reason why an employee of the Eaton Company should not only be well informed as to the goods he or she is handling or selling, but become well informed generally and master a good broad education.

With regard to wool, an interesting point was mentioned in the fact that there is scarcely anywhere in the world to-day such a thing as real purebred mohair, since the animals have been nearly all cross-bred with other wool-bearing animals in order to produce heavier growths. Another was that the reason the real angora wool comes out when the angora yarn is knit up into sweater-coat trimmings, etc., is that this angora wool itself is a short hair from the rabbit or cat belonging to the same class as the mohair, which is much longer.

It is the opinion of those connected with the Research Bureau that the cost of the whole equipment of a laboratory is proportionately very small to the actual savings resulting. The cost would be smaller still for equipping a laboratory for textiles only, and it seems that a laboratory in keeping with almost any dry goods store of medium size would pay. There are at present four university graduates besides other assistants in the laboratory of the Eaton Research Bureau.

## Goods Must be What They are Claimed To Be

The principal object in examining goods as they come in is to catch errors or mistakes, and where possible to have them rectified before the order is completed. The goods must be all that they are claimed to be before they are sold to the customer. This has been a means of preventing losses not only to the store but often to the manufacturer as well.

As an instance of what is being done, when the representative of MEN'S WEAR REVIEW was interviewing the manager of the Research Bureau there was hanging on the wall a taffeta dress which, at a casual glance, seemed to be an ordinary piece of saleable merchandise. On examination, however, it was found that the seams in the skirt were

puckered. This was a sample from the first shipment of a large order, and it was found that in this initial shipment all the dresses had puckered seams. There must, of course, have been a reason for this flaw, and upon examining the operating machines it was found that needles too large or too blunt had been used in stitching. This was quickly remedied and the balance of the order filled on machines fitted with proper needles. The seams no longer puckered and the waste of all the balance of the order, or at least a necessary reduction in price on it, was eliminated.

In another case of black sateen waists it was found that the sateen in the collar and sleeves was of slightly different tone to that of the front and back. Before the order was complete, therefore, word was sent to the manufacturer and the matter rectified by the whole blouses being cut from the same piece of goods. If these blouses had gone through in the two tones, little as the difference might have been at first, by the time the customer had received the blouses and worn them a day or so the color might have changed quite materially, the blouses been returned, and considerable expense incurred by the store and possibly the manufacturer.

In another instance a large order was placed for a certain style of boot. When the first shipment came in it was found that the wrong top had been used, or rather, unselected hides had been used for the tops, so that some were of fine quality and some of another. Word was sent to the boot manufacturer, the trouble traced to its source, and as a consequence the factory, which was a large one, was closed down for several days while the manager and his assistant went through the whole works, assorted the hides and graded them so that the qualities were classified. The tops which had already been cut were, where possible, cut down to smaller sizes and used for children's shoes. The original order was completed from selected leather and satisfaction maintained throughout with a minimum of loss.

Still another case pointed out was that of an order for raincoats. A manufacturer had tendered a certain price for a large number of raincoats. When the first shipment of these came in, samples were examined and found to be all alike, but the sweep of them had been cut down around the bottom in order to save material, and besides, in order to save time, instead of leaving the seam facing the usual length of time to dry before packing, the coats had been packed up before the seams were dry, consequently they stuck together and the facings pulled off when the coats were opened. Naturally the raincoats were not satisfactory, for a raincoat of any kind must be wide enough in the sweep to cover a woman's skirt, and the seam facings must not pull off to leave a rough seam rubbing on a woman's dress, no matter what the price she pays for the raincoat. All of the imperfections were discovered in the research department and rectifications made through it.

Naturally, on extremely large orders the Research Bureau cannot take time to examine the whole of the shipments. The evidence of 20 per cent. of a shipment is taken as a basis for estimating the total efficiency of the goods. This careful examination of merchandise before it goes to the counters of the store is one of the most effective means which the Eaton Company have found for avoiding returns, and certainly after merchandise has gone through such a careful examination there would seem to be little excuse for goods being returned through defects in make or material.

In thus preventing returns and endeavoring to standardize merchandise the Research Bureau works for the customer, the store, the department manager, and the manufacturer, and tends to render "honest merchandise honestly described" a fact rather than a slogan merely.

Another most important undertaking of this Bureau of Research has been under way for the past couple of years; in fact, ever since the bureau was established. This task is the standardizing of sizes in ready-to-wear garments such as overalls, children's wear, underwear, etc. Every retailer knows how uncertain he is of the different sizes from different manufacturers being suited to the definite size of the customer. It is not the purpose of the bureau to establish definite sizes so far as limiting them is concerned. It is only their intention to ascertain what are the correct measurements for the persons of certain sizes, and to establish therefore, minimum sizes in these various garments. For instance, in children's wear experiments were made with between 6,000 and 7,000 children from infants to ten years of age, in order to arrive at correct minimum sizes for the different ages. With regard to underwear, overalls, etc., conferences have been held with manufacturers and buyers, both connected with the store and outside of it, and every effort has been made by large firms and small to arrive at sizes which will be as nearly as possible standard. That is, they want to know what can be accepted as the minimum length of sleeve for a boy of, say, ten years; what the minimum neckband should be for a man wearing size 38 in underwear; what the minimum inside leg measurement should be for a 34 over-all, etc.

The complete schedule is not yet reached but the bureau hopes to have a booklet published with the completed results of its experiments within the next six months and the majority of manufacturers agree that it is a work which has long been needed but which has entailed too broad work for any of them to attempt alone. It means a considerable expenditure as well as many conferences and much time among those concerned to arrive at something which may be accepted as standard. It looks now, however, as if the goal is in sight and that the standard sizes will be able to be adopted before a great while longer, and

no doubt the merchants in the Canadian trade will be as pleased with the result when it comes as will the T. Eaton Co. and the manufacturers who are expending their efforts in this way.

### Change in Educational Work

Since the undertaking of the extensive educational work of the Eaton Co., which was described in MEN'S WEAR REVIEW somewhat over a year ago, advances and changes have been made in that department also. It has been found that with a staff which must be changing from time to time in such a large establishment one can depend comparatively little upon theory to make any definite advancement. The department for teaching store system is maintained still, but so far as the actual training of the salespeople goes, practical instruction in their respective departments is the point concentrated upon now. The instructional work is supervised by the educational and training department, and it will readily be seen that the work of the Research Bureau is of vital importance to this department as well as to salesmanship. The two sections are united in this work, the one to supply the information and the other to put it to use. Under the new system of merchandise training everybody selling in the Eaton store who has been re-engaged since the system was put into force, or who has been transferred to another department, or who is a new employee, must pass the tests.

In the first place, the heads of department sections give individual instruction to the salespeople on the actual merchandise they have to handle. Then tests are arranged and answers corrected from the training department, and thus salespeople are checked up on the information which they are giving out daily.

The extent of this information and the detailed knowledge required for the tests is readily to be seen from the set of questions which follow. These sets of questions are those which have been actually used in the store. It would perhaps be surprising for some glove and hosiery buyers throughout the Dominion to brush up their information and find out just how satisfactorily they themselves could answer these questions. What is regarded by the T. Eaton Co. for their own business as a satisfactory set of answers to the hosiery questions is also given below, having been kindly loaned by the firm to MEN'S WEAR REVIEW for this article. The set of answers was handed in by one of the Eaton employees:

1. Name the principal skins used in ladies' gloves?
2. What is Glace Kid?
3. What is Suede?
4. What is Mocha?
5. What is Copeskin?
6. What is Chamois?
7. What is a Doeskin Glove?
8. What is a Lambskin Glove?
9. What is Peccary?
10. What is the "grain" of leather?
11. What is meant by "split leather"?
12. Name the skins that are washable.
13. How are these made washable?

Continued on page 65



# HATS *and* CAPS



## Britain the Nation of Traders

Arthur Allan States That Business Was Never as Good in England as at the Present Time—  
Houses Have All Orders for 1920 And Could Get Them Up to End of 1921—No  
Dealing Yet With Germany.

**N**APOLEON'S dictum that England was a nation of traders, is, according to Arthur Allan, of A. A. Allan & Co., Ltd., Toronto, an exact summary of conditions at present governing the British markets. Mr. Allan has recently returned from a business trip to England, and he stated to MEN'S WEAR REVIEW that it was perfectly marvellous the way in which orders are being placed with British houses. Representatives from all European countries are besieging the markets in an endeavor to place enormous orders for all lines of men's wear, and orders to keep most of the houses busy up until the end of 1921 are within easy reach. In their own particular line, Mr. Allan stated that British houses were all sold up to the end of 1920.

### Anxious for Canadian Business

A feature of the trip that was pleasant to Mr. Allan, and is pleasant to nearly all Canadian houses that have a standing with British firms, was the desire to fill Canadian orders. In spite of the unprecedented demand of European countries for goods, without regard to price, delivery or style, British firms are taking care of their Canadian accounts to the very best of their ability. Mr. Allan states that honor still rules the market with many of these business houses. "I would have no hesitation in placing large orders, leaving the price open," he said, "for these firms will do the square thing and will not take advantage of conditions simply to raise the price on us."

According to Mr. Allan the Balkan states are buying very heavily in the Italian markets. They are picking up all the Italian stuffs they can possibly get. The ravages of war stripped these states of everything; their shelves are empty and they are putting forth herculean efforts to restock their houses with merchandise.

The Danes, Norwegians, Swedes and Hollanders are thronging to the British and Scotch markets buying all they can possibly get. "Wonderful orders," said Mr. Allan "are being placed with no stipulations as to styles or prices. A cheque is simply placed on the counter by representatives from these countries

who are willing to pay any price for goods at any time. 'We want goods' is their cry, and it is marvellous the way they are placing orders. Business was never so good as it is in England today, and it is not a question of prices at all. Most of these firms would rather do business with their old friends than accept new accounts. They can easily get orders up until the end of 1921 if they want them. I saw orders placed for between 20,000 and 30,000 hats without any mention whatever as to the styles."

### Four or Five Years to Recoup

The average man little understands how the world's supplies of materials which go to make up men's wear have been depleted since the fateful days of

August 1914. Mr. Allan says that the best British bankers believe that it will take from four to five years to re-stock the depleted storehouses of the world with the things that constitute the necessaries of life. Until then these bankers can see little hope of an appreciable decline in prices. Not only are supplies extremely low, but they figure on labor unrest still further interfering with the great production that the world is calling for in all lines. The utter disregard of prices being paid by foreign countries in the British markets, and of styles, too, is a fair indication of how necessity is pushing these countries

Continued on page 69



John Bull Smiles at Trade Prospects.



# COLLARS & SHIRTS



## Traveling Public Wants Novelties and Mr. McLelland Can Give Them

Hamilton Retailer in Royal Connaught Appeals to Fancy of Customers by Having Exclusive Styles—Makes Shirts in the Hotel and Will Soon Make Ties.

**T**HE secret of a successful business which R. B. McLelland is carrying on in the Royal Connaught Hotel in Hamilton as a haberdasher, is due to the fact that he carries lines which are not ordinarily seen by the men and women who patronize him. He appeals to the travelling public, a considerable proportion of which come from the United States. Therefore he carries something that cannot be bought in the United States ordinarily. He features import goods, goods which are bought in England and France. Everything is strictly high-class, from the armlets to the evening clothes which he handles. Kimonas in fancy silks and woollens, dressing gowns, mufflers, ties, hats, caps, collars, shirts—all are high class and displayed in an attractive style.

### Silk Shirts Up to \$18

Mr. McLelland specializes on silk shirts, and, knowing the markets, he says he has been able to get all he wants, including the fancy colors. He makes them to order right in the hotel building, and time was when he could take an order for a shirt and deliver it to a guest in the hotel in twenty-four hours, but with conditions such as they are now, he cannot do it quite so fast. He does a big business in shirts in the United States and even as far as Dawson City in the Yukon district. These shirts he sells at from \$5 to \$18 each, and, in the high-class trade which he does, he has no trouble in getting his price.

### Will Soon Make Ties, Too

The silk used in the ties which he offers for sale is bought in France and England. "We are going to make them ourselves very shortly," said Mr. McLelland to **MEN'S WEAR REVIEW**, "because we find that the only successful way to get the business we are after is to have exclusive stuff." He also has the sole agency for Atkinson's poplin ties, which are manufactured in Dublin, Ireland.

The only advertising done by Mr. McLelland is the label, which he has on all the lines which he has made for himself.



His spot in the hotel can easily be found because of the sign that points to it, and he has an attractive little window facing the main vestibule to the hotel.

In carrying his stock, he is very careful to have everything in first-class shape. The fine shirts in silks of elaborate colors and in plains are kept in glass cases. The soft collars are kept in boxes and all styles are kept in boxes containing just one size, so that a customer may see every style of collar in the size he wears.

### Outfits Every Occasion

What Mr. McLelland aims at in so far as satisfying the travelling public is concerned is to have on hand everything they might want for a hurry-up occasion or an unexpected contingency. If a man comes to the hotel with a needful garment missing, Mr. McLelland can supply that need, whether it be the theatre, the dining-room or the bedroom. Or he can supply the whole outfit.

## From Jobber To Retailer, and Back

### Toronto Merchant Disposes of Big Quantity of Left-Over Shirts to Jobber at Advance on Sale

From jobber to retailer and then back again at an advanced cost on that originally paid by the retailer is the romantic story of a Toronto retailer. Incidentally it is an indication of the scarcity of shirts and the prices that jobbers are willing to pay to get stocks.

Some time ago a Toronto retailer held a big sale of shirts. He gave a good bargain on them and disposed of a considerable quantity, but he still had some left, and the day after the sale closed the representative of a jobbing house called on him and offered him a slight advance for the remaining dozens on the price of the figure which he had asked during the sale. Needless to say, he took the offer and thus got rid of a large quantity of shirts he didn't want.

If you have some left-over shirts, here is a tip for you.

## Pincher Creek First Official is Haberdasher

### Harvey Bossenbury is Honored With Chief Magistracy of Western City

Harvey Bossenbury, formerly a councillor in Pincher Creek, B.C., has been honored with the position of chief magistrate of that town. Several years ago he joined the T. Lebel & Co. firm, and was manager, but for some years he has been conducting a business of his own as a haberdasher. He took an active part in the Victory Loan campaign, the campaigns for Y.M.C.A. funds, and for the French relief. He is also the secretary-treasurer of the Memorial Hospital, and has been largely instrumental in a successful canvas for funds for that institution. Mayor Bossenbury also takes an active interest in all sports, such as baseball, hockey and curling.

**MEN'S WEAR REVIEW** wishes him every success in piloting the ship of state for Pincher Creek.



# SUITS & OVERCOATS



## Suitings With More Colors; Fall, 1920, Will Be Brighter

With the War Over More Time is Being Devoted to Fancy Cloths  
—Higher Prices Paid For All Orders Than Last  
Year—Business on a Day to Day Basis

**M**ORE color in men's suitings will be among the offerings to the retailers for the Fall of 1920. During the war when the conservation of time and the conscription of manpower affected the labor market to such an extent many of the British manufacturers, in particular, were compelled to drop colorings in their productions. With the war over, however, and many of the men getting back to their previous vocations, manufacturers are able to devote more attention to a greater variety of styles in cloth manufacture. This they are doing; and the Fall of 1920 will provide greater opportunities for the trade in point of colored suitings. These colorings will be in both the check and striped goods, and fat and lean alike will have their choice when the finished product is on the market.

### Sees Only Price Advances

A manufacturer with whom MEN'S WEAR REVIEW chatted on the question of prices of these suitings, which are largely the production of British houses, said he saw no reduction during the present year. "For every yard of goods we have bought for delivery in 1920," he said, "we have paid an advanced price over 1919." In these advances, he said, there was no regularity, except that worsted goods had advanced the greatest in price of any of their ordered quantities. But on most of them it was a case of doing business from day to day, rather than from month to month, as the case used to be. They have had instances of placing an order with an English firm, confirming it by cable, and in the course of a day or so being advised that the price had advanced. The reason for this was that the stock on which the original order had been placed had been sold out between the time of ordering and confirming, and the goods ordered from this side of the water had to be supplied from new stock. And the question of getting new stock is a question that is affected from day to day by labor con-

ditions and supplies of raw material. No guarantees can be given by anyone, apparently, that deliveries will be made. This firm informed MENS WEAR REVIEW that they had failed to get deliveries on goods which had been ordered two years ago. The position of this firm is similar to many others; it is harder to fill orders than to get business.

## Export Raw Wool Will be Freer From Britain

There is a report from London, England, according to J. MacCormac in the "Mail and Empire," that the export of raw wool from Britain will soon be freer, because the license which has to be obtained at the present time for such export will be discontinued. The licensing of the export of yarn, however, will still be in force.

The monopoly of the empire's wool supply since the outbreak of the war has virtually been in the hands of the British Wool Council. Owing to the scarcity of the finer grades, export to allied countries from Britain has lately been disallowed, though small quantities have reached Canada during November and December.

The wool centre in England is Bradford, and this town has recently been described by Lord Beaverbrook's paper, the "Daily Express," as the richest in England, the war and the wool shortage having created millionaires like mushrooms. As Canada and Australia grow their own wool, Canada is the only part of the empire to suffer by these restrictions. The Canadian mission, which made representations to the British Government in this matter, were informed that while the export of raw wool would be allowed shortly, the finer grades, or what are known as tops, would continue to be restricted.

## MUSKRAT PELTS NOW HIGH PRICED

ONLY THE RICH CAN WEAR THE  
FUR FROM THE HUMBLE  
MUSKRAT

All grades of muskrat skins are commanding prices in New York that a few years ago would have been considered fantastic. Michigan and Eastern "rats" bring prices ranging up to \$3.75 each, when in 1916 the best ones sold at from 55 to 60 cents a piece. Information from Western Canada places the best Manitoba muskrat pelts at \$2.60 each, whereas four years ago they sold as low as 30 cents each. The advance is due to the marked shortage of rats generally, and to the tremendous consumer demand for them in the dyed state this season under the name of Hudson seal.

## CLIMAX CLOTHING FOR ARNPRIOR

To Manufacture Men's Clothing and  
Fine Lisle and Silk Hosiery

Arnprior is to have a new industry called the Climax Clothing Co., Limited. This company has recently purchased the Galvin block corner, and the premises are being fitted up and equipped ready for manufacturing purposes, it is expected, by the middle of January.

The moving spirits behind the enterprise are J. T. Griffith and N. L. McNaughton. The first line to be manufactured will be men's clothes. Some of the cloth will be the output of the Kenwood mills, while others will be imported. On the second storey of the building fine lisle and silk hosiery will be made. The ground floor will be for the administrative offices and shipping department.

With the Greeks, the skill in dress was not in the cutting, but in the wearing of the clothes. If anyone will take a piece of material about twice as long as it is wide, and will suspend it from about the quarter point of one of the longer sides, and will note the folds into which it naturally falls, he will get the fundamental principle of Greek drapery, the edges of the material forming a serrated or saw-tooth line in which the indentations constantly diminish.

# Prince of Wales "Fashion Leader of the World"; Delights Americans with Style and Carriage

Prince Charming is a Great Favorite With Fashion Lovers Because of His Conservative Dress—Appears on All Occasions as the Best Dressed Man—His Dress At Two Functions

OUR Prince Charming, on his visit to the United States, seems to have captured the hearts of the American people, not only because of his democratic ways, his unaffected manner and his winsome smile, but because of the faultless and immaculate dress which he wore on all occasions. Particularly did his civilian clothes attract the people of New York, who are unreversed in their admiration of the well-dressed men about town. At the opera, the Horse Show, the Chamber of Commerce luncheon, the Reid ball, the Pilgrims' dinner, and Wanamaker's reception, and wherever else he made his appearance, his dress was the subject of marked admiration by the leaders and admirers of fashion. "Men's Wear" of New York, in referring to his four days' visit in that city, said that he displayed great promise of living up "to that high mark set for him in the prediction that he is destined to follow in the footsteps of his illustrious grandfather, the late King Edward Seventh, as the fashion leader of the world."

Our New York contemporary devotes nearly three pages of its issue to a description of the Prince of Wales' different dress on the several occasions on which he made a public or private appearance in the great metropolis. One of the most brilliant affairs which he attended was the Metropolitan Opera. He is here described as the "best dressed man at the opera." The Prince wore "a broad wing collar with considerable opening in the front, exposing much of his ruddy neck. On the collar was neatly tied a butterfly bow with a very small knot and rather widespread ends, set in concave fashion. A single pearl appeared in the bosom of his shirt, which was so white and so stiff that it glittered more than the pearl. Across the lower shirt front and waistcoat he wore the Order of the Garter decoration, a broad blue sash inscribed in red, and directly below this appeared part of a small and inconspicuous gold chain. On the left lapel of his coat, he wore several decorations and honor badges. About one inch of his white cuffs showed below the edges of his coat sleeves, and two corners of a white handkerchief protruded from his breast pocket. His coat fitted rather snugly at the waist, but not extremely so, and the front was so cut that the inner edges of the lapels ran parallel from the neck down to the waist, where they gracefully curved outward. The lower points

of his coat and his waistcoat were very moderate and conservative. It would be impossible to imagine a more perfectly fitting garment than that which the Prince wore."

His appearance at the Horse Show, Madison Square Garden, was equally notable for the dress which he wore. It consisted of a closely-fitting, double-breasted gray tweed overcoat, with a short, stitched-down belt in the back, and a rather inconspicuous inverted pleat between the collar and the waistline.

The coat of the suit was a single-breasted, two-button model that fitted rather snugly, following the lines of the figure without any drapery. The lapels were of medium width, and reached to the waistline. The pockets were perfectly plain and without flaps. His trousers were of medium width and worn with a conservative cuff on the bottom. His tightly-fitting collar was low, with an inverted V opening, and he wore a dark blue four-in-hand tie, with a neatly tied knot, smartly adjusted. Well down on his tie he wore a very small scarf pin. His soft shirt was plain white. He wore cordovan brogued low shoes and grey wool hose. He carried a P.W. crooked cane with silver handle and silver band, which he held in his right hand, together with a pair of brown leather gloves, leaving his hand free. In the breast pocket of his sack coat he wore a blue silk handkerchief. His black derby was tilted at a jaunty angle toward the left."

## O.A.C. Students Taboo Dress Suit

Out of 570 Students Only a Mere Ten Have Dress Suits—President Against Them

The statement in a Toronto newspaper that "under the beneficial inspiration of Dr. Creelman a truly equipped agriculturist of the third year should trip the light fantastic in a dress suit, and the convention is said to be taking hold," called forth an emphatic denial from the president of the O.A.C. As a matter of fact, Dr. Creelman does not seem to favor the evening dress amongst the men whose brethren now constitute the governing body in this province.

"We have 570 students at the college this year," said the president, "and I don't think there are ten dress suits among the lot. We have had at least a dozen functions since the term began where dress suits could be worn, and there was none in sight at any of them. Personally, I do not encourage the wearing of dress suits, and in fact, I do not approve of them at social affairs at the O.A.C."

Here is a chance for some missionary work on the part of Guelph retailers.

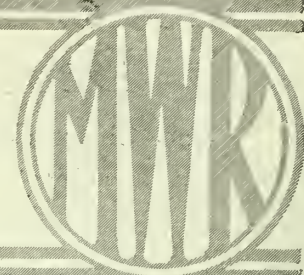
## Paris Boulevards Behold France's "National Costume"

Steps to combat the high and increasing cost of clothing have been taken by the French Government, and the first illustration of their action made its appearance on the Paris boulevards on December 1st, according to scheduled time. It is called the "National Costume," and it is not such as to draw the attention of promenaders, either by its elegance or its shabbiness. With the exception of a little strip of lining inside the coat, marked "National Garment," one would never know that the suit had anything different from others daily turned out of the so-called fashionable tailoring houses.

Wearers of the suit, however, seem proud to exhibit the inside of the coat to friends and strangers in the cafes and theatre lobbies. There is one thing alone in which the national garment differs from others, and that is, the price. The suit sells for 110 francs, which is about eleven dollars in our currency. They are selling at the rate of 25,000 per month.



# NECKWEAR



## Many Ties Will Be Narrower

Necessity of Conserving Available Supplies Means Less Width—Japanese, French and Italian Quantities Much Smaller Than Formerly—Manufacturer Taking Immediate Deliveries Only

**S**CARCITY of the raw material, combined with a desire to keep the retail price from soaring beyond the reach of the average buyer, seems to point to a coming change in the character of men's neckwear. Fifteen years ago ties were so narrow that advanced styles practically amounted to a shoe lace with the ends cut off. While there is no likelihood of there being such a marked change from the wire, flaring tie to so narrow a one as this, it is altogether probable that much narrower ties in silk, knit and batwing will be worn this year. MEN'S WEAR REVIEW was given to understand by one manufacturer that the change would be more or less radical in nature and that next Spring would see ties as narrow as an inch-and-a-half in width.

### Scarcity of Raw Material

The big factor in the coming change is the scarcity of the raw material. There seems, in fact, to be considerable doubt regarding the exact extent of the shortage. That there is a shortage is admitted by all manufacturers, but they seem unable to ascertain to what extent this shortage may be reckoned upon. It was believed at the beginning of the season that the output of Japan—which is the important field for the raw material—would be about 270,000 bales, or about 5,000 fewer than last season. Since then there have been reports on two separate occasions that the output would be decreased by ten per cent. This decrease of 20 per cent. would mean a little over 200,000 bales for the season. Travellers from Japan verify these statements. The French crop was about 60 per cent. short, and the quality not up to the standard, due to five years of the stress of war. The Italian crop was about the same. France bought the largest share of the exportable material at a high price, leaving only a fair quantity for America. The Spanish crop has been good, but there is not much of it coming this way, not as much as it hoped for next season. Producers are getting a good profit but the supply is only limited. A number of American firms sent

their representatives to the European markets some months ago, hoping to get liberal supplies by paying a good price, but, as one manufacturer stated to MEN'S WEAR REVIEW, they came home without any, and all they had was an unpleasant trip across the seas.

### Big Advance in Prices

To give some idea of how the raw material has advanced in price, MEN'S WEAR REVIEW was told of a Brooklyn manufacturer who recently contracted for a big supply of fine cotton at \$4.20

cloth. Comparatively speaking, so few hands are required to manufacture a tie that labor conditions in the factory do not greatly affect the price of the tie. A 50 per cent. increase in wages to the staff might work out to only about a five per cent. increase in the price. It is the difficulty of getting the raw material that enters into the question most largely.

Shades will be varied, and, so far as one can foretell with rapidly changing markets, the price will be about the same as that being paid now for the wider tie. The hope of a manufacturer with whom MEN'S WEAR REVIEW talked was that they would be able to keep the price about the same with the lesser use of the material to make the article. He had his own difficulties in arriving at prices. On the same day on which he had ordered yardage he had sold the ties to be manufactured from them. He had quoted his price to his customer, but he didn't have to pay for his goods for a month. In the meantime the exchange on New York was rising, and by the time he had to pay for these goods the rate might have advanced four to six per cent. Other conditions might affect the price, such as increased wages. The coal strike in the United States has affected the output considerably, and it seems difficult to tell how long it will continue to affect it.

### Only Taking Immediate Delivery Orders

This manufacturer stated that he was taking immediate delivery orders only. He absolutely refused to take orders for April, or even March because of the uncertainty of the whole silk situation.

Prices of the narrower tie, as indicated, will be about the same as prevailing prices. It will be difficult to get a tie for less than \$1. Wash ties will also be in big demand; this, too, on account of the high cost of neckwear. These should sell at about 50 and 75 cents.

### Delay in Buying Unwise

Judging from the rapid change in the silk market, the uncertainty of supplies

### WATCH THE DOOR

"Storekeepers in general are too indifferent as to the protection of their property," stated Chief Grasett, in referring to a complaint laid by a Toronto merchant because of a robbery committed at his store. He added that he had had occasion some years ago to make an investigation regarding protective measures and that he had found them very inadequate.

The increasing number of robberies recorded during the past month indicates that necessity or an unfortunate criminal tendency is responsible for a large number of police court scenes. It is just as well that retail clothiers take this matter to heart and see that their stores are well bolted and locked when they leave their places of business each night.

net that he used to buy for 60 and 70 cents. Silk that used to be bought on the European markets for \$3.75 a pound is now bringing \$15 and \$16. Three years ago the finest Italian grades of silk could be bought for \$3.25; to-day one is fortunate to get them at any price.

### Cut the Tie to the Cloth

These conditions point to the advent of the narrower tie. It is simply a matter of the conservation of raw material, the necessity of cutting the tie to the



and other conditions, the retailer would be unwise to delay in buying. There is no immediate prospect of a reduction in prices; the tendency will be quite in the other direction. A retailer explained to MEN'S WEAR REVIEW that he had in the course of two weeks been offered the same goods at an increase of \$5.50 per dozen. Furthermore, he had been offered by a jobber the same price for a big bunch of ties that he was asking for them in his store. Under such conditions as these it would seem that the retailer who can get a supply at all would be wise to take immediate advantage of it.

A certain manufacturer of this line in Toronto has not had a traveller on the road since September last and says he will not put one out until February in any case. The difficulty, he says, is not in getting the business but in filling the orders. This seems to fairly represent the trade in neckwear.

FIRST MERCHANDISE

(Continued from page 59)

14. What is meant by Points as applied to gloves?
15. How many styles of points are commonly used?
16. Sketch the points if possible.
17. Name the principal seams used in gloves.
18. Describe these seams.
19. How do sizes run in ladies' kid gloves?
20. Name the different lengths in kid gloves.
21. If a customer asked to match a sample and we could not do so, what should be done?
22. What are the best selling points in a glove?
23. How should a glove be put on?
24. What is a Bolton Thumb?
25. What is a Gusset Thumb?
26. What is a Fourchette in a glove?
27. What are Gussets in a glove?
28. What are the different kinds of fabric gloves?
29. What are the different kinds of silk gloves?
30. What is the difference between a Milnesse and a Tricot?
31. Of what material are Chamoisette gloves made?
32. How is a Chamoisette glove made?
33. Of what material are Lisle gloves made?
34. How do sizes run in fabric gloves?
35. How do sizes run in children's gloves?
36. What size glove is sold for the average-size child of 6 years?
37. What are the principal skins used in men's dress gloves?
38. What is Buckskin?
39. What are the principal skins used in work gloves and mitts?
40. If a customer asked for a glove that would stand water, what should be recommended?
41. Are all knitted gloves pure wool?
42. What is a Gun Cut Palm?
43. How do sizes run in men's gloves?

HOSIERY DEPARTMENT

1. What are Cashmere Hose?
2. What are Worsted Hose?
3. What are Thread Silk Hose?
4. What are Glove Silk Hose?
5. What are Fibre Silk Hose?
6. What are Plated Hose?
7. What are Union Plated Hose?
8. What are Union Hose?
9. What are Percentage Hose?
10. What are Fleece-lined Hose and what is the purpose of fleecing?
11. What are Balbriggan Hose?
12. What are Cashmerette Hose?
13. What are Lisle Thread Hose?
14. What are Mercerized Hose?
15. Which will wear the better, Glove Silk or Thread Silk Hose?
16. Has Glove Silk any advantage over Thread Silk?

17. What are Spliced Hose?
18. Name and describe the three different styles of feet in hosiery.
19. If a customer asked you how to launder Colored Silk Hose, what would you suggest?
20. Has a Cashmere Sole any advantage over a Cotton Sole?
21. What is a Maco Sole?
22. What are Full Fashioned Hose?
23. How is a Fashioned Seamless Hose distinguished from a Seamless Hose?
24. How is a Mock Seam Hose distinguished from a Full Fashioned Hose?
25. What is the advantage of a Full Fashioned Hose over a Seamless?
26. Why are Full Fashioned Hose higher in price than Seamless?
27. What is meant by Out-size Hose?
28. What is the standard width of Regular Hose and Out-size Hose?
29. Why do Out Sizes cost more than Regular Sizes?
30. What does "Multiplex" mean?
31. Which will shrink the more, White or Black Cashmere? Why?
32. Pick out the following hose: Cashmere, Worsted, Thread Silk, Fibre Silk, Silk Plated, Union, Balbriggan, Cashmerette, Lisle, Mercerized, Plain Cotton, Full Fashioned, English Full Fashioned Foot, Ingrain, French Foot, Mock Seam, Seamless, Fashioned Seamless, Maco Sole.

1. Cashmere Hose are hose made from fine all-wool yarn.
2. Worsted Hose are an all-wool hose made of long, hard-twisted yarn of a coarser nature than cashmere.
3. Thread Silk Hose are made from the long thread taken from the silk cocoon.
4. Globe Silk Hose are made from a knitted fabric cut into shape and stitched by machine.
5. Fibre Silk Hose are manufactured from an artificial fibre made from cotton and wood pulp chemically treated which dissolves it into a solution. This solution is then forced through a plate containing small holes into a bath which hardens it into a fibre. It is then twisted into yarn.
6. Plated Hose are hose having the face of one material and the back of another. For instance, hose having a wool face and cotton back are plated.
7. Union Plated Hose are made of a union yarn on the face and a cotton yarn on the back.
8. Union Hose are made of a yarn that consists of 50 per cent. cotton, or more wool as the case may be, but never less than 50 per cent.; the wool and the cotton being mixed together in the process of making yarn.
9. The term "percentage hose" is used when the percentage of cotton is greater than the percentage of wool.
10. Fleece Hose are hose with a soft, napped surface on the inside produced by running through wire rollers called brushes, the purpose of which is to give a greater warmth to the hose.
11. Balbriggan is the name given to a long staple, somewhat tightly twisted cotton yarn, having a smooth surface, produced by being passed over gas jets.
14. Mercerized Hose are made from a

fine cotton yarn which has been put through a chemical process to give it a sheen. This process increases the tensile strength of cotton, and when dyed, does not wear bare as quickly as ordinary cotton as the process also increases its affinity for dyes.

15. Thread Silk Hose will wear better than glove silk hose as most of them are finished with a lisle sole or a lisle spliced sole, which naturally has greater wearing resistance than a silk.
16. The only advantage glove silk has over thread silk hose is that they are not so sheer and the stitches will not drop or run so readily as in thread silk.
17. Spliced Hose are hose that have had an extra thread introduced into the construction at the toe, heel, knee or sole, where there is likely to be extra wear.
18. The three styles of feet made in hosiery are seamless, English full-fashioned and French full-fashioned. A seamless foot is finished at the toe and has no seam. An English full-fashioned foot has two seams, one on each side of the foot. A French full-fashioned foot has only one seam and that is in the centre of the sole.
19. Colored Silk Hose should always be washed carefully in lukewarm water with a fine white soap.
20. A Cashmere Sole will absorb moisture better than cotton and is softer on the feet.
21. A Maco Sole is an unbleached cotton sole.
22. Full-fashioned Hose are knit in a flat web and finished with a seam up the back.
23. Fashioned Seamless Hose, on close examination, will show just above the ankle at the back of the leg, a space where the needles have been thrown out automatically to shape the ankle. Seamless hose are made by adjusting the machine so as to make the stitches somewhat longer up the leg than at the ankle, then steaming and drying on boards of proper form.
24. On examination it will be found that the Mock Seam Hose is a seamless hose shaped on a board with an over-stitching up the centre of the back in imitation of a seam. A full-fashioned hose is made from a flat web and seamed up the back.
25. A Full-fashioned Hose is a better fitting hose and will always retain its shape.
26. Full-fashioned Hose are higher in price than seamless hose because of the process of production. A full-fashioned hose machine will only produce from 1 to 2 dozen pairs of hose per day, after which they have to be looped either by hand or by machine, while a seamless hose machine will produce from 12 to 15 dozen per day.
27. Out-Size Hose are hose made in extra wide widths.

(Continued on page 69)



# MARKET REPORTS



**T**ORONTO, Dec. 31.—The year closes with uncertainty ruling the market in nearly all lines of goods. The man who can make any definite predictions with regard to the future, even though that future be ever so near at hand, is not to be found in the trade either amongst the retailers or the manufacturers. Both are living from day to day and none knows what a day will bring forth. Orders are placed and accepted in all good faith, but deliveries are contingent upon things which are unseen at the time of the actual transaction. For the year 1920 uncertain deliveries will probably be the outstanding feature of the trade.

## **Buying is Heavy**

Buying is heavy in all lines. Reports from British and European markets indicate that trade is most active and that buying is proceeding at a reckless pace. The reflection here is somewhat marked. Retailers are booking orders heavily in every line of men's furnishings. From the standpoint of the consumer, the retailer feels safe in buying large quantities when he can get them; he knows that the consumer is paying high prices; if grudgingly, but paying them just the same and with little hope of a decline even in sight. The world's demands for goods is eliminating particularity to some extent; manufacturer, retailer and consumer alike are buying more freely and are less influenced by extreme styles. It is a case of "we want goods" and everybody who can produce them is doing so as fast as possible and everybody is buying just as rapidly.

## **Clothing**

Whereas one used to have a pretty fair idea at this time of the year what would be vogue for the coming Fall, there is little or nothing on the market as yet to even make a conservative forecast of what will be offered six months hence. There are manufacturers in Toronto still working on Fall orders, 1919, to say nothing of the coming Fall. Spring deliveries will be late; it is inevitable that they could be otherwise with conditions such that the makers are living from hand to mouth. The extraordinary demand of the makers is causing them to pay less attention to styles and there will be little that is radical on the market. The hope of the year is that no disturbing elements will upset the market again as happened last summer when a strike was declared amongst the garment workers. The labor situation at present is good and there is no reason to believe that another upheaval is in sight.

## **Neckwear and Hosiery**

Strikes amongst knitters and dyers have still

further decreased available supplies. Orders placed by the manufacturers for raw silks have been very slow in delivery, with the result that retailers are placed at a corresponding disadvantage in getting the required supplies. German firms have already offered their goods in British markets where they are received very coldly and there is little buying from that source. Indirectly, however, it may increase the available supplies by drawing away from markets already flooded with orders.

High prices, and coming higher still, are prevalent. The consumer apparently wants nothing else but high-priced stuff and MEN'S WEAR REVIEW knows of one case where a jobber raised the price of a certain line of ties because they were slow; they immediately sold. There is a report that a cheaper line of ties will be on the market before long, a line that contains a good proportion of cheaper material. The exchange situation is having the effect of curtailing buying in the United States and booking heavier orders with Canadian firms.

## **Hats and Caps**

A number of the narrower brims are making their appearance in soft hats. This is the style worn by the Prince of Wales during his American trip and will be very popular for Spring. There is nothing startlingly new in styles, however. The well-known lines will be repeated and here again production is having its effect upon the market in both hats and caps. The pressure is to get the hats and caps on the market with not too much attention to new creations.

## **Shirts**

There is a gradual drifting away from extreme colors in shirts. The flaring stripes are disappearing, but there will be plenty of color in both silk and cotton creations. The shortage in the market is well known and the effort of the manufacturer is devoted to coming within reasonable distance of the orders that are being placed with him. Retailers are availing themselves of every opportunity to purchase when and where they can, but they are not getting all they want. There is no indication at all of a decline in prices, rather the reverse. Cottons are hard to get. There are manufacturers who have more balance orders in their books at the present time than they have had for the last five years.

In all lines of cotton goods, buyers who have recently completed their purchases, state that prices were firm all along the line and that the indications are that they will remain so for another twelve months.

**“I do not foresee any change from our present measure of prosperity for at least five years, probably for seven. The world is face to face with a famine of essentials. The shelves of the grocer, the draper and the hardware merchant are bare, the ships that we need to bear our trade are yet to build. Everywhere people are needing goods that they cannot buy at any price because the goods are not there to purchase. While these conditions last, while all the world is a buyer, there can be no thought of hard times.”**

The world has been very full of croakers of late years, and a change in the tone of the music comes gratefully to the ear. Certainly no one could accuse Lord Leverhulme of Port Sunlight, England, head of the great Lever Brothers soap business, and one of the largest employers of labor in the world, of being a croaker: no one could accuse him either of being a man of incautious judgment. He stands as one of the big business men of the world and frankly declares himself an “incurable optimist,” not only in regard to general affairs, but in regard to the present disturbed business conditions, and the somewhat uncertain future. “I do not foresee any change from our present measure of prosperity for at least five years, and probably seven,” stated Lord Leverhulme to MEN’S WEAR REVIEW. “The world is face to face with a famine of essentials. There are too few ships to provide for our needs, there are bare shelves. The shelves of the grocer, the draper and the hardware merchant are bare, and the ships that we need to bear our trade are yet to build. Everywhere people are needing goods that they cannot buy at any price, because the goods are not there to purchase. This condition cannot be remedied in a day. It will be years before production can equal demand, and until it does there will be a ready market for everything that can be produced, and that is so, I believe, quite despite present exorbitant prices. People will pay these prices because only by so doing can they supply their needs. While such conditions last, while the world is a buyer, there can be no thought of hard times. That is the condition existing in this first period of reconstruction, as I see it, and that is a condition that I believe will certainly exist for a period varying from five to seven years. I do not think that in this time any conditions can arise that will greatly modify this judgment.

#### Wage Reduction a Catastrophe

“In what might be called the secondary period, the period that will follow the time when the world’s production has again been brought equal to the demand,



## Prosperity Assured for Years to Come

*An Interview with*  
**LORD LEVERHULME.**

the stability of business conditions will be contingent upon two factors: the continuance of present wage conditions to the worker, and a reduced production price that will permit of lower prices. In my opinion, any reduction in wages would be a catastrophe and would unquestionably result in one of those periods of depression that we have had from time to time. Any lowering in the wage market, and such will be the case if industries are shut down and the labor market becomes flooded with excess labor, will react sharply on business and will bring about a condition of hard times.

“On the other hand the laborer must be brought to see the fallacy of the doctrine held by some that a re-distribution of wealth would afford any remedy. You might as well say that the mortgage on the home could be raised by re-arranging the furniture. Re-arrange it as much as you like, but the mortgage would still be there till someone goes out and takes off his coat and earns the money to raise it. The thing we must look forward to is when the working-man’s five dollars can buy seven dollars’ worth of goods as they are at present prices, but such things can only be if the workers as a whole, and that means most of us, for we are all of us bartering one sort of labor for another, are prepared to work to raise the mortgage. The high prices of goods is ninety per cent. paid by the working class and if they neglect the production that would lower prices they are merely raising prices on themselves.

“A reduced production price depends on the co-operation of labor, and on sound economic handling. For instance,” said Lord Leverhulme, “there was a man in here a short time ago showing us a machine that would do the work of ten

men. Now when you have one man doing the work of ten, then you have a production many times doubled, and costs reduced, you naturally have a commodity that can be sold at lower prices. What of the nine men whose services are disposed of? They will be making the machine that saves the labor and handling the excess production. It is merely a re-arrangement of labor that leaves everyone employed and producing more.

#### Larger Production—Lower Prices

“With larger production there must come lower prices; lower prices are made possible by better business system, and with the laborers’ wages maintained there is a buyer for all the goods that can be produced. Such conditions will mean an indefinite continuance of prosperity.

#### Prosperity Outstrips Debt

“As for the financial aspect, I do not think that there is ground for fear. At the close of the Napoleonic wars Britain had a debt of eight hundred million. That is taking in the British Empire alone. Our present debt is estimated at somewhere about six thousand million, add in the debt of all other parts of the Empire and the total debt will yet be less than eight thousand million. Ten times as much as that of the Napoleonic wars, but is anyone foolish enough to believe that our resources are not ten times greater than then? Why, take Canada, her resources are a thousand times and more greater than they were in the Napoleonic era. Australia had only been discovered by Captain Cook a few years before. Africa had practically no resources, and the resources of India were a mere bagatelle. Why our resources were scarcely touched in those days. To-day they are certainly many times more than ten times as great, and if a time of undreamed of prosperity followed on those uncertain days, why should we fear any disastrous financial conditions now? As I said I am an optimist and I can see only good times ahead.”

## UNDERWEAR WILL BE HIGHER STILL

High prices have become so prevalent that one other thing is added to that list of things as certain as death and taxes, namely, higher prices. The human frame cannot stand too much of a shock. What will be the result when the retailer is told some day by a traveller that such and such a thing has been reduced in price? And what will be the effect upon the consumer?

However, so far as underwear is concerned there is no cause for alarm inasmuch as death due to shock may become the unfortunate cause of many untimely demises. The price for fall underwear, 1920, will not show any appreciable relief under present indications. Travellers have just returned from trips to jobbing houses where they have asked and received advances on all 1919 lines that have a large percentage of wool in them. With the exception of the elastic ribbed underwear and all the cheaper grades, there is an advance all along the line. The cheaper lines will be about the same as a year ago, and there are one or two new lines that will go a trifle below the offerings of 1919. Some of the medium lines are remaining stationary in prices, but in any line where a large proportion of wool is used the price has advanced. For instance, a line that formerly sold at \$21 is now selling at \$24.

Travellers report that the bookings for the fall of 1920 have been exceptionally heavy. Last year there was a considerable holding back because of the high prices, and stocks equal to normal were not carried. The home-coming of thousands of men from overseas also resulted in an increased sale of underwear, with the result that little was carried over for the fall of 1920. Complete new stocks have now to be ordered.

There is little likelihood that retailers will hold back this year, hoping for lower prices. Their orders will be fairly or unusually large. But there is grave danger that all their orders may not be filled. Manufacturers with whom MEN'S WEAR REVIEW have talked say that deliveries will be the great question for fall goods. The difficulty in getting raw material and labor unrest are uncertain quantities in production. That is the key to the situation from the standpoint of deliveries.

## Wm. C. Macdonald Called by Death

WELL-KNOWN MERCHANT-TAILOR  
PASSES AWAY AT AGE OF  
SIXTY-FIVE YEARS

The death of William Charles Macdonald, a well-known business man of Toronto, took place Sunday, December 28th, at his home, 399 Dundas Street West, after a short illness. The late Mr. Macdonald was born at Thorold 65 years ago, and was a son of the late John Macdonald, of St. Catharines. Thirty years ago he removed to To-

ronto, where he entered business for himself as a merchant tailor, and he successfully conducted his business until he was taken ill a short time ago. He was prominent in fraternal circles, being a Past Grand Chancellor of the Knights of Pythias, a veteran of the Independent Order of Oddfellows, Chief Veteran of the Ontario Veteran Oddfellows' Association, a member of the

A. O. U. W., and the C. O. C. F. In religion he was a Presbyterian. In 1886 he married Mary C. Macgregor, of this city, who survives him. Other survivors of the family are two sons, John A., of Winnipeg, and Gordon M., of Toronto, one daughter, Miss Flora Macdonald; one sister, Miss Helen Macdonald, of Merriton, and a brother, John Alexander Macdonald, of 441 Macdonell Avenue.

## Dominion Commercial Travelers' Association Now Has 10,706 Members

AT its annual meeting held in Montreal, Saturday, the Dominion Commercial Travellers' Association elected officers for the coming year. J. C. Shea, the first vice-president, was elected and installed as president, and made a brief address in thanking the members for this election. Other officers were returned by acclamation.

### Has Seen Big Growth

During the past year the growth of the organization has been particularly large. The actual figures show that 1,085 new members have been received and this makes the present total of 10,706, which, it is understood, is the largest number ever recorded. The amount of balance in the mortuary benefit is given as \$5,239,650.

### Attribute Growth to Conditions

In seeking reasons for the great growth of the association during the past year, the main reason was attributed to that of after-war development of trade in nearly every branch of business. It was expected that this growth would continue during 1920, and when a continued expansion in various trade directions is anticipated.

In referring to the growth during 1919, Maxwell Murdock, treasurer, also referred to the healthy condition of finances, and pointed out that the sur-

plus of \$47,067 brought the reserve fund up to \$682,205, this being a record amount. This report, as well as others, was unanimously adopted.

### To Honor Returned Members

It was decided to set aside a sum of \$2,000 which will provide testimonials for members of the association who served overseas. The form of this testimonial was left with the executive, and while it was not definitely decided, it is possible that a pair of suitably engraved gold cuff-links will be given to those still living.

A motion which elicited quite a discussion was that referring to the limitation of mortuary benefits to \$1,000 instead of \$1,200 as it is at present. The motion was strongly supported by the mover and seconder, but it was very strongly opposed by other members. The proposal was defeated by a majority of 18, leaving the by-laws unchanged with regard to this important matter.

The association held its annual banquet on Monday night in the Windsor Hotel with the president-elect, Mr. J. C. Shea, in the chair. Various speakers included the Minister of Justice, Hon. C. J. Doherty; Hon. Walter T. Mitchell, Quebec Provincial Treasurer; Hon. F. D. Carvell, chairman of the Railway Commission; Mayor Martin of Montreal, and others.

## Commercial Travelers Will Form Federal Board—Officers Elected

Officers for the year were elected as follows:

President—G. Morley Adams, London; 1st vice-president, E. N. Hannah, London; 2nd vice-president, F. E. Harley, London; 3rd vice-president, M. E. Sherwood, Woodstock; directors, A. E. Cowley, London; J. H. Laughton, London; Geo. T. Hair, London; A. W. Howe, London; C. G. Secord, Brantford; Geo. W. Sulman, Chatham; W. G. Milne, Galt; H. B. Callander, Guelph; J. G. Murphy, Hamilton; Harry Tolton, Kitchener; I. W. Kingswood, London; Geo. C. English, London; H. Vance Kennedy, London; W. D. Martin, Stratford; L. W. Hambly, St. Thomas; W. T. Goodison, Sarnia; J. K. Bell, Toronto; Jas. H. McGuire, Windsor; H. Lang, Woodstock.

G. Morley Adams, president of the association, is confined to his bed through sickness, and Vice-President E. N. Hannah presided at the meeting.

**FIRST MERCHANDISE**

(Continued from page 65)

28. The standard width of a regular hose should be 5½ inches on the flat. An out-size should be 6½ inches on the flat, making the latter 2 inches larger around than the former.
29. Out sizes cost more than regular sizes because a greater amount of material is used in their construction.
30. "Multiplex" is derived from the Latin word "multus," which means "many," and "plicio," meaning "fold" or "ply," giving the word "multiplex" or "many ply," and is a registered name controlled by us.
31. White Cashmere will shrink more than black cashmere, because the black has gone through the process of dyeing, which has already helped to shrink it more or less.

**PRICES IN HAMILTON**

**Dealers Have All Had to Pay More Since Armistice, Investigators Learned**

During the course of the investigation at Hamilton into clothing prices it was brought out that the difficulty in obtaining cloth, the scarcity of labor, and the increased demand with a decreased supply of the goods required have all contributed towards the present high prices. Investigation showed that since the armistice Hamilton dealers have been forced to pay 33 per cent. more for suits and overcoats. The manufacturers claim that the increased cost of labor, the shortening of the working hours, and increases in all expenses, are responsible for the prices that have been made. The dealers have had to pay the increase, and in turn the consumer must pay it. The dealers are making no more than they did when the prices were low, and are anxious that prices be reduced, as it would mean increased trade, they said.

**BRITAIN THE NATION OF TRADERS**

(Continued from page 69)

to buy where they can with only a thought for their immediate needs.

The inevitable effect on the Canadian output to the retailer is that deliveries will be late. Mr. Allan states that there is not a chance in a hundred that deliveries will be on time; they are more apt to be two or three months late. In spite of that, he believes that retailers would be badly advised not to take the goods no matter when they come, because prices will still continue to mount. Hatter's fur, he said, had increased 75 per cent. in one week; linings and all materials used to make hats were on the increase week by week.

While American travellers are flocking into Germany to do business with them, Mr. Allan states that there is little or no disposition on the part of the British business men to open accounts again with Germany. Feeling there is still too bitter to re-open negotiations with the people who launched the world-war in 1914.

"Consider, for a moment, the results of more than four years of suspension of the ordinary vocations of millions of men and women, combatants in the world struggle or contributors to the labors of maintaining the armies in the field. Consider that practically every man and woman that remained behind of necessity was compelled to bend every energy to war work. Consider the millions of the earth's best manhood who laid down their lives and no longer contribute to the world's substance; and the other millions who now face the world as partial or absolute dependents upon the toil of others. Consider the bankruptcy staring practically all Europe in the face, and ask yourselves if present conditions are not enough to drive us to insanity.

"In looking forward to the future, the Government can well afford to be generous to labor. Workers should be well paid, but not to the extent of being made a preferred class. Class legislation has no right to a place upon our statute books. It is undemocratic and contravenes the first principles of our constitution. Yet, labor elevated and placed upon the same plane of rights with other citizenry becomes a fortress of security when the loyalty of Americans is put to the test in an emergency and makes for the permanency of the Republic. Labor, on its part, should have constant care that its organizations do not permit exploitations by anarchy or be swerved from duty to the Government by the forces of irresponsibility. Likewise, the Government should be firm in refusing to become a party to pernicious innovations.

"We hear on every hand the demand 'higher wages,' 'shorter hours,' 'greater profits,' when the sole need of the hour is work, work, work, in order that increased production may relieve a suffering world. It is a thousand pities that some great light cannot be thrown upon the pathways of laborers—yes, and upon some employers of labor in America—convincing and convicting them of the error of their ways. He who now shirks or fails to become a constructive factor at this period of time is the deadly enemy of human life and happiness."

Extracts from an address to the National Association of Retail Clothiers delivered by the president, Andreas Burkhardt, at the banquet of the Men's Wear Association of Chicago.

**MacLean Publishing Company Has Christmas Tree for Children**

**O**N the Saturday afternoon before Christmas, the offices of the MacLean Publishing Company on University Avenue, Toronto, were given over to the children of the organization and their parents. The idea of the Christmas entertainment originated with Col. Maclean himself, and neither time, effort, nor money were spared in seeing that everything was arranged to give the children the time of their young lives.

Something in the neighborhood of 200 children were present of all sizes, from babies in arms to grown boys and girls, and they, with their parents, made a gathering that filled the main office that had been cleared for the occasion, and flowed over into the new building in the rear.

In the centre of the main floor was a great Christmas tree loaded with gifts; for every child there was a present, books and watches and flashlights and toys generally were there in profusion, with a Santa Claus of magnificent size presiding over the ceremonies, supported by a policeman and a clown. When the last gift had been received, and the last Christmas stocking grasped by eager hands, there was a regular midway to attract the youngsters.

At the front was a magician doing wonderful things with balls and handkerchiefs; further down a Punch and

Judy show, the delight of the younger children. A scale for trying their weights, and a booth where ice cream cones were to be had for the asking. In the new building the young ladies of the institution served tea to the mothers and fathers of the children, and here was a mysterious lady who would read your fortune in a cup, while another part of the floor was given over to dancing.

A Highland piper gave the necessary Scottish tone to the gathering. Altogether it was a great affair and everyone had a splendid time.

**OTHER RETAILERS ARE ADVERTISING**

The \$65,000 stock of Morrin & Thompson's departmental store, Phoenix, B.C., is being sold out regardless of cost, because they are going out of business. The sale consists of shoes, men's furnishings, dry goods, furs, fancy goods, and dress goods.

"A Great New Management Sale," being advertised by J. Nash, former manager of the United Clothing Stores of Toronto, during the month of December, was one of the big sales of St. Catharines. Mr. Nash took over the Enterprise Store of that city and offered for special sale the \$38,000 stock. The sale was advertised in both St. Catharines and Welland papers.

## Board of Commerce May Investigate Any Abuses of the Customs Tariff

Statement Issued Explains Attitude of the Board in Regard to All Merchandising Probes—Cement is Cited as Example of Customs Tariff Regulations

**R**EASONS why the Board of Commerce is conducting investigations into various commodity prices and its powers in connection with any such probes are set forth in a statement which has been issued by the Board in connection with an inquiry which may be made into alleged customs abuses, as follows:—

The following statement was handed out by the Board of Commerce this morning:

A recent pronouncement by this board of its intention to investigate and discover whether or not the customs tariff was being taken advantage of to unfairly enhance prices of necessities of life seems to have been so misunderstood as to cause some wonder, and express their wonder whether this board's investigation would render unnecessary a said to be intended investigation of the tariff by a Government appointed tariff commission.

### Investigate Any Abuse

This board is not concerned with the excellence or propriety of any form of customs tariff, whether one for protection, for revenue, or otherwise. It will take the tariff as it finds it, presuming neither to criticize nor to commend the political wisdom of those who framed it. So taking it, the board will endeavor to discover whether any are abusing it or perverting it to a non-intended end—the exaction under its cover of greater profits than, without it, if the competing parties were on even terms, the abusing or perverting party would have been enabled to exact.

### Provides Machinery

The object of section 24 of the Combines and Fair Prices Act, 1919, is, in the judgment of this board, to provide a machinery whereby the Governor-in-Council may be apprised by and through this board whether "the making or taking of unfair profits on any necessary of life is facilitated by the duties of customs imposed on such necessary of life," whereupon "the Governor-in-Council may direct either that such necessary of life be admitted into Canada free of duty, or that the duty thereon be reduced to such amount or rate as will, in the opinion of the Governor-in-Council, give the public the benefit of reasonable competition."

The Governor-in-Council can act upon the result on an investigation by this board only in cases where this board has investigated. To know whether unfair profits have or have not been taken or facilitated, this board must first investigate. To ever become apprised so that he may act under Section, this board must have (a) investigated and (b) reported to the Governor-General-in-Council. The reason for a report at all is so that the Governor-General-in-Council, if he pleases, may act. This board reports to the Governor-in-Council as to tariff effect only, because it cannot itself act. When exercising its ordinary jurisdiction it does not report to him, because, by statute, it can act.

### Board's Powers

To more clearly define the board's powers and intentions, suppose a tariff commission were to be sent out, that it had reported, and Parliament had provided a totally new tariff based upon a totally dif-

ferent principle, whatever it may be, from that of the present tariff, this board's position is that Section 24 of the Combines and Fair Prices Act would still be there, and apart from all other powers of this board, authorize re-investigation as to whether the newly provided tariff was being utilized for the purpose of unfairly enhancing prices.

Some of those who have impugned the board's powers have thought it to be necessary as well to impugn the capacity and disposition of the board's personnel. Such criticisms as a matter of practice the board treats as self-answering.

### Abuse of Customs

There really can be such a thing as the abuse of a customs tariff, which even a protectionist can recognize.

As illustrating the increased protection enjoyed by certain Canadian manufacturers during and since the war owing to (a) their competitors ceasing to be the manufacturers of Great Britain, and competition being with the manufacturers of the United States, and (b) the imposition of the war tax, the following illustrations are given:

Effective protection prior to war, chief competing country, Great Britain—Page 40, Item 521 of the tariff, gray cotton fabrics, 15 per cent. Page 40, Item 522 of the tariff, white or bleached cotton fabrics, 17½ per cent. Page 114, Item 290 of the tariff, Portland Cement, 7c per 100 lbs., 24½c per bbl.

Effective protection during and since the war, chief competing country, United States—Page 40, Item 521 of the tariff, gray cotton fabrics, 25%+7½%=32½%, as against 15%. Page 40, Item 522 of the tariff, white or bleached cotton fabrics, 25%+7½%=32½%, as against 17½%. Page 114, Item 290 of the tariff, Portland Cement, 50 lbs. 35c+7½% on value of cement, or say 15c total=50c, as against 24½c.

Note.—From the first two items there has to be deducted something (less than 2½%) on account of war tax levied upon the raw material used. Nothing, however, requires to be deducted from the Portland Cement, all the raw material used in the manufacture being found in Canada. The net results are as follows: Item 521, before war 15%, during war 32½%, loss 2½%, or 30%, increase 100%. Item 522, before war 17½%, during war 32½%, loss 2½% or 30%, increase 71½%. Item 290, before war 24½c per 350 lbs., 50c per 350 lbs.

What this board proposes to do is to trace and report the effects of cases like the preceding. If no impropriety is disclosed it will be well to know that the facts are so.

A report on the trade of Canada and Newfoundland for 1918 has been compiled by the Trade Commissioner, at Toronto, and published by the Imperial Parliament. It takes up the various trade conditions, activities and developments, both manufacturing and agricultural in the different provinces, with special details for Ontario. The information should be of interest and value to all concerned in Canadian industrial pursuits.

## Clothing Merchant Left \$108,281

An estate of \$108,281.98 was left by the late Frederick J. Fralick, the well-known James street clothing merchant, of Hamilton. His will, which was filed for probate by his executors, Harry J. Fralick and Frank Nelson, bequeaths most of his estate to his son, Harry J. Fralick, and his daughter, Mrs. Oliver Nelson.

The stock in trade of his business is valued at \$45,095.20; book debts and notes, \$2,074.19; securities, \$7,467.16; cash in bank, \$23,368.43; eighty acres in Barton township, \$12,000; residence on Hunter street, \$10,000; lot 21, south side of Jackson street, \$600; farm implements, \$179; horses, \$700; horned cattle, \$500; sheep and swine, \$498; farm produce, \$400.

A granddaughter of the deceased receives \$5,000; two brothers, Wilfred and Ralph Fralick, of New York, receive \$1,000 each; his widow, Jessie, receives \$5,000; and John Dwyer, of Hamilton, \$1,000. The residue is divided between his son and daughter.

### YOUNG CLOTHIER WEDS

Joseph H. Moran, M.M., Has Interest in Owen Sound's "Vimy Ridge Store for Men"

A veteran of the Great War, winner of the Military Medal and one of the latest recruits to the ranks of haberdashers in Ontario, Mr. Joseph H. Moran, one of the proprietors of "The Vimy Ridge Men's Store," Owen Sound, Ontario, has within the past month "taken unto himself a wife." Miss Elizabeth B. Traynor was the bride, the ceremony, which took place in St. Michael's Church, Sydenham, being performed by the Rev. J. J. Traynor, of Walkerton, a brother of the young lady. Assisting the officiating clergyman were the Revs. T. McNulty, N. Sullivan, V. Murphy and Capt. Pickett. The bride was given away by her brother, Mr. Victor Traynor, formerly of the Royal Air Force, the bridesmaid being Miss Justina Traynor, of Buffalo, a sister. The happy young groom started in the haberdashery business in Owen Sound about nine years ago with Mr. T. MacAuley, who is now carrying on business in Trenton, and prior to the outbreak of war he added to his knowledge in Port Arthur, Fort William and Saskatoon. Upon his return from overseas some months ago Mr. Moran started in business for himself with Mr. George McBride, another veteran, who also learned his business with Mr. MacAuley.

### BUSINESS NEVER BETTER

From Kitchener the report comes that business in men's furnishings was never better than at the present time. "Every day is a little Saturday with us here," is the manner in which one retailer expressed himself to MEN'S WEAR REVIEW

# "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 redye, 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

### BRIGHT AND SNAPPY SHOWCARDS, SIGNS, PRICE TICKETS

MAIL ORDERS Given Prompt Attention  
SHOW CARD DEPT.

**ADVERTISING SYSTEMS**  
216 Ryrie Bldg. TORONTO Phone: Main 480

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.

### SHOW CARD WRITING A MONEY MAKING PROFESSION FOR BOTH MEN AND WOMEN

Easily learned in short time by simple method. We teach you how. Write for booklet.

**AMERICAN SHOW CARD SCHOOL**  
220 Ryrie Building  
Yonge and Shuter Sts., TORONTO, Canada

Telephone East 7526

### GOLD BROS.

Manufacturers of

Boys' and Juveniles' Clothing

930 St. Lawrence Blvd. Montreal

A NEW NOVELTY?  
PUT A CUT OF  
IT HERE

### DECEMBER SAW PHENOMENAL RISE IN FRENCH SILKS

During the month of December there was a phenomenal advance in the price of French silks, higher than any single month of 1919. In spite of the effort of the French manufacturers to maintain prices on a conservative basis, the advance in December was 25 to 30 per cent. higher than early in November. This situation is partly accounted for by conditions in the Eastern and European exchanges, but the fact remains that the continuous advance of the last eight months is not being checked by the very high level of prices attained, and in spite of the slackening demand for raw silk during December there is no excess of supplies apparent.

The demand for silk fabrics is excellent and the production is far behind present requirements. The stock of raw silk, including the two and a half million kilos carried over from last season by the Italian Government, have been bought up from the producing markets more rapidly than ever before. Italian reelers are asking almost prohibitive prices for their output at the present time.

The sharp advance in Japanese raw silk, as indicated in cables from Japan, indicate a continual increasing market during the current year. Moreover, this has sent up prices on local markets as high as 50 cents a pound. While the end of the year was marked by wild fluctuations in the markets, it is expected that normal conditions will again prevail soon and then there will be some liberal buying early in January.

Not only in the Canadian but in the British markets there has been a striking demand for the very best grades in worsteds and serges. Every effort is being made by the manufacturers to meet these demands. Canadian manufacturers who are turning their attention to this market are running at top speed to turn out supplies equal to the requirements. Little or no export trade in these finer grades are being done by them.

### 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

### 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.

### 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

# MILNE'S

## NECKWEAR NEWS

---



---

Big Values

January, 1920

Right Prices

---



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*Wishing all of my friends a  
happy and prosperous year  
for 1920.*

*I wish to thank them for their  
patronage in the past.*

*Wm. Milne*

---



---

*Our travellers will be  
starting in January with  
their new spring samples.*

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## WILLIAM MILNE

*The Newest in Neckwear*

50 York Street

Toronto



## Haugh Brand TROUSERS

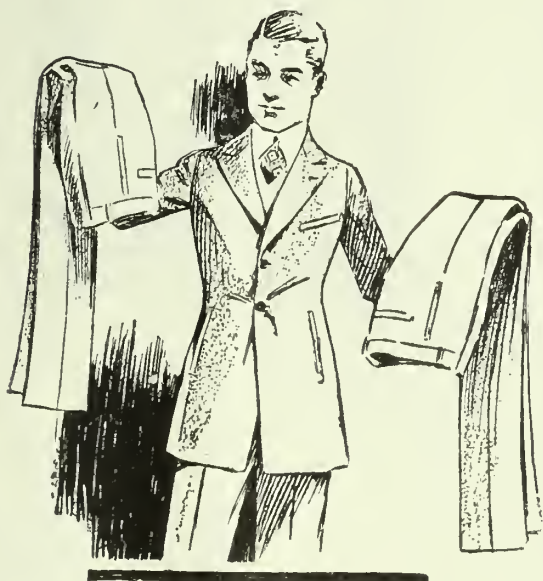
"An extra pair of trousers for every suit" has become the general rule, providing twice the usual wear of the suit.

Dealers everywhere are recognizing the advantages in stocking a full line of HAUGH BRAND TROUSERS. They are of best materials, cut on smart, well-fitting lines, give long, hard wear, and are in such a variety of designs, colors and fabrics that there is always a match for every suit.

Introduce them to your customers. There is thrift in buying an extra pair of trousers. There is wisdom in buying HAUGH BRAND TROUSERS.



*Travellers  
Now Out.*

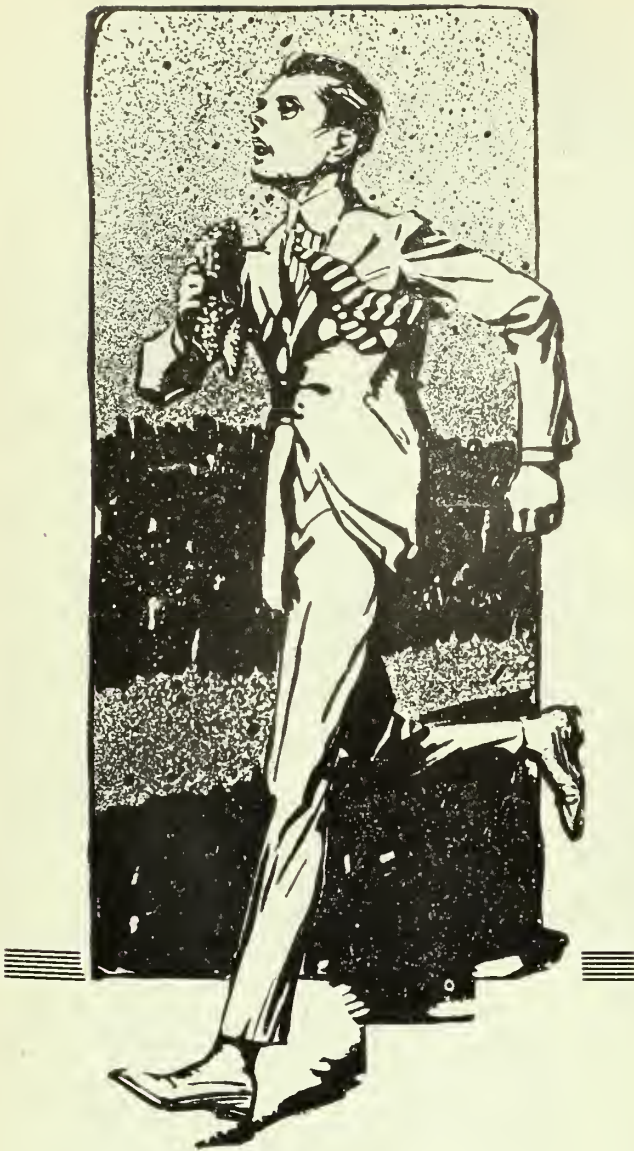


## "Arm & Hammer" WORKING SHIRTS OVERALLS

Everywhere recognized as the best value on the market. Known from Coast to Coast. Also makers of Haugh Brand One-Piece Garments for Kiddies.

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

Toronto - Canada



## York Clothing Wins

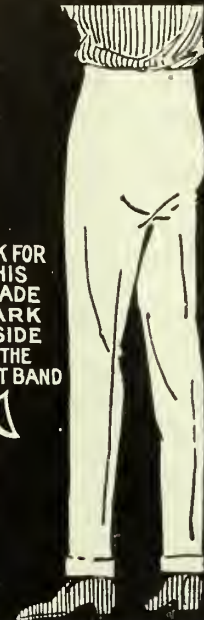
In the race for the Young Man's trade you will be handicapped if you do not stock York Clothing. They display Vim and Vigor in every line. Just what the Young Man demands. Quality is not forgotten and every garment is guaranteed.

Be sure to examine the samples now being shown by our representatives.

**York Clothing Company**  
35 Church Street, 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.

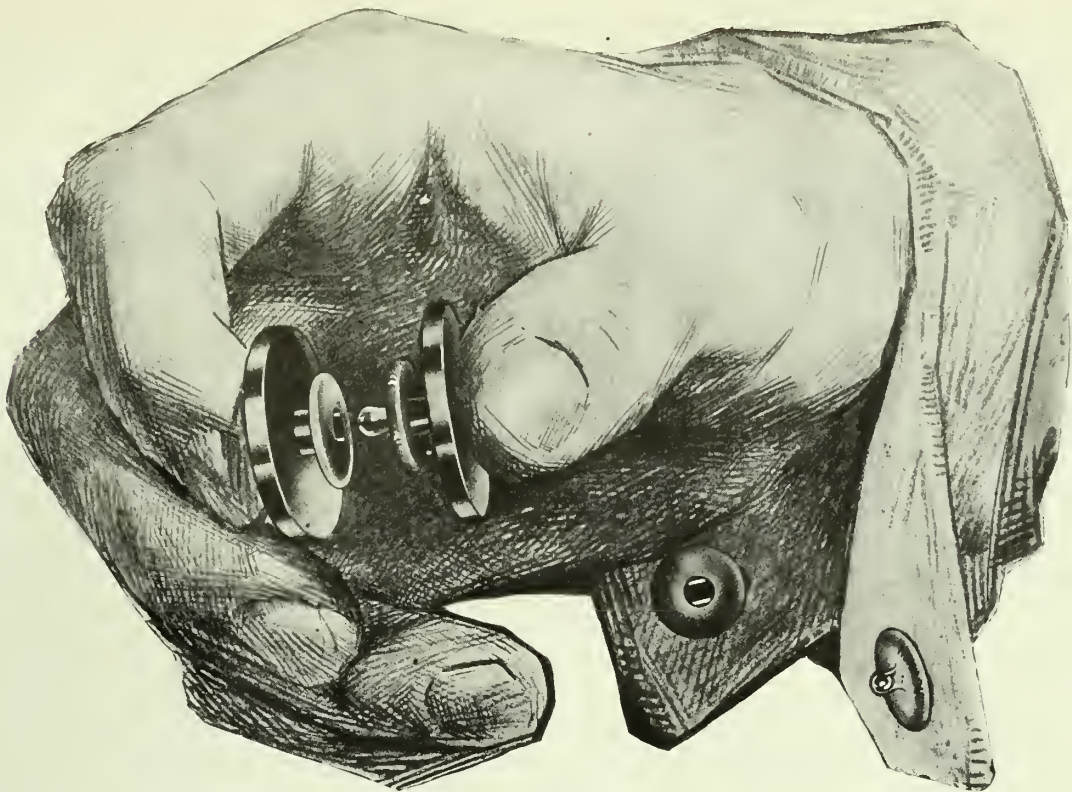
Ask for Everyman's and insist on the Everyman's Label on the inside of the waistband.  
UNION MADE



With clothing prices sky-high and no reduction in sight for 1920, men are finding that an extra pair of trousers will add many months to the life of their coat and vest. Every man is interested in economy methods to-day—that's why dealers find "Everyman's" trousers a very profitable proposition.

## DAVIS BROS.

HAMILTON, CANADA



## Average Profit—80 per cent!

Worth selling to be sure. And Kum-a-Part Cuff Buttons are **easy** to sell.

It's the original separable button for men's soft cuffs. Snaps together instantly. Stays in the cuffs. Men who see it at once recognize it as the one convenience they have wanted for years.

And they can't help seeing it—asking for it!

Kum-a-Parts come to you on an attractive demonstration easel or in a neat

counter case—both dominated by the vivid illustration shown above.

There's a Kum-a-Part, too, for every man. Gold, silver, enamel—in many pleasing designs and settings. Retail from \$6.00 to 50c—a complete range for every class of trade.

Kum-a-Parts are winning a tremendous success—here and in the States. Share it!

Get in touch with us—  
—or your jobber—at once!

A SNAP-TO BUTTON



A CINCH TO SELL

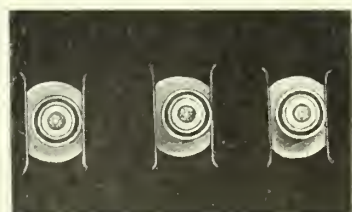
**C. H. WESTWOOD MFG. CO., LIMITED, TORONTO**

*Sole Distributors to the Haberdashery Trade*



### Seasonable Jewelry Pays!

We are outstandingly the big house in Canada for men's jewelry. And we have the stock now to meet your needs—quantity, variety or price. Just now studs and buttons for dress wear are in big demand—the entertaining season is in full swing. Say what you want and we'll ship it. Let us help you get more profit out of your jewelry department.



## Dufferin Shirts



GREAT many merchants who left off buying last season were short in their deliveries of Flannelette Pyjamas and Night Shirts. The same applies to Bath Robes, Lounging and House Coats.

We did our best to supply our customers, but in many cases were unable to look after the late orders.

Our travellers are now out with our range for Fall, 1920, and we would respectfully ask you to place early, thereby co-operating with us in our aim to give you the highest efficiency in service.

### The Dufferin Shirt Co., Limited

Toronto

### Dale Wax Figure Co., Ltd.

86 York Street, Toronto

We have something entirely  
new in

## FIXTURES

for Men's Wear Dealers  
and Clothiers

never shown in Canada before.

See our adv. next month.

### Dale Wax Figure Co., Ltd.

86 York Street, Toronto

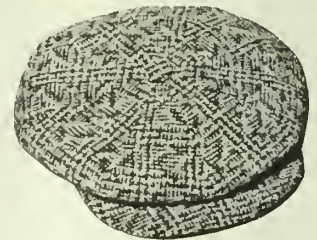
Montreal—150 Bleury Street

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

## ONTARIO BRAND CAPS

for

Particular  
Men



We have just received a full range of English Tweeds. These are just a little different from the ordinary and will be made up in the latest shapes.

Our factory is well equipped and our employees are skilled in the art of making caps.

Our travellers will be on the road the first week of January with a full range. Be sure to inspect them. Post card us if they do not call.

### ONTARIO CAP CO.

34 St. Patrick St. - - TORONTO

Gnaedinger's — Established in 1852

# "Monarch" Hats and Caps



*Famous For Over Three Generations*



It's a dandy for the Outdoor Man.  
Extra heavy knit with shawl collar  
in all popular shades.

We are showing an excellent  
Line of Men's Fine  
and Work

**Mitts and Gloves**

**Knit Goods**

Coat Sweaters and Pullovers

**Sleigh Robes**

**Heavy Fur Coats**

**Mackinaw Coats, etc.**

**L. Gnaedinger, Son & Co.**

90-94 St. Peter St.

Montreal

# GEORGE BRETTE & CO. LTD.

Manufacturers and Merchants

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

## "OBERON" PYJAMAS for the Canadian Trade



Regd. Trade Mark

Goods bearing the "OBERON" mark are trusted the world over.

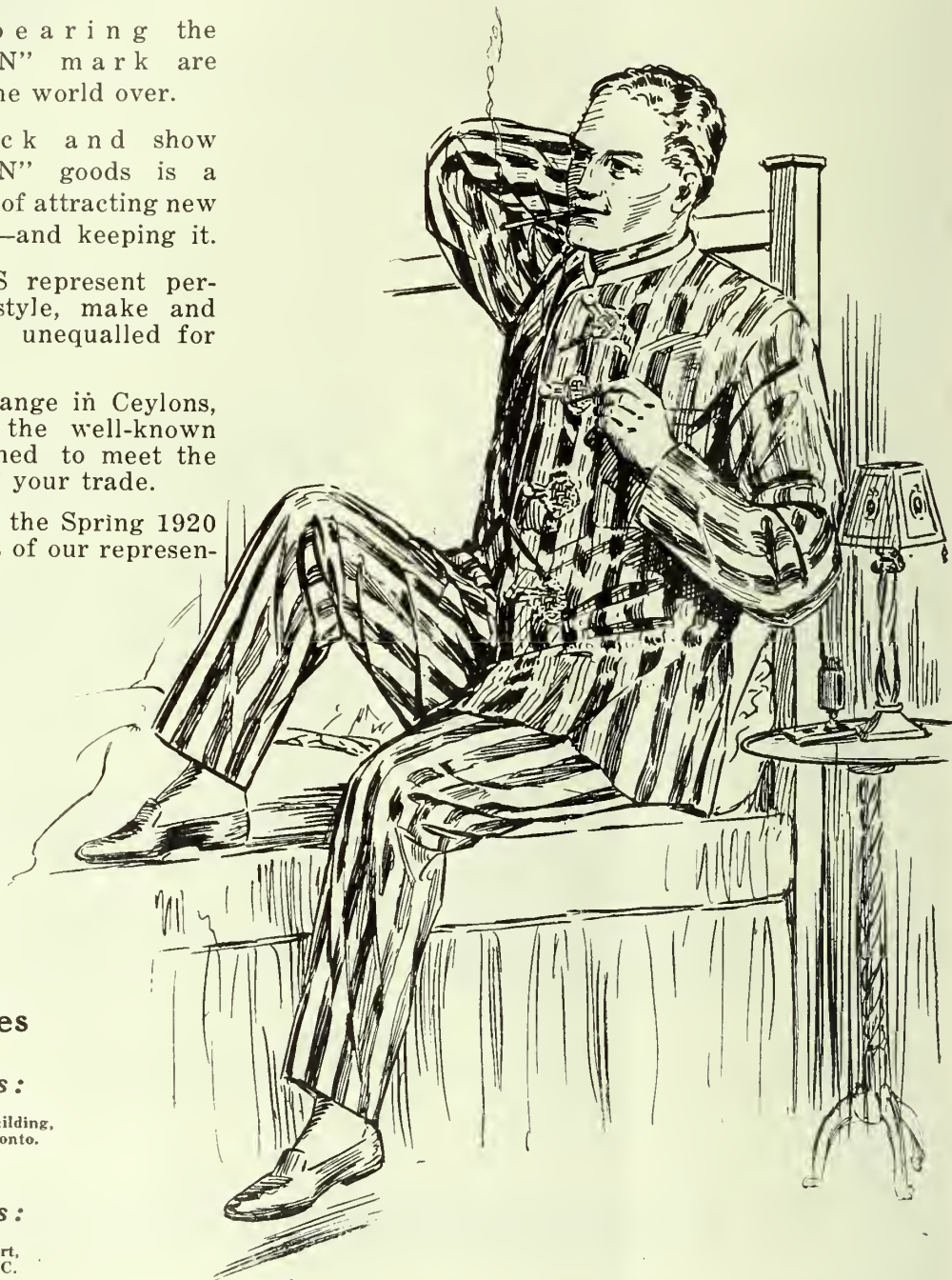
To stock and show "OBERON" goods is a sure way of attracting new business—and keeping it.

"OBERON" PYJAMAS represent perfection in materials, style, make and finish. They are also unequalled for value.

We have a complete range in Ceylons, Cottons, Flannel and the well-known Lista Cloth—all designed to meet the special requirements of your trade.

Make a point of seeing the Spring 1920 range now in the hands of our representatives.

The illustration is made in the famous Lista fabric. Note that the neckband is in correct Canadian style. The cloth "Lista" looks and feels like silk, yet has all the durability of cotton. Made in an attractive assortment of patterns and colourings—all guaranteed absolutely fast to washing.



### Samples at These Addresses

#### Eastern Provinces:

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

#### Western Provinces:

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

George Brettle & Co., Ltd., 119 Wood Street, London, E.C. 2

# ENGLISH MEN'S WEAR

## The "LOOM" Brand Goods

Silk Ties	Belts
Knitted Ties	Braces
Silk squares	Hosiery
Collars	Underwear
Shirts	Mufflers
Pyjamas	Motor Scarves
Bath Robes	Handkerchiefs
Smoking Jackets	Walking Sticks
Dressing Gowns	Buckingham Zephyrs

### J. H. BUCKINGHAM & CO., LTD.

(Manufacturers and Warehousemen)

4, 5, 6, 7 and 8 Ropemaker Street, London E.C. 2

Cable address—"Neckwear London."

"Blizzardeen" Raincoats.  
 "Carlinton" Overcoats.  
 "Heath" Ready-to-Wear Suits.  
 Sports' Jackets and Trousers.  
 Flannel Trousers.  
 Fancy Vests.

Works:—Basingstoke, Leeds, Reading, Fleet Lane, London E.C. 4; Golden Lane, London E.C. 1; Hackney, London E. 8.

### GERRISH, AMES & SIMPKINS, LTD.

(Manufacturers)

63 to 67 Carter Lane - London E.C. 4

Cable address—"Obligable, London."

Canadian Representative :

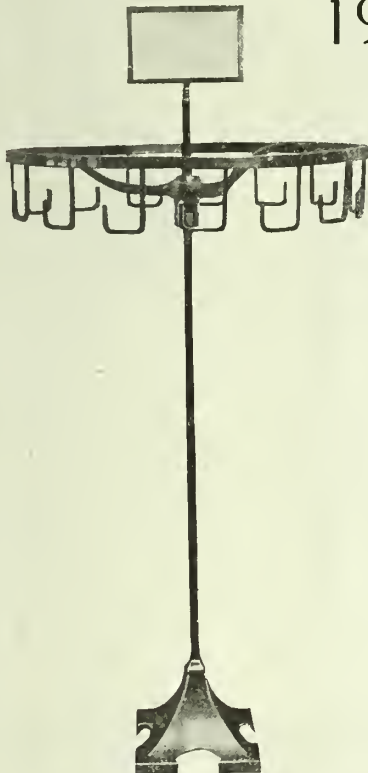
**SIDNEY J. CLAYTON**

307 STAIR BUILDING, BAY STREET - TORONTO

PHONE MAIN 4681

1920

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

## 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 1 1/4" 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

# MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.



*Announcing  
the Monarch-Knit Range for  
Fall, 1920*

PLEASE anticipate a visit from our travellers with the new Monarch-Knit lines for Fall, 1920.

These comprise the very latest styles in Women's and Children's Slipovers; Worsted Sweatercoats for men, women and children and Fancy Knit Goods; Men's and Women's Hosiery in silk, lisle, mercerized and cotton, also Hand Knitting Yarns—Monarch Floss, Monarch Down and Monarch Dove.

The range includes many unusually attractive novelties fresh from the world's fashion centres, adapted to Canadian demands by our own designers.

This is the line that will win your customers' entire approval. Make a point of seeing the Monarch-Knit man before you place Fall orders.

The Monarch Knitting Co., Limited

HEAD OFFICE: DUNNVILLE, ONT.

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

CANADA'S LEADING LINE





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

*Trademark Registered  
 in the U.S. Patent Of-  
 fice and in Canada.*

## “MONEY'S WORTH”

Isn't a Question of how  
**CHEAP**—but how **GOOD**

**I**N 1920—Economy may prompt many a man to forego a Spring Suit in favor of a Summer one. And therefore, if it's to serve a double purpose—the best is none too good.

Now there's only *one summer suit*—tried, tested and proven—only one that your years of experience can safely, sincerely vouch for.

Need we mention its name—

*Genuine  
 Palm Beach*

and—need we add that in order to protect your best interests and those of the man who enters your store—you insist that the **TRADEMARKED LABEL** be sewn in every garment.

**THE PALM BEACH MILLS  
 GOODALL WORSTED CO., SANFORD, ME.  
 A. ROHAUT, SELLING AGENT  
 229 FOURTH AVE., NEW YORK**



# Larger Profits

We can save you, Mr. Dealer, from 20 to 30% on clothing manufacturers' prices if you adopt our *Money saving* plan. Here it is—you furnish the Cloth and our expert tailors will

# Cut, Make, and Trim

this material for you into the most stylish high grade Men's and Young Men's Suits and Overcoats.

We employ only expert cutters and will guarantee you good workmanship, cleverly modelled garments and prompt deliveries.

Write or wire for particulars to-day.

## BEECKEL-ROST CO.

285 NOTRE DAME ST. WEST

MONTREAL

CABLE ADDRESS "DENTCO"  
WESTERN UNION UNIVERSAL CODE



*Dent, Alcroft & Co.*

MANUFACTURERS OF

**DENT'S GLOVES**

*Canadian Branch*

**MANUFACTORIES**

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

**WAREHOUSES**

LONDON  
PARIS  
NEW YORK  
MELBOURNE Australia  
MONTREAL

*Montreal, Que.*  
CANADA

January 1st, 1920.

TO OUR CUSTOMERS AND THE TRADE:—

For your valued patronage during the past year and for your considerate appreciation of our efforts to serve you, we beg to tender our thanks.

The difficulties attending the manufacture of fine gloves have considerably increased due to the world shortage of essential materials and the scarcity of necessary highly skilled labor. The immediate outlook is for shorter supplies with a rising market.

It affords us much gratification that we were enabled to take particularly good care of customers who acted in accordance with our advice last season by placing orders early for Fall delivery.

The conditions prompting our suggestion are now much accentuated, the demands made upon us for merchandise being the greatest in our history; while our resources (already the largest in the glove world) are being further developed by every possible means.

Our travellers will submit for your inspection samples of Kid, Suede, Cape, Mocha, Buck and Chamois gloves, unlined, silk lined, lined lamb, fur, wool and seamless for immediate and Fall delivery, also woollen knitted and silk and fabric gloves.

We respectfully direct your particular attention to goods stamped "DENT'S ENGLISH CUT" which we specially recommend on account of their intrinsic worth and super-wearing qualities.

May we strongly impress upon you the imperative necessity of full and early placing to enable us to protect your interests and avoid later disappointments.

Yours very truly,

*Dent Alcroft & Co.*

# "CEETEE" Reflects Quality in your Shop

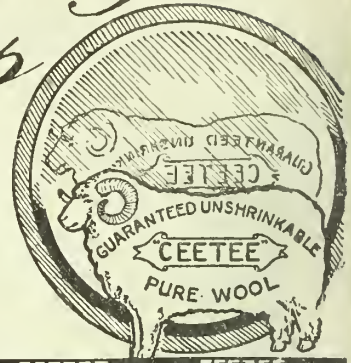
## THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

There is no manufacturer in Canada except ourselves making full-fashioned under-clothing—such as Turnbull's "CEETEE," which requires special machinery. Our only competition is from imported articles.

But remember—there is no low grade "CEETEE" made—only the very finest quality and highest grade underclothing bears the famous "CEETEE SHEEP" trademark.

**The C. Turnbull Co. of Galt, Ontario**

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.



### 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

### CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten 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, HALF-HOSE, 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.

WANTED — EXPERIENCED CLOTHING AND FURNISHINGS clerk, with knowledge of window dressing. Apply by letter, giving experience and references. Box 1463, Smith's Falls, Ontario.

WANTED — TRAVELLER COVERING MOST OF MARITIME Provinces, having good connection with Tailors and Dry Goods Stores, would appreciate lines with reliable house. Box 189, Men's Wear Review, 143-153 University Ave., Toronto.

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# DOMINION RAYNSTERS

*"Made-in-Canada" Raincoats*

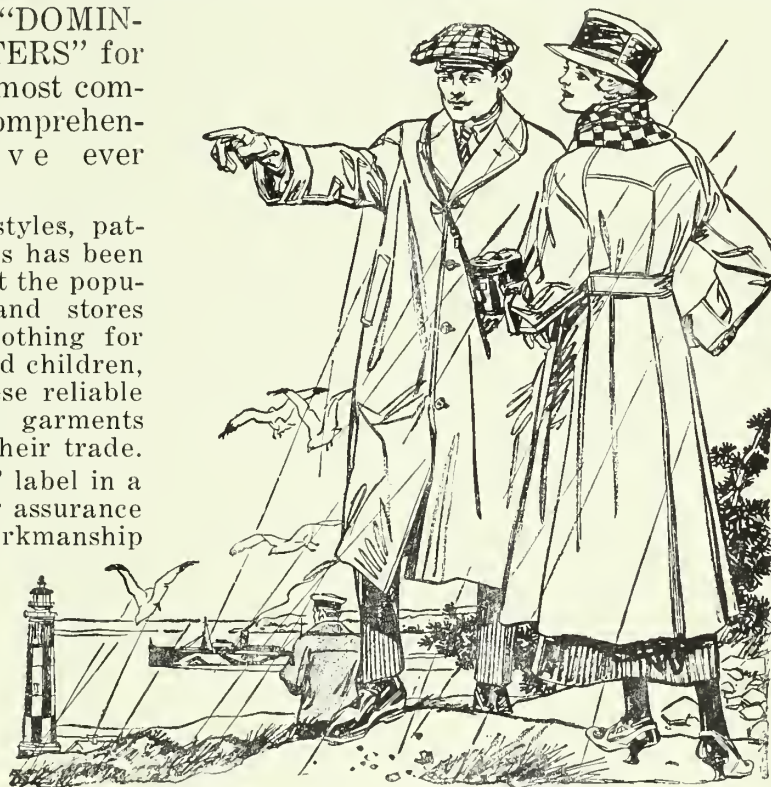
more than ever meet  
the popular demand

The line of "DOMINION RAYNSTERS" for Spring is the most complete and comprehensive we have ever offered.

The range of styles, patterns and values has been planned to meet the popular demand—and stores which carry clothing for men, women and children, will find in these reliable Raincoats the garments best suited to their trade.

The "Raynster" label in a raincoat is your assurance for quality, workmanship and absolute service.

Write our  
nearest  
branch to-  
day for style  
book and  
price lists.



## Dominion Rubber System

Service Branches are located at

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



*Sutcliffe*

A NEW  
STARCHED

# TOOKE COLLAR

*Now Ready For Delivery*

**Tooke Bros., Limited**

*Makers*

**MONTREAL**

**Toronto**

**Winnipeg**

**Vancouver**

# MEN'S WEAR REVIEW

Vol X

Publication Office: Toronto, February, 1920

No. 2



COPYRIGHT CANADA 1918  
BY STANFIELD'S LIMITED

**STANFIELD'S**  
*Unshrinkable*  
**UNDERWEAR**

**"Stands  
Strenuous  
Wear"**

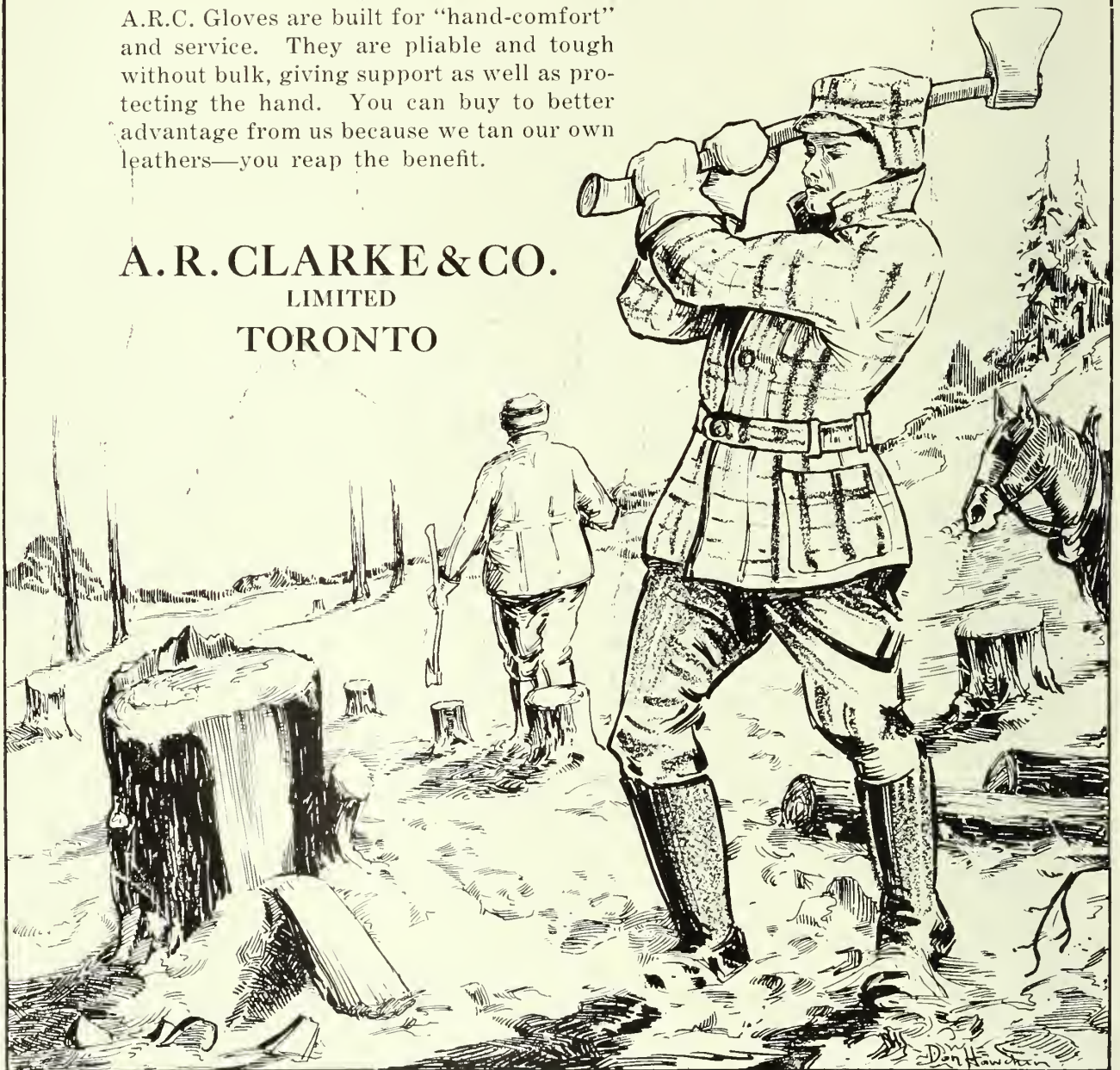


## Leather Working Gloves, Mitts and Gauntlets

All leathers used in the manufacture of A.R.C. gloves are tanned in our own factory—the largest patent leather plant in the British Empire. This is the one big reason why we can offer you better prices along with unmatched quality and superior wearing qualities.

A.R.C. Gloves are built for "hand-comfort" and service. They are pliable and tough without bulk, giving support as well as protecting the hand. You can buy to better advantage from us because we tan our own leathers—you reap the benefit.

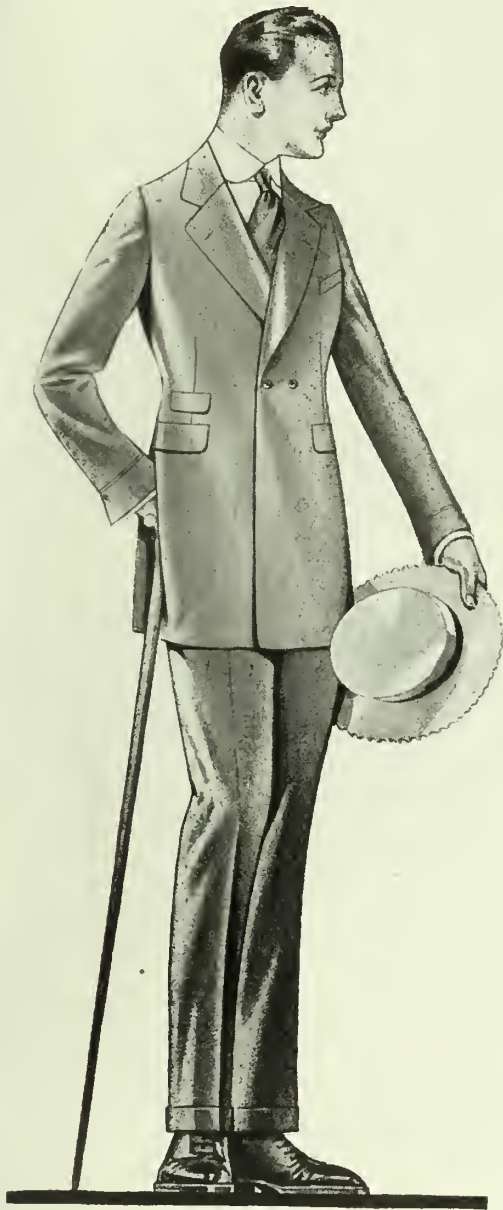
**A.R. CLARKE & CO.**  
LIMITED  
TORONTO





# T. & D. CLOTHES

For Men Who Care



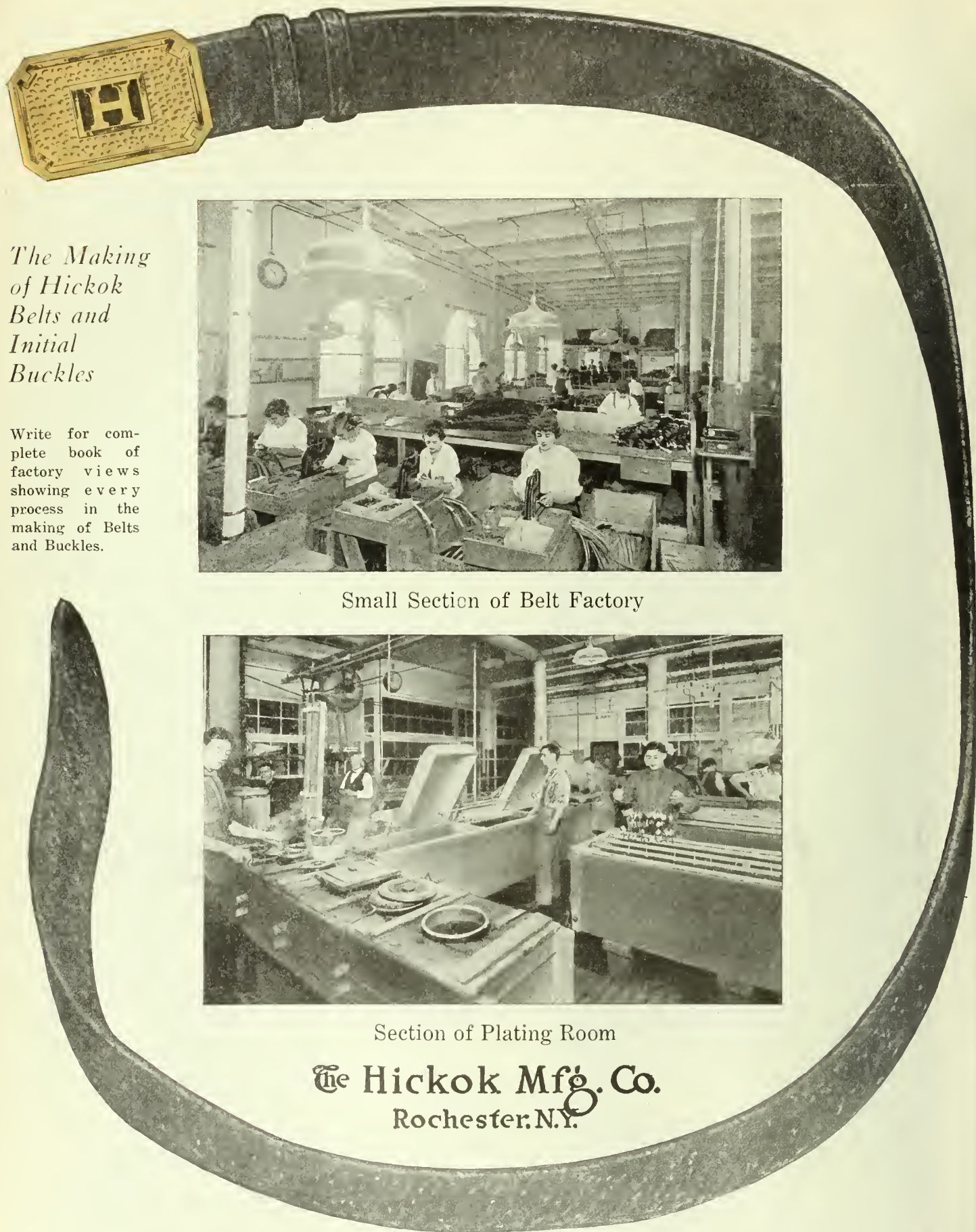
STYLES—hand-tailored, with the touch of novelty that appeals to discriminating men and young men, are now ready for introduction to the trade.

T. & D. clothes unfailingly appeal to careful dressers. Our prices are not so high as the quality of the fabrics used, the designs and the exclusive styles would lead you to believe. Manufacturing extravagances are eliminated from our factory and customers get the benefit.

During the war, conditions forced us to restrict our output—now we are ready to extend our distribution and will fill orders exclusively to clothiers who do a high-class business.

Our travellers will soon be leaving for their territories. Your enquiry for samples, styles, and terms will receive a prompt reply.

**Thornton & Douglas, Limited**  
HAMILTON    -:-    ONTARIO

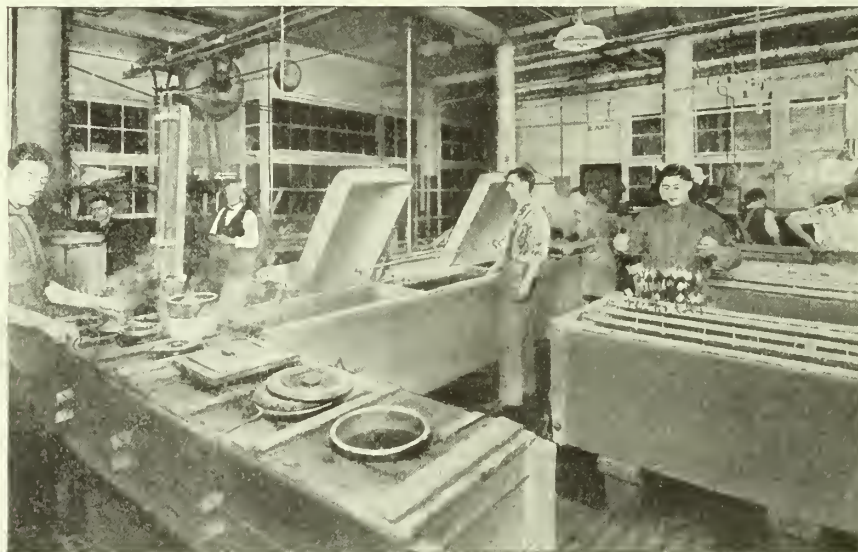


*The Making  
of Hickok  
Belts and  
Initial  
Buckles*

Write for complete book of factory views showing every process in the making of Belts and Buckles.



Small Section of Belt Factory



Section of Plating Room

**The Hickok Mfg. Co.**  
Rochester, N.Y.



Style No. 1561



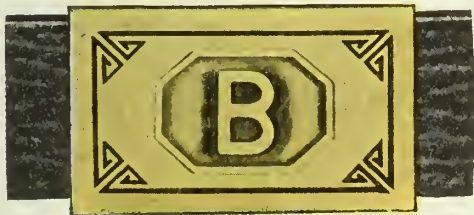
Style No. 1541



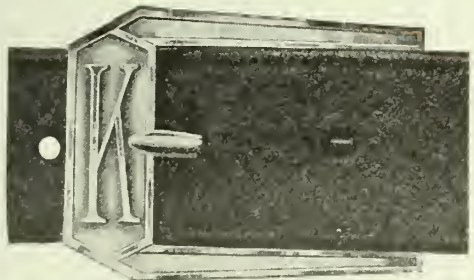
Style No. 1518



Style No. 1586



Style No. 1505



Style No. 1320

**H**ICKOK Belts and Buckles are all made in the big Hickok factory at Rochester, N.Y. We make the Belt complete and the buckle complete. No assembling and jobbing is done in this modern factory.

If it's a Belt for man or boy—Hickok makes it. Our product is not confined to Initial Buckle Belts alone, even though they are by far the most generally in demand to-day. Some men want Tongue Buckle Belts, and we make them in Initial styles as shown on this page, and we also make all styles of staple Tongue Buckle Belts. The best grades of leather and the highest standard of workmanship go into our Belts.

Write for book of factory views, also our big 60-page catalogue, showing newest styles.

**The Hickok Mfg. Co.**  
Rochester, N.Y.

# GEORGE BRETTLER & CO. LTD.

Manufacturers and Merchants

119 Wood Street, London, E.C. 2, England

## "OBERON" LINES

*Sell Freely—Everywhere*

**A**T the back of all enormous trade expansion are the goods sold. They are the vital factor and, when examined, will invariably be found to be of exceptional distinctive merit. This is exactly the case with our famous "OBERON" branded goods. They are sold in all parts of the world and the ever-increasing demand for them necessitates frequent enlargement of our factories and organization. "OBERON" branded goods are essential stock for the better to best class trade in Men's Wear. Our Canadian representatives hold a complete "OBERON" range and will give your enquiries every attention.

### "OBERON" SPECIALITIES

Underwear, Pyjamas, Shirts, Dressing Gowns, Gloves, Ties, Braces, Collars, Caps, Socks, Raincoats, Mackintoshes, Umbrellas.

*Ask to See Samples  
at our Canadian Offices*

Eastern Provinces  
Marshall & Harding  
Carlaw Building  
Wellington St. West  
Toronto

Western Provinces  
Mr. G. E. Ledger  
Grace Court  
Cornox Street  
Vancouver, B. C.



## "OBERON" Men's Belts

Natural Leather Belts, 1½ inch.  
Imitation Pig Skin.  
Grey, Tan and Buff Suede.

## "OBERON" Knitted Ties

21/- to 52/-  
per Doz.

## "OBERON" Soft Collars

Soft Collars, our own make, in  
PLAIN WHITE  
BUFF  
SKY  
Polo and Double Shapes.  
Silk Fronted Soft Collars,  
Polo and Double Shapes.

## Vertical Striped Silk Scarves

in pure silk and artificial silk.

# GEORGE BRETTLER & CO., LTD.

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

## Go In for Color Variety In P. B.'s This Year

**D**ON'T restrict your summer sales. We're going to tell all the male side of Uncle Sam's family that PALM BEACH cloth comes in a very varied line of shades and designs.

When they stop to think that they can get a heap of Comfort, a world of Style and a full measure of sturdy Wear in a fabric that readily rivals worsted in its multitude of patterns—why shouldn't they be interested?—

Especially when they carefully examine the matter through their "dollar-scope," and note the saving.

Certainly—by all means—have plenty of PATTERNS AND COLORS on hand.

THE PALM BEACH MILLS  
GOODALL WORSTED COMPANY, SANFORD, MAINE  
A. ROHAUT, SELLING AGENT  
229 FOURTH AVE., NEW YORK

*Palm Beach*

REGISTERED U.S. PATENT OFFICE

**THE GENUINE CLOTH**

MFD. BY GOODALL WORSTED CO.

SOLE BY A. ROHAUT 229 FOURTH AVE. NYC



HIS MAJESTY GEORGE V.

# MONARCH HATS AND CAPS

*famous for quality since 1852*

Styles for 1920 in Felts and  
Straws

now being shown by our travellers

## L. Gnaedinger Son & Company

St. Peter Street, Montreal

1852 - THE PIONEER HOUSE OF CANADA - 1920

### "Everybodys Overalls"

are made from the finest material obtainable. The tailoring and care that is given every pair of overalls insures a finished garment that never fails to please.

Their quality will back your highest recommendation to the limit and win for you good-will and satisfaction, besides a handsome profit.



### Roomy Comfort Great Value

The two outstanding features of Everybody's Overalls are their comfortable fit and greater value.

They are made to resist wear, reinforced just where they should be and roomy to give comfort and protection to every movement of the body without sacrificing smart appearance.

We also manufacture a fine line of light auto coats for motorists and warehouse purposes. Let us show you samples.

### "Everybodys Overalls"

LONDON, CANADA

#### BRANCHES

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

#### ONTARIO REPRESENTATIVES

Mr. Allan Carswell, North Ont.  
Mr. Peter Cameron, South Ont.  
Mr. Albert E. Martin, Winnipeg, Man.  
Mr. A. M. Mout, Calgary, Alta.  
Mr. T. M. Howatt, O'Leary, P.E.I.

# Velvutex

## The New Idea In Underwear Fabric

Velvutex Process—combining extra comfort quality with durability—permits of a selling price that brings Velvutex form-fitting combinations within reach of all.

Made in two-tone color effects in light shades, giving that aristocratic appearance which appeals to the highest class trade.

Leading Wholesalers are Now  
Offering "Velvutex"

Sales-Agent to the  
wholesale trade:

C. O. Paton

23 Foy Bldg.  
Toronto



Velvutex Underwear



Made  
in  
Canada.



Every day you delay the purchase of fine gloves for Fall adds to the risk you run of having to pay higher prices and to be satisfied with late deliveries.

Prices will not be lower, owing to the scarcity of fine glove leathers, increased cost of production and the general demand for this class of merchandise.

**Acme fine gloves are too valuable in your Glove Department for you to delay any longer. Order today if you have not already booked.**

**Acme Glove Works, Limited**  
Montreal





# MILNE'S

## NECKWEAR NEWS

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Big Values

February, 1920

Right Prices

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### *Distinctive Neckwear for Spring*

Our patterns are new --- the very latest the silk market approves.

Our shapes leave nothing to be desired.

The Narrow Tie is coming.

Order at once to insure delivery.

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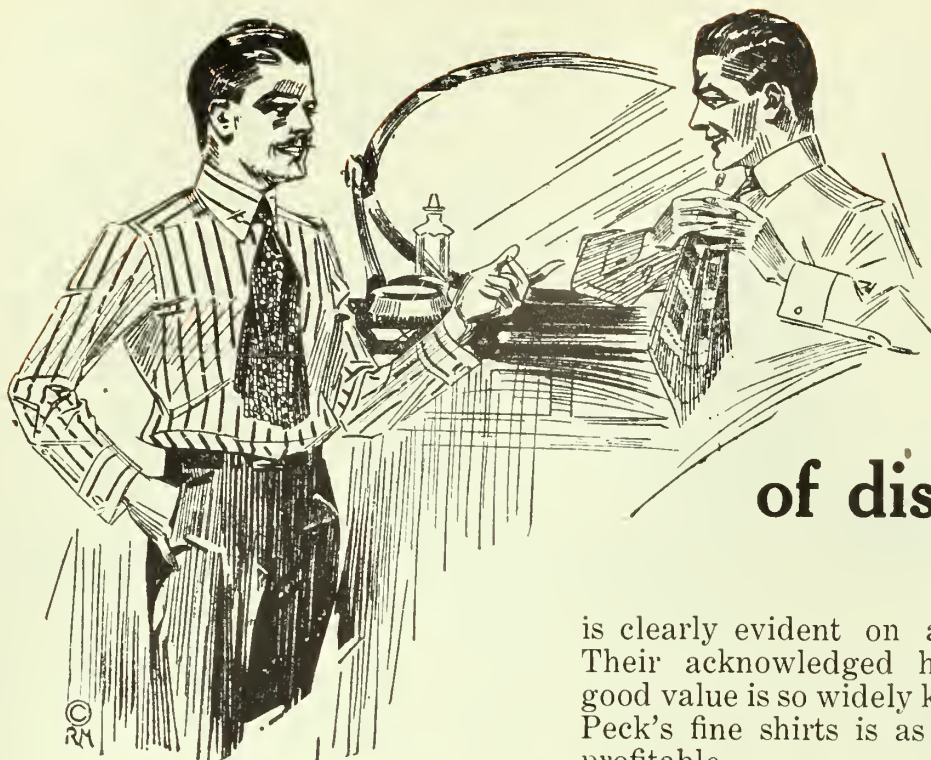
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## WILLIAM MILNE

*The Newest in Neckwear*

50 York Street

Toronto



## The Stamp of distinction

is clearly evident on all Peck's Shirts. Their acknowledged high quality and good value is so widely known that selling Peck's fine shirts is as pleasant as it is profitable.

# Peck's

Our snappy assortment combines originality, style, comfort, quality and color variety. The fabrics are so rich and the effects so pleasing your customers' tastes can readily be suited. It will be to your advantage to see this remarkable offering before placing your order.

Ask our traveller to show you our new line of samples of high grade negligee shirts.

## John W. Peck & Co., Limited

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

MONTREAL

WINNIPEG

VANCOUVER

# Better Looking and Better Selling Caps

Peck's Caps for Fall comprise a most extensive range in pleasing fabrics, original patterns, and handsome color combinations. The trimmings, too, embrace all the best-selling and satisfaction-giving qualities so necessary to the finish of high-class caps.



# Peck's

We are having a big year in our Cap Department and "There's a reason."

To miss seeing our range would be to miss an opportunity of better serving your customers.

## John W. Peck & Co., Limited

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

MONTREAL

WINNIPEG

VANCOUVER



12 to 18½

**KANTKRACK**  
TRADE MARK REGISTERED



12½ to 18½

## COMPOSITION COLLARS

**T**HE collar that's worth 100 cents on the dollar. You can't tell them from a linen collar. They're reinforced just where the hardest wear takes place—will outwear 6 linen collars and every collar is guaranteed to make good or we will through the dealer.

There are many features on **KANTKRACK** collars that you should know about, *Mr. Dealer*. Here are a few points—*A flexible tab, a long back slit, reinforced back buttonhole, greater flexibility and a superior linen finish.* Better value, greater profits and one price to all dealers, make **KANTKRACK** collars a mighty profitable proposition.

### The Parsons and Parsons Canadian Company

Makers of the

Famous **KANTKRACK** Composition Collar

HAMILTON, CANADA

12 to 19

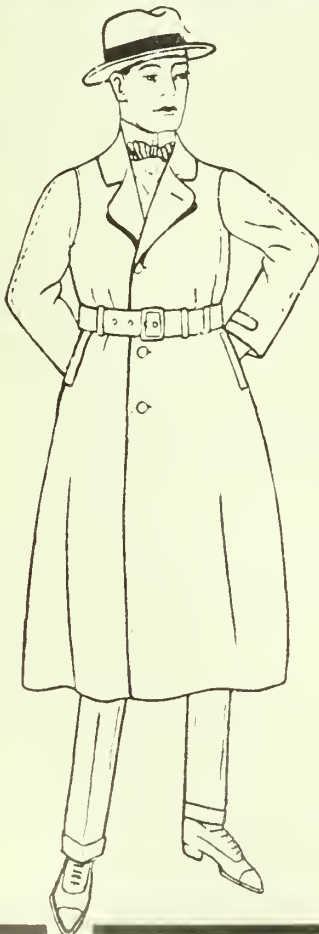


Est. in U.S.A. 1879.

12 to 18½



Est. in Canada 1907.



## Those Spring Showers

are what bring men to your store looking for a good waterproof coat: a coat which is stylish and fine-fitting, as well as waterproof—and when they see the famous

### Exemplar Showerproof Coats

they know that they have found just the coat they were looking for—wonderful Showerproofs tailored from the highest grade Gabardines England produces. They are English made throughout.

#### *Is your stock well assorted?*

We have been appointed sole agents for Canada, therefore, we keep a large stock of these coats on hand, and will be able to fill all orders for Spring delivery promptly.

Samples and prices on request

**CLAMAN WATERPROOF LIMITED**

243 BLEURY ST. - MONTREAL, QUE.

# A. E. RICHARDSON & CO.

Have to offer for *immediate delivery*, a limited number of MEN'S and YOUNG MEN'S HIGH-GRADE SUITS, in BLUES, FANCY TWEEDS and WORSTEDS.

SINGLE or DOUBLE BREASTED MODELS—all sizes—in strictly "UP-TO-THE-MINUTE" styles.

These garments are TAILORED, and trimmed with the best materials on the market.

Merchants requiring a few lines for assorting or Spring placing, will do well to drop us a line.

## A. E. RICHARDSON & COMPANY

Makers of

HIGH GRADE CLOTHING FOR MEN

172 Simcoe Street

-

Toronto



*Kiddies'  
Lids  
for Spring*

Here is something new and chic for the little folk, made in all colors of tweeds. Notice the pencil seams that give it that smart appearance. Capture the trade by making a good showing of this popular line for Spring.

We show a most complete assortment of Children's Headwear at moderate prices.

Our range of Men's and Boys' Caps and Hats is now complete.

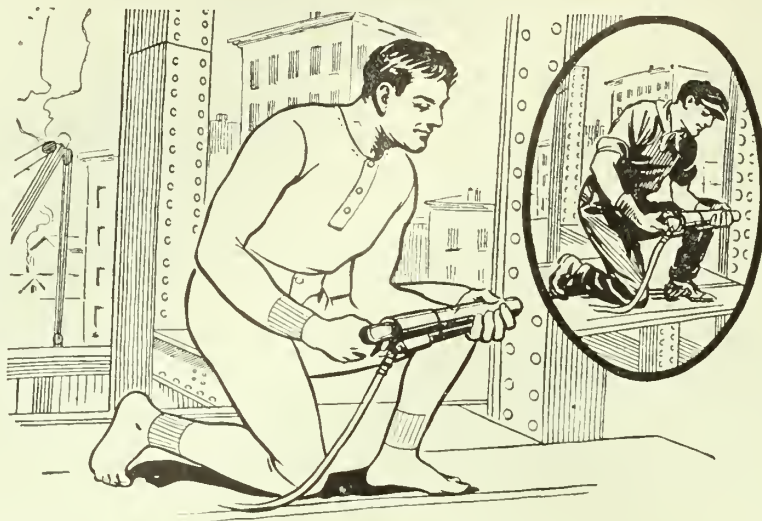
We make a specialty of Uniform Caps and Graduation Mortar Boards.

**PALTER BROTHERS**

*The House of Service*

*Manufacturers of Hats, Caps and Uniform Caps*

*122-128 Wellington Street West, Toronto*



## Customers Who Stay Sold

You may depend upon ATLANTIC UNDERWEAR to satisfy the most exacting underwear requirements of your "hardest to please" customers.

The next best thing to making a new customer is keeping him. Sell him ATLANTICS and insure his satisfaction.

*Ask your jobber.*

**Atlantic Underwear Company, Ltd.**  
MONCTON, N.B.



**E. H. Walsh & Company**  
MONTREAL and TORONTO

*Selling Agents for*  
Quebec, Ontario and Western Provinces

# Evolution of Progress and Aggressiveness



## GARIÉPY & FRANK 1920

Synonymous  
of  
**The Allies' Victory**  
on  
the Battlefield



As well as our  
**Victory**  
over the  
Mountains of Difficulties  
to establish a business  
on Gibraltar principles

### We Specialize

IN  
Nifty Young Men's Suits—  
with plenty of **Pep, Distinction and Nobbiness**  
AND  
Men's Suits—  
with plenty of **Comfort, Ease and Prosperous Effect**

Our Salesmen will be on their way **MARCH** with our range  
With the **SEVEN FIGURES** objective for 1920

## GARIÉPY & FRANK


234A St. Lawrence

MONTREAL



# 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. |                                    |

## Boys' Bloomers "Lion" Brand

Merchants everywhere find "Lion" Brand Bloomers an excellent selling line because of their exceptional quality and superior value.



Our offering for Spring comprises an extensive range of cleverly tailored, better wearing clothes for boys. Every suit you sell is a guarantee of customer good-will and satisfaction. Plan to see them.

**The Jackson Mfg. Co., Limited**  
CLINTON, ONTARIO

*Factories at*  
Clinton, Goderich, Exeter and Hensall

## THE SAFEST

and  
most profitable way to reconstruct  
your Clothing Department is to  
connect with our



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

**MADE-TO-MEASURE SYSTEM**

Sure profits and no risks.

Write at once to

**H. VINEBERG & CO.**  
LIMITED

1202 St. Lawrence Boulevard  
MONTREAL

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



# *Better Business*

## How to Get It!

Feature "**ART CLOTHES**" made to measure.

No extra capital required and no risk.

The Reputation of this Concern for Quality and Fine Tailoring combined with the very finest materials insures a product that is Superior in all the features by which Good Clothes are Judged.

We solicit a few new accounts for Spring 1920 in towns where we are not already represented.

Samples are now ready.

Don't delay, as the number of new accounts we can serve for Spring will be limited.

**ART CLOTHES**  
COOK BROS & ALLEN LIMITED

Cook Bros. & Allen Limited

Toronto

# A Confidential Chat on "Wear Well" Trousers

There are two things we want to tell you, Mr. Merchant, about "Wear Well" Trousers. First, that in spite of the fact that we have brought our weekly output up to 2,000 pairs of trousers, the quality of each and every pair has never been sacrificed.

Second—Because of this large weekly production we can guarantee you immediate deliveries on all orders of any size.

"Wear Well" Trousers are cut and tailored by experts from the best materials. Their values are incomparable and their fine appearance sells them on sight.

Be sure you see our Spring offering.

Travellers are now out.

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

Winnipeg Office: Dale and Olds, 316 Avenue Blk., 265 Portage Avenue.



## Your Local Police Force should have Smart Uniform Caps and its own distinctive badges and buttons

We furnish quotations on complete uniform outfits and badges, specially designed for Bands; Fraternal Lodges; Street Railways; Police and Fire Departments; Boy Scouts; Chauffeurs;—in fact for ANY organization of ANY size which requires uniform equipment.

This is a good business for a Progressive Man's Shop to build up. We can fill all orders promptly and to your complete satisfaction, at reasonable cost.

Our speedy attention is given to all enquiries sent us.

Ask for our illustrated catalog.

**WILLIAM SCULLY, LIMITED**

*Manufacturers of Military and Uniform Equipment*

320 UNIVERSITY ST., MONTREAL

The Retailer who does not appreciate the importance of selling Clothing of Standard Quality burdens himself with a handicap for future patronage.

# Schwartz & Jaffee, Inc.

JUVENILE,  
BOYS' AND  
YOUNG MEN'S  
CLOTHING.

**BROADWAY  
AT 19TH STREET  
NEW YORK**

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



"British, Founded 1883"

**JAEGER**  
*Fine Pure Wool*

NOVELTIES  
FOR  
SPRING  
AND  
FALL  
1920

Our Travellers have left with a full range of new lines and standard goods for the season.

We have made all provision possible in these times, for supplies.

Our agents can rely on our best endeavours in the execution of orders, which should be placed as early as possible.

**DR. JAEGER** Sanitary Woollen System **CO. LIMITED**  
"BRITISH, Founded, 1883"  
243 Bleury Street - Montreal

Make Every  
Inquiry a Sale



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

**Clothes**

**Made-to-Measure System**

enables you to fill every inquiry to individual taste and quick service.

**Write us for particulars.**

**H. VINEBERG & CO.**  
LIMITED

1202 St. Lawrence Boulevard  
MONTREAL

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

*Craftana*  
Registered No 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.



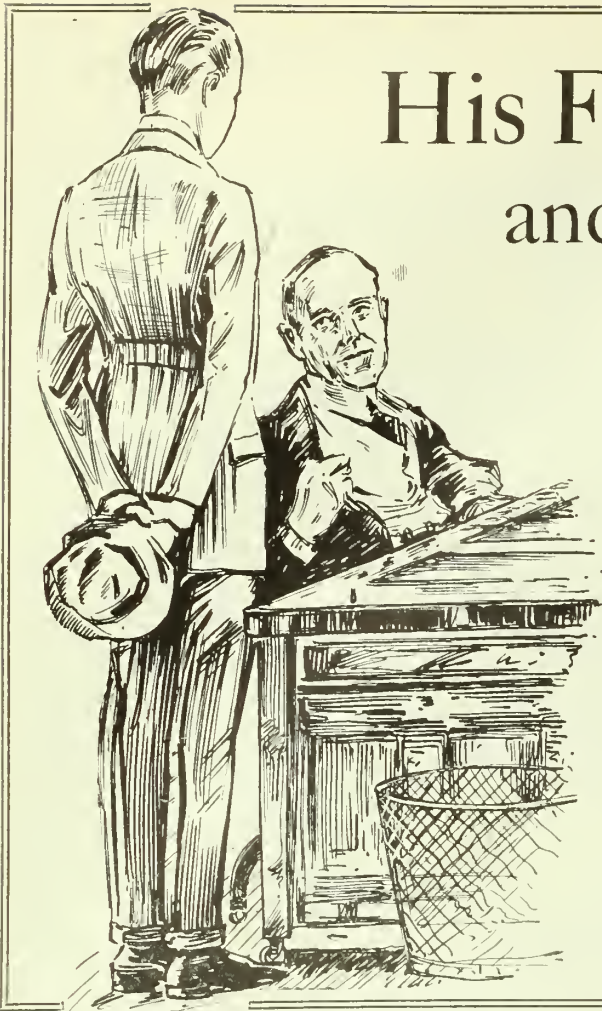
"Gentlemen  
*Success*  
 to you"

A new Collar  
 in the  
 up-to-date *Success* range

*Success Collars*  
 Stocked by all wholesalers

*The Canadian Converters Co. Limited.*  
 Montreal

# His First Long Pants and His *First Job*



They very often go together and the former has a mighty important bearing on the latter—especially if it is chosen from the “Natty,” impressive and refined York Clothing models for Spring.

Our offering includes a great variety of patterns and fabrics and their style trend expresses character and sound judgment. Young men will appreciate these distinctive garments. Excellent tailoring preserves their fine appearance.

Plan to see this unusual display  
for Spring selling.

York Clothing Company  
35 CHURCH STREET, TORONTO

## Attract the “Best” Custom by featuring “CEETEE”

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

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

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

**The C. Turnbull Co. of Galt, Ontario**

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's “M” Bands for Infants.

**THE PURE WOOL  
UNDERCLOTHING  
THAT WILL NOT SHRINK**



**THIS  
TRADE MARK  
IS ON EVERY  
GARMENT**

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

### 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

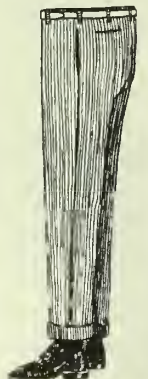
### PREMIER PANTS

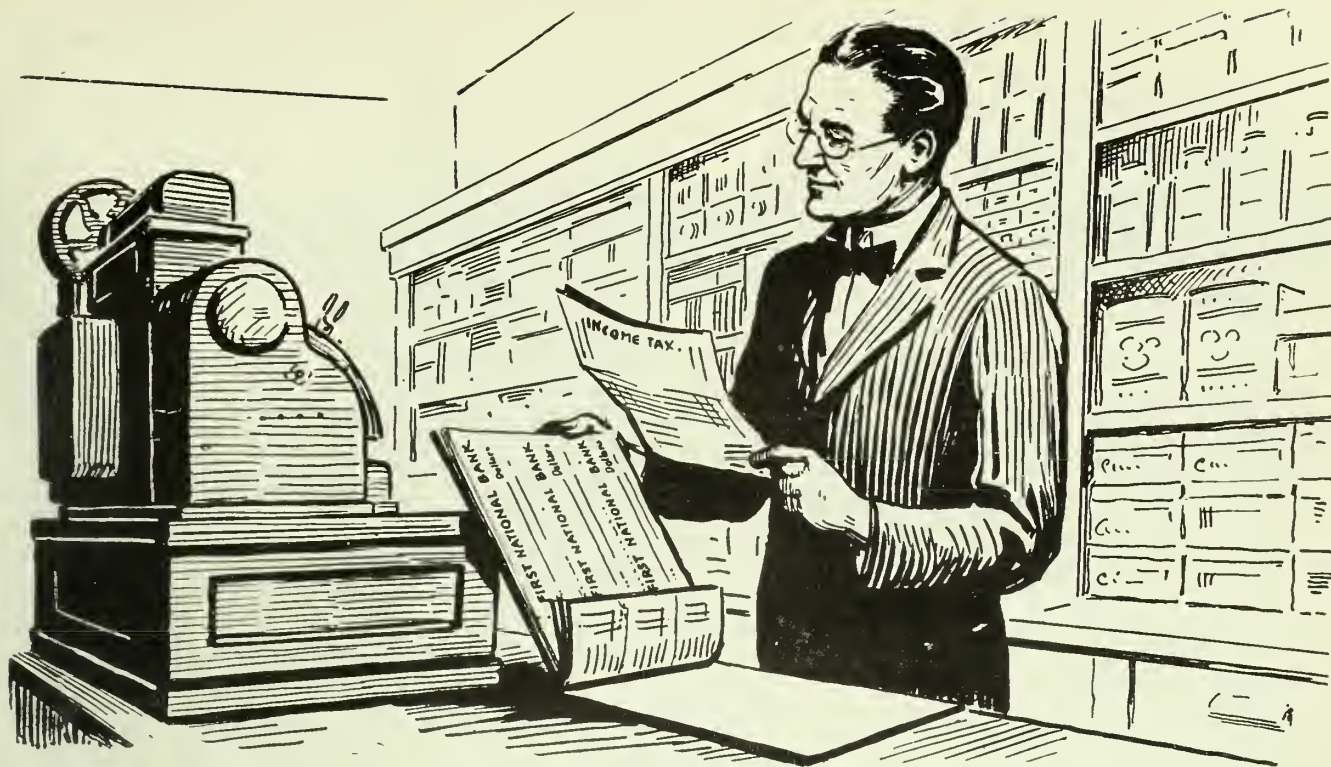
Premier in name—Premier in style,  
quality, fit and material. Easily  
an all-round leading line.

Always a large stock on hand for  
immediate delivery.

Wait to be shown our line by our  
representatives before placing your  
order, or we would be pleased to  
submit samples upon request.

**The Premier Pants Mfg. Co.**  
435 St. Paul St. W. MONTREAL





## This merchant finds it easy to make out his income tax report

**H**E has a checking account at the bank and he uses an up-to-date National Cash Register.

From his bank check book and his bills he gets the cost of running the store, cost of merchandise bought, and a record of payments made.

From his National Cash Register he gets a record of (1) cash sales, (2) charge sales, (3) received on account, (4) petty cash paid out, and (5) clerks' sales.

These records give him the figures he needs for his income tax. They also give him control over his business every day of the year.

This merchant knows that his register records are complete and accurate, whether they are made when business in his store is quiet or when there is a rush of selling.

Without an up-to-date National Cash Register, these necessary figures would be hard to get, hard to keep, impossible to verify, and expensive to record.

**An up-to-date National Cash Register will give you the records you need to control your business**

The National Cash Register Company of Canada, Limited

Factory: Toronto, Ontario

### Branch Offices:

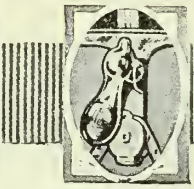
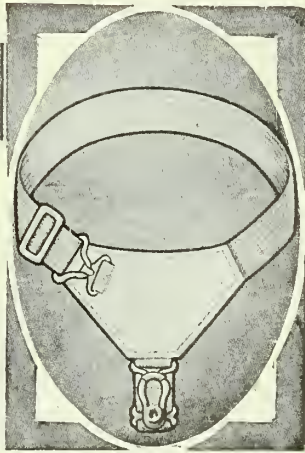
CALGARY.....714 Second Street, W.  
 EDMONTON.....5 McLeod Bldg.  
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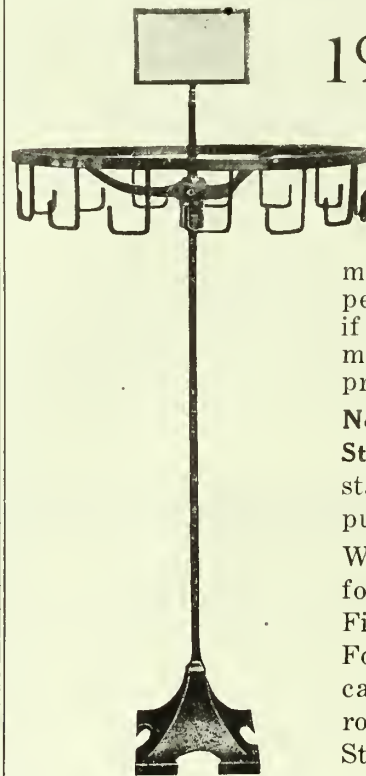
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1920

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But the tremendous demand for



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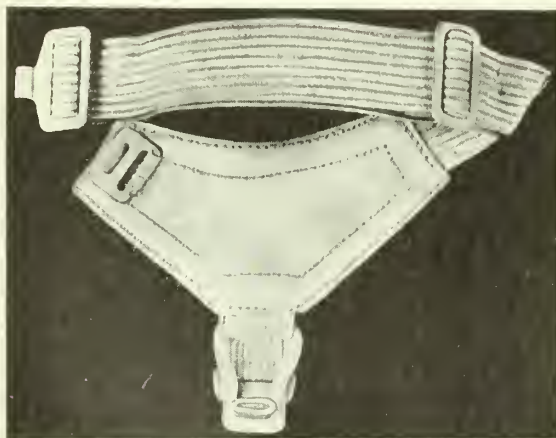
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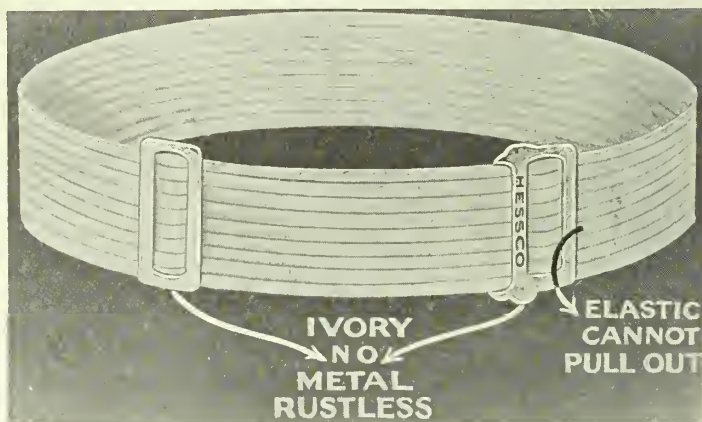
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# MEN'S WEAR REVIEW

*Published First of Each Month*

VOL. X.

TORONTO, FEBRUARY, 1920

No. 2

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# Men's Wear Review

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

VOL. X.

TORONTO, FEBRUARY, 1920

No. 2

## ONTARIO RETAIL CLOTHIERS MEET FEB. 24, 25 AND 26

Programme of Interesting and  
Instructive Topics To Be  
Presented

AT KING EDWARD

Board of Commerce and Other  
Issues to Come Up for  
Discussion

ON February 24, 25, and 26 at the King Edward Hotel, Toronto, the Ontario Retail Clothiers' Association will hold their second annual convention. Much water has passed under the bridge since the sessions of the first convention were held a year ago. The whole clothing industry has come into new prominence, and, if the freedom of the individual merchant is to be sharply restricted, the whole industry must undergo more or less of a revolution. If, by orders of the Board of Commerce, the selling price of clothes is to be set and profits fixed, the whole system of merchandising in the retail store will have to be changed. How best can it be changed, and what steps are best to be taken if these orders stand the test of the Supreme Court of Canada to safeguard the business of a large section of the retail clothiers of Canada, namely, the merchant who deals in clothing on which a 26 per cent. profit is fixed?

These questions will all come up at the convention, and light will be thrown upon the whole question of the Board of Commerce activities. Moreover—and this is of more far-reaching importance

## THE CALL OF THE PRESIDENT



"ED." MACK

*President of the Ontario Retail Clothiers' Association.*

ganization that will become a power to be reckoned with in all legislation affecting the business interests of this country. Every clothier and haberdasher in the province of Ontario should make it his business to be there. Matters of grave importance to the trade will be discussed, and important decisions made. I earnestly appeal to every man in the trade to attend this Convention in Toronto.

Very sincerely yours,

(Signed) ED. MACK,

President

There never was a time in the history of the retail clothier and haberdasher when co-operation was as necessary as at the present time. Too long we have each gone in our own separate way, with the result that when an attack is made upon our freedom in merchandising we have not been able to present a united front. One has only to look to what is being accomplished by the National Retail Clothiers' Association in the United States to-day to realize what a power we could be, if properly organized, for the protection of our rights and for aggressive action. Sectional, rather than expressions of Dominion-wide opinions on matters affecting the trade, have been presented to the Board of Commerce; all because we were not properly organized and because there has been a lack of co-operation. The same problems are facing us whether it be in the East, the West or the central part of Canada; therefore, we must act unitedly at this time of crisis in our history.

The Convention which is being held on the 24th, 25th, and 26th of February is, we hope, the beginning of a Dominion-wide or-

ganization that will become a power to be reckoned with in all legislation affecting the business interests of this country. Every clothier and haberdasher in the province of Ontario should make it his business to be there. Matters of grave importance to the trade will be discussed, and important decisions made. I earnestly appeal to every man in the trade to attend this Convention in Toronto.

Other Important Questions

Many other important questions are to

be discussed at the convention by prominent speakers, questions which affect the business of every merchant in the country. While it is a provincial convention, the problems facing the retail clothiers are identically the same in all the provinces. MEN'S WEAR REVIEW hopes to give a very full report of this convention so that clothiers all over Canada may benefit thereby, and in this way the convention and the good that it does may be Dominion-wide in its scope and influence.

# Neither Violating Nor Restraining Trade Laws; Should, Therefore, Not Be Interfered With

Toronto Retail Clothiers at Annual Banquet Register Objections to Interference With Lawful Merchandising—Comparatively Few Clothiers Getting Questionnaires—Plea for Greater Co-operation of Canadian Clothiers in Present Crisis.

**T**HE second annual dinner of the Clothing Section of the Retail Merchants' Association, of Toronto, was held in the Board of Trade banquet hall, in the Royal Bank Building, Toronto, on Wednesday evening, Jan. 28th. There was a representative gathering of the clothiers present; officers of the organization expressed themselves as delighted with the numbers who had turned out and believed it augured well for the growth of the Toronto section. President Ed. Mack occupied the chair and acted as the toastmaster of the evening. Activities of the Board of Commerce provided the theme of the evening, and the urgent note of the gathering was the necessity for greater co-operation amongst the clothiers, not only of Toronto and Ontario, but of the entire Dominion.

## Take Example From The U. S.

In opening the toast-list, President Mack gave a brief history of the origin and growth of the clothing section of the Retail Merchants' Association. In pleading for greater co-operation between all the men of the trade, Mr. Mack referred to the power being wielded in the United States to-day by the retail clothiers. That organization, now composed of more than 4,000 men, started with five men who saw that an organization could be created that would be a power to be reckoned with in the government of the country. "If we had an organization such as they have in the United States," declared President Mack, "we would not be humiliated as we are day after day in the newspapers and by the questionnaires that reach us." Mr. Mack argued that the law of competition in trade would, and only could, bring down prices; and this law of competition would not allow any retail clothing man to get an unfair profit for any length of time because he would be beaten at the game by his competitors.

## "Collectively a Bunch of Boobs."

William Hay, who attended the Chicago convention some months ago, said that the main thing learned in Chicago was that individually the Canadian merchant was as sharp and had as good methods in merchandising as they had in the United States but that "collectively we are a bunch of boobs." He argued for greater co-operation between the clothiers, a freer exchange of ideas. "If you have an idea," he said, "and I have an idea and we exchange ideas, we each have two ideas."

## Clothiers Sore at Toronto

In pointing out how lack of co-opera-

tion had created differences that ought not to exist at this time, David Morrison said that the clothiers in the west and east of Canada were sore at the Toronto men because they believed Toronto men had told the Board of Commerce they were satisfied with the order. If the clothing men had been properly organized, the Board of Commerce in commencing their activities would have met representative men from all the clothiers in Canada instead of a few Toronto men.

## Never Would Have Happened

R. F. Fitzpatrick, secretary of the Toronto organization, followed Mr. Morrison, and still further emphasized this point. He referred to the first meeting

held in St. Charles Hotel, at which only six of the Toronto clothiers were present, and, as a result of which, the present order was issued. "I am satisfied that if we had been organized as they are in the United States," said Mr. Fitzpatrick, "we never would have gone ahead as we did without first consulting the order that had been issued, said inion."

## No Right to Interfere

R. J. Johnson, in telling of a discussion he had with Major Duncan regarding the order that had been issued, said he had told the major that one reason why it would be impossible to live up to an absolute order of any kind was that samples and the goods when deli-

Continued on page 40



The above is an attractive window by S. Clarke of Begg & Co., of Hamilton, showing full dress suits and accessories.

# Stock Book as a Daily Indicator to Safe Buying and Sure Profits

Profits Depend on Accurate Knowledge of Stock on Hand—Fitzpatrick & O'Connell Keep Book That Gives Them Daily, Monthly and Yearly Record of Sales in Clothing  
--Know When to Buy More and When to Put Extra Effort in Selling.

**S**UCCESSFUL buying depends upon a knowledge of the needs of the community to which the merchant appeals, the volume of business done during the previous year taken as a basis on which to estimate the purchasing power for the forthcoming season, and the stock on hand at the time of ordering. By having an intimate knowledge of the community to which he appeals, the merchant is able to judge how new goods will take and to what extent he may book them; also what proportion of his trade is conservative and for which he may carry a safe margin of staple lines. If he has an intimate knowledge of the volume of last year's business along with a clear perspective of conditions that will largely govern trade during the seasons for which he is purchasing, he is in possession of a very careful guide to safe and profitable buying. The Spring season of 1919 was particularly difficult in this respect, because a new element had crept into the trade that was unlooked for when a large measure of the purchasing for that Spring had been done. That new element was the returned soldier, who started to come home in thousands after the unexpected signing of the armistice. The Fall season was a little better, though still extremely difficult from the manufacturer's point of view, because of re-adjustments necessary and unforeseen developments in the labor situation.

## Must Know Stock Quantities

But one of the first essentials to wise buying is a knowledge of the stock on hand. As it is generally conceded that the present year will be one of uncertain and delayed deliveries, it is, perhaps, doubly necessary that a careful watch be kept of the quantities of stock on hand from day to day and week to week. It has been ascertained that a number of retailers bought too heavily in overcoats for the past Fall and a number of them sacrificed them in January sales. This should be avoided in purchasing for Fall, 1920.

In guarding themselves against too heavy buying, Fitzpatrick and O'Connell of Toronto keep a stock book, which is a daily indicator of how they stand with regard to stocks on hand. This book is of particular value to them in the purchasing of lines regularly carried, as against the fancy lines which are more or less variable from one season to the next. This stock book keeps them minutely informed of:

1. Quantities purchased.
2. From whom purchased.

3. Sizes sold from day to day.
4. Cost and selling price.
5. Model and style.

## The Daily Record

The keeping of such a record in the stock book is very simple, and yet very complete. It is of daily, monthly and yearly value. As a daily record, it enables them to keep a careful watch on how the various sizes in the different models and styles are moving. Naturally, some sizes will move more rapidly than others, and, therefore, require a more careful daily attention. If certain sizes and models are moving more quickly than usual—and they have the sales of the corresponding month of the previous year to guide them—they can book orders for quantities required.

## The Monthly Record

The monthly record is also watched and used as a guide for repeats. If Fitzpatrick and O'Connell see that the sales of a month have been \$1,000 or \$2,000 heavier than the corresponding month of the previous year, it is an indication to them that they can well afford to go heavier on repeats. They can examine their stock book to see what sizes and models have been moving the best and can thus be guided on what lines are best to book repeats on. If, on the other hand, the monthly record shows that sales have been below expectations they can make a careful analysis of their stock book, discover what particular lines, if any, are moving slowly and govern themselves accordingly, both as to what is wise to do

about repeat or new orders, or how to promote bigger sales during the coming month.

## The Yearly Record

The yearly record, of course, is a guide book for each season's buying. Analyzing this and taking a careful survey of the possibilities of the seasons that lie ahead, they can arrive at an approximation of what is best to buy in quantities. Mr. Fitzpatrick stated to MEN'S WEAR REVIEW that, so far as the present year was concerned, he was buying more heavily than last year, because last year, with its phenomenal trade amongst the soldiers, had depleted their stocks and they were bringing them up to normal. He was, moreover, looking for as big a business as last year.

## Buying Fancy Lines

In buying fancy lines, a somewhat different policy is adopted. Fitzpatrick and O'Connell figure out that fancy lines move in quantities according to the prices. There are, for instance, so many fancy suits sold at \$40, so many at \$45, so many at \$50, and so on. Their stock book will show them from month to month and from year to year how many of such lines and styles have moved. They are governed accordingly. During the last two years it has been particularly hard on account of the rising prices, and it has been necessary to feel out the public to see what prices they were disposed to pay for fancy lines. There has been little hesitancy on the part of the public, however, to balk at high prices; the popular lines seem to be the lines that are the highest-priced.

## DANCING CREATES DEARTH IN EVENING ACCESSORIES

Tripping the light fantastic is an amusement which has eaten its way into the stocks of many of the retailers in Toronto who handle evening clothes. The statement was made to MEN'S WEAR REVIEW by a haberdasher who handles large quantities of shirts and collars for evening clothes that sales in these goods since last Fall up to the middle of January were equal to the sales for the whole of the last five years. He stated, further, that, at that time, it was next to impossible to get a shirt or collar of the average size on Yonge Street; in fact, that the stocks were entirely gone.

The social season, not only in Toronto, but in every other city and town, has been the biggest since the outbreak of the war in 1914. Many of the larger cities are enjoying a veritable saturnalia of dancing, and, as predicted in MEN'S WEAR REVIEW a couple of months ago, it has been a tremendous season for evening clothes. Not only the returned man but the change in style of evening dress has created a big market, and many a merchant has reaped a big harvest in these lines.

# Clothiers of Canada Appeal Against Order of the Board of Commerce

Ask for a Flat Margin of 33 1-3 Per Cent.—State Reasons Why Order in Force in Toronto  
Should Not be a Dominion Order—Toronto Men Concur in Statement—Judgment  
Reserved—Judge Robson Favors Lowering Tariff.

**I**N a statement submitted to the Board of Commerce at Ottawa on January 15th, the clothiers of Canada registered their objection to the application of the clothing order, which became effective in Toronto alone on December 15th of last year. Instead of that order, they asked for a flat margin of profit of 33 1-3 per cent., with exceptions on extreme styles. They further asked for special consideration in the case of a merchant purchasing job lots of clothing; also that the price of goods on hand and those of a similar line subsequently received be averaged in selling price.

The statement, as given below, was submitted by W. E. Humphries, of Winnipeg, a clothing merchant of that city. Representative clothing men from all the provinces attended the Ottawa meeting. On the evening of January 14th, they held a conference, at which the order was fully discussed, and preparations made to present their case the following day. The statement was agreed to by all present, Toronto men included, who had already been affected by the original order of the Commerce Board and knew how it was working out. Following is the statement:

To the Chief Commissioner and Members of the Board of Commerce.

Sirs:—

Your Board undoubtedly is aware that the Retail Merchants believe that the whole policy of fixing prices or profits for retail merchants is wrong. Yet, as you have invited the retail clothiers of Canada to present their objections to the proposed order respecting ready-to-wear and partly-made suits and overcoats, and the reasons for their objections, I desire, on behalf of the retail clothiers of Canada, to submit the following resolution setting out the changes desired in the proposed order. This resolution was passed unanimously at a meeting of the Dominion Board of the Retail Merchants' Association of Canada, held in Ottawa yesterday, at which credited representatives duly appointed from every province in Canada were present.

Resolved, that the Association shall be instructed to take up with the Board of Commerce the order respecting Ready-to-wear and partly-made suits and overcoats, and endeavor to secure the following amendments, viz.:

1. By striking out the two paragraphs beginning "when the cost of the commodity to the vendor" and ending "is

over \$30.00," and substituting therefore the following:

"The vendor may mark, offer or sell at a gross profit or margin not greater than 33 1-3 per cent. of the sale price marked or demanded, provided, however, that in the case of suits or overcoats of an extreme style, such as fancy suits, waist line, dress, frock, morning suits and such like models shall be excluded from the order."

2. By adding in the paragraph defining cost price after the words "actually paid" the following words: "And an allowance of \$2.00 per suit or overcoat to cover the average cost of altering, finishing, or making the garment ready for the purchaser."

3. By adding the following: "Where a merchant purchases goods in job lots, or at a price less than the regular price, he shall be allowed to mark, offer and sell the same at prices not in excess of those at which he would have been allowed to mark, offer and sell the same had he purchased them in the regular way and at regular prices."

4. Goods on hand shall be marked at prices not in excess of goods of like style and quality received into stock after the order comes into effect, and that on goods of like quality received into stock at different times the price may be averaged.

## Question of Mark-Down

Before I take up in detail the several changes set out in the resolution, I would like to say that one of the most important points which every retail merchant must consider is the question of mark-down, which is just as important as the question of mark-up. Now, in any business wherein style, size and color enter, you must have mark-downs to clear out odd lines, odd sizes, goods that have gone or are going out of style. It has been the experience of clothiers with many years of real practical experience, that this rate of mark-down amounts to from 6 per cent. to 8 per cent. on marked prices at the end of the year's selling. In other words, mark-downs are the difference between the mark-up and what the merchant receives at the end of the year.

## Why 26 Per Cent. Unsatisfactory

The reason why the 26 per cent. on the lower lines is unsatisfactory is for the good reason that the average cost of doing business is above this, to say nothing of allowing anything for net

profits or mark-downs. Now, gentlemen, we believe it is not the intention of this Board to ask that the clothiers of Canada shall sell for less than cost, or that they shall not receive a net profit as a reward for services rendered, for, believe me, that every time you have in stock what the customer wants when he wants it, you are rendering a real service, and, as such, are entitled to a just profit.

## 33 1-3 Per Cent. a Legitimate Margin

We agree that 33 1-3 per cent. is a fair and legitimate margin at the end of the year; but for the merchant to receive this figure there must be some higher margins to take care of the mark-downs, and this can best be done by exempting from the order fancy and extreme styles.

With regard to Clause 2, our own store keeps for this purpose a staff of five tailors and one tailoress. We pay the men from \$30.00 to \$38.00 a week and the tailoress \$23.00, and the average cost is slightly over \$2.00. I have discussed the matter with clothiers from all over Canada, and also from Chicago, and their average is \$2.00, or slightly over.

To allow Clause 3 will not, under any circumstances, injure the public, as the merchant who buys a job lot cannot charge more than the merchant who has bought in the regular way. As a matter of fact, he invariably shares the saving with his customers, taking his reward from increased patronage. Job lots consist of garments of different qualities and different values, bought, however, at one price. The merchant must sell them at different prices; a considerable portion he will mark at less than the fixed margin, some at less than cost, and to balance this he will have to mark the higher class at more than the fixed margin.

## Should Profit by Good Buying

With regard to Clause 4, the main reason why a merchant purchases goods in advance is to make sure that he will have the goods for his customer when the season arrives. To do this, he must place orders and take delivery, in many cases, from six to nine months in advance, must carry them in stock, must have more store space, and consequently pay more rent, must have extra help to take care of them, will have more shop-worn goods, and must be entitled to charge as much as the one

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# Manufacturers Look for Better Year; Hope to Avoid Further Labor Trouble

Clothing Manufacturers Had Many Difficulties With Which to Contend During the Year 1919—Labor Troubles at Home and Abroad Upset Their Calculations—Exchange Difficulty—Outlook Better for 1920.

**T**HAT which concerns the manufacturer of men's and boys' clothing is of first importance to the retailer. Costs that are thrown upon the manufacturer either on account of an increase in the price of the raw material which has to be paid by the mills, or because of extra labor wages due to fresh demands of the garment workers, are ultimately shared by the man who faces the public with the story that prices have advanced, and, therefore, the consumer will have to pay considerably more for his business suit, his dress suit, or his overalls. The retailer to-day watches with almost as vital an interest conditions amongst the wool growers of Australia as he does evidences of discontent amongst garment makers in Canada; he knows that the price of the suit which he is to sell is affected thereby. Industry is very complex; there are conditions not immediately associated with the clothing industry which, nevertheless, affect prices. But the retailer is more particularly interested in the outlook from the manufacturer's point of view for the coming year, as he was vitally affected by disturbances which retarded output during the year 1919.

## A Review of 1919

The outstanding difficulties faced by the manufacturers of clothing last year were due to unrest amongst laborers. These difficulties went further back than the strike of the garment workers in Toronto; they crossed the Atlantic where mills failed to reach their limit of production because of higher wages demanded, fewer hours of service given, and depreciation in service itself. The law of supply and demand is as operative in the industrial world as it is in the mercantile world. Various causes, which need not be reviewed, depleted the labor market so that there were only one or two men for three jobs. That condition of affairs was not unfamiliar to the retailers themselves, for they have been working with smaller staffs during the war. Finally, the restlessness amongst the garment workers reached its culmination in a strike, which was only settled after a considerable loss had been sustained by both parties concerned.

## One Heavy Loss

A particularly heavy loss sustained by the manufacturers was due to the fact that orders accepted for Fall delivery were based on labor costs paid during the Spring season. In the meantime the strike had come, and had been settled at the behest of expediency, with the result that manufacturers had to pay the ad-

vanced labor costs on goods they had sold on a basis of former labor costs.

## An Association Formed

The outcome of the labor unrest has been, as readers of MEN'S WEAR REVIEW know, the formation of the Associated Clothing Manufacturers. Some twenty firms of Toronto have joined this organization. Montreal has a similar organization; but in the other Canadian centres where the bulk of the manufacturing of men's clothing is done, namely, Hamilton, Sherbrooke, and London, no such organization has been formed. The firms which have joined believe that it will have a strong tendency to eliminate misunderstandings and sober the market, though they recognize elements of potential disturbance still existing. Firms which have not joined and with whom MEN'S WEAR REVIEW has talked, are satisfied to remain out of this arrangement for the present and make their own peace with their employees, and they seem quite contented with the results that are following their internal agreements. Whether or not this association spreads, there is no denying the fact that there still exists the possibility of further labor misunderstandings during 1920, but MEN'S WEAR REVIEW is in a position to state that an effort is being made to prevent a repetition of last year's difficulties.

## How it Saves Money

One of the men who is intimately connected with this association explained to MEN'S WEAR REVIEW how he believed it had saved thousands of dollars to the retailers in Canada. As an instance he stated that pocket makers were now very scarce and that in Toronto alone where this association controlled between 3,000 and 4,000 garment makers, there was a shortage of between 30 and 40. Had it not been for the association, he said, there would have been a bidding between manufacturers for the services of pocket makers, with the result that they would have been paid a considerably higher wage than they were getting now. The same might be said of the sleeve hangers and others, with the exception of cutters, who assist with the making of a suit of clothes. Had this additional wage had to be paid the cost to the retailer would have been so much higher.

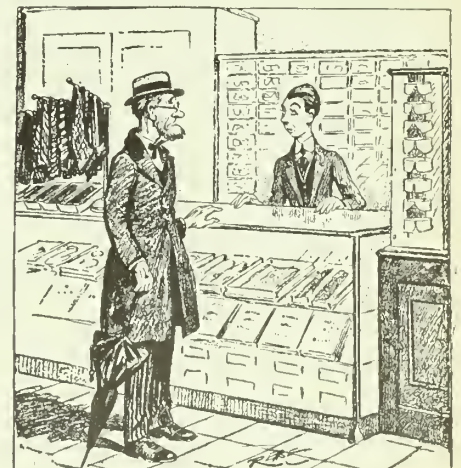
## The Exchange Situation

The exchange situation as between Canada and the United States has been another factor with which the manufacturer has had to contend. The retailer has not been free of this difficulty, either. Following the armistice many United

States manufacturers of woollens deluged the Canadian markets with cut rates, obtaining large orders. The Canadian manufacturers were not so subject to panic and they bought freely. It was not long, however, before the United States mills had discovered their mistake, and their prices stiffened, with the result that many of the orders placed by Canadian houses were not delivered. This did not improve the reputation of the United States manufacturers, and the outcome has been a keener desire to purchase "Made-in-Canada" goods.

## The Outlook for 1920

From the manufacturer's point of view the outlook for 1920 is better, but still beset with difficulties. They will have to contend with short and uncertain deliveries, just as the retailer will. MEN'S WEAR REVIEW knows of one case where a large house placed an order for nine months' delivery, only to be informed five days later that the order could not be executed at all. There are many other confirmations that English mills have all the orders they can handle for 1920 and the greater part of 1921. They are still faced with possible labor troubles, though, happily, it is not believed that these will be so acute as last year. At the same time labor costs may have to be again increased during 1920. On the whole, however, they look for more settled conditions than last year and quite as good, if not better business.



*"You say, young man, that socks, shirts, underwear, handkerchiefs, and everythin' made of cotton hez riz? Whad d'ya s'pose is makin' cotton so scarce?"*

*"Epidemic of carache among the elephants at the circus!"*

—Rehse in "Louisville Times."

# Should Small Man Be Crowded Out in the Interests of the Public?

Representative Clothiers' Meeting at Ottawa Asks That Order of Commerce Board be Amended to Meet Dominion Needs—Restrictive Order Will Alter Merchandising—Will Make Bigger Turnover Necessary.

AS the clothing investigation proceeds before the Dominion Board of Commerce, two points emerge more clearly day by day. These points have been brought out more or less clearly through recent sittings before that Board. These points are: First, that any order will necessarily cause a readjustment of each merchant's merchandising plan; second, that the small man will be hard hit if the present order is made applicable all over the Dominion. With some inconvenience and loss, the first point can be met by the big man. The big man handles clothes of all descriptions, staple and fancy, high and low priced; and he can so merchandise his stock that the loss or the reduced profit obtained in selling suits that cost \$25 and under can be partially made up in the more expensive lines. Beginning with the fiscal year, each merchant has as an objective a gross profit on the year's turnover. Ahead of him he sees a certain number of lines left on his hands which will have to be sacrificed and other eventualities have to be taken into consideration. Before the order of the Board of Commerce became effective, he was able to merchandise his stock with perfect freedom. Now, he cannot do that his freedom is restricted.

## Must Have Bigger Turnover

Under a system of unrestricted merchandising, the retailer was able to mark clothing in such a way that fancy lines and other high-priced lines took care of the lower-priced lines. Moreover, there were job lots, bought at a good price and sold to the public at bargain prices, on which the retailer helped materially to realize the gross profit he set out to make at the beginning of his fiscal year. As the order of the Board now stands, or, if what retailers have said before the Board in both Ottawa and Toronto, in public and private, is true, no matter what order they may issue that will restrict freedom in merchandising, there will have to be a bigger turnover by clothing merchants if they are to be given what they state is a legitimate profit at the end of the year's business.

## How Can Bigger Turnover Be Got?

—And here is where the second point man will be hard hit if the order is made applicable all over the Dominion, or if any restrictive order is passed of a radical nature. The case was well

summed up in the hearing before the Board in Toronto, when Toronto men asked that the discrimination against them be lifted. Frank Stollery was being examined by Major Duncan, and he stated quite frankly to Major Duncan what the bigger clothiers figure on if the order stands. It simply means that the smaller man will be crowded out. In time, things will get more normal, and competition will be a greater factor in business than it is to-day. It will be the old law of the survival of the fittest. Mr. Murdock, when Mr. Stollery was under examination, interjected a few remarks which were significant. He referred to the time when machinery began to take the place of hand labor, and one machine operated by one man was able to do the work of ten men. Might not the time come when, in the interests of the public, so that cheaper clothing could be had, the smaller man should get out of business? That will, in all probability, be the result. But the ultimate loss to the business interests of the country might not be a sufficient compensation, even to the public. There will be only one way to get the bigger turnover, or perhaps there may be two. The first and the more probable one will be that the bigger man will undersell the smaller one, and he will be forced out on the street. The second one will be that immigration be forthcoming to such an extent that the volume of business over the whole of Canada be enormously increased. The big business of the last two years, due to the return of soldiers, is over, and we are getting back to normal times. Only such another big influx of new customers would, temporarily, save the small man.

## The Ottawa Hearings

The two Ottawa hearings, one from the Ottawa clothiers alone and the other from representative clothiers from all over the Dominion, brought out these very points. Ottawa clothiers point out that the greater proportion of their business is in suits costing under \$25. If the present order becomes effective there, it will mean that a bigger turnover will have to be made by some merchants to make up the gross profit at the end of the year to which he is legitimately entitled. Representative clothiers from the whole of the Dominion asked that a Dominion-wide order be issued which will affect all merchants alike. They asked that this order limiting

gross profit to 33 1-3 per cent. of the sale price should not apply to suits or overcoats of extreme styles, "such as fancy suits, waist line, dress frock, morning suits, and such like models." The resolution which they presented to the Board further asked that, in the paragraph defining cost price, the following words be added: "And an allowance of \$2 per suit or overcoat to cover the cost of altering, finishing or making the garment ready for the purchaser." The further provision was suggested, that where a merchant purchases goods in job lots, or at a price less than the regular price, he shall be allowed to mark, offer and sell the same at prices not in excess of those at which he would have been allowed to sell the same had he purchased them in the regular way and at regular prices.

## About Same as Pre-War Days

In the hearing at Toronto, Mr. Fitzpatrick, of Fitzpatrick & O'Connell, when under examination by Major Duncan, stated that this order would put the merchant substantially where he was during pre-war days. In giving expression to this opinion, he felt that he was expressing the opinion of the clothiers over the whole of the Dominion who had asked the Board to make such an amended order in Ottawa the day before. It was felt by representative clothiers that such an order would be as fair as could be given. Mr. Fitzpatrick stated emphatically that the investigations of the Board had not proven that any retailers were getting more than a legitimate profit in their business, nor had they been getting more than a legitimate profit for years. While there had been big business during the years 1918 and 1919, there had not been unjust profits.

## Law of Competition

When under examination, Mr. Stollery expressed the view of merchants generally when he said that the law of competition in business would take care of the matter which the Board was investigating. During the busy years of 1918-19, his inference was, the law of competition between merchants was largely withdrawn because of the universal demand for clothing created by the homecoming of soldiers. Now, when business was getting somewhat more normal, in so far as competition between merchants was concerned, there was no need for such an order.

# Ottawa Clothiers Can't Do Business on Board of Commerce Profit Margin

Lengthy Hearing at Ottawa in Which Counsel for Clothiers Claims Business Cannot be Done in Ottawa on Same Margin of Profit as in Toronto—Majority of Suits Sold at Capital are Those Costing Less Than \$25—Board Hesitates to Award Flat Profit of 31 Per Cent.

**R**EASONS why Ottawa clothiers are unable to do business on the same margin of profit as Toronto clothiers were set out in a lengthy hearing before the Board of Commerce, in Ottawa, early in January. In short, the claim was made by the Ottawa merchants that the order of the Commerce Board hit them harder than it did Toronto men because the bulk of their trade was in suits costing under \$25. To allow a profit of only 26 per cent. when their overhead expenses ranged from 25 to 28 per cent. was not enough. They suggested that the Board issue an order permitting a flat rate of 31 per cent. on the sale price of all clothing. Such an order, they said, would be satisfactory, although it would not then allow them the same margin of profit as was enjoyed by the majority of the Toronto merchants.

In stating the case for the Board of Commerce, Major Duncan pointed out that five of the business houses in Ottawa, in replying to the questionnaire of the Board, had stated that they were doing business on a cost of 20 per cent. or under on their sales. It was subsequently pointed out by Mr. Beament that this applied only to a relatively few cases in Ottawa, and that the majority of cases showed higher overhead than these five. The order of the Board, Major Duncan added, permitted a profit of 26 per cent. on the sale price of suits costing less than \$25 and 33 1/3 per cent. on the more expensive lines. This allowed a margin of six per cent. in the lowest case and 13 1/3 per cent. in the highest.

## One Argument for Ottawa

Major Duncan held that there was only one argument why the order should not be made applicable to Ottawa. "In Toronto," he said, "we did not find any one store on an expensive location doing the most of its business in suits costing \$25 and less. That is the case in Ottawa, and the estimate of overhead of 20 to 21 per cent. leaves that merchant a small enough margin." The major admitted the force of the argument of the Ottawa merchants that a flat margin of 31 per cent. be fixed on all clothing, but did not know that the Board would be justified in issuing such an order.

## Toronto Different From Ottawa

The case for the Ottawa clothiers was presented by T. A. Beament, K.C. While what the Toronto merchants had accepted was a measure of evidence as to what they regarded as fair profits, yet condi-

tions in Toronto and Ottawa differed so materially that the order would be unfair as applied to Ottawa. In Ottawa, there were large stores to serve a comparatively small population in comparison to the Toronto field.

## Defines Toronto System

Mr. Beament claimed that the order of the Board was merely the codifying of the system already in operation in Toronto. The cheaper grade of merchants in Toronto had been in the habit of incorporating in their mark-up the same amount of margin the Board allowed them and the Board's order merely had the effect of continuing that practice. If the Board had permitted a general margin of 50 per cent. on first cost, it would have given the small merchants in Toronto a larger margin than they had formerly. In Ottawa it had been the custom of small and higher grade clothiers to add 50 per cent. to cost in arriving at their sales price, and while it would be unfair for the Board to make an order giving the small Toronto merchant more margin than he had formerly enjoyed, it would be equally unfair to reduce the margin which Ottawa dealers had found it necessary to get in order to do business. The custom of Ottawa merchants in fixing a sales margin of 33 1/3 per cent. to care for overhead and provide a profit had not been deemed unfair in pre-war days, otherwise the keen competition of business would have changed it.

## Biggest Turnover; Nearer Supplies

Ottawa merchants, claimed Mr. Beament, should not have to compete against the precedent set by the order as it affected Toronto. Toronto was a larger field which provided a larger volume of business and, consequently, a larger turnover. Moreover, Toronto was nearer the centre of supplies, with the result that it was not necessary for him to carry such large supplies because he could get them more quickly. The order of the Board retained to the smaller merchant in Toronto the profit that he had been getting, but the Ottawa merchant could not do business on a smaller margin of profit than he had been getting.

"Major Duncan will probably argue," said Mr. Beament, "that some merchants in Ottawa are doing business on an overhead as low as the Toronto merchants. That may be true, but it does not answer the case. The real question which the Board should consider is that when the merchant balances his books at the end of his fiscal year, has he made on the

year's operations more than a fair profit?

## Not Getting Unfair Profits

"I went carefully into the books of the merchants and I want to say they do not show an unfair profit. It is not the profit I would want to get in my profession. I used to think that I went into the wrong game when I decided to engage in the practice of law, but I am not so convinced of it now. One merchant on Sparks Street, after charging an ordinary salary for himself, as he is a working man and works with his clerks, returned in his questionnaire the following figures as to his profits: 1915-16, \$1,790; 1916-17, \$4,686; 1917-18, \$6,862; 1918-19, \$3,584. And out of this he has to get a return on the capital he has invested, and hazard the chance of business losses, for I believe that in the years to come there will be considerable losses to be made up in business."

## Advises Special Consideration

Mr. Beament advised that special consideration be given the cases of clothiers who bought job lots of clothing. They should be permitted to submit to the Board inventories of the prices of such job lots with statutory declarations that the figures were correct and should then be permitted to add their margin on the regular wholesale prices of such goods. Attention should also be given the man who sells clothing on the installment plan. He should be permitted to add 20 per cent. to the cash price of articles so sold as had been the custom in the past. The slip given the installment customer should show the installment and the cash price, and if the article were paid for within sixty days, the customer should be given the advantage of the cash price. The 20 per cent. margin was necessary as a protection and to meet additional expenses in doing business that way.

## Some Cost Estimates

In stating the case for the Board of Commerce, Major Duncan, after complimenting the Ottawa clothiers on the spirit of fairness they had shown as instanced by their willingness to accept a flat rate of 45 per cent. on the cost price of goods as compared with the 50 per cent. they had formerly added, agreed with Mr. Beament that, in some respects, the order as applied to Toronto was a standardization of the present practice as to margins. Merchants on King and Yonge Streets selling suits

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# Get Together

Looking back over the steps that have been taken leading up to the present crisis which the clothiers of Canada are facing with regard to the activities of the Board of Commerce, it is convincingly evident that a lack of co-operation has resulted in misunderstandings and disorganized effort on their part. The clothiers themselves realize this now and are most anxious that such an organization be perfected—as has been perfected in the United States—as will make it a power to be reckoned with in determining the laws of merchandising that shall henceforth govern them.

At present, Toronto is the only place in Canada that has come under the ruling of the Board of Commerce. And from the very first there has been a lack of co-operation here which every clothier is now willing to admit. While only a comparatively few of the Toronto clothiers received the first questionnaire, no negotiations should have been entered into with the Board of Commerce that did not have the full knowledge and consent and authority of the clothing section of the Retail Merchants' Association. Perhaps the clothing men did not know what was coming or they would have made it their business to be at the first meeting called when this questionnaire was discussed.

It shows that there was a lack of co-operation, a lack of interest in organization that worked to the great disadvantage of the clothing men in Toronto.

For instance, the order of the Board, as imposed upon the Toronto men, gives evidence of no consideration being given to the credit man, who estimates that his cost of doing business on account of extra bookkeeping, interest on accounts, etc., is twenty per cent. higher than the ordinary cash-basis business. This point has been strongly brought out in Ottawa, and there is reason to believe it was favorably considered by the Board. But it shows distinctly that there was a lack of co-operation between the Toronto men in not having the case of the credit man more strongly presented. The blame is on no one in particular; it is just a general lack of co-operation.

So much for the Toronto man alone. Lack of co-operation has shown itself in a wider field than Toronto. Many clothiers have expressed indignation at the Toronto men because they are reported to have said that they were favorable to the order. In the first place, that is not the case; Toronto men are not satisfied with the order and they placed themselves on record as repudiating this statement. In the second place, had there been the proper Dominion co-operation, the step that was taken at Ottawa in the middle of January, namely, to present to the authorities the opinion of all the retail clothiers of Canada on this vexed question, would have been taken at the very outset. Sooner or later, it was perfectly evident, an order would be passed affecting the whole of Canada, and the problems of the clothier in Vancouver and Halifax are substantially the same as the problems being faced in Toronto. Therefore, action from the very first should have been a Dominion action, not a Toronto action.

If the proper spirit is abroad amongst the clothiers—and we believe it is—clothiers outside of Toronto are at one with the Toronto men in expressing their disapproval of the discrimination that has been exercised in the case of Toronto clothiers for two months. Had there been the proper co-operation from the very first, had this case been presented to the Board from the first by a body of men speaking the minds of the Dominion clothiers, it is hardly conceivable that this discrimination would have occurred.

It is not yet too late to build up an organization that can move in solid phalanx against any unwarranted encroachments on the freedom of merchandising no matter from what quarter it may come, or that can, at all times, promote the interests of the clothing men of Canada. Such an organization has been built up in the United States and can be built up here. There never was a time when greater co-operation should exist between the clothing men of this country. Matters of great moment to the trade will come up for discussion at the forthcoming convention of the provincial section of the retail clothiers. Every merchant should make it a point to be there to look, not only after his own interests, but after the interests of all the clothiers. Only by getting together can the interests of all be conserved or promoted.

## NEITHER VIOLATING OR RESTRAINING

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quently, merchants found it necessary because some of the goods were not up to sample to mark a portion of the shipment, say, at \$20 and the other at \$30, though they all cost the same. The average represented a fair profit and the selling price to the customer was according to the quality of the goods. Another defect in the order was that provision was not made for the re-ordering of lines that had been sold out. If one line was sold out and re-ordered it was usually done so at an advance in price; yet the order as it stood made it imperative that the same lines be marked at different prices.

"The only way the government can do anything to assist the consumer," said Mr. Johnson, "is to assist with production from the wool up. I have been in business for over thirty years and the retailers to-day are as honest as they have ever been. They are worrying their heads off to-day to get goods for their customers."

### Must Issue Some Order

Mr. Johnson went on to tell that, after hearing all this Major Duncan said that the Board would have to issue some order as the people were restive and demanding some action. The speaker further objected to the fact that so few of the clothiers had received these questionnaires. Referring to one of the questionnaires, he asked for a showing of hands of those who had received it. There were twenty-five men in the room and only eight of these stated they had received the questionnaire. Continuing, Mr. Johnson said he objected to the principle of making ten per cent. of the clothiers furnish all this information while the other 90 per cent. were left out.

"I think we should refuse to give any more information unless we are all placed in the same position. We are not violating any law of trade or doing anything that is in restraint of trade, and the Board have no right to demand this of us so long as we are not interfering with any one. I don't think there is any sane reason for interfering with the retailer in this way. We should give the Board of Commerce to understand that this is our private business and what is our private business is nobody else's," said Mr. Johnson.

### Credit Man Speaks

Speaking for the credit men, Mr. Glass said he did not know exactly where they stood in the matter. Nothing had been said about them in the order. At Ottawa, he understood they were adding twenty per cent. to the margins fixed by the Board, and that if the goods bought were paid for within thirty or sixty days, this was returned to them. He agreed that there never was a time when co-operation was more necessary than the present time, and that the only way that the orders of the Board could be staved off was by co-operation.

The banquet was brought to a conclusion by singing the National Anthem.



# Novelties in the World of Fashion



*Revolutionary changes in men's evening wear are being attempted in London as this picture shows. The evening dress cape is lined with royal blue silk; the waistcoat is of silk, black and white striped with white ruffles. A soft collar is worn.*



*Here is a further attempt to revolutionize men's fashions in Old London. A peacock cockade is used to give a finishing touch to this soft velours hat.*

## GERMANS, EVEN

London.—The silk hat industry has revived considerably during the past few weeks and the trade is receiving more orders than can be comfortably executed. Demands here have been supplemented by orders from Holland and Sweden, but the final destination of hats ordered for these two places, says the "Mail," is believed to be Germany.

## "SQUARE CLOTHES SHOP" OPENS

A new store, called the "Square Clothes Shop," carrying lines of ready-made clothing and haberdashery, opened at 61 Queen Street West, Toronto, on Saturday, Jan. 24th. The proprietors of this new store are J. J. and M. G. Greenberg. While the store is not a large one, every available inch of space is made use of in an attractive manner. There are four silent salesmen, with marble base, as well as built-in show cases at the rear of the windows and at the rear of the store. Along the right, clothing is kept on long racks and mir-

rors in plenty are used for a convenient display. The left of the store is stocked with all lines of haberdashery, among them being some very fancy and high-priced silk shirts.

The windows are arranged and dressed attractively. Fixtures are so placed that the windows can be dressed to the top with considerable advantage, both from the standpoint of the artistic and as a display medium of all kinds of men's wear.

The opening day was marked by a bid for children and parents. Penny banks, with the name and address of the new store, were given away.



*New tweed hats, "Dixie" shape, made especially for tall men. Specially high crown. Shown by the Boston Hat Company, Montreal.*

Albert Plunkett, one of the star performers in "Dumbbells," is a former employee of McDonald & Woodgate, of Fort William. He worked for this firm before going overseas.

# Problem of Buying During 1920

Retailers Believe Business Will be Equal to 1919—Are Booking Heavier Than Last Year  
Believing That Deliveries Will be About Two-thirds of Ordering—Basing Orders  
on Biggest Year's Business.

**W**HAT is a safe buying policy for 1920? There are many retailers from the Atlantic to the Pacific asking themselves this same question. The experiences of the year just closed were difficult enough. Price fluctuations were frequent and all in one direction. Demands made upon the retailer were cyclonic; the sudden rush of the returned man and their re-establishment into civilian life made it extremely difficult for the merchant to stock those goods which were saleable. He has weathered the storm, however, and feels that the year upon which he has entered cannot be productive of greater difficulties than those with which he has had to contend during the last twelve months.

## Back Into Former Channels

Trade during 1920 will begin to seek its former channels in many respects. The demand for goods will be steady rather than cyclonic and there are no indications that there will be the slightest slump in trade. Representatives of foreign and domestic houses, with whom **MEN'S WEAR REVIEW** has talked, all say that buying is even heavier than a year ago, and this opinion is confirmed by buyers in retail houses with whom we have talked. It was with a view to helping the retailers to a safe buying policy for 1920, and particularly for the Fall lines, that **MEN'S WEAR REVIEW** interviewed many of the buyers in both the large and the small houses, hoping to get from them some idea of what would be safe to do when representatives of various houses came to them with their Fall samples. Doubtless, you will be told to buy heavily on account of the scarcity of goods and the consequent uncertainty of delivery. It, perhaps, depends on the line of goods being bought whether this is the safer policy or not to follow. We have found that houses handling exclusive lines are buying everything they can get, believing that people who want exclusive things—and there seem to be an increasing number of such people—are willing to pay anything for them.

## "Buying Everything in Sight"

"We are buying everything in sight" said the buyer of a firm that handles 95 per cent. import stuff. This firm handles a big line of overcoats and other men's furnishings, but no ready-mades in suitings. The buyer affirmed that men who wanted exclusive styles were willing to pay for them without asking any questions. Consequently, in fancy lines they were buying heavier stocks than last year, believing that the demand would be greater because the public seemed to be disposed to pay fancy prices for everything. This buyer recog-

nized that deliveries would be an uncertain factor in the year's business, and he took this into account in placing heavier orders for Fall—for he had already ordered a good deal of Fall stuff. Styles didn't worry him one bit, either, for he said the thing he had in stock was, to this firm, the thing in style.

## Figuring on Two-Thirds Delivery

The buyer in another house that handles everything in men's furnishings, and who probably expressed the view that might wisely govern the majority of retailers, said that he was buying the same number of lines as last year, and buying a little heavier, figuring out that his deliveries would reach about two-thirds of his orders. He did not believe all that travellers told him about ordering heavy because they might not get the goods; he said that if he believed all that travellers had told him in the last five years he would be crazy by this time. At the same time, he fully recognized that deliveries would be below ordering. He thoroughly believed that the year's business would be fully as good as last year and was banking on it. This policy was governing him in all lines of clothing and haberdashery. Prices did not enter into a consideration of this policy at all because he was convinced that prices would not come down, at least during 1920, and that the public, as yet, showed little disposition to balk at present prices. Speaking of deliveries, another retailer stated that he had lost all faith in the cry that deliveries would be uncertain, that is, in respect of them not coming at all. He believed they would be late, but that they would come sooner or later.

## Booking Heavily on Imports

Still another buyer who handles considerable quantities of hosiery and silk knit ties and other knitted goods from England, said that he was buying heavier than last year on account of the uncertainty of getting goods that were ordered and the rapidly advancing prices. Many of his lines were staple and, as he did not see any immediate decline in prices, he was taking advantage of the present market such as it was. He cited an instance where he had ordered several hundred dozen of hose at 21 shillings. By the time the order reached England they had advanced to 33 shillings, and by the time confirmation of the revised price could be made they had still further advanced to 37 shillings. He bought them, however. Other retailers who handle import lines from the Old Country were adopting much the same policy.

## Buying Based on Biggest Year

We have learned of two very large

firms doing a big mail-order business that instructions were given to buyers to purchase on the basis of the largest year in their history. Their buying was to be somewhat in advance of this record year; it seems quite evident from this that these firms were looking for a record year in trade in the year 1920.

## Deliveries, Not Prices Governing

On the whole, we have found that careful buyers are more concerned over deliveries than prices for the year 1920. Soaring prices they have accepted. Neither in raw material supplies nor overhead expenses either in manufacturing or selling—selling from the manufacturer down to the customer—can they see any possibility of decline during the current year. They are watching things carefully. For the year they are booking goods actually a little heavier than last year, feeling that if they do all come they will constitute a reserve of stock that will not be left on their hands, and on which there will be no loss if carried over from one season to another. The statement was made by a careful examiner of the retail trade in the United States that the merchants who first put on the brakes were the ones to be left. The present, perhaps, is not the time for putting on the brakes to any great extent; at the same time a careful record should be kept to avoid over-stocking. A number of retailers were left with an over-supply of overcoats on their hands which they have sacrificed during January. That is because the pendulum of buying had swung too far the other way, fearing no deliveries. This experience will stand in good stead for 1920.

## JOHN MCBETH DEAD

On Sunday, January 6, the death occurred in Toronto of John McBeth, formerly in the tailoring business in Copper Cliff, Ontario. The late Mr. McBeth was 49 years of age and was born at Stayner, Ontario. Several years ago he went to the West, but subsequently went into the tailoring business at Copper Cliff, where he remained for many years. Just before Christmas, he came to Toronto on account of ill-health. He is survived by his widow and two daughters.

## MUNITION FACTORY TAKEN OVER

Cluett, Peabody & Co. have taken over the United States Government Ordnance factory, situated at Lachine, and formerly used for the manufacture of munitions. Extensive alterations are being made to the building, so that it can be fitted out as an aid to develop a greater export trade.

# OFFICIAL PROGRAM SECOND ANNUAL CONVENTION of PROVINCIAL ASSOCIATION OF RETAIL CLOTHIERS

## TUESDAY, FEBRUARY 24TH.

- 8.30 A.M.—Registration of Delegates.  
9.00 A.M.—Meeting of Board of Directors of Provincial Association.  
10.00 A.M.—Convention called to order by Mr Ed. Mack, President of Provincial Retail Clothiers' Association.  
10.15 A.M.—Civic and Provincial Welcome.  
10.45 A.M.—President's Address, Mr. Ed. Mack.  
Report of Secretary, Mr. R. F. Fitzpatrick.  
Report of Treasurer, Mr. P. Bellinger.  
Appointment of Committees.

## AFTERNOON SESSION

- 2.00 P.M.—Discussion on the clothing order as it affects the retailer.  
3.00 P.M.—The Bankruptcy Act, Thomas W. Learie, of W. R. Johnson & Co., Toronto  
4.00 P.M.—Departmentalizing your business, R. D. Cameron, Lucknow.

## WEDNESDAY MORNING

- 10.00 A.M.—Receiving resolutions.  
11.00 A.M.—The relation of cost to mark-up in modern business.  
11.30 A.M.—Merchandising—Buying Power—Turnover, etc., Thomas E. Sharpe, Director and Treasurer of W. E. Preston Co., Midland.

## AFTERNOON SESSION

- 2.00 P.M.—Newspaper in Retailing, by an expert Advertising man.  
2.45 P.M.—Business Insurance, W. A. Peace, Imperial Life Co., Toronto.  
3.30 P.M.—The Science of Salesmanship.—M. C. McKerrocher of McKerrocher & Wanless, Ottawa.  
4.15 P.M.—Sales demonstration, criticized by Mr. A. L. Boyd of the Sheldon School of Salesmanship.

## THURSDAY MORNING

- 10.00 A.M.—Conditions of Woollen Market for Fall, 1920.  
10.30 A.M.—Co-operation between Manufacturer and Retailer.  
11.00 A.M.—Conditions of the Men's Furnishing Trade in Canada.  
11.30 A.M.—Address by Dr. H. S. Sharman, Impartial Chairman of Board of Arbitration on "Government in the Clothing Industry."

## AFTERNOON SESSION

- 2.00 P.M.—Report of resolutions and other committees.  
2.30 P.M.—Question Box.  
3.30 P.M.—Election of officers.

## ADJOURNMENT

- 7.00 P.M.—Complimentary Banquet at King Edward Hotel.

## CLOTHIERS OF CANADA

Continued from page 36

who delays buying, and especially as the customer pays no more. As a matter of fact, the customer pays less, if prices go up, as the merchant invariably shares the advance with the customer. If prices go down, the merchant loses. With regard to averaging prices, the Board, I feel sure, will readily see that this is the most reasonable way."

### Tariff Reduction Would Help

Following the reading of the statement, Mr. Humphreys pointed out to Judge Robson that customers coming from the United States were saying that retail prices were much higher there than in Canada.

Judge Robson: I would like to cross-examine the party who made that statement. It does not agree with my own experience. The manufacturer, continued Judge Robson, is taking advantage of the tariff, and making us pay too much. If you bring the tariff down a little, you will bring the manufacturers' price down, without letting the American stuff in. Mr. Humphreys agreed that it would not be wise to encourage American goods.

At the time of the hearing, judgment by the Board was reserved.

### Case of Discrimination

In speaking before the Board, Mr. Fitzpatrick pointed out that the problems to be faced by the Toronto men were the same problems being faced by clothiers all over the Dominion. They felt in Toronto that they were being discriminated against by having an order imposed upon them that did not affect clothiers in any other town, city or village in the whole of Canada. Moreover, Mr. Fitzpatrick stated that the Toronto clothiers were heartily in accord with the resolution that had been presented to the Board at Ottawa, asking for a flat margin of profit instead of the order as it stood at present.

Major Duncan—What was the practise before the war in marking up?

Mr. Fitzpatrick—The practise was to try and arrive at 33 1/3 per cent. gross and mark their stuff 50 per cent. on cost. Some merchants had to mark more than 50 per cent. to arrive at a gross profit of 33 1/3 per cent.

Major Duncan—To what extent does the order differ from your practice before the war?

Mr. Fitzpatrick—It takes away the privilege of the man to arrive at a greater profit on a few lines and to arrive at a net average on all lines.

At the time of going to press, no judgment had been given by the Board of Commerce.

E. R. Fisher, of "Fashion Craft," Ottawa, is on a six weeks' trip at the east coast of Florida and Havana.

## TORONTO MEN APPEAL AGAINST DISCRIMINATION

Following the hearing before the Dominion Board of Commerce, at Ottawa, at which representations were made on behalf of clothiers all over the Dominion to have a flat margin of profit of 33 1/3 per cent. on all suits and overcoats, with the exception of extreme styles, the Toronto clothiers appeared before the Board in Toronto, asking that the same ruling affecting the rest of Canada be applied here, namely, that the present order be withdrawn until February 15th at least. Originally, the first order passed by the Board with regard to the profits on clothing was to have become effective all over the Dominion early in January, but it was deferred until the 15th of February following a hearing in Ottawa on the 5th of January. This delay was given by the Board on account of the month of January being stock-taking month. Toronto clothiers believed that it was not right that they alone should be discriminated against for

a period of two months, from December 15th when the order came into effect until February 15th when, in all probability, it or another order will become effective all over Canada.

### Toronto Men Not Satisfied

A certain impression that has gone abroad, namely, that Toronto men were satisfied with the present order requires correction and has been corrected in an official way. In appearing before the Board of Commerce at this hearing, R. F. Fitzpatrick, of Fitzpatrick & O'Connell, Toronto, and secretary of the Provincial Retail Clothiers Association, stated that Toronto clothiers were not satisfied with the order. It is understood, as a matter of fact, that they accepted it rather than another order considerably more drastic than the one that was issued. In addition to the correction made by Mr. Fitzpatrick, Ed. Mack, president of the Provincial Clothiers Association, wired Ottawa, stating that the statement that had been made at the sitting of the Board of Commerce early in January, namely, that the Toronto clothiers were satisfied with the order, was incorrect.

# The Salesman Must

{ Be Well Groomed  
Have a Good Vocabulary  
Be Well Developed

Necessity of Concentrating Upon Outstanding Advantages of Merchandise Was Emphasized by Frank E. Fehlman, of New York, in Addressing Montreal Publicity Association on "Retail Salesmanship"—Appearance and Address Two Big Essentials.

WHAT proved to be a most illuminating address on "Retail Salesmanship" was delivered in Montreal last week before the Montreal Publicity Association by Frank E. Fehlman, of New York. Mr. Fehlman has been connected with some important firms, in which he has had the direction of their sales policies. Taking as his subject "Advertising Through the Retail Salesman," the speaker proceeded to deal effectively with various phases of retail selling, and brought some exceedingly strong arguments to bear on this very important question.

Mr. Fehlman referred, at the outset, to a School of Salesmanship which he had developed while connected with the Gossard Corset Company. As a result of the training extended to salesladies, and of which they turned out between eight and nine thousand, these women were able to dispose of several pairs of corsets to customers when they came in with the avowed intention of purchasing only one pair. In many cases, they had sold three, and even four, pairs of corsets, simply by knowing their business thoroughly and the use made of corsets. The speaker pointed out that this success in selling more than the customer asked for depended very largely upon what the saleslady knew.

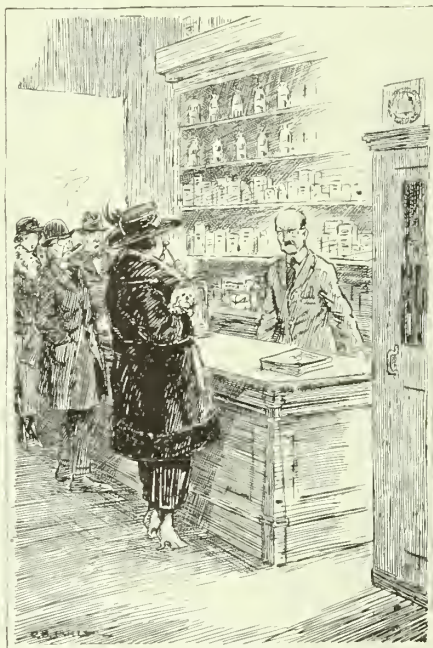
"People rise just as high as their intelligence will take them. If you teach them right, they will do wonders. The clerk or salesman is successful just to that extent to which they are educated by the sales director," he pointed out.

## Made Use of Charts

Mr. Fehlman made extensive use of various charts, which were simple but right to the point. The first of these was very interesting, in that it treated of the mentality of a prospective customer. Through investigation and extensive tests, the mind of the average individual develops gradually until noon. At noon, or the usual luncheon hour, the mental faculties are reduced again, and then gradually work up until three or four o'clock in the afternoon. Finally, by 10 p.m., they are at a low ebb.

The reason people do not go shopping until ten or eleven o'clock in the morning, is because they are mentally lazy. The logical time, therefore, to treat with a customer is when the mental faculties are at their best, as above outlined. As opposed to this, a customer coming in at 3 or 4 o'clock in the afternoon is likely to be in anything but a good frame of mind for selling. Not only so, but the salesman or saleswoman, who has been in all day, has probably retrograded by

## Ever Meet This Kind?



Drawn for Cartoons Magazine by R. B. Fuller.

*The Lady (acidly, to busy pharmacist): I have been standing here for some time to be waited on. I want you to look up a number in the telephone directory!*

the middle of the afternoon, and it is the salesman who steps out for a few minutes, takes in a good lot of fresh air, comes back refreshed, dusts his shoes, washes his face and hands, and is then ready to meet customers for the next two or three hours, who makes a success.

This point was illustrated by the speaker in referring to a customer coming in to buy some tumblers. The lady wanting to buy tumblers did not care for them because they were too heavy, and found some other fault with them. The salesman, in this case, said: "I don't like them myself," and pointed out such advantages as the glasses possessed. They are made heavy, for instance, so that they will not break if they fall on the floor. The buyer has been so impressed with the salesman that she has forgotten she does not like the glasses, and goes away having bought them, and her remembrance is of the salesman rather than of the glasses.

Through investigation, it has been found out that the bulk of sales are

centred in the small portion of the week, really the latter half.

## Analyzing the Customer

Mr. Fehlman classified various types of customers in the following interesting manner. There are five classes, and these are:

- (1) Those compared to a hand car;
- (2) Those compared to the local freight trains;
- (3) Those compared to the local passenger trains;
- (4) Those compared to the fast express;
- (5) Those compared to the Twentieth Century Limited.

Dividing the various classes of buyers into these divisions, the speaker went on to analyze them.

Of the first, or hand car type, there was a very small percentage among the average customers coming into a store. As a matter of fact, this was figured to be 1.6 per cent. of the total, and the speaker referred to them as pretty close to imbeciles. The next section, that of the freight train class, amount to 18 per cent., and these are rather stupid persons and of slow mentality. These are the people who must be told a story two or three times, explaining matters very fully and going over them. This class of customer, the speaker pointed out, was only 12 or 13 years old mentally, as a rule. The next group, that of a local passenger class, comprised 60 per cent. of customers. These are the people who receive from \$1,200 to \$1,400 a year, and are the backbone of any business.

"This is a group I like to talk to and advertise to," said Mr. Fehlman. "The next group is that of the express train class, and comprise 16 per cent. of the total. These people usually draw salaries of from \$3,000 to \$10,000 a year, and with such a class of people the salesman can talk faster and make his point much more rapidly than with any of the previous classes. These people accept the style and the buying case all the way along, and it is one of the reasons why this class is so important. The last class, that compared to the Twentieth Century Limited, comprise but 5 per cent. of the buyers, and these are the 'runners of the world.' This class is very exacting. They care not what they have to pay for an article, and are the hardest people in the world to sell, for the simple reason that they have whims of their own which few people can satisfy. Few salespeople are capable of handling this group."

(Continued on page 71)

# Test Yourself With These Questions

Answer Each One of Them and Then Check Up the Results—You May be Surprised to Find That There Are Weak Points in Your Business That You Have Never Considered—Stop All Leaks and Conserve Your Profits

(All rights reserved. Wm. A. Hersey, Robt. H. Ingersoll & Bro.)

**P**ERHAPS *there isn't a single screw loose in your business.*

*The question is—are you sure there isn't? Your position toward your business should be the same as that of a doctor towards his patient. A doctor examines his patient and finds out what is wrong and then prescribes a remedy. You, on the other hand, should examine your business—every so often—from an impartial viewpoint. Try to find your weak points and when you find there is anything wrong, or that there is anything that you are not doing that you should do—then do all you can to remedy it.*

*The following list of questions was made up after a long and careful study of the failings of many merchants. Ask yourself each one of these questions. Check those to which you cannot answer "yes." After you have completed the list, begin immediately to remedy the points on which you are lacking. Remember, by ignoring your weak points you are not harming anyone but yourself. It is just the same as if you would go to a doctor and then ignore the remedy he prescribes.*

## BUYING AND SELLING

- |  |   |
|--|---|
| <p>1 Do you allow your personal tastes to influence you too much in your buying? .....<br/>You should analyze your customers' wants and not your own preferences. People in each community have certain likes and dislikes which must be taken into consideration if you wish to secure all their patronage. * * *</p> <p>2 Do you overcome sales resistance by pushing nationally advertised goods? .....<br/>Advertised lines are easier to sell than non-advertised lines. And it is the easier selling lines which help you to turn your stock offener. * * *</p> <p>3 Have you studied all the goods you handle to know the selling points of them? .....<br/>To secure selling points of the lines you handle, it is a good idea to read the manufacturers' literature on them—trade newspapers—newspaper articles, etc. These are but a few of the sources of information. * * *</p> <p>4 Have you carefully planned the interior arrangement of your store, that is, the arrangement of your different departments? .....<br/>Quite often you can get good ideas for the arrangement of your store by studying the arrangement of other stores, especially the large and successful stores. * * *</p> <p>5 Have you a good lighting system to show your goods to the best advantage? .....<br/>* * *</p> <p>6 Is your stock clean and well arranged? Does it invite inspection? .....<br/>* * *</p> <p>7 Do you ever look at your store from the viewpoint of a customer? .....<br/>If you will look at your store as a customer does, that is, casually pass your windows—go into your store as if you did not know anything about it, it will often help you make it more attractive. * * *</p> <p>8 Have you tried changing around the arrangements of your departments, to see which is the most profitable? .....</p> | <p>Quite often, by changing the departments from one part of the store to another, you will find it will enable you to sell more goods. The same is true of all other departments, and also all lines. * * *</p> <p>9 Do you clerks render prompt and courteous service? .....<br/>* * *</p> <p>10 Do you keep a record of your sales by departments, so that you can tell which departments are falling behind? .....<br/>* * *</p> <p>10a Do your records show you which articles and lines are not selling as quickly as they should, and have you a system of watching your records so that the slow sellers will not be in stock too long? .....<br/>* * *</p> <p>11 Can you tell each day the cost of the goods that you sell each day, so that you will know whether or not you are making a profit on the goods that you sell? .....<br/>* * *</p> <p>12 Do you keep a record of your sales by clerks, so that you know which clerks are earning a profit and which are not? .....<br/>* * *</p> <p>13 Are all of your goods marked in plain figures, so as to impress upon your customers that you do business on a one-price basis? .....<br/>* * *</p> <p>14 Do you put special efforts on certain departments because that department appeals to you more than others do? .....<br/>* * *</p> <p>15 Have you a system for securing names and addresses of new prospective customers, and facts pertaining to them? And do you also keep a record for securing of information that will help you make more sales among your customers, such as keeping a record of wedding anniversaries, birthdays, etc? .....<br/>* * *</p> <p>16 Have you tried to enlarge your selling territory in outlying districts, either through solicitation—or advertising? .....<br/>* * *</p> <p>17 Do you advertise through your local paper? .....<br/>* * *</p> <p>18 When you do get up advertisements, do you get them up because it is a job that must be done, or do you make them carefully? .....<br/>* * *</p> <p>19 Do you advertise seasonable goods? .....<br/>* * *</p> <p>20 Do you make a study of the advertisements used by other merchants, that is, not only those used by other stores in your line, but of other kinds of stores as well? .....<br/>* * *</p> <p>21 Do you make a study of manufacturers' advertisements of lines that you handle to get ideas for your own advertisements? .....<br/>* * *</p> <p>22 Do you use the cut service and other advertising helps supplied by manufacturers? .....<br/>* * *</p> <p>23 Have you a mailing list? .....<br/>* * *</p> <p>24 Do you keep your mailing list up to date? .....<br/>* * *</p> <p>25 Do you use your mailing list? .....<br/>* * *</p> <p>26 Are you able to tell from your records whether your advertising does actually increase your sales for the articles or lines advertised? .....</p> |
|--|---|

Some advertisements, such as advertising special sales, should bring immediate results, but unless you have the right sort of records, you cannot tell just how much good your advertising does.

27 Do you set aside an appropriation at the beginning of each year for advertising for the coming year?

That is, do you set aside a certain amount of money for the ensuing year, based on your expectation of the volume of business you expect during that year?

28 Do your records show what percentage you spend for advertising, that is, the amount you spend for advertising compared to your gross sales, and also, the amount you spend for advertising compared with your total overhead expenses?

**WINDOW DISPLAY**

29 Do you carefully plan your window displays, or do you just use your windows as show windows, and not as sales windows?

30 Do you display seasonable goods?

31 Do you keep your windows clean?

32 Do you try to have your windows better looking than the windows of your competitors?

33 Do you use manufacturers' display material?

34 Do you watch for manufacturers' advertising campaigns and plan window displays to connect up with those campaigns?

35 Do you have price tickets on most of the goods displayed?

36 Can you tell from your records whether your displays actually increase the sales of articles that you display?

Unless you keep a record of your sales by lines and departments, you cannot tell which displays pay the best.

**GENERAL MANAGEMENT**

37 Have you a good system of records that enables you to manage your business on facts, or do you manage it on guesswork?

38 Do you know how often you turn your stock in each department?

39 Do you know, beyond the possibility of a doubt, that the selling prices on everything that you handle are based on the proper mark-up?

40 Do you know exactly what your expenses are and whether or not they could be trimmed in any way?

If you merely keep a record of your expenses as money paid out, you cannot tell whether they are high or low, but you should keep them on an account basis, enabling you to know just what you are spending your money for. In every well-organized business, the manager should be able to tell at a glance what his expenses were for any particular time, for any particular class of expense.

41 Do you know how much you have to sell at the beginning of each month to meet your expenses for the coming month, and to make a profit?

42 Do you know what your net profit and expenses are for each month?

43 Do you know exactly how much money you have tied up in stock by departments?

44 Do you know how your expenses for any given month compare with those of a month, six months previous, or a year previous?

45 Do you know how large an investment your fixtures and your store represent, and do you charge off 10 per cent. for depreciation each year?

46 Do you have considerable trouble in making out your Income Tax Report, or are your records in such shape that you can make it out in a comparatively short time?

47 Do you charge off the right amount each year for loss through theft, or other reasons, that is, do you base your charges on facts, instead of guesswork?

48 Do you know whether you have any lines that are eating up the profits you make on other lines?

49 Do you keep an accounts receivable ledger? That is—a record of all goods sold on credit, so that you know exactly who owes you and how much?

50 Do you use every effort possible to keep accounts receivable down to a minimum?

51 Are you careful in extending credit?

52 Do you know exactly how much money you owe to manufacturers, jobbers and others?

53 Do your clerks like their boss?

54 Do you try to educate your clerks to get the most out of them, or do you let them shift for themselves?

55 Does your treatment of employees inspire respect, loyalty and energy?

56 Do you pay your clerks on a salary and bonus basis, making it worth their while to increase their sales?

57 Do you discount your bills?

58 Do you belong to a local, provincial or national association, and do you attend their meetings?

59 Do you read trade newspapers?

60 Do you use your own and your clerks' time according to relative value, that is, do you reserve your time for executive work and plan to let your minor help take care of your minor work?

61 Are you open to suggestions, or are you set in your ways?

62 Do you like your work?

63 Do you take a vacation every year?

64 Do you take an annual inventory?—do you compare it with your permanent stock record to see whether or not you are short any goods?

65 Do you make immediate and satisfactory adjustments of all complaints, so that your customers are satisfied?



# Deliveries Laugh at Seasons

Chief Difficulty of 1920 Will Have Tendency to Make a Thing in Season When It is Delivered—Scarcity Has Made Old Styles Move Again—Styles are Being Somewhat Affected.

JUST as trade laughs at tariffs, so the times and conditions seem upon us when deliveries will laugh at seasons. Of course, a Winter overcoat will always be worn in Winter; the Canadian type has not yet reached that state of mind where it conceives the idea, as the Galician has conceived it, that what keeps out the cold will also keep out the heat. Some wit has remarked, after seeing the Galicians in mid-Summer heat, that he well understood why Paul had addressed his epistle to them rather than visiting them in person. Similarly, palm beach suits will be worn in the Summer and mufflers in the Winter.

But that does not mean that overcoats, palm beach suits and mufflers, bought for a specific season, will be sold at that time, or that suits made up for Fall delivery of 1919 or 1920 will be worn during either of these Falls. Up to the middle of January, MEN'S WEAR REVIEW had talked with retailers who had not yet received their 1919 Fall deliveries of suits and shirts, and we had also talked with manufacturers in these lines who were still working on these orders. This condition seems to be pretty general in the trade from information at our disposal.

## No Guarantees of Delivery

While there seems to be a disposition on the part of wholesalers and others selling to the trade not to unreasonably accept orders unless there is some hope of filling them, retailers seldom, if ever, can get any guarantee of delivery. In spite of this the retailer has been advised to book orders, and if the statement of a buyer for one of the large houses in Toronto is applicable to the trade in general, this advice is being taken. "We are buying anything and everything we can get" said this buyer to MEN'S WEAR REVIEW, "and we have already booked large orders for 1921." This house is one that deals almost exclusively in British goods, and knowing that the majority of the British houses have all the business they can possibly handle in 1920, they have taken advantage of every avenue of purchase open to them.

## Affecting Styles, Too

The opinion has been expressed by a number of retailers that uncertain deliveries, behind which is under-production to meet the world-shortage, would have a tendency to eliminate fancier lines in both clothing and haberdashery. Manufacturers have also stated this same opinion; they are paying less attention to styles and more attention to the limit of production that will, in a measure, meet the demand. There is a demand for fancy cloths in suitings and overcoats, however. As the buyer above referred to stated: "If men know they have

to pay twice as much for a suit or an overcoat as they used to, they want something exclusive, and they will pay for it." Representatives of British houses in Canada state that they are receiving increased orders for staple lines of men's furnishings. One reason assigned for this increase is the returned man who saw something of British goods and styles, liked them, and on his return to civilian life in Canada is demanding them. Another reason is the rate of exchange which makes it profitable for Canadians to buy British goods at the present time. British houses are accepting these orders, too, because they want Canadian business, and because, in the long run, it will repay anything they are losing temporarily.

## Double-Breasted Coats Sold

An incident of how uncertain deliveries affected styles was given MEN'S WEAR REVIEW by one of the fashionable houses in Toronto. A member of the firm stated that they had received on the last day of December a portion of a shipment of Fall, 1919 suitings. All their deliveries were delayed and cut up. A representative of a certain house came along with some double-breasted coats for immediate delivery and they bought them. They pushed the sale of them and sold them, too. "We are finding out that we have to sell goods when we get them and that deliveries are largely doing away with so-called seasons." A still further instance was given by this same man of how rapidly a demand for evening clothes has changed. Up to the first of October, he said, all evening dress suits were of the standard cut, but since that time they had not been able to sell anything but the sharp-pointed fronts.

## Good Salesmanship Required

With goods coming in at any time, goods that were bought for a certain season arriving months late, it means that extra push will have to be made by the retailers to sell goods that, at first sight may look out of season. A thing will be "in season" when it arrives, unless it happens to be a Winter overcoat arriving with the thermometer at blood-heat in July. Both retailers and manufacturers have expressed the opinion to MEN'S WEAR REVIEW that uncertain deliveries will be the outstanding difficulty of the business of 1920. Merchandising will have to take this into account in laying plans for the coming year. For each man, the things that will be in season will be the thing he has on his shelves ready for sale. His chief difficulty will be to get the goods on his shelves rather than to create the atmosphere, seasonal or otherwise, for their sale to the consuming public.

According to conditions as painted by F. A. McKenzie in the Toronto Star, the Board of Commerce would have great scope in the United Kingdom. Charges have been made that Bradford wool spinners' profits range from 400 to 3,200 per cent. more than the margin of profit allowed during the war. It is further charged that the Board of Trade is purposely keeping back figures which prove this profiteering.

A substantiation of these charges is shown in the recent increases in cotton and woollen goods. London firms have ceased to stock certain lines of boys' flannel shirts, declaring the prices to be impossible, and many lines of men's clothing have risen from 15 to 20 per cent since Christmas. Bradford is now known as the city of millionaires, one street alone being said to have more millionaires' residences than in any other part of the United Kingdom.

## STOCK WILL BE LISTED

Holt-Renfrew Common and Preferred on Montreal Stock Exchange—Is a Million Dollars Par Value in Each Case

The application of Holt, Renfrew & Co., Ltd., to have its preferred and common stock listed on the Montreal Stock Exchange has been acted upon favorably by the Governing Committee of the question. The preferred and common stock outstanding amounts to \$1,000,000 par value in each case. The last sale of the common shares reported was at 57, but transactions have been of light volume. The preferred is quoted nominally at 86 to 90. An offering was made in May last of 825,000 of the 7 per cent. preferred by the Montreal brokerage firm of McDougall and Cowans at 98, with a bonus of 25 per cent. of common, the issue being readily absorbed.

The death occurred in Toronto on January 20, of Harold S. W. Purkis, for the past fifteen years with the Sanford Manufacturing Co. as an assistant buyer. The late Mr. Purkis was forty-three years of age and came to this country many years ago from England, where he had been previously employed in a number of textile houses. Owing to ill-health he has been unable to work for the past year. He is survived by his widow and three small children.

## MANUFACTURERS OBJECT TO QUERY

To a Recent Questionnaire From the Board of Commerce, They State it is Impossible to Give Information Asked—Would Add Hundreds of Thousands of Dollars to Manufacturing Costs.

**T**HE Canadian Manufacturers' Association has submitted to the Governor-in-Council a memorandum dealing with the recent questionnaire sent certain textile firms by the Board of Commerce. In general, the memorandum points out the almost utter impossibility of supplying the Board of Commerce with the information sought, pointing out that it would take some months alone to answer one of the questions of itself. The memorandum represents the views of cotton and woollen textiles and cotton clothing industries.

Parts of the memorandum which give a good idea of the nature of the questionnaire are as follows:

"The information demanded by the Board from these manufacturers requires a complete analysis of the business of each concern, including particulars in detail of importations, for every year for the past ten years, and, in some cases, for eleven years. Manufacturers do not preserve the mass of records year after year which would be required for the preparation of the information demanded. Moreover, if they applied to the Customs' Department of Canada for the invoices of their importations which they have not preserved, these papers could not be obtained for the period covered by the Board's order, because the Customs' Department destroys invoices and Customs' entries after three years; and, at the Customs' houses, the invoices, entries and warrants are destroyed after seven years.

"The Board of Commerce order appears to take for granted that all the manufacturers concerned have maintained a staff of cost accountants and technical experts for the past ten years, when, as a matter of fact, very few firms keep the necessary special staff to compile and preserve the information demanded by the Board, even for their last business year."

With regard to a statement reported in the daily press as coming from Judge Robson, namely, that the manufacturer was taking advantage of the tariff and making the consumer pay too much and that if the tariff were brought down a little the manufacturers' price would come down without letting American stuff in, the memorandum has the following to say:

"The first sentence in the quotation prejudices the manufacturers without having heard their case; the second sentence is an official declaration which is contrary to the past experience, of the government, of parliament, of the industries referred to, and of the facts portrayed every day in Customs' import entries. The imports of the particular clothing referred to (that is, ready-to-wear and partly-made suits) for the first

the government with all necessary statistics, but the present questionnaire gives such evidence of an entire lack of knowledge of ordinary business practice and involves such expense in giving answers, while expense will, as a matter of course, be added to the cost of manufacturing, that we believe an insistence on its demands will defeat any object

## LABOR COSTS INCREASE MORE THAN COST OF MATERIALS USED

William W. Wood, president of the American Woollen Company, has issued a statement in which he submits facts and figures showing that the increases paid to labor were more responsible in 1919 for the high cost of clothing than the increase in the cost of the cloth used to make the suit.

"It is generally thought," he says, "that the cost of cloth is the controlling factor in the cost of clothing, but the fact is that the cloth cost is less than half the cost of a complete suit, and other factors contribute to the price of clothing quite as much as does the cost of cloth. In the last five years the price of cloth in the ordinary suit of clothes has advanced no more—indeed, has advanced a little less—than the cost of labor and other materials that go into the making of the suit. The following figures show this, which I have from a manufacturer and merchant of clothing of the highest prominence in Boston:—

"The cost in 1919 of the cloth for a suit of clothes of a certain grade is \$13.67. The corresponding cost in 1914 was \$4.58, showing an increase in the cost of cloth of \$9.09.

"The 1919 cost of making this suit is \$14.47. The corresponding cost in 1914 was \$4.98, showing an increase in the cost of making of \$9.49.

"These figures show that the cloth contributed less than labor and other materials to the increased cost of clothing."

seven months of the current year amount in value to over \$2,000,000. In making the said statement, the Board appears to have overlooked the fact that the clothing referred to is dutiable at the same rate as the tweeds, worsteds, meltons, etc., which are used in making the same."

In closing, the memorandum says: "The multitude of returns and statements of various kinds now demanded from manufacturers necessitates additions to their office staffs and thereby adds to the cost of production, but they try to carry out faithfully the orders of the government or of bodies clothed with proper authority. But, in these cases, for the reasons stated, it is not possible to comply with the present orders of the Board of Commerce, and we respectfully appeal to you for such relief from these orders as, in your wisdom, may conform to justice."

In addition to this memorandum, one of the members of the deputation submitted a separate memorandum dealing rather fully with the several questions asked. He figures out that one question which requires information going back twelve years would require twenty-four days to answer and that he had no intention of answering it.

To another question asking for reasons for the advance in the cost of manufacturing in his particular line, he states that he could write a book on that question.

"We fully appreciate the necessity," says this manufacturer, "of furnishing

which it was intended to accomplish and will add hundreds of thousands of dollars to the cost of clothing to the consumers."

### The Board's Reply

The Board of Commerce made reply to a sub-committee of the Cabinet, in which they deny the right of the Cabinet to entertain any such appeal as was presented by the Manufacturers' Association.

"It is further submitted," says the Board, "that if this Board is to continue to exist it must be permitted to function as by law intended, and if manufacturers or others may appeal or resort to council from the Board's questioning of them and be heard with effect the work of this Board might as well now be openly abandoned as be subjected to frustration."

The Board further replies that the contentions of the manufacturers in this case are not borne out and that of four manufacturers who asked for a variation of the questionnaire three were granted their request.

### Will Take No Action

The Government has decided to take no action in the matter, contending that the complaints or requests should be made direct to the Board and not to the Cabinet.

CONVENTION DAYS,  
FEBRUARY 24th, 25th  
AND 26th.



# Fashions the World Over, London, Paris, America

New Creations Hark Back to the Days of Queen Victoria and the Year 1830—Military Discipline Shown in Paris Styles—Chesterfields Strong in Hyde Park—American Styles Becoming More Conservative.

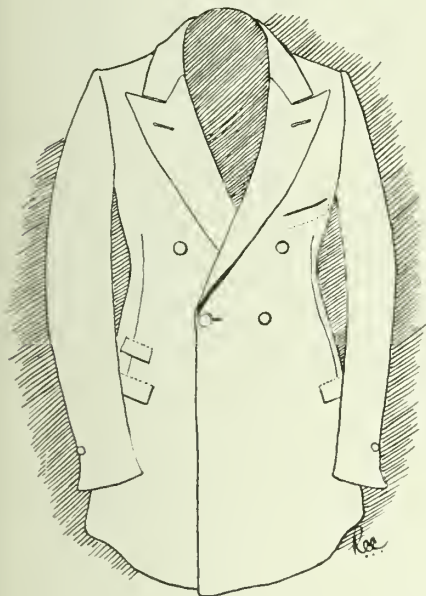
SINCE that fateful day, in August, 1914, fashionable men the world over in whose veins good, red blood ran, have been devoting their energies to war and after-the-war problems. In patent leather shoes and mufti suits, the cream of France's manhood shouldered the musket, and, with a wave of the hand and a smile on his lips, bade good-bye to wife, mother, sister, and sweetheart. With a set of the jaw and a hard glint in his eye, England's aristocracy buckled on his armor, knowing that a big job was ahead of him, but determined to forsake Hyde Park and the fashionable set until that job was finished. The Canadian, who is known as one of the best-dressed men in the world, donned his khaki uniform instead of the natty suit,

corset coats and other fancy garments in the United States, the styles there are drifting back to more conservative lines, thought being given to the necessity of conserving materials so difficult to procure. Next Fall will see some changes in suitings in Canada, also looking to a more conservative style.

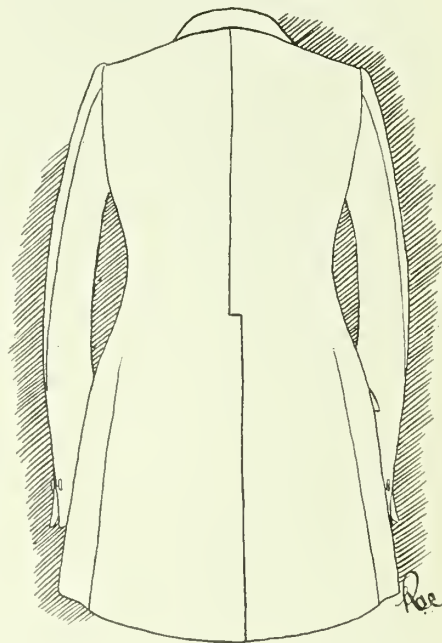
## Vogue in Old London

In London, Chesterfields are more to the liking of the Englishman than the loose Raglan. Velvet as a trimming for the collars and cuffs is being largely used. With the top hat, the younger set are wearing the frock overcoat, more tight-fitting than heretofore. The morning suit with very full skirt very much like those worn in the days of Queen Vic-

the loose, Belgian shoulder; or he wears a double-breasted overcoat, buttoning on the right, and with a belt made of the same material. It follows the line of his figure in drapery. Chesterfields are worn also, the skirt of which drapes in toward the knees. The Frenchman's suit is close-fitting, and whether it be lounge, morning or evening clothes, the sleeves are tight. Trousers are worn short, and spats, better made and closer fitting than any other spat in the world, are worn everywhere in a wide variety of colors. Evening clothes worn in France are very beautiful. A graceful curve shows the white line of the waistcoat, and the sleeves are adorned with a silk cuff that matches short revers. The tails of the coat hug the figure.



*The Campbell Manufacturing Co., of Montreal, submitted two models at the recent convention of designers held at the McAlpine Hotel, New York, which were awarded merits. One of these models, a front and rear view of which are shown in the accompanying photographs, shows one trend of the Fall and Winter fashions for 1920. A glance at the two views shown will indicate the snug-fitting, ultra-fashionable appearance of this particular model. Attention is drawn to the high-waisted, form-fitting coat, the full skirt and the slit, bell-shaped coat cuff.*



and did his bit. "Sammy," from across the line, shut his eyes to those extremes in dress to which he is a devotee, and helped to form the last great army to cross the Atlantic to fight the German menace.

And now it is all over. Some of the immediate after-the-war problems have been settled. With the new age that is dawning after such a world-upheaval, new styles are emerging. London is seeing some of the styles that prevailed during the days of Queen Victoria. Paris is looking still further back into history, and creations that graced the Bois away back in 1830 are again seeing the light of day and the brilliance of the Parisian night. Having seen the extremes in

toria, has made its appearance in Hyde Park; there were the same side pockets on the waistline and the ticket pocket at the right hand. The white tie and the spike-tailed coat are being worn in the evening very largely. Evening clothes worn in London show that great attention is being paid to line the same as is done with those of the fairer sex.

## In Gay Paree

The Frenchman, having lived the military life for five years, re-enters civilian life with military discipline and dress, leaving a noticeable influence on his garments. His overcoat is built after the style of the cavalry officer, with plenty of drapery about the skirt and

The extreme style of form-fitting trousers with frills on the ankle, and shirts with lace collars and cuffs, similar to those worn away back in 1830, will be shown; it remains to be seen whether it will be adopted by the smart set. There will be a cloak about the length of the claw-hammer coat, and around the ankles of the trousers there will be a shirred border. The colors will be dark blue, grey, prune color, dark wine, and rusty brown.

## American Styles

The difficulty of getting fine-grade cloths for gentlemen's suitings may have a radical effect upon coming styles in both the United States and Canada.

(Continued on page 61)

# What Advertising Pays Best? Bring It to the Convention

Arrangements to be Made for Advertising Display—Committee Asks That Merchants Send to Secretary a Copy of a Particular Advt. Which Brought Best Results, be it Either Newspaper or Other Advt.

**H**OW best to advertise is always one of the big problems of the retail clothier and haberdasher. Every merchant is spending hundreds of dollars a year in his advertising campaign. He is spreading ink, either in personal letters to his customers, in newspapers, or in a dozen other ways, which will bring with compelling force his name before the public and the goods which he disposes of from week to week. Doubtless, there are many men who wonder if their advertising is paying them in the bulk of sales which come after them; others are certain that their advertising is the piston rod of their business. Advertising has become a studied science on the part of some of the best merchants in the country who are spending thousands of dollars daily, even, in bringing to the attention of the consuming public all they have to offer for sale.

## How Rosenthal Advertised

Louis Rosenthal is one of the biggest advertisers in the Wyoming Valley. Every day Louis talks to his neighborhood like a Dutch Uncle. He tells them how he has eliminated high first-floor rents, expensive managers, porters, immense electric light bills, official decorators, auto-delivery service, credits, big show windows, etc., which, he claims, makes it possible for him to undersell the other fellow. There is originality in all his advertising that seems to take with the public. Not long ago the store on the first floor had an opening. The crowds were photographed, cuts were made and run, showing the people anxious to get to the Rosenthal entrance. Another telling advertisement was written when the Rosenthals got a pair of trousers from a customer with a note on which the wearer of the garment illustrated with freehand drawings the way the clothes were and the way he wanted them. Rosenthal had a cut made, played it up for an advertising feature and found that it caught the eye of nearly all the newspaper readers in his section of the country.

Here is a man who takes advantage of a local situation or circumstance to drive home some argument with regard to his store and the reason people should deal there. That kind of advertising would not count in another place, perhaps. For the man who specializes on prompt delivery, maintains a staff which, he claims, gives A-1 service, pays more than ordinary attention to the interior decoration of his store, believing that it is a drawing card whenever a purchaser



steps into his store, that kind of advertising would not go at all.

## What Ads. Have Helped You Most?

One of the objects to be attained at the forthcoming convention of the Ontario clothiers is to ascertain more about advertising and its relative position to the business done from day to day and week to week. Clothiers are, probably, the heaviest advertisers of all merchants. Many of the large firms have made a careful study of the question and have some very decided views on the matter. Some novel advertisements have appeared in the papers from day to day during the month of January which is the heavy month for sales. It has been a month in which a tremendous amount of space has been used in the daily newspapers of every town and city in the Dominion for advertising. How has it paid you? Was there any particular advertisement which seemed to be a drawing card? What was the secret "punch" you put into it that brought the customers flocking to your store? In what way did you hit out? Are you watching your advertisements to know if they are bringing in direct returns, that is, is there a particular line which you adopt which seems to be most effective with the public to which you appeal?

## Bring it to the Convention

The committee, which has in charge the arrangement of the program for the convention to be held in Toronto in February, have decided that it is well worth to give some attention to the question of advertising. A room will be set aside for the displaying of advertising that is being done from one end of the province to the other. If there is one particular advertisement which did you a lot of good, you are asked to bring it along

and display it in this room where others may inspect it and see what it was that brought the dollars ringing over your counters. Or if you have some ideas which, to you, may seem extreme on the subject of advertising, you are asked to bring them along in black or white so that those attending the convention may have the benefit of your opinions in this most important matter. If you have found that a series of letters have taken particularly well in the community in which you are doing business, you are asked to bring copies of them along so that you may be able to help the other fellow out of a difficulty which faces him every day.

Send it in by February 21st

The committee have asked that copies of these advertisements be sent in to the secretary, R. F. Fitzpatrick, of Fitzpatrick & O'Connell, Ltd., Toronto, not later than Saturday, Feb. 21st. They want to have them all in hand so that they may make a convenient display of them by the time the delegates arrive to attend the sessions, beginning on Tuesday. This is a new feature of the convention, and the officers are hopeful that it may prove a very beneficial one to the men coming to Toronto to be present at it. They believe it will be of splendid educational value to all and they want the hearty co-operation of clothiers all over the province in making it so.

## WATTERS & BODELL, OF PEMBROKE, TAKE PRIZES

For big advertisements in newspapers, Watters & Bodell, of Pembroke, seem to have captured the prize for January. In the Pembroke "Standard," of January 22nd, they have used the back of two full pages of newsprint for a solid advertisement of men's furnishings. It is called an "Unloading Sale," in which their \$35,000 stock has to be cut in two, and the words, "Unloading Sale," are in four-inch type. The advertisement is an attractive one and indicates that Watters & Bodell evidently believe in advertising.

## "THE MOST OF THE BEST FOR THE LEAST"

Hardy & Son, of Mirror, Alta., have purchased the business of George Thomas, and are outfitting an elaborate men's furnishing department. The motto of the new store will be "The Most of the Best for the Least."

# Trowern's Answer to Beckett Charges

Former Says Retailers Across Canada Are Up in Arms Against Rulings of Board of Commerce—Claim Wholesalers Have Benefited From Regulations—Wholesale Trade Going Out of Its Way

**H.** C. BECKETT, of W. H. Gillard & Co., wholesale grocers, Hamilton, Ont., has sent a letter to Hon. Sir Geo. E. Foster and other members of the Cabinet condemning the action of those who are criticizing the rulings of the Board of Commerce and who are urging a change in the personnel of it.

In this letter he says:

"The recent agitation and action of Mr. Trowern and others at Ottawa has not escaped the attention of the great majority of business men and consumers throughout Canada. Hundreds of thoughtful business men and consumers are amazed at such action. Hundreds of business men at subsequent largely-attended meetings have expressed surprise, amazement and strong disapproval of such unwarranted action in trying to stir up a feeling of antagonism against the Government, the Board of Commerce, and some of its members.

"We have yet to learn of a justified complaint from any consumers for the reason that the consumer is pretty well satisfied with the efforts of the Board of Commerce. The consumer needs much enlightenment because, as a rule, he is a superficial thinker and does not concern himself by going very deeply into trade matters, which, as every man (consumer included) should know, are very complicated and can only be understood by years of study, practical experience, and contact with trade conditions. I have no hesitation in making the statement that I am qualified to speak, not only with very considerable first-hand knowledge (having devoted many years to the study of trade ethics) but that I represent the views of thousands of thoughtful consumers and business men in Canada.

"The opinion is that the Board of Commerce, as constituted, will prove to be a blessing to Canada.

"It is the most outstanding statesman-like move since Confederation, and now some few vindictive people start out to create trouble before even giving the Board an opportunity to get a line on trade conditions.

"As a matter of fact the Board of Commerce was never intended to deal with the high cost of living except that it would incidentally do so and prevent profiteering at the expense of the consumer, and be the means, through its report, of educating the consumer that supply and demand largely regulate prices.

"Instead of the Board of Commerce being given an opportunity to get thoroughly informed, there was such a rush, demand and clamor for a reduction in prices (and rightly so, since the people did not seem to understand the reason for high prices) that the Board tried to

do something in the shortest time possible—to be of some quick benefit to the consumer. The Board discovered some instances of excessive profits—which may yet need investigation to protect the consumer in the future, but on the whole they found in the great majority of complaints investigated that there was very little profiteering, and they said so openly. The consumer was suspicious, and is yet in some cases, so the idea was to allay the unrest by speedy action.

"The Board has been and will be fair to the man in business, and, so far, no man in business has been hurt as much as is the consumer of limited income by reason of high prices.

"Why, then, this opposition? It



E. M. TROWERN  
Dominion Secretary of the R. M. A., who replies to H. C. Beckett's letter.

comes from a section who think they may be curbed in unfair practices so prevalent in Canada to-day. The opposition is secretly fanned by the monopolistic interests. The Board has already proved it will not be swayed by any particular class in Canada, and in this respect the Board is entitled to the highest praise that man can have. They are honest—and they have ability. They are endowed with the qualifications so necessary in occupying such important positions. It shows the wisdom of the present Government, who appointed them, and also the Government's honesty of purpose to make real and lasting progress for the betterment of Canada.

"Already the big interests, under a cloak, are arranging their forces and spreading their propaganda to, if possible, block the Federal Government in this, the wisest legislation since Confederation. They are fighting to change the personnel of the Board so that some putty men will hold the seat of judgment. It is believed, however, that the Board of Commerce Act provides that trade experts may be called to assist the

Board. Such experts could be of great assistance to the Board, and could be selected or appointed by Provincial Governments and thus protect provincial interests, provided, of course, the men appointed were big enough and unselfish enough to be independent."

## MR. TROWERN'S VIEWS

MEN'S WEAR REVIEW asked E. M. Trowern for his views in connection with Mr. Beckett's letter and the attitude of the Retail Merchants' Association toward this Board.

Mr. Trowern maintained that the facts regarding the manner in which the Board of Commerce has treated the retail trade are too apparent to require any defence by him. "The retail trade," he said, "from one end of Canada to the other, are up in arms as to the various orders that have been made by the Board of Commerce and applied to them. No such absurd orders have been made regarding the wholesale trade, and whatever orders have been made have been made for their benefit, so that there is no wonder that the wholesale trade wish to retain the present board, and are now rushing to their defence.

"The retail trade everywhere recognize that the wholesale trade are acting with selfish motives, and no amount of argument will convince them differently. At the special meeting of the Dominion Board, which was held in Ottawa on January 13 and 14, members came from every province in the Dominion, and they would not have come that distance if there was no justification for it, and the retail trade feel that the wholesale trade are going out of their way in an endeavor to tell the retail trade what they should do.

"Our organization was formed for the purpose of protecting the retail merchant, and we feel that we understand our conditions better than any other class in the community, and consequently we resent any dictation."

In an address by Mr. Trowern before the Dominion Board of the Retail Merchants' Association at Ottawa recently, he pointed out that the merchants did not want the Act under which the Board of Commerce operated abolished but they thought the manner in which it is being operated should be changed. Space does not permit the running of this address this week, but it will appear next.

Dr. R. J. McFall, former Cost of Living Commissioner, and more recently Chief of the Inland Trade Division of the Department of Trade and Commerce, who has just resigned from the public service, has accepted a post with the Massachusetts Agricultural College, which is located at Amherst, Mass.

# MEN'S WEAR REVIEW

THE RECOGNIZED

AUTHORITY OF

THE CANADIAN

MENS WEAR TRADE

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## IMPORTANCE OF BUSINESS PAPERS

**A**N Association of Railway Executives undoubtedly represents the most capable and progressive business men on the continent. Practically all of them have worked their way up from minor positions and they know every phase of labor, business and public opinion. They should know it better than any other class in the community.

Recently the Association of Railway Executives of the United States, wanted to lay before the country the fundamental facts of the railway situation. They selected a number of newspapers for this purpose. Out of the total number, 42 were purely trade and technical newspapers.

This is one more experience which we commend to the attention of the Dominion Government which employs M. E. Nichols at a bigger salary than he ever earned before, as Director of Public Information. The two daily newspapers which Mr. Nichols directed went insolvent. Mr. Nichols reported and passed his report to the Government that business newspapers were of no public value and were not entitled to admission to the newspaper mails. Should such a man who is so far behind the times be retained at such a high salary and in so important a public position?

## IMPORTANT JUDGMENT AWAITED

**C**LOTHIERS from one end of Canada to the other are awaiting with profound interest and concern the order of the Board of Commerce that is likely to be issued on February 15th. During the past month fresh and weighty representations have been made to the Board with regard to the whole clothing situation. Ottawa has probably expressed the view of the man all over the Dominion the majority of whose sales are of suits costing less than \$25, and who, it is conceded on all hands, will be hit the hardest by the order as it has been operative in Toronto alone. A plea that is, possibly, as fundamentally strong as any that have been made is that the retail clothier and every other retailer should have the same freedom in merchandising as he had before the war. An important development is being fathered by the Board itself in asking that its constitutionality be determined once and for all by the Supreme Court of Canada, and that it be made clear to them if they have the right to say what shall be

a fair or an unfair profit as between retailer and consumer. It is probable that judgment on this question will be handed down by the Supreme Court before the order of the Board of Commerce of February 15th is made. By retailers the country over, these developments will be watched with equal interest and sympathetic concern.

## BRIEF EDITORIAL COMMENT

THE freedom that was won on the battlefields of Europe does not apply to the science of merchandising.

HOW did the January sale go? Do you think that the result shows that the public are seeking lower prices and that they need protection?

PERHAPS the Board of Commerce will suggest, as a step towards reduced clothing prices, that men from now on wear knee trousers and Eton coats.

ARE YOU not glad that you live outside of Toronto? Clothiers in this city are the only ones affected by the order of the Board of Commerce for a period of two months. You have two months' head-start.

MERCHANTS, for the most part, state that the first few days of their January sales were particularly brisk. Their deduction is that outstanding bargains were picked up by a comparatively few people. Which is another way of saying that there is an abundance of money in the hands of the majority of people who are paying little attention to prices, high or low. They are buying the best of everything.

PETER McARTHUR says there is something wrong in the clothing trade. He is right. It is very much upset. Prices are constantly advancing and deliveries are less certain than the sunshine which gives the golden hue to Peter McArthur's wheat field. Which reminds us, by the way, that the Government protects Peter McArthur from a slump in the price of wheat that would be harmful; something that is not done in the case of the clothier.

THE forthcoming convention of the Clothiers' Branch of the Retail Merchants' Association of Ontario promises to be one of outstanding interest and importance to every man in the trade. The executive have arranged a programme which takes in every phase of business, and have secured men of unusual ability to handle the particular subjects assigned to them. There never was a time when retail clothiers should be more united than the present. Your presence at the convention on February 24th, 25th and 26th, will add to a unity in which there will be greater strength.

## INSURANCE POLICIES FOR EMPLOYEES

Wm. Leishman & Co., Ltd., Give Policies Ranging in Value From \$500 to \$2,000—Employees Present Directors With Illuminated Address—Hold Entertainment.

As a tangible expression of appreciation for services rendered during the trying period of the last few years and as an evidence of the goodwill which exists between the directors and employees of the Wm. Leishman & Co., Ltd., of Toronto, the pay envelopes of the employees on Saturday, Jan. 17th, were accompanied by insurance policies ranging in value from \$500 to \$1,200 according to the length of service of the employee. The policies were taken out under the group system of insurance, and their value is increased \$100 each year up to the maximum of \$2,000. Every employee of the firm who has been in their service for three months is included in the scheme, and new employees will be taken in after three months' service. These policies were taken out entirely at the expense of the firm and will be kept up from year to year at the firm's expense.

On Saturday evening, the employees were the guests of the company at the Metropolitan Assembly Rooms, when a thoroughly enjoyable time was spent by all. The employees gave to the directors an expression of their goodwill and appreciation for kindnesses shown by presenting them with an illuminated address signed by 172 of the employees of the company. During the evening, Mr. Leishman, president of the company, explained to the employees the nature of the insurance policies which had been given out with their pay envelopes.

A pleasant feature of the evening's entertainment was the concert given by the employees themselves. It was revealed that a splendid array of talent, both vocal and instrumental, exists amongst the employees. One of the results of this talent has been the organization of an orchestra consisting of six-teen pieces.

## SUPPLIES OF WOOL ARE PLENTIFUL

Prices Eased on Recent Big Sales—4,000,000 Bales to be Marketed by British Government

Following the auction of Australian wool in Boston and the big sale in Liverpool in December, an announcement has been made by Sir Arthur Goldfinch, Director of Raw Materials for the British Government, that 4,000,000 bales of Australian and New Zealand wool will be marketed by the British Government during 1920, about one-fifth of which will be for foreign countries. It was noticeable at both the Boston and the Liverpool sales that declining prices of the wool were easy, and the deduction is drawn that the top of the wool market has finally been reached.

There seems to be just reason for assuming that the supplies of wool are plentiful. One reason for the exceptionally high prices during the past year was the continued buying of Dutch, French and other Continental countries. These countries, with the exception of Germany, have now secured a sufficient supply for current production. How Germany will restock herself with the present rate of exchange so against her is hard to tell, but the buying from that quarter and other middle-European countries will probably sustain prices during 1920.

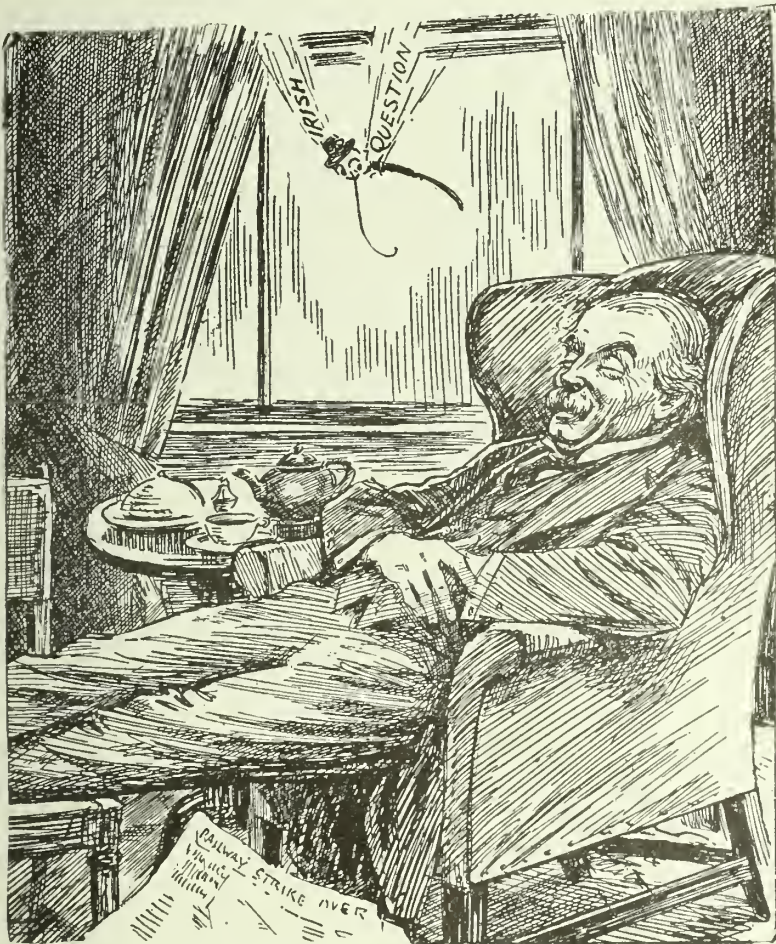
The further fact remains that wool dealers in the United States had larger supplies on hand in September than in March of last year. In spite of the apparently abundant supplies of wool, textiles keep up in price and will continue to do so as long as operatives at the mills demand shorter hours and increased wages.

## WOULD INDICATE WOOL IN FABRICS

Deceit and Profiteering by Use of Shoddy in Clothes

A Bill has been introduced into the House of Representatives at Washington called the "Truth in Fabrics Bill." Its object is to prevent deceit and profiteering that result from the unrevealed presence of substitutes for virgin wool in woven fabrics purporting to contain wool and in garments or articles or apparel made therefrom. Under the provisions of the bill, every manufacturer of wool textiles, garments or apparel of any kind made from wool must cause the product to be tagged to show the fiber or fibers and percentages thereof. It is proposed to impose a fine not exceeding \$500 for the first offence or \$1,000 for each subsequent offence. The prison term would not exceed one year and like penalties are proposed for handling wrongly labeled merchandise.

It is said that the wool dealers of the United States are behind the bill.



NO REST FOR THE WIZARD

The prime minister (weary with the strain of the strike). Now for forty winks!

The mosquito: Ping!

# Board's Powers Are to be Defined

Retail Merchants Bring Matter of Board of Commerce Activities to a Head at Ottawa—Supreme Court to Sit on the Case; Counsel for Argument to be Selected by the Government.

AT ITS February sitting the Supreme Court will define exactly the powers of the Board of Commerce and counsel will be selected by the Government to argue the case. This issue, which has been brought about by the retail merchants of the Dominion, is considered of great importance, for if the constitutionality of the board's powers and the right of Parliament to delegate such wide authority be successfully attacked, much of that body's utility will disappear.

Within the past two weeks various important business organizations representative of both retail and manufacturing interests made it unmistakably plain to the Government that the workings of the Board of Commerce are meeting with anything but their approval.

Those interested in challenging the activities of the Board of Commerce, it is stated, include such organizations as the Canadian Manufacturers' Association, the Retail Merchants' Association, the Canadian Credit Men's Association, and other organizations.

## Will Find Out

In the meantime the Board of Commerce, on its own behalf, has submitted to the Supreme Court of Canada a stated case and asks that the tribunal establish the Board's jurisdiction.

At the meeting to-day a delegation from the Dominion Board of the Retail Merchants' Association of Canada, which is holding its annual meeting here, presented a resolution which had been adopted and which included the following:—

First—That the Board of Commerce be reorganized and that its personnel consist of a consumer, a producer, a manufacturer, a retailer and a chairman with judicial experience. They recommended that Judge Robson retain the latter position. By implication it would appear that they desire the removal of W. F. O'Connor.

Second—That the board be reconstructed to take the nature of an Inland Trade Commission, one of whose duties it would be to regulate the operations of wholesalers who refuse to sell to certain retailers and to supervise all agreements between wholesalers and retailers. The recommendations of the delegation in this regard were somewhat vague.

Third—That the price-fixing functions of the Board be abolished on the ground

that the exercise of them constitutes a restriction on trade and production.

## Have Found No Combines

The resolution claims that the investigations of the Board in regard to retail merchants have not disclosed any combines or excessive profits; that the element of competition among retail merchants prevents undue profit making; that conditions of merchandising in the various parts of Canada are so varied that no general regulations as to margins of profit can be made which will be fair to the merchants and the consumers; that the orders of the Board of Commerce have resulted in a great deal of disturbance in retail trade circles and that the uncertainty as to what further orders will be made from time to time is still more disturbing not only to retail merchants, but to manufacturers, wholesalers, bankers, the laboring classes and consumers.

## They Have Suggestions

A series of further suggestions as to "How the Board of Commerce would be of greater service to Canada," were made by the delegation. These were, mainly:—

The Board of Commerce should meet properly appointed committees from the Canadian Manufacturers' Association, the Wholesale Merchants' Association, the Retail Merchants' Association, the United Farmers and other organized commercial bodies to secure proposals how trades could be improved by proper regulations.

Instead of the court attempting to dictate to the commercial classes how they should conduct their affairs, they should become a useful court to decide on the evidence laid before them on any commercial matter.

## Should Give Reasons

All agreements made either by manufacturers among themselves, between the manufacturers, wholesalers or retailers, etc., should be laid before the Board of Commerce, and, if necessary, parties should appear to give reasons why the agreements were made.

All price-contract agreements regarding trade-marked goods should be laid before the Board for final ratification.

That charges could be made to the Board by any person subjected to unfair and unethical methods of trading, and those engaged in unfair practices dealt with.

Further suggestions made were that the Board should be given authority to make recommendations to the Government if any commercial legislation is found to be operating unfairly; that all agents or subsidiary agents in connection with the Board should be abolished; that all classes of the community buying or selling merchandise should come under the operations of the Board; that the Board should devote their time to seeing that the proper channels of trade are not interfered with, and that all

statistical reports in connection with commerce should come under the direction of the Board.

## No Excess Profits

Joseph Banfield, of Winnipeg, who presented the case, declared that the Board had found no excess profits or unfair dealing among the retailers. It was useless to seek to redress a wrong which did not exist. "It is not so much," he said, "what the Board does as what it threatens to do which injures us and that injury affects the wholesaler, the manufacturers, the banks and everybody else."

Sir Henry Drayton asked what was meant by threats.

"We hear of a man being threatened for selling sugar at a cent or so over the fixed price," said Mr. Banfield. "The Board appears to go after us retailers because we are closest to the consumers."

## Asks Court Questions

In the meantime the Board is submitting the following questions to the Supreme Court of Canada:

1. Whether or not Section 17 of the Combines and Fair Prices Act is *intra vires* of the Parliament of Canada. This section deals with the undue accumulation of necessities of life.

2. Whether or not the Parliament of Canada has power to establish a court of record or any other hearing or determining body.

## Question of Penalties

3. Whether or not the Parliament of Canada has power: (a) to impose penalties for the acts or omissions which are declared to be offences; (b) to authorize and require the superior courts of a Province to record and enforce the orders of the Board.

4. Whether or not the Board has jurisdiction to decide as to what shall be deemed an unfair profit upon transactions of sale of necessities of life which transactions are originated and completed within a Province.

5. Whether the Board has power to decide what shall be an unfair profit in transactions of sale of an inter-provincial character.

6. Whether or not the Board may restrain or prohibit persons from exporting commodities being necessities of life from Canada, or from one Province to another in cases where the practice of so exporting is in the opinion of the Board designed or calculated to unfairly enhance the cost on price of such commodities.

At the annual meeting of the Retail Merchants' Association, attended by more than 600 delegates, among other subjects discussed was that of the co-operative stores, and a resolution was passed voicing the strong opposition of the Association to any legislation which would give these stores any special advantages which would be detrimental to the retail trade of the country.

Continued on page 66

# News of the Clothing Trade

The Canadian Cap Company of Toronto has been registered.

The Liberal Credit Clothing Co. has been registered at Montreal, Que.

J. E. Belanger, men's furnishings, of Montreal, has assigned to V. Lamarre.

The English and Scotch Woollen Co. have opened a new branch at Brantford.

M. Addelman, men's and boy's clothier, of Pembroke, has been succeeded by Charles Shore.

The assets of J. E. Belanger, men's furnishers, of Montreal, are to be sold on February 4th.

A charter has been granted to the Brantford Cap Manufacturing Company, Limited, of Montreal.

There is a demand of assignment against Girard Hormisdas, dry goods and men's furnishings, Montreal.

The Merchants Clothing Co., of Toronto, have dissolved. Their line was clothing and mens' furnishings.

W. A. Wetmore, men's furnishings, of St. John, N. B., had his stock damaged by smoke and water during December.

The demand of assignment against Harry A. Wolfe, manufacturer of caps, Montreal, has been withdrawn.

Leo Hertzman has sold his branch store, 430 Queen Street West, Toronto, to the Union Clothing Store.

The Princess Hat Manufacturing Co., of Montreal, have dissolved, and a new firm is being formed under the same style.

E. Pelletier & Co., dry goods and men's furnishings, of Montreal, have dissolved partnership. Evariste Pelletier is continuing under the same style.

Warwick Bros., tailors, of Kingston, have purchased the building lately occupied by W. A. Sawyer, boot and shoe merchant, and will transfer their business there.

J. A. Theriault, tailor, of Timmins, Ont., has resumed business at his old stand after a somewhat disastrous fire

which occurred in that town during the month of December.

Charles Schooley, of Collingwood, has purchased the merchant tailoring business of George Evans, 170 Hunter Street, Peterborough. The business change took place early in January.

A gasoline explosion in the tailor shop of E. H. Scrivens, Limerick, Sask., was caused by the lighting of a match which ignited clothing saturated with gasoline for cleaning. Only the contents of the room were damaged.

The warehouse staff of W. E. Sanford Manufacturing Co., Hamilton, were entertained by Mrs. W. E. Sanford to dinner on the evening of December 30th.

Messrs. Griffith & McNaughton, of the Climax Clothing Co. of Arnprior, have engaged Frank Rutherford, of Ottawa, as manager, and A. McNaughton as chief accountant.

E. R. Fisher, vice-president of the Ontario Retail Clothiers' Association, has written President Ed. Mack that he is coming home from Florida, where he is holidaying, to attend the convention.

A German manufacturer has placed on the market a new creation called a "serial bosom." It is constructed of paper and a fresh front can be shown each day by merely tearing off one of the series.

The Parsons & Parsons Canadian Co., of Hamilton, have issued a pocket calendar for the year 1920, which they are supplying to their customers or to any other business firms making application for the same.

W. A. Tooke, president of Tooke Bros., Ltd., has announced that their firm is doing the largest business in its history. Sales are running almost treble to those of last year which was the best twelve months the company had ever had.

Hoffman, Ducoffe & Co., 314 Notre Dame Street, Montreal, started early in January to manufacture high-class men's clothing. New premises have been secured and a modern factory equipped to take care of their other lines.

Lesser Samuelsohn, of Kaplan, Samuelsohn Co., Montreal, attended the recent clothing convention in New York and from there left for California, where he will spend several weeks' holidays. He expects to be gone till the end of March.

The store of Sauder & Lipperts, Kitchener, was closed for a few days owing to a case of smallpox having developed in one of the members of the staff. It is believed the disease was contracted in Toronto. All the members of the staff were vaccinated.

John F. Kitzrow has been made director of underwear sales of the Black Cat Textiles Co. of Kenosha, Wis., U.S.A. He has been in the employ of this company for twenty-three years and started in as office boy. His former position as sales agent in the North-west district will be taken by A. J. Palica, who has been the advertising manager.

Excelsior Raincoat Co., Ltd., have been incorporated under the Ontario Companies' Act for the purpose of carrying on the business of clothing and raincoat manufacturers; to deal in textile fabrics, raincoats, and clothing of all kinds both wholesale and retail, and to take over the business now carried on by the Excelsior Raincoat Co. of Toronto. The provisional directors are I. Weissman, I. Cohen and M. Rinder, head offices, Toronto.

M. J. Isaacs, Ltd., have been incorporated under the Ontario Companies' Act for the purpose of carrying on the business of the merchants and manufacturers of and dealers in furs, skins, cloths, caps, and all kinds of wearing apparel and of all articles, of which fur forms a part. Their head offices are at Ottawa, and the provisional directors are Isaac Kert, Edward Kert, A. W. Muhlstock, N. S. Fineberg, and A. H. Fineberg.

Toronto postmen have gone on record as favoring a system whereby they be given a lump sum to cover the cost of their uniforms and be allowed to contract each with his own tailor for his own uniform. The chief objection to the present system as voiced by the postmen is that contracts for the supply of all the uniforms by one firm led to non-union labor being employed; delivery was always late and the fit and quality of the uniforms were unsatisfactory to the wearers.

# How to Secure Industrial Peace

Arbitration Should be Carried on by Practical Men—Each Industry Should be Treated as a Whole—Public Opinion Should be Made to Insure Verdict to Overcome Recalcitrants.

By SIR CHARLES W. MACARA, Bart.

“I HAVE been asked to give my views upon the Court of Industry proposal which is now being considered by the public of the United States; and I have great pleasure in accepting the invitation, since the question—that of the best means for securing industrial harmony—is one which I have studied for a great number of years, not only in its national but in its international aspects. There never was a time in the history of the world when the subject of industrial peace was so widely discussed as at the present time when it was so necessary to find a way of securing it.

My experience, I think, gives me some claim to a special knowledge of the methods which are most likely to achieve the end in view. For 30 years I have had the privilege to play a leading part in directing the great cotton industry of England, and, as president of the Federation of Master Cotton Spinners' Associations—perhaps the most powerful and compact federation of employers in the world—I had unique opportunities of watching at work the forces which produce industrial unrest and of studying the best ways of dealing with that unrest. I may add that in this federation there is a number of large firms which are manufacturers as well as spinners. I knew the cotton trade before the twenty weeks' strike in 1892-3, and took a leading part in that struggle, as well as in the formulation of the Brooklands Agreement which ended it—a veritable landmark in its history—and have been intimately associated with its direction ever since. Before that memorable struggle the cotton trade of Lancashire was the cockpit of industrial strife. Had that state of things continued, I have no hesitation in saying that half the Lancashire Cotton Industry would have been lost. Owing to industrial harmony, however, a great development of the industry has taken place. After the struggle was terminated by the Brooklands Agreement, during a period of 21 years (throughout which I presided at every conference dealing with the industry as a whole by the unanimous vote of employers and employed) there was only one general strike. Such was the effect of the Brooklands Agreement; coupled with wise management of the industry. That Agreement was a masterly piece of statesmanship in industry: it contained the seed of many of the subsequent schemes for preserving industrial peace, and it contained also very important lessons for us to-day, some of which may very aptly be applied to the Court of Industry proposal now before the American people.

I have always laid stress on the interdependence of industries, a fact which has become more and more apparent to me through the connections I have had with both national and international industrial movements, such as that of the International Cotton Federation, of which I was founder and for many years president. Industry is one and indivisible; any disturbance of one part of it re-acts to the disadvantage of all the other parts. For instance, in the only general stoppage in the cotton industry

## INDUSTRIAL PEACE

In a world rocked by industrial turmoil when strike follows strike and paralyzing blows are thus dealt international business, the question of industrial peace is of as great importance in this day as was the question of international peace during the anxious days of the great war. Aside from the grievous loss of life, there is probably as much suffering and inconvenience being caused in the world to-day by strikes as was caused during those painfully long years between 1914 and 1918. The statesman who settles a strike in 1920 is doing his country probably as great a service as he did two or three or four years ago, when he brought into being new armies or new machinery with which to combat and overcome the German menace.

Sir Charles W. Macara, Bart., who for thirty years has played a leading part in directing the great cotton industry of England and the President of the Federation of Master Cotton Spinners' Associations, deals with the whole question of industrial peace in a comprehensive, though simple way.

which took place during the 21 years' period of my presidency of the Master Spinners' Federation, the action of the section which brought about the stoppage led to the paralysis of the whole industry, and all the subsidiary, dependent and commercial interests. Similarly, disputes in one industry react upon other industries, and therefore in all our legislation affecting industry the great things to keep in mind is the interdependence of all its parts. No good can come of any legislative schemes which ignore this cardinal fact.

I have always had a strong preference for fact as against theory. I like to point to what has been done as showing what may be done. In the case of the

Industrial Courts proposal now before the people of the United States it is specially apposite to do so. For that proposal has a great deal in common with the Industrial Council, formed by the British Government through my advocacy in 1911; that Council was, I venture to say, as nearly ideal in constitution as any human instrument can be. It was composed of representatives of both Capital and Labor from every great industry whose chairman was Sir George (now Lord) Askwith, chosen in order that the position he filled should be free from any associations which might give rise to bias. Everybody else on the Council was an expert in some industry or other. That Industrial Council achieved in its short life a very remarkable success; in fact, its very success excited the jealousy of the professional politicians in England, who felt that it left them with nothing but a back seat, since it placed the control of industry in the hands of the practical men associated directly with it. Consequently it was allowed to fall into disuse, the politicians pulling the strings against its employment. Had it been utilised at the outbreak and during the war, much dislocation and loss would have been saved to British industry. In the cotton trade alone millions of money would have been saved. In fact, during the war, the only satisfactory period in the cotton trade was that when it was under the guidance of the Cotton Control Board; and the Cotton Control Board was framed upon the principles which were embodied in the Industrial Council.

Though the Industrial Council itself was thus allowed to remain inoperative, the ideas upon which it was founded are more widespread and more vital to-day than ever they were. On those ideas President Wilson recently based the suggestion leading to the settlement of the great American coal strike. On those ideas Britain might have founded her industrial peace policy. In France, Belgium, Italy and Switzerland, legislation has recently been passed embodying those ideas as the best adapted to allaying industrial trouble. What is the explanation of this widespread diffusion of the Industrial Council idea? Simply that the idea is based upon logic, insight, and a thorough knowledge of the requirements of industry.

I would, in the rest of this article, take the opportunity of pointing to what I consider the cardinal features of any measure designed to meet the industrial situation. The first and foremost is that industry should manage its own affairs. This is a lesson taught by the success of the Brooklands Agreement and of



the Industrial Council; taught no less by the failure of schemes which have given room for the interference of lawyers and politicians. Apart from the position of chairman, only practical men associated with industry should be allowed to sit upon the Court of Industry.

It is equally important that each industry should be treated as a whole. One cannot lay too much stress on this. When disputes arise in an industry, there must be ready means of discussing and settling them by experts, both on the side of Capital and Labor in the industry itself; but, if no settlement can be arrived at in this way, then there must be a central court or council, composed of representatives of both employers and workers who have practical experience of the working of the staple industries, to which the disputes can be referred. A Court composed mostly of Government officials such as has been recently appointed by the British Government could only have been created out of officialdom. No practical men would ever suggest such a constitution for a Court whose duty is the settlement of labor disputes. This newly-formed body can in no sense be considered a lineal descendant of the Industrial Council of 1911. That Council was composed of men holding the most prominent positions in the organizations controlling the staple industries of the country.

The idea of compulsory arbitration is impracticable and must not be imported into the American Industrial Court scheme. In matters of industrial disputes the only compulsion is public opinion. The great desideratum, I have always maintained, is to get an impartial verdict from an experienced, authoritative and representative body, and then the parties will hesitate to take any step to set that verdict aside. Whoever did so would put themselves in the wrong in the eyes of public opinion, which, in all such matters, is the supreme arbiter. Of course, this assumes that all the verdicts of the Industrial Court would be given the widest possible publicity; but that is so self-evident a necessity that I think it need not be stressed.

These things then I suggest as the main principles in any such proposal as that of the Court of Industry. (1) Arbitration by practical men associated with industry. (2) Treating each industry as a whole. (3) Getting a sufficiently weighty verdict to ensure public support against any party which might prove recalcitrant. Here we have a solvent for industrial unrest which has been tried with a measure of success that encourages the laziest hopes for the future, and I recommend the embodiment of these principles in the American proposal in a stronger form than has yet been secured. In conclusion, I would add that the Court of Industry need not limit itself to the consideration of actual disputes. It should endeavor to find means of preventing their occurrence. Much along this line was done by the Industrial

Council and the good results are still felt in England; and there is no limit to this field of endeavor if only the right men and the right principles find representation in the central body which is elected to lay down rules for the conduct of industry.

**WANT TEXTILE INDUSTRIES INVESTIGATED**

The British Imperial Association of Earls court recently passed the following resolution and forwarded it to the cabinet at Ottawa:

"Resolved, that we, the British Imperial Association, do strongly object to the protest of the Manufacturers' Association against having their capitalization investigated by the Board of Commerce questionnaire, and believe that they should be compelled to do their duty to the country, as well as to the people; and, that in particular, we wish the textile industries investigated fully as to their capitalization."

**COTTON GROWING IN QUEENSLAND**

Owing to the high price of cotton special efforts are being made to encourage the growth of cotton in Queensland, and the Agricultural Department has distributed large quantities of seed to intending growers. In the northern portions of Australia there are very large areas of land suitable for growing purposes, but the cost of labor is a serious obstacle to combat. Many efforts have been made to develop the industry, and it has been proved possible to grow the highest quality of cotton.

Experiments are now being made with a machine for picking cotton and, it is stated, have been successful.

**OTTAWA CLOTHIERS 'CANNOT DO BUSINESS**

(Continued from page 39)

the first cost of which was less than \$25 had added 50 per cent. to the cost for their margin, but smaller merchants, with a cheaper grade of trade, had not done that. Customs that were alright in 1914 were not so to-day because of the vast difference in the cost of the raw materials and in the cost of doing business.

Major Duncan pointed out that if a suit cost \$10 in 1914 and \$20 in 1920 and the merchant added to that cost the same margin for 1920 that he did in 1914, he would be getting a double gross profit, and he contended that cost of handling business had not advanced that much in the interim.

The result of the hearing was a suspension of the order as affecting the whole of Canada until February 15th.

**PAYS 100c ON THE DOLLAR**

In November, F. B. Poirrier, who is doing a clothing business on Upper Water street, Halifax, made an assignment for the benefit of his creditors. The estate was promptly liquidated by the official assignee, Hon. G. E. Faulkner, who has been able as a result to make a distribution to the creditors of 100 cents on the dollar and turn a small balance to Mr. Poirrier.



The right kind of a strike

## CONSOLIDATING TEXTILE INDUSTRY; RISING PRICES IN MEN'S WEAR GOODS

British Trade Commissioner in Ontario Gives First-hand Information Regarding Movements in the Old Land—Big Jump in Felt Hats.

ACCORDING to F. W. Field, British Trade Commissioner in Ontario, important consolidations in the textile industries have recently taken place in the Motherland. Along with these consolidations, expansions are in progress which will considerably add to the productive capacity of English mills. Mr. Field further tells of the tremendous activity in the woollen trade of the enormous demand by foreign countries for felt hats, and of the rising prices in many articles of men's wear. Following is the statement received from Mr. Field:

### Textiles

"In the textile industries, as in other industries, the process of consolidation is taking place. The well-known firm of Joshua Hoyle & Sons, Ltd., for example, have made several notable acquisitions. In the early part of the year they acquired the firm of waste spinners and towel manufacturers trading at the Meller Street Mills in Rochdale, trading under the style of Robert Stott's Sons. They are also acquiring the Tong Mill at Bacup, and when this transaction is completed they will have a total of 4,150 looms, and a total of roughly, 264,000 spindles. In other words they will have twice as many spindles and 25 per cent. more looms than they had in 1917. Further expansion will probably take place, adding 125,000 spindles and 1,200 looms to the present capacity.

"The upward tendency of prices still continues in the cotton trade, and manufacturers are not anxious for new business.

"The manufacturing section of the woollen trade is also exceedingly busy, being booked up with orders for many months ahead. The quantity demanded in all markets of the world is still much greater than can possibly be supplied, and prices consequently remain high, and seem to be going still higher. There does not appear to be much possibility of a reduction for at least a year, many manufacturers being booked up for twelve months.

"The export trade in United Kingdom textile goods in October showed large increases in value over the preceding month, cotton yarns and fabrics increased by £6,325,000, woollen yarns and fabrics by £1,386,000, other yarns and fabrics (not of silk) by £376,000. As compared with the value of goods exported in the first ten months of 1913, exports of United Kingdom cotton yarns and textile fabrics in the period January-October this year showed an increase of £38,135,000, and woollen yarns and fabrics, £36,802,000.

### Gloves and Hats

"Further progress has been made in

these industries. An association has been formed under the title of the National Association of Fabric Glove Manufacturers of Great Britain, for the purpose of co-operation in securing the better organization of the industry. In 1918 manufacturers produced almost 5¼ million yards of glove fabrics, this output being sufficient to make four-fifths of the number of gloves imported into the United Kingdom from Germany in 1913. Since the outbreak of war the fabric glove industry of this country has grown considerably, and the goods now being produced compare very favorably with those manufactured in Germany.

"The demand for felt hats from home and export buyers is enormous, and manufacturers are still unable to replace the machinery and spare parts which they were unable to get made during the war. A further increase in prices is also anticipated, as prices for the better grey felt hats advanced 50 per cent. at the last sale. Higher wages have recently been conceded.

"With regard to straw hats, there is also likely to be a shortage owing to the diminished supplies of straw plait. Prices are steadily advancing."

## NO QUOTATIONS GIVEN AFTER MAY

Representatives of houses selling underwear and knit goods for Fall, 1920, have been out for some weeks with their samples. As stated in last month's issue of MEN'S WEAR REVIEW, underwear is considerably higher in price than last year. The average increase is somewhere between fifteen and twenty per cent. The finer grades containing a greater proportion of silk and all-wool yarns have advanced, according to the statement made by one retailer who had booked his order, between fifteen and twenty per cent. in price. Some of the cheaper lines that contain the greater proportion of cotton yarns have advanced about ten per cent. The demand amongst the retailers seemed to be for the higher grades. Retailers who had booked their Fall orders stated that they had bought slightly heavier than last year. Practically all their orders were for the union garment, though a little trade still continues to be done in two-piece garments.

### Not Quoting Prices After May

Owing to the scarcity of the raw materials and the uncertainty of labor costs, one large house manufacturing knit goods has sent out a circular letter stating that they would not accept orders for any more business until after May, and that they would not quote any prices for such goods produced after that time. On all knitted goods shown for Fall there was an advance of from 15 to 20 per cent.

## NEW FRENCH PRESIDENT

### IS A BEAU BRUMMEL

Men who occupy the highest positions which are in the power of any country to give become noted for other things than their outstanding ability and their international standing. The new President of France, M. Deschanel, is such a man, for he is widely known as a man of fashion, who, because of the faultlessness of his dress, his immaculate appearance and the charm of his manner and bearing, is a great favorite with the ladies. In France, he has been regarded as the Beau Brummel for many years, and has been looked to as a man who is a leader of fashion. Striped trousers and Prince Albert coats were introduced into France by the new French President some years ago after he had paid a visit to England. M. Deschanel was the originator of the bell-shaped silk hat for afternoon wear. He is a devotee of dancing and can perform with skill and grace the new tango and fox trot as well as the old-fashioned waltz and two-step.

## Will Ask Women to Do Their Shopping Early on Saturdays

ST. JOHN, N.B.—At a meeting of the Clerks' Association the matter of increased membership was discussed. This association is endeavoring to secure Saturday afternoon as a half-holiday, among its different projects.

A resolution was passed that the members appeal to the Women's Council, the Young Women's Patriotic Association, the Trades and Labor Council,

and other bodies about the city, and ask that their members do their shopping before 1 o'clock on Saturday, so that the shop employees might benefit by the half-holiday.

In the case of trades and labor, the request is to be made to the employers that their employees be paid on Friday night in order that there may be more general co-operation with the idea.

# Thinks Readjustment Period is Now at Hand, No Sudden Slump in Prices at all Likely

W. J. Donald, Ph.D., Secretary Chamber of Commerce, Niagara Falls, Writing For Financial Post, Throws Light Upon Future Developments in Business.

**B**USINESS men everywhere are considering the outlook for the future, especially the business trend for the year 1920. No one can predict the immediate future with any degree of confidence, but a number of facts point to some general conclusions.

First.—The retail business men feel that general business is very prosperous. Unfortunately, however, few of them calculate that the price level is generally high, and that what seems to be a greatly-increased cash business is not actually an increase in business. One business man said to me recently that business is not as good as it ought to be. While the volume of turnover in dollars and cents seems high, as a matter of fact it should be higher than it is, in view of the present price levels.

Second.—One business man recently stated that he is looking for a considerable depression in prices and is keeping his stock down to the lowest possible level. We were discussing the question of Canadian exchange, which is a critical question here in Niagara Falls, where we get a very considerable Canadian trade. This business man, one of our largest clothing merchants, stated that he believed that it would be a good thing for merchants to keep their present stocks moving and get them off their shelves at present prices even if they have to stand all the discount on Canadian money. In other words he made it clear that he anticipated a decline in prices in the next six months or less, and that business men will do well to dispose of their present high-priced stocks and that they should buy cautiously in the near future.

Third.—I was impressed recently by the fact that people are not spending money as freely as they were a few weeks or months ago. While in the theatre the other night in a Western city I was amazed at the small attendance. It was due in part, I am sure, to the coal shortage due to the coal strike. The possibility of unemployment due to the lack of fuel supplies certainly threw a scare into the minds of the people. Whether they have entirely recovered or not I do not know. To be sure, the American people recover from their fears with amazing alacrity.

## Relations With Britain

Fourth.—European market conditions must have an effect on American business conditions. Europe cannot afford to pay America an extra 25 or 50 per cent.; \$4.84 of British

money buys only \$3.82 worth of American goods, even at the present high prices in America. The British pound probably buys less than one-third of what it bought in America four years ago. Of two possible remedies, the first is for America to loan Great Britain enormous quantities of money, and if she does loan this money she can loan it only for goods sold to Europe, which will in turn increase Europe's productivity. America cannot afford to loan Europe money for purely consumption purposes, nor can Europe afford to borrow money for purely consumption purposes.

The second alternative is that Europe will eventually stop importing. In any case Europe must stop importing anything that looks like luxuries, which is certainly going to affect a very large part of American industry.

In addition I have a very strong conviction that next year Europe will import much less in the way of American foodstuffs. The production of foodstuffs this year has been low. She has not managed to readjust her economic situation sufficiently to provide a bumper crop. I am confident that this will change this next summer, so that Europe will not only dispense with American luxuries but she will also be able to get along with less of American foodstuffs. I think that will become perfectly apparent before the first of July.

## Cancellation of U. S. Orders

Formerly it was the habit of debtor countries to adjust their trade balances by means of shipments of gold. This Europe cannot do, nor can she afford to have a continual unfavorable balance of trade with America. It seems to me that American export trade must seek South American and Asian markets. The Canadian market is going to be partly lost to the United States because the discount on the pound sterling is the equivalent of an additional 25 per cent. preference in favor of British products. There have been huge cancellations of Canadian orders in the United States in the course of the last couple of weeks.

Fifth.—Another bit of evidence is a common comment to the effect that big Republican interests in the United States are very anxious to see a depression during the next six or eight months. They feel that it is coming sooner or later and they would rather have it come under the present administration than after the Republicans—if successful—get into office. Per-

sonally I put no stock whatever in this sort of argument. My first reason is that there are very important banking interests acknowledging Democratic allegiance which are just as powerful as banking connections with Republican allegiance. My second reason is that while there are individual rogues in business I cannot be made to believe that big business men in the United States could ever be brought together to agree to use financial power to effect political turnover, even if it could be done to their advantage. My third reason is that big business suffers from financial depression as much as any other element. Manufacturing prosperity is so intimately interwoven with the interests of banking that the banks have no advantage whatever in purposely causing depression.

## Federal Reserve System

Sixth.—Another factor to consider in the future situation is the influence of the Federal Reserve System. People who used to talk about New York bleeding the country and causing financial depression, completely lacked an understanding of financial operations. They fail to understand that what caused financial depressions was the withdrawal of funds from New York by their banking correspondents and connections in other cities and States. This withdrawal necessitated a curtailment of loans in New York City, with a consequent withdrawal of funds, especially in the most liquid market, namely the stock market.

The National Banking System, before the establishment of a Federal Reserve System, encouraged the piling up of reserves in New York City. This encouraged speculation in the stock market, but when reserves had to be withdrawn from New York, funds were withdrawn from the stock market and prices came down with a crash. The whole system was unelastic both as to expansion and contraction of credit, so that the system was very likely to see great ups and downs in financial America.

Contrast that condition with conditions in most European countries, few of which have had financial depressions the way America experiences them. Here they come regularly about every ten years, but since the establishment of the Federal Reserve System the American credit system has been made elastic. Remember how well the New York Stock Mar-

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# SUITS & OVERCOATS



## Chalk Lines for Fall

Blues With Varying Widths of Stripes Are Selling Well—Demand for Finer Suitings—Canadian Mills Are Turning Out Some Nice Lines—Prices Firmer.

**T**RAVELLERS who are out on the road with Fall goods in overcoats and suitings say that the trade is picking up the newer creations very quickly. Although they are not seeing a full range of samples because the wholesalers themselves have received only incomplete deliveries of their orders, they are buying just the same and taking the traveller's "say so" for a part of the order they are placing. Wholesalers say that the orders they have placed with British houses are coming in two and three pieces at a time instead of as ordered. Much of their stuff is coming in by express.

### Prices are Firmer

Prices being asked are firmer than they were a year ago. While there is an advance in all lines, the advance in tweeds is not as great as that in blues and other plain cloths of high-grade quality. At the same time, it is an instructive lesson to see the tremendous advances that have been made during the last five years. A worsted suiting, all wool, that used to sell to the trade at \$2.25 or \$2.50 a yard, now runs up to between \$8.25 and \$10.50 a yard. There are new creations that would never have been accepted before the war, creations that are entirely cotton, and yet sell as high as \$4 and \$5 a yard.

### Chalk Lines are Good

Chalk lines, varying in width, are selling very well for next Fall. They are shown in a large variety of widths in a blue cloth of high-grade quality. Scotch tweeds with a Saxony finish are also being shown in a wide range. These are cloths from British houses.

The Canadian mills are turning out some very nice materials in browns, olives and purple mixtures. The stripe is prominent in them with an over-check. These are in the fine worsted material, and travellers state that there is a brisk sale for them amongst the retailers who have seen them.

### Trimmings More Expensive

The trade will find that the trimmings of the modern suit are to be reckoned with in the making of a suit. During

the last month there have been two advances in haireloth. Canvas has also taken a big jump in the last month. Trimmings for a suit that used to cost about \$3 will now cost about \$9.

## WILL CONSIDER FOUNDATION OF TEXTILE SCHOOL

Definite Plans Will Be Laid Before Ontario and Quebec Governments

The Textile Foundation of Canada held a meeting at the Queen's Hotel, Toronto, on January 15th, the main object of which was to discuss the possibility and advisability of establishing a textile school in Canada. Col. L. W. Gill, Director of Technical Education of the Dominion Department of Labor, addressed the meeting and pointed out that what aid was given would be given through the provincial channels and he urged the Foundation to present a clear-cut and definite program. Col. Gill is of the opinion that favorable consideration would be given an appeal for aid by the education authorities. This point was further elaborated by Dr. F. Merchant, Director of Technical Education for the Province of Ontario, who explained, under what conditions, a provincial grant would be made.

As a result of the deliberation, a representative committee was appointed to formulate a definite plan to place before the governments, both in Ontario and Quebec.

Those present included the following: Thomas Hepburn, Preston; H. Quarmley, Guelph, Ont.; D. V. Pannabaker, Hespeler, Ont.; O. F. Kironac, Warwick, Que.; F. H. Yapp, Hamilton, Ont.; T. P. Webster, E. S. Bates and C. A. Reynolds, Montreal; H. G. Smith, Hamilton, Ont.; J. W. Worth, Peterboro, Ont.; J. M. Lalor, Toronto; A. Burnton, London, Ont.; J. J. Harpell, Ste. Anne's, Que.; C. W. Bates, Carleton Place, Ont., president of the Canadian Textile Institute. President Bates was in the chair.

### STILL HIGHER IN THE U. S.

According to H. R. King, of Seattle, who recently addressed the National Retail Clothiers Association of the United States, clothing prices this spring will be from 15 to 40 per cent. higher than at present. The increase, he attributed to a complexity of causes, chief of which was increased pay to workers. He said that labor had advanced 275 per cent. since 1914, and that there had been a marked decrease in the working hours. One other cause was the higher price of Australian wool which, in 1914, was \$1.15 a pound and was now \$4.10.

"The coming year will be a crucial one for clothing merchants," he said. "It will not so much be a question of making money as to keep the business from going to the rocks."

Col. Fred Levy, of Louisville, announced that there would be an investigation into clothing cost, beginning with woollen manufacturers and then going on to the retailers.

To the statement by Mr. King, Dr. S. W. McClure, secretary of the National Wool Growers' Association, has replied as follows:—

"The truth of the matter is that wool is no higher in Boston, the wool market of the country to-day, than it was ninety days ago. Ordinary three-eighths blood wool is selling in Boston at from \$1.30 to \$1.40 per pound scoured. To manufacture a suit of man's clothing requires about sixty-two ounces of wool, which can be bought in Boston to-day at \$5.25. Thus, on a basis of the present price, the total amount of wool in an average man's suit can be bought for \$5.25.

"There may be some reason for advancing the price of clothing, but it cannot be blamed on to the price of wool."

There are days when old fashions are making their reappearance. King Alfonso of Spain recently attended a social function wearing a purple-colored dress suit. Knee breeches and buckled shoes have made their appearance in Old London recently, too. Why shouldn't men show their calves?



# COLLARS & SHIRTS



## PRESENTS LIFE INSURANCE POLICIES TO EMPLOYEES OF W., G. & R. CO.

Policies Range From \$500 to \$2,000—Thirty-seven Get Maximum Insurance—Includes Galt and Preston Branches—Boxes to Orphan Children and Library to Freeport Military Hospital.

**T**ANGIBLE expressions of mutual goodwill between the directors of the Williams, Greene & Rome Co., of Kitchener, and the employees marked the closing days of the old year. The culmination of nineteen years of service to the employees by the Welfare Department, which has been under the supervision of George DeKleinhans for many years, was the presentation on Christmas Eve to the employees, by the directors, of insurance policies ranging from \$500 to \$2,000. The exchange of good wishes and the presentation of these policies, of boxes to the children of the Kitchener Orphanage, and of a library to the Freeport Military Hospital, took place at a banquet given on Christmas Eve in the dining hall of the W. G. & R. factory. George DeKleinhans occupied the chair during the proceedings, with him on the platform were the president of the company, S. J. Williams; B. K. Robinson, sales manager; J. B. Kirby, secretary-treasurer, and E. G. Smith and Geo. W. Stewart, of the travelling staff. A telegram of regret was received from F. S. Hodgins, managing director, who was in Winnipeg on a business trip, but who conveyed his best wishes.

### Plan Outlined by President

The plan was outlined by the president, S. J. Williams. He stated that life insurance would be provided for all the members of the staff of employees, including the Galt and Preston branches. The initial amount of insurance for each regular employee who had been in the continuous employ of the W. G. & R. Co. six months or more on December 24, 1919, at 12 o'clock noon would be

\$500, and \$100 for each additional year of service, until the maximum of \$2,000 is reached by these in the employ of the company fifteen years and over, of whom there were thirty-seven. Men who enlisted for overseas, of whom there were thirty-two, all of whom had returned with the exception of two, would have the time they were away added to the policy, and those who had left the employ of the company and had returned would be given credit for the first term of service. All new employees will benefit in this insurance plan after six months' service. The total amount of this insurance will be \$250,000, the entire cost of which is borne by the company. Beneficiaries may be changed from time to time.

### Nursing and Disability

It was also intimated by the president that nursing service and free visiting would accompany the insurance plan, and disability benefits will be given to all employees of the company up to the age of sixty years.

A resolution of thanks and appreciation was passed by the employees.

### Boxes and Library Donated

An additional feature of the evening's proceedings was the donation of Christmas boxes to twenty-eight of the children of the Kitchener-Orphanage as a result of the generous contributions of the employees. Following this, the library of some 528 books, which had been built up by the employees was presented to Captain Proctor, of the Freeport Military Hospital for the use of the soldiers in that hospital.

to create. Accompanying this, will be an effort to conserve materials. The cuff on the sleeve and the trousers may go, thus conserving much material. Canadian designers who have recently returned from the convention in New York state that the coming fall season in suitings will be more conservative. Coats will be a trifle longer and not so shapely as they have been for some seasons. At the same time, the waist line will be

## IN SEARCH OF WAS EXCELLENT FOREIGN GOODS

E. F. Ely, of Ely Ltd., On Business Trip To British Isles and European Countries—Will Be Gone Three Months

E. F. Ely, of Ely, Limited, left early in January for Cherbourg, France, on a business trip which will occupy about three months of his time in the British Isles and continental countries. Other than centres in the British Isles and France, Mr. Ely will visit Switzerland and Italy; and it will be his object to re-open business arrangements with houses in these countries that were broken off on account of the war. He hopes to place orders for silks, hosiery, shirtings, etc., which will enable him to bring his production at the factory nearer the point where he can cope with the orders that are reaching him. Not only will he enter into more intimate relationships with these foreign houses, but he will appoint a resident buyer in London while there. In Ireland, Mr. Ely will spend considerable time in Dublin and Belfast in search of Irish linens; in Scotland he will look for woollens which are the product of Edinburgh, Glasgow and Sterling; in France, he will seek continuous supplies of hosiery from Paris and Troyes; and in Adleswell, Switzerland, he will seek those products where are used so largely in Ely's neckwear. Some time will also be spent in Northern Italy, at Milan, the heart of the raw silk industry. Time permitting, Mr. Ely will also visit Spain and Portugal.

On his business trip, Mr. Ely is accompanied by Mrs. Ely, and during the time they are away they will attend the winter sports at Lucerne and St. Moritz.

dropped a little. On the other hand, some ultra-fashionable styles are being shown with high waist-line and pinch backs. The need of greater production is liable to affect styles considerably in all lines of men's wear. Ties are getting narrower, shirts have less color in them, hats with narrower brims are the vogue for the coming season. But the prices of all lines show no inclination to decline.

Walter A. Wilson has opened a new tailoring shop at St. Thomas. He was formerly alteration tailor for the firm of R. H. & J. Dowler.

## FASHIONS THE WORLD OVER

(Continued from page 49)

Europe's needs must be supplied first, and manufacturers of clothing are finding it hard to get all the materials they want. It is probable that a serious effort will be made to come nearer a standardization in men's clothing, eliminating as much as possible extreme styles that require extra time and labor

## INTERESTING FACTS BROUGHT OUT BY CLOTHIERS AT OTTAWA HEARING

Stewart McClenaghan, A. J. Freiman and D. E. Johnson Tell Board of Commerce What it Costs to do Business—"Same Percentage Right Through"—Mr. Murdock Unconvinced.

At the hearing before the Dominion Board of Commerce, at Ottawa, when Ottawa clothiers claimed they could not do business on the margin of profit allowed by the Board, there were some interesting facts brought out with regard to the whole clothing situation, past and future. Stewart McClenaghan, president of the Two Macs, under examination by T. A. Beament, K. C., counsel for the clothiers, stated that 33 1/3 per cent. profit on suits costing over \$25 looked fair on the face of it as that was the margin of profit usually marked up. So far as the 26 per cent. allowed on suits costing less than \$25 was concerned, he stated that there would be very few suits for men costing less than that this year, excepting boys' suits, and that the overhead in selling these was such that a 26 per cent. profit was not sufficient. The gross profit of his firm was from 30 to 39 per cent. on cost price instead of 50 per cent. as it ought to be.

Mr. Beament—"Then you don't get the profits you set out to get?"

Mr. McClenaghan—"No, if we did we would all be millionaires."

Other points which were brought out by Mr. McClenaghan were that the overhead cost of men's clothing in his case was 25 to 28 per cent.; that merchants feared a slump after two years of prosperity, a slump that invariably followed a war; that 25 per cent. of his clothing sales were of suits costing less than \$25; and that he believed that 50 per cent. on cost on all clothing would be fair to all.

### A. J. Freiman Testifies

In replying before the Board, A. J. Freiman stated that the sales cost of his clothing department ran as follows: 1914, 28.9 per cent.; 1915, 28.9 per cent.; 1916, 24.7 per cent.; 1917, 27.5 per cent.; 1918, 29 per cent. Most of his clothing was suits under \$25 and doing business on the basis of the Board's order would mean a loss to him of two or three per cent. Of the \$50,000 worth of clothing ordered by him for the year, most of it was under \$25 a suit. Clothing cost fully 100 per cent. more than in 1914 and general expenses of his clothing department had increased since 1914.

Major Duncan—"Isn't it usual that as your business volume increases there is a proportionate decrease in the overhead?"

Mr. Freiman—"That depends upon circumstances. In my figures there are charges for extensive store alterations to care for growing business. Advertising may also cost much more."

Major Duncan—"As a matter of fact,

## DOING ITS BEST

Sir George Foster in replying to the delegation from the Dominion Retail Merchants' Association which met in Ottawa in January remarked that the appointment of the Board of Commerce was an attempt to settle prevailing unrest resulting from the increased cost of living. It might be that the Board was not a perfect organization, but no one was perfect; and Sir George felt that the Board was doing its best. However, the delegation had presented their views and, necessarily, an answer could not be given right away. He promised full consideration of the representations made.

wasn't there such a demand for clothing in 1918 that it was not necessary to advertise as much to sell it."

Mr. Freiman—"We always find advertising essential to our business. If we did not need it we would not buy it."

### Advocates Same Percentage Right Through

D. E. Johnson, of Beament & Johnson, stated that in 1918 seventy-five per cent. of their clothing cost less than \$25; now less than twenty-five per cent. was in that class.

Mr. O'Connor—"Can you conceive why it should cost more to sell a \$25 suit here than in Toronto?"

Mr. Johnson—"It seems to me there is only one solution to this. We should have the same percentage right through as in boots and shoes. Then there wouldn't be a murmur from the clothing men and none of us would get too much money at that."

Mr. Murdock—"I have not yet heard one tangible reason why the clothiers in Ottawa should get a larger margin than those in Toronto."

### ANOTHER CLOTHING COMPANY FOR ARNPRIOR

A. Bremner, of Arnprior, and Wilmost Humphries, of Carp, are about to form a new company called the New Era Co. To partially overcome the difficulty of getting sufficient help, they are installing electrically-driven machinery. For this purpose, they are utilizing the large basement of the new Cunningham block on John street. Operations will commence within a few weeks.

## Occupy Montreal New Quarters

### TOOKE'S CELEBRATE OPENING OF NEW BUILDING

Tooke Bros., shirt manufacturers, of Montreal, celebrated, on Friday, January 9, the opening of the most recent addition to their group of factory and warehouse buildings.

The new building is a four-storey structure, built up between the three sides of the main building, which is in the form of a U. It is impossible to say, at present, with accuracy, just how much the volume of business will be increased; however, for the time being they will have ample "elbow-room" while making provisions for the future. The company was badly cramped for space both in manufacturing and storing their product, but it is believed that the additional 15,000 square feet of space afforded them by the addition of the new building will provide them with adequate room to cope with the increasing demand for their goods. It might be termed a general broadening out, more than anything else, as the four-storey addition will be used both as a factory and a warehouse.

To celebrate the events, the management gave a reception to their employees and friends, which was largely attended, over nine hundred people being present.

Three floors of the new addition were used for the occasion.

A short and interesting concert was held on the top floor; Mr. W. A. Brophay, managing-director, took the chair.

After welcoming the employees and their friends with a few well-chosen words, Mr. Brophay introduced Mr. W. A. Tooke, the president of the company.

Mr. Tooke gave a short history of the growth of the company since its removal to St. Henri over twenty years ago. From one company employing three hundred people it had developed into four different companies employing over a thousand. He spoke of his late father, the founder of the business, Mr. Benjamin Tooke, to whose splendid foresight and business acumen much of the later success of the company was due.

The programme then proceeded, and afterwards the floor was cleared for dancing. Another floor was given over to cards, and some two hundred people did their level best to lift one of the several prizes provided by the management. Refreshments were served later, and altogether the employees were treated to a very enjoyable evening.

It is to the credit of the management that there was no confusion at any time, the arrangements for attending the large crowds and checking clothing, etc., being run with perfect smoothness.

The general committee handling the arrangements consisted of the following: Messrs. W. A. Brophay (chairman); F. C. Wolever, L. Tracey, R. M. Young, W. H. Eager, J. Tubman, E. S. Washburn, J. E. Fradd, and Miss Pettigrew.



# NECKWEAR



## Roman Stripes and Bars in Ties; Floral Designs Also Being Shown

Nothing Startlingly New in Spring Neckwear—Scarcity of Silk Brings Narrower Shapes—  
Swiss Silks Shown in Better Qualities Than American—Buyers Get Short Quantities in New York—Buying Retail for Manufacture.

**A**MONG the new creations in neckwear for the Easter trade, stripes and floral designs will take a prominent place. The whole neckwear outlook for the present year does not promise anything startlingly new. The market for silks is strictly limited; and both styles and designs in ties will be very much dependent upon the quantities of silks that manufacturers are able to get, rather than the particular kinds they would like to get. Both the manufacturer and the jobber are not worrying one whit about getting rid of their goods; their worry consists of wondering how they can get what they want either to make up into ties or to sell to the retailer.

### Educating the Public

"We are going to try to educate the people to wear narrower ties," said one manufacturer to MEN'S WEAR REVIEW, "because of the scarcity of silks. If men want wider ties they will have to pay the price for them. We have a standard size; wider than that will mean \$2.00 a dozen more, and if a man takes the narrower one he can get it for \$2.00 a dozen less." Inasmuch, therefore, as there do not appear to be any very distinctive styles or notions for the coming seasons, the retailer is pretty safe in booking what appeals to him for the particular community in which he does business.

As indicated in last month's MEN'S WEAR REVIEW, ties are to be narrower. Ties shown at Easter will be narrower than those that have been on the market for some months past; withal, there will not be a radical change. All lines of men's wear this year, be it a suit of clothes, a necktie, a hat, a shirt, or what not, promise to be more than ordinarily conservative on account of more attention being paid to production than fancies.

### Will Conserve Silk

By cutting ties narrower, vast quantities

of silk will be saved. The American styles are even more radical in this respect that the Canadian promise to be. Some of their creations for Easter will run as narrow as 3½ inches at the bottom. The narrowest tie being shown

some beautiful blendings. After Easter, foulards and polka dots will come in rather strong.

### Alternative to Foulards

In case foulards do not come, provision has been made by one manufacturer to use American dress goods silks. These will make up into ties selling from \$12.00 a dozen up, but they are all in stripes. There are many colors, but only the stripe is shown in design.

Deliveries of silks to be made up into neckwear are very slow. MEN'S WEAR REVIEW was informed by one maker that silks ordered a year ago had just arrived the middle of January. All deliveries seem to be from two to four months behind scheduled time. Price tendency is to stay up, and any repeats that are being booked are considerably in advance of the original order. In the case of Switzerland, for instance, where silks for neckwear are largely procured, the Government has declared that forty-four hours constitute a week's work. It used to be fifty-six hours, then it went down to forty-eight. With the working week forty-four hours, it is not difficult to understand why deliveries are being delayed.

### Buyers Report Silk Scarcity

Buyers who have recently returned from New York, where they sought silks for manufacturing into ties, come back with but scanty success. One buyer showed a representative of MEN'S WEAR REVIEW a creation that had its origin in the Alabama cotton fields and was woven on silk looms. It used to make up into a tie that sold to the consumer at 25 cents; it will now sell at not less than \$1.00 and more likely \$1.25. As the demand is for the better goods, this buyer thinks that the sale of these ties will be very slow. Other silks that were formerly bought in New York at 82½ cents are now \$3.25 net at New York.

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### GIVES 10% BONUS TO EMPLOYEES

"De reason dat I puts mo' elbow-grease into Mis Smith's washin' and gives a extra flute to her shut-waists is becaze she never fails to mirate 'bout how I is de boss washer lady, an' how grand her longery looks. Whilst de odder folks I washes for is des as silent 'bout how I does up der clothes as ef dey was clams on ice, which aint talkative animals, Sis Mirandy, no ways you look at 'em."

In reading these lines from "Mirandy on Appreciation" to his employees as they had gathered about him in the workroom, J. A. Sword, of the J. A. Sword Neckwear Company, gave a tangible expression to his sentiments by presenting each member of the staff with a ten per cent. bonus. The president called the employees together in the workroom and, standing on a workroom table, he told them first in words and then in deeds how he had appreciated their services during the past year. To each one of them he handed in person the bonus, expressing by a few words to each his gratitude for their help.

The pleasant little episode ended with three cheers for Mr. Sword.

by one house is 4 inches at the bottom. Their standard tie is 5½ inches; and the widest one will be 6 inches at the bottom. The prices of these ties will range from \$13.50 to \$36.00 a dozen. The range is large in stripes and floral designs in all colors, among which are

## THE READJUSTMENT PERIOD

Continued from page 59

ket stood the strain of the declaration of war in 1914. To be sure there was a decline in prices, but the Federal Reserve Act had been put into effect a few months before and instead of complete commercial ruin as might have been expected under the old system, America recovered at once.

My personal opinion is that the Federal Reserve System has ended the system of periodical crises. The liquidation of markets since 1914 has gone on gradually and systematically rather than disastrously and with ruin. I do not believe that we will ever be able to mark off definite periods of crises and depression the way we did formerly.

If it were true that business men were disposed to deliberately swing business conditions to affect the democratic rate adversely, which I do not believe they would, it might have been possible under the old banking law, but I do not believe that it is feasible under the Federal Reserve System. Our present banking system is so much more flexible that it would take something a good deal more fundamental than the unsound political judgment of a few men to control the commercial situation in such a fashion.

## Gradual Liquidation

My own feeling is that a gradual liquidation of credits is going to come about and that prices are going to come down, but I do think that the liquidation, which I think will begin soon, is going to be gradual. I do not think we will have a period of serious unemployment caused by industrial depression or that goods will be unable to find a market. The chief factor to consider, to my mind, is the fact that Europe and Canada will discontinue importing goods from the United States in as large quantities as during the past few years, and that there will be a larger quantity of goods for sale in America, especially goods which we can consume and which we can use for productive purposes.

The year of 1919 has been a year of realignment of finances and industries for peace-time pursuits. That realignment is going on with remarkable facility and with remarkable little financial disturbance within America, thanks to the Federal Reserve System, and I feel fairly confident that we are now ready for great progress in peace-time pursuits, that the supply of goods will gradually increase and that we have reached the beginning of a gradual downward trend of prices.

The annual report of the Hart, Schaffner & Marx Clothing Co., of Chicago, shows that their net profits for the year ending November 30, 1919, were \$2,200,218. After preferred dividends and federal taxes, the company earned 13.11 per cent. on its \$15,000,000 common stock, as compared with 8.30 the preceding year.

## TO GET DYES FROM THE HUNS

A committee of dye users from the British Isles has gone to Germany to select and purchase two million pounds' worth of dyestuffs, owing to the shortage of suitable dyes for trade use here. It is reported that the British Government is financing the scheme. Recently, the "Board of Trade Journal" announced the formation of an expert committee in connection with the distribution of dyestuffs from Germany under the reparations clause of the peace treaty. The visit of this committee, however, is in addition to this event.

## MORATORIUM EXTENDED TO FEBRUARY, 1921

REGINA, Sask. — A bill giving the Government power to extend moratorium provisions in this Province for another six months, or for one year after the termination of the war, has been given its second reading in the Legislature.

As the Peace Treaty was signed on January 10, protection will be extended until January 10, 1921. A Moratorium Act was passed by the Saskatchewan Legislature at an emergency session in 1914, but the Government did not put into effect an absolute moratorium, as was done in some of the other Provinces and in other countries.

## STYLE TENDENCIES OF 1920

At the Tenth Annual Convention of the International Association of Clothing Designers, at which many Canadian designers were present, held in the McAlpine Hotel, New York, early in January, the style committee brought in their report, the tone of which was to bar all radical style changes for 1920. Their report which was adopted was as follows:—

## 1920 Style Forecast

The report in full follows:—

"Tendency for sack coats is longer in length, liberal chest and shoulder effect, low gorge and slender hip appearance.

"The popular overcoat trend will be for loose, draped effects, especially of the raglan type with or without belt, one, two or three-piece sleeves.

"1. Men's conservative three-button sack. Length, 30½ inches. Plain notch lapel, medium width. Regular pockets. Sleeve with vent and two buttons. Natural shoulders. Plain 10-inch centre vent. Gorge of medium height.

"2. Young men's three-button sack. Length, 30½ inches. Medium shoulder. Narrow notched lapel, regular pockets, narrow flaps. Medium width sleeve finished with vent and three buttons. Body, semi-form fitting with narrow hips. Twelve-inch hook vent. Medium low gorge. Pockets, 9½ inches below breast line. Lower button on line with lower pocket.

"3. Young men's two-button sack. Length, 31 inches. Shoulder, 5 inches. Semi-peaked lapels. Regular flap pockets. Sleeves roomy at elbow, tapering to wrist with open vent finished with three buttons. Body slender lines; decided chest effect. Seam back, no vent. Low gorge. Pockets, 9½ inches below breast line. Lower button, 2½ inches above pocket. Nearly straight front, boldly rounded corners, clinging hip effect.

"4. Young men's extreme two-button sack. Length, 31½ inches. Shoulder, 5 inches. Narrow notched lapel. Low gorge. Welt or piped pockets. Sleeves roomy at elbow, tapering to wrist with open vent finished with three buttons. Body slender lines, decided chest effect. Seam back, no vent. Pockets, 9½ inches below breast line, lower button 3 inches above pocket. Cutaway front, extremely rounded corners, clinging hip effect.

"5. Young men's three-button double-breasted sack. Soft roll to second button, 31 inches long. Shoulders, 5 inches wide. Half peaked lapel, medium width, low gorge. Flap pockets. Sleeves roomy at elbows, tapering to wrists with open vent, finished with three buttons. Body slender lines, decided chest effect. Seam back, no vent. Pockets, 9½ inches below breast line. Lower button opposite pocket. Clinging hip effect.

"There is a tendency in young men's trousers toward bell bottom effects.

"Waistcoats—Single-breasted, no collar, 14-inch opening; 5 button; length, 27½ inches; welt pockets.

"6. Men's conservative overcoat. Length, 42 inches. Velvet collar. Regular pockets, vent back.

"7. Single or double breasted, form-fitting overcoat. Forty-one inches long. Hook vent. Regular pockets. Sleeve open vent and no button. Collar optional.

"8. Young men's three-button, double-breasted overcoat. Forty inches long. Soft roll to second button. Notched lapel, medium width. Low gorge. Regular pockets. Body slender lines, decided chest effect, deep hook vent.

"9. Ulsterette. Three button, double-breasted. Forty-three inches long. Body slender lines, decided chest effect. Belt optional. Flap or patched pockets, deep hook vent.

"10. Men's ulster. Three or four button, double-breasted. Forty-eight inches long. Patch pockets with flaps, muff pockets optional. Two-piece back belt with two buttons. Plain vent, sleeves finished with tab and two buttons.

"11. English raglan. Three buttons, double-breasted. Length, 46 inches. Large patch pockets. One or two-piece sleeves. Deep armhole. Belt all around with buckle.

"12. Raglan ulsterette. Three-button. Double-breasted. Three-quarter belt or belt all around with buckle. Slanting or patch pockets. Inverted pleat at centre of back. Three-piece sleeve. Length, 43 inches.

"13. Slip-on overcoat. Length, 43¾ inches. Four and one-half inch shoulder. Split sleeve finished with cuff. Low armhole. Full skirt. Coat has patch pockets. No vent."





# MARKET REPORTS



**T**ORONTO, Jan. 31—The month of January has been one of big sales and not too much buying on the part of the retailer. One of the outstanding developments of the month has been the cancellation on the part of the retailer of considerable quantities of clothing ordered from the wholesalers. MEN'S WEAR REVIEW knows of one case where a retailer cancelled orders for some \$16,000. Men in the trade are trying to steer clear of the danger of over-stocking at a time when the air is apparently full of uncertainties. There is no pessimism on their part; it is merely taking precaution. This condition is, perhaps, more or less local in its application. Travelers who are out on the road say that buying is very free in most lines in spite of the fact that merchants are being faced with increases in prices in nearly all lines of men's wear and haberdashery.

## UNDERWEAR

There has been a good deal of buying in Fall underwear. Prices over those prevailing the same time a year ago show an advance of ten to twenty per cent., the higher advances being in the high grade lines. There are some inferior lines, containing a good deal of cotton, on the market at about the same price as a year ago, but manufacturers' agents state that most of the buying is of the higher grade qualities in spite of the bigger increases in price.

## CLOTHING

Practically no Fall lines are being shown yet, in fact, designers have just returned from the New York convention, where their ideas were brushed up for Fall styles. These styles are apt to vary a good deal. There will be the usual extreme styles with even closer fitting backs than formerly, with double slits at the back. On the whole, however, the tendency has been described to MEN'S WEAR REVIEW as more conservative in outlook. The nearer standardization can be approached in view of the difficulty in getting out all the goods that are required by the trade, the better the manufacturers will like it. There is still great delay in deliveries. Last month we said that there were manufacturers still filling Fall, 1919, orders. The same thing is true to-day; all 1919 orders have not yet been filled.

## HATS AND CAPS

Hats for Fall are on the market and increases are very pronounced. A good Canadian felt hat is going to cost the customer somewhere between \$6.00 and \$8.00; the materials are very

hard to get. Velours are selling well and are very hard to get. MEN'S WEAR REVIEW knows of one firm that usually got two thousand dozens of velours from one house; this year they have been told that they can have one hundred and twenty dozen. Rationing is going on even in the hat business. The cheapest velours on the market will run at about \$67 to the trade and from that on to \$120. Velours are selling in Winnipeg to-day to the public at \$30 each and are selling well. There is absolutely no difficulty in selling hats to the trade, so wholesalers say. Tweed hats with air holes and a bow are being shown.

## SHIRTS AND COLLARS

The shirt market is still the most difficult of all the markets. Twice fortunate is that man who can get what he wants when he wants it. One large firm told MEN'S WEAR REVIEW that they had not had a traveler on the road for some months and did not expect to have one till May at least. They can't begin to fill the orders that reach them.

Collars took a jump on the first of January to \$2.60 a dozen. They are now selling to the public at 35 cents or 3 for \$1.00. Soft collars are still in big demand.

## NECKWEAR AND HOSIERY

Manufacturers returning from New York, where they sought to buy silks for neckwear, came back with small quantities and, in the cheaper lines, poor qualities. They are buying anything they can get to make into neckwear, anywhere. They have even bought silk over the retail counter for this purpose. Stripes in Roman and other designs are good and shapes are getting decidedly narrower. Swiss silks are beginning to come in and it is felt that this will have a tendency to give a larger market for the manufacturer at a better price than he is getting across the line.

English hosiery is showing for Fall in lovats and heather. For boys, golf hose are strong and are shown in good colors. The prices are high and promise to be higher as the season advances. Repeats that have been given by wholesalers from English houses show an increase of from ten to twenty per cent.

**BOARD'S POWERS DEFINED**

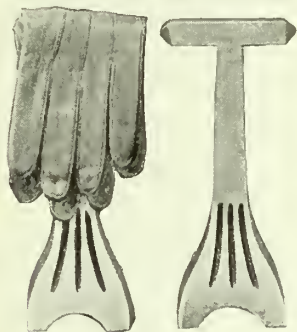
Continued from page 54

The mail order houses were also under fire, and the opinion of the delegates was unanimously to the effect, with regard to the parcel post service, that all parcels by mail should cover the cost of carrying them; that no portion of the cost of operating the parcel post system should be applied to the cost of carrying letters in the mail.

The Government will also be requested to provide that there shall be no increase to the "limit size" of the parcels to be carried by the system.

**Against Eight-hour Day**

The convention went on record as being unanimously in favor of daylight saving for towns and cities, and opposed to a legislated 8-hour day. In this respect it was claimed that the legislation enjoyed now, which gives to each Province the power to regulate the hours at which shops may open and



close, according to the desire expressed by the majority of the merchants concerned, is sufficient, without the necessity for a flat 8-hour day, which, it was declared, would be unworkable for the retail trades.

**Would Bar Orientals**

Retail merchants from the West voiced objection to Oriental immigration and it was moved by Mr. J. H. McRobbie, of Vancouver, that the Government be memorialized that all Oriental immigration to Canada be prohibited.

Western delegates stated that the Chinese were embarking in the clothing and grocery trades to the dissatisfaction of the retail merchants.

The clothiers' section of the Association suggested that the Board of Commerce order should be altered to allow retail clothiers to add \$2 to the price of each suit, to take care of the cost of alterations and fitting.

**FIRE IN OTTAWA**

Fire, smoke and water destroyed a large quantity of valuable men's wear in the store of R. McGiffin, Ltd., Sparks Street, Ottawa, on November 25, the loss running into several thousand dollars. An overheated pipe in the furnace is said to have been the cause of the fire, which was luckily seen by a passer-by at 12.35 a.m.

**THE ORIGIN OF THE SILK HAT**

Antiquity Links It With Inciting to Riots and Police Court Scenes—Calculated to Frighten People

The silk hat which now marks the well-dressed man had a stormy origin. Time was when women and children fainted at its appearance, dogs yelped and general pandemonium reigned. Where now it graces social events, court functions and Parliamentary corridors, it first made its debut in the police court. But here is the story:—

"John Hetherington was arraigned before the Lord Mayor on a charge of breach of the peace and inciting to riot, and was required to give bonds in the sum of £500.

"It was in evidence that Mr. Hetherington appeared on the public highway wearing upon his head what he called a silk hat (which was offered in evidence), a tall structure having a shiny lustre and calculated to frighten timid people.

"As a matter of fact, the officers of the Crown stated that several women fainted at the unusual sight, while children screamed, dogs yelped, and a younger son of Cordwainer Thomas, who was returning from a chandler's shop, was thrown down by the crowd and had his right arm broken.

"For these reasons the defendant was seized by the guards and taken before the Lord Mayor. In extenuation of his crime, the defendant claimed that he had not violated any law of the kingdom, but was merely exercising a right to appear in a head-dress of his own design, a right not denied any Englishman."

**NEW WINDOW FIXTURES FOR THE TRADE**

The Dale Wax Figure Co., of Toronto, is in the market with a new set of fixtures for clothing houses. They are of wooden construction and are ornamental as well as useful. Finished in rich gold, they are relieved with narrow black stripes. Other than the collar and glove stands shown in the accompanying photographs, there are stands for ties, shirts, hats and shoes; and there are bases on which forms for showing coats can be had. For purely decorative purposes, there is also a pedestal shown.



**Catchy Phrases For Show Cards**

We suit you best if we suit you first.

We are offering clothing that will make you appreciate us.

There is superior grace and character in all our suits and overcoats.

If your suit didn't wear out what would we do for new business?

No better time than now to buy overcoats. Good ones will be no cheaper.

A man's figure is his own. All we do with it is fit it properly with our nifty suits.

**ORDER DELAYED  
TILL FEB. 15th**

The order of the Board of Commerce fixing the profits of clothiers at twenty-six per cent. on suits costing less than \$25 and 33 1/3 per cent. on suits costing over that amount will not become effective until after February 15th. During hearing of the objections of the Ottawa clothiers to the proposed order. Chairman Robson of the Board gave a verbal ruling extending until February 15th, the time in which clothiers throughout Canada must send in replies to the questionnaire of the Board relating to their business. This ruling, however, does not suspend the order in the case of the Toronto retailers.

## STILL SEEKING INFORMATION FROM CLOTHIERS

A further questionnaire has been sent out to clothiers by the Board of Commerce. The answers to the questions asked really summarize the business for the year 1919, as well as asking information regarding orders placed for the current year. Retailers with whom MEN'S WEAR REVIEW talked stated that answering these questions would involve considerable amount of labor and time. It was further stated that, until the Supreme Court of Canada decided the point as to the constitutionality of the Board of Commerce, no action would be taken to compile the information sought.

Following is the questionnaire:

You are requested to furnish this office by February 15th, 1920, with the following information regarding your business. Where this letter is addressed to a departmental store in which the sale of men's and boys' clothing is departmentalized, the information in question (a) is required only for the departments concerned. Where the store is not departmentalized, but other goods beside men's and boys' clothing are carried, question (a) should be answered for the whole business.

If in your case the annual year, 1919, was closed before January 31st, say on December 31st, the information supplied should be as of the date on which the year closed. If the year closes after January 31st, this office should be so informed. The information will then be required 15 days after the close of the fiscal year.

(a) Give balance sheets for the year ending January 31st, 1920. These are to include statement of assets and liabilities, profit and loss and trading accounts.

(b) Give an itemized statement of stock on hand of men's suits and overcoats as of January 31st, 1920, according to Form A attached.

(c) Give a similar statement of men's suits and overcoats ordered for future delivery.

(d) Give a similar statement of boys' clothing on hand and ordered.

## Says Railway's Action Would Make Rubber Stamp Out of Board

Chairman of Dominion Railway Commissioners is Outspoken  
Regarding Refusal of Lines to Obey Order Issued  
re Publishing of Joint Rates.

**O**TTAWA.—A case which will affect business men all over Canada was heard before the Dominion Railway Commissioners on Tuesday afternoon, when the Canadian Railways were asked to show cause why they had not obeyed the order issued some time ago re the publishing of joint rates.

The railways came back rather unexpectedly by basing practically their whole defence around the point that the Railway Board had no authority to issue any such order.

A peculiar situation arises in this connection in that the Railway Board has the right to interpret the Act governing the case. If this interpretation is not acceptable to the railways an appeal can be made to the Supreme Court. This may be done if the Board interprets the Act and gives a decision against the railways.

### This Point Offset

The railways attempted to make another point by declaring that only one complaint had been made in connection with their failure to publish joint rates as ordered. This, however, was offset

by complaints which were in the hands of the Commissioners in addition to that mentioned by the railways, and also by the statement that the Canadian Manufacturers' Association has a number of complaints from business men who are interested in the matter.

Chairman Carvell of the Board was rather outspoken in regard to what he thought of the railways' action in ignoring the Board's orders.

"It would mean making the Railway Board merely a rubber stamp," he declared. "Just because some persons do not like the order we issued is no reason at all why it should be disobeyed."

### Made Investigation

He also commented on the fact that the Commissioners, before issuing the order, made a very complete investigation into the matter, and did not arrive at their decision hastily.

The question is one which interests all merchants and manufacturers who have to ship goods to points necessitating their carriage over two lines of railways.

## Manufacturer to Absorb Further Wage Increases

Ask That Fresh Labor Demands Be Met  
Out of Manufacturers' Profits And  
Not Passed on to Retailer and  
Consumer

That the clothing retailers refuse longer to absorb further wage increases in the manufacturing industry to pass on to the consumer seems to be the tentative agreement arrived at between representatives of the retailers and the Department of Justice of the United States government. A serious effort is being made in that country to strike an effective blow at the high cost of living; and the retailer has, apparently, come to the conclusion that the profits of the manufacturer must go to help cut down the price, both to himself and to the man he faces over the counter.

### Use Manufacturers' Profits

The decision of the retail clothing men on this point, namely, that the increased wages in the manufacturing industry must be met by the manufacturers themselves, is the more significant in view of the fact that a demand for a 30 per cent. increase by the garment workers of New York is now pending. In the conference that has been held by representative retailers and the officials of the Department of Justice, the men of the trade have held that these continual and substantial increases to the garment workers have, ultimately, been carried by the retailer and then the consumer. They have, it is claimed, been responsible more than anything else for the high cost of clothing.

### Favor Standardized Clothes

Another important development of these conferences has been the practical adoption by both the representative retail men and the Department of Justice of the idea of standardized clothes. Confidence has been expressed that the idea of standardized clothing as a means to hasten the return of lower clothing prices, clothing manufactured from standard fabrics at fixed prices, within the means of the low salaried lawyer, could be adopted and successfully put into effect by the clothing industry.

In Canada, where an entirely different method is being pursued in an attempt to reduce the cost of clothing, this united action will be watched with considerable interest.

There is a story that a Toronto woolen expert declared on seeing two samples of serge that one was made by a British manufacturer and the other by a Canadian mill, and that the latter was worth three dollars per suit more. It turns out that both were made by the Hespeler mill. One can't always tell, can one?

## ENGLISH STYLES IN HOSIERY BEING SHOWN FOR FALL, 1920

English and Scotch Woollen Goods in Lovat, Heather and Plain Shades—Golf Hose for Children—High Prices and Higher for Repeat Orders.

SOONER or later, it seems, English styles make their appearance in Canada and are adopted by the fashionable set. When tight trousers were introduced as an English importation they were laughed at, but they were worn just the same. Sport was made of the corset-cut coat; but it wasn't long before the corset-cut coat became "THE" thing amongst the Beau Brummels. The big shape in an English cap was scoffed at; but, once again the English cap won out and is here to stay. Some noted Englishman once said that the arm of England was as long as the Winter's night where injustice lifted its head. English styles also seem to be as long as the Winter's night in reaching out to the uttermost parts of the earth.

### New Hose for Fall

There will be at least two particularly new things in the way of hose for Fall, 1920. They are distinctly English in their style, and, where they have been shown, have taken particularly well in large centres where there is a large English population. This refers more especially to the new golf hose for children. A sprinkling of them has already put in an appearance on Fifth Avenue, New York; the best-dressed children have been seen with them. The shades in which they are shown are lovat, heather and plain, and the quality is of the best. The creation is decidedly new and advance sales have been good on them.

### Hose at \$60 a Dozen

The other novelty is a high-grade English and Scotch half-hose in lovat, heather and plain shades. In the plain shades the hose are embroidered well up the sides. These woollen hose are, in a

measure, displacing the silk novelties that have been so largely imported from the United States. While it would be hardly accurate to say that the exchange rate is wholly influencing buyers to place larger orders in Britain, the fact remains that it is responsible for heavier buying there at the present time, and this buying has a relative effect upon styles. The buyer in one large house with which MEN'S WEAR REVIEW talked stated that he had purchased far more English goods in the last year than ever before, and he referred particularly to hose. The rate of exchange means a great deal to the Canadian buyer, and he is taking every advantage of it.

These hose are commanding big prices but they are of the very finest grade of wool. They go as high as \$60 a dozen and will command a fancy price when they are placed on the shelves for purchase by the retailer. In spite of the price, however, they are selling well.

One house handling these goods bought their first instalment months ago. The same goods are now selling at from 10 to 20 per cent. higher, and they estimate that by the time they order repeats they will be from 25 to 35 per cent. higher. In nearly all lines of English goods this is the case. Mills are filled up with orders for the present year and some well on into the next. Prices are frequently not quoted by English houses at all, except to say that they will be the market figure at time of shipment. It seems that the disposition of retailers to thoroughly realize that prices will not fall during 1920 might well be followed out in purchasing hose as everything else.

attempted to capture a portion of the Canadian import trade.

Mr. Clayton, who has recently returned from a business trip to England, is most optimistic regarding British export trade, not only with Canada, but with all other European and overseas countries. He stated to MEN'S WEAR REVIEW that business was never so brisk on British markets as during the last few months, and that most British manufacturers have all the business they can handle for 1920, and many of them well on into 1921. Moreover, he said, he was finding an increasing demand for British goods due to two or three causes. The rate of exchange was having something to do with it; the preference for British rather than American goods was another factor; while the returned soldier, who had seen something of English goods and styles, and liked them, was still a third factor in the increasing demand for English wears.

## MODELS SHOWN AT NEW YORK FOR YEAR 1920

Ulsterettes Dominate Exhibit — Overcoats and Sack Coats in Double-Breasted Models—Some Novelties

Some of the features of the style exhibit at the International Association of Clothing Designers' convention held in New York in January are described in "Men's Wear" as follows:

Ulsterettes dominated the exhibit. For the most part there were three-button models, belted, and carrying but little from the models sold during the current season. Sack coats shown were mostly of a semi-form fitting model, about 31 inches long, but the extreme waist line model was not among the exhibits. Only an occasional high point lapel was seen. The exhibit of sack coats was composed mostly of two and three-button, double-breasted models, and some one-button models were shown. No display of evening clothes was made. A limited display of boy's clothing disclosed no radical departure from current styles.

An ulsterette, which attracted the attention and favorable comment of the visitors, was a three-button model having two breast pockets with lapels and two slash side pockets. It had an inverted pleat to waist. A reverse from each shoulder to the bottom contained ten rows of stitching as did the flaps on pockets and the belt.

A novelty that occasioned interest was a three-button ulsterette with flap patch pockets. It had leather buttons throughout, its two-piece belt in the back being finished off with two leather buttons and the cuffs were likewise trimmed with two leather buttons each. Its belt drew the garment somewhat tight against the form. It had a deep vent to the waist. Practically all of the overcoats and most of the sack coats were double-breasted models and deep vents characterized nearly all of the exhibits. Most of the ulsters had soft roll collars, which buttoned to the second button. The color in which these models were shown was mostly brown, with a fair number of dark grays. Cuffs were seen on most of the ulsters, although some overcoats were displayed which had the vent cuff.

### OLD ESTABLISHED BUSINESS INCORPORATED

The F. Kinsman Co., Ltd., has been incorporated at Fonthill, with Fred Kinsman, president; H. F. Kinsman, secretary; and Ernest F. Kinsman, managing director.

This business, in which men's wear is carried, is one of the oldest established in the Niagara district. It was started by Danson Kinsman in the year 1862, and was taken over by Fred Kinsman, the president of the new incorporated company, in 1884.

## BRITISH FIRM OPENING BRANCH

Gerrish, Ames and Simpkins Open  
Branch Office in Toronto—British  
Trade Brisk

A new English firm has placed its representative in Toronto. Gerrish, Ames and Simpkins, Ltd., of Carter Lane, London, with manufacturing establishments at Leeds, Reading, and other centres of the United Kingdom, are represented here by S. J. Clayton at Room 307, Stair Building. This firm has six factories under its control, and among the goods which they are offering for Canadian consumption are raincoats, fancy vests, flannel trousers, sport coats and trousers, and Heath ready-to-wear suits. This is the first time this English firm has

## ROMAN STRIPES AND BARS

(Continued from page 63)

Mr. Milne, of the Wm. Milne Company, states that silks in New York have advanced nearly one hundred per cent. in the last few months, since October. Stripes, he says, are coming in strong again and the shapes will be decidedly narrower than they were. The necessity for so conserving silk that a tie at a reasonably popular price may be put on the market is, he says, the cause for this. Knitted ties in New York are as narrow as 1½ inches, and while he does not think they will get so narrow here, he believes that by Easter there will be a marked difference in the styles being shown. Roman stripes are good, so are plain bars. Mr. Milne stated that he believed he was very fortunate in New York in getting the silks he wanted; he got about 20 per cent. of what he expected to get.

## Retail Buying is Brisk

As an evidence of the way in which the retail trade is buying, Mr. Milne stated that he had put a bunch of samples out on the road on a Monday and had called them in on Thursday, because they were all sold out. There is a line out at \$10.50, but the more popular line in the cheaper grades is \$12.50 to \$13.50.

## Swiss Silks Are Coming

Mr. Cannon, of the A. T. Reid Co., Ltd., states that the materials being shown in New York for ties are of a poor quality in the grades that go to make a popular-priced tie. He showed MEN'S WEAR REVIEW a silk sent from New York at \$21.00 a yard that looked very poor in comparison with Swiss creations at \$24.00 that were decidedly good in quality and design. Mr. Cannon believes that the Swiss silks will soon be coming to the relief of the trade here, and that, although prices will be very high, the qualities will be much better in the Swiss creations. He reports that houses offering their silks for sale in New York were sorry they did not ask more for them, as they would have had no difficulty in getting them.

According to Mr. Cannon, the day of novelties is passed—at least for some time to come. No more can the manufacturer ask for certain designs and fancy creations for particular seasons—he takes what he can get and he gets what somebody wants to let him have. Stripes, he says, are very good and ties are narrower. Ties being shown in New York in the wider shapes are the cheaper lines while the better lines are the narrower ties. This will be followed here.

This house also reports trade very active among the retailers. Mr. Cannon said they had bought 60 ranges for ties in two cloths, 30 in each cloth. They were sent four samples in each line and they went on the road with these samples, explaining to the trade that there would be 26 other ranges, the selection of which would be left open.

## "THAT SUIT" OF PETER McARTHUR'S, MR. BUYLOW GOES TO MARKET

Farmer-Philosopher of Ekfrid Gets an All-Wool Tailor-made Suit for \$45—He Wants All His Friends to Know About It—  
Certain Considerations Regarding the Suit.

PETER McARTHUR, the farmer-philosopher, of Ekfrid, has bought a new suit of clothes, and so exceedingly fortunate has he been in getting this suit of pure wool worsted, guaranteed and tailor-made at \$45 that he is anxious that his many friends should know about it. He says that his many friends have written him about it and have expressed delight at the prospect of getting all-wool suits of good quality for \$45. Peter McArthur expresses delight that these letters are widely scattered in their origin "for the more centres of irritation that can be started and the more demonstrations we can have that decent clothing can be had at a fair price, the sooner a change will be wrought."

Peter McArthur is not the only unformed person who has started out on a profiteer-hunting campaign amongst the clothing men. Perhaps he may have an all-wool worsted, tailor-made suit, and then, again, perhaps he hasn't. If he secured such a garment, which, before the war, would have cost him only \$28.50 and now costs him only \$45.00, he is much luckier than hundreds of thousands of people in this country, who not only twice a year at most are paying an advance of about forty per cent. on one of the necessities of life, but every day are paying an advance of from 100 to 200, and, in some cases, 300 per cent. on the barest necessities of life, things which come from an area not far removed from that delightful little spot in Ekfrid, from whence emanate those charming little farm fables.

Or, look at it another way: Mr. McArthur probably desires to eliminate those men who come between the producer and the consumer. Now, had he paid for his \$28.50 suit in the days before the war with eggs that he could have peddled from house to house in a city—for that is where he bought his suit—he would have disposed of some 95 dozen eggs to buy his new all-wool, tailored-made suit. He is more fortunate to-day, for instead of selling his

eggs at 30 cents a dozen for fresh-laid, he could get as high as \$1.20 a dozen. He would, therefore, require only a few over 37 dozen eggs to buy this new suit which has brought such joy to his heart. In spite of the fact that the hen is not listed as "skilled labor," her product has advanced in price since those happy days that seem so far away nearly three hundred per cent., while the well-fitting garment, which is to adorn the form of Peter McArthur, has advanced about forty per cent. Or, once again, 31 bushels of wheat would have been required for his pre-war suit now he requires only about 19½.

But what about the suit itself? If Peter McArthur has really got an all-wool, tailor-made suit for \$45.00, two or three observations ought to be made, not the least of which is that he is doing his tailor, not an injustice, but an unkindness, that he does not publish his name. The writer can guarantee that this city tailor can do a big business, either in Toronto or by mail, in \$45.00 all-wool, tailor-made suits. Inquiry among wholesale houses in Toronto to-day goes to show that the cloth as described by Mr. McArthur would sell to his city tailor for between \$8.00 and \$10.00 per yard. The goods alone would cost around \$30.00 to \$35.00. A city tailor would not make a suit, in all probability, for less than \$25.00. We do not say that Mr. McArthur hasn't an all-wool, tailor-made suit there are tailors who have been fortunate enough to have in stock goods they bought five or six or seven years ago, and Peter McArthur may have secured one of the odd lengths.

But speaking more seriously for the moment—and we hesitate to take Mr. McArthur too seriously—it would be much better for Mr. McArthur to concern himself in a matter with which he is more conversant, particularly at a time when an investigation that has certainly not shown that clothing men as a class are profiteers, or anything approaching it. What he is doing, unwittingly perhaps, is to create the impression that a first-class, all-wool, tailor-made suit can be purchased at the shop of any customs tailor in any city in Canada to-day for \$45.00. Such a suit simply cannot be purchased for \$45.00 to-day; the price is nearer \$80.00. Peter McArthur seems to delight in the fact that he has created several "centres of irritation." It seems to us that, if he wishes to start out on a profiteer-hunting expedition, he is wandering unnecessarily far afield. There are "Acres of Diamonds" nearer home.

In spite of this, they have sold very quickly.

## Buying Silk Retail

An interesting case has come to the notice of MEN'S WEAR REVIEW. A certain tie manufacturer went to a large retail establishment in Toronto and bought \$5,000 worth of silk over the counter for ties. It seems that this was the only way—and the cheapest way—he could get what he wanted.

## BANKRUPTCY ACT EFFECTIVE JULY 1

Bill Passed at Spring Session of House of Commons—Gives Uniform Law for Dominion—Provides for Honorable Discharge—Other Features of the Bill.

**A**N order-in-council has been passed at Ottawa setting aside July 1st, 1920, as the day on which the new Bankruptcy Act, passed at the spring session of House of Commons, becomes effective. At the time the bill was assented to it was understood that a year or so should elapse before it became effective so that the business community would have time to adjust itself to the new conditions provided for in the bill. Many business men claim that this new bill is one of the best of its kind ever framed. From the viewpoint of the merchants, it is gratifying to know that they won out on one important clause of the bill, namely, in the interpretation of the word "traders." It was first the intention to leave the professional classes out of the scope of this word but merchants who were interested in the passing of the bill pointed out that these professional classes were amongst their worst debtors. They are now included and come within the provisions of the bill.

Some of the main provisions and features of the bill are as follows:

1. It applies where indebtedness is \$500 or over and the debtor refuses to pay.
2. Jurisdiction is in the Superior Courts of each province and few cases of appeal are allowed.
3. A bankrupt may either voluntarily

make an assignment or may be forced into one by his creditors.

4. Provides for honest discharge of a man not guilty of impropriety, where he has kept proper set of books, and where he has given up all assets.

5. Lawyers' fees are limited to 5 per cent. where the estate is over \$5,000 and not more than 10 per cent where it is under \$5,000.

6. Stringent provisions made against preferential settlements or cases where fraud exists.

7. Priorities allowed are: Expenses of trustees as first charge; costs in obtaining judgment are allowed to the first man who has secured execution against the company; three months' preference only to wage earners; taxes due to Dominion or Provincial Governments which are declared a lien on the property and must be paid.

The main objects attained by the bill are:

1. It will grant uniformity in bankruptcy acts for all the provinces.
2. The proceedings will be as speedy as cheap and as reliable as possible.
3. It will abolish preferential or priority creditor abuses.
4. It will provide for the honorable discharge of an honest bankrupt.
5. The whole Act will work out to the financial and commercial interests of Canada.

## CHRISTMAS TRADE WAS EXCELLENT

Volume of Business About The Same As Last Year—Receipts Larger

Inquiry among the retail clothing and haberdasher men regarding Christmas trade indicates that, in cash receipts, business was, on the whole, better than last year. Many merchants told MEN'S WEAR REVIEW that they had done the biggest Christmas trade in their history. They explained that the higher prices were partially responsible for this. The volume of business done by most of the merchants seems to have been quite equal to that of a year ago. Right up to the very last minute, demands were being made of the wholesalers for goods for the Christmas rush.

Trade was a little quiet amongst the clothing men just before Christmas, the bulk of the purchasing being of the smaller articles. On the whole, however, trade was exceptionally good, and merchants expressed themselves as quite satisfied with Christmas trade 1919.

### NEW STORE AT ST. THOMAS

Arthur Cross and Mr. Willard Opens New Quarters on Talbot St.

To the large number of clothing houses in St. Thomas, a new one has been added. Arthur Cross, late of the International Tailors, Limited, and Mr. Willard, late of the Nukol Fuel Company, have opened a new house at 709 Talbot street. The new firm will be known as Cross and Willard, and special attention will be devoted to clothing.

Mr. Cross came to St. Thomas a few months ago to open the International Tailors' Shop in the west end of the city. He is a former opera singer. Mr. Willard is an old St. Thomas boy, having left the Railroad City some thirteen years ago to engage in business in the United States. Both men have had between 20 and 30 years' business experience.

The new store opened on January 10.

Essex Cotton Mills, Ltd., of Walkerville, have obtained a charter.

The stock of Scott Bros., Ltd., men's furnishings, of Montreal, was partially damaged by water and smoke. The loss was covered by insurance.

George Meynell, haberdasher, of Chatham, has been obliged to seek new quarters on King Street, Chatham, on account of a recent real estate deal there.

Six gent's furnishing merchants of Moncton, N. B., have agreed to close their store five nights a week during January, February, March, July and August, and three nights a week during the remaining months of the year, except during the Xmas. season or on the eve of holidays.

## COMMERCIAL DEFAULTS OF 1919

Not since the year 1881 has the Canadian failure record been as favorable as that of 1919. According to Dun's, there were only 775 failures in the Canadian commercial world with liabilities totalling \$16,256,259. Though the liabilities are slightly above those of 1918, they are much below the average of recent years.

### Thirty-eight Clothiers

Amongst the 775 failures in both the manufacturing and retail houses, together with other lines of commercial life, there were only thirty-eight clothing and furnishing failures recorded. The liabilities thus involved totalled \$208,452. In comparison with the previous year, 1918, this is a much better showing, when there were fifty-five failures recorded with totalling \$482,198. In 1917, there were sixty-two failures with liabilities aggregating \$337,184.

In the manufacturing line under the heading Clothing and Millinery, there are twenty-eight failures recorded with \$343,054 liabilities; and Hats, Gloves and Furs, five failures with liabilities totalling \$51,500.

## \$500 BURGLARY AT WOODSTOCK, N.B.

B. B. Dykeman's Store Entered — Thieves Are Caught at Houlton

When B. B. Dykeman, of Woodstock, N. B., opened his store on Friday morning after Christmas he discovered that his store had been entered and that some \$50 worth of goods were missing. Members of the staff were in the store until an early hour on Christmas morning, and

it is believed that the burglars did their work shortly after.

In Houlton, two men giving their names as Jack McDonald and Jack Norris were arrested and charged with the burglary. They were arraigned in some of the stolen clothes. Among the articles found on them were three medals and a cap inscribed with the name of Miller, presented to Currie for swimming contests in Detroit and Chicago. They also had several silk dresses, table covers, napkin rings and cheap jewelry.

## THE SALESMAN MUST

(Continued from page 41)

### Handling the Merchandise

The speaker went on to point out how important it was to properly display merchandise before the customer. Some people like and some do not like a given article. Picking a napkin up from the table, Mr. Fehlman introduced a chart to illustrate his point, and emphasized the necessity of remembering that if one were selling napkins to a woman it was necessary to hold fast to the traditional shape and size of the napkin, so as to make use of the mental faculty of the prospective buyer. If a man intended to sell this napkin as a hand towel, the chances of success would be very small. Illustrating this point further, the speaker referred to his chart as one which had two lines; one of these was curved and was easy on the eye, and the other line was jagged and very hard to follow. This illustrated the point the speaker wished to make with regard to placing merchandise before the prospective buyer to the best advantage. It was very important to remember this point when showing goods which were being displayed for the first time, and the idea of the curved line and not the jagged line could be borne in mind.

Attention value was a very important point made by the speaker, and concentration was also greatly emphasized. Tests showed that none had been able to concentrate for more than two seconds at a time. This may sound strange, but the speaker was referring to the inability of the average human to definitely concentrate on a given article or subject without in the least diverging from the subject or matter in hand.

### Trained Man's Advantages

This point was further illustrated by pointing out the necessity of concentrating upon the outstanding advantages of a given product. Taking a spoon from the table, the speaker proceeded to explain the advantages to a customer. The outstanding thing about this spoon was that it would not tarnish from using marmalade or eggs at breakfast time. Its second important point was that it is so heavily plated that it would not wear off at the points of contact. In the third place, "we guarantee it."

"By concentrating in this way it is possible to send home such important arguments that a sale is likely to be made," he said.

The same thing might apply to a type of underwear which sells because it possesses certain qualities. The same thing might be applied to clothing, hair-cuts, shoe shines, etc.

"If salesmen will not keep abreast of developments they will not be a success, for we are in times of rapid and constant change. A trained salesman will outsell untrained salesmen two to one, and this has been proven in many instances," said the speaker.

Mr. Fehlman pointed out that he had

carefully analyzed what brought customers to a store. This analysis had revealed the fact that 78 per cent. came through the influence or solicitations of friends, 12 per cent. through advertising, and the balance of 10 per cent. just "dropped in." Repeat sales are the profitable ones.

"I think I can sell a man in 15 minutes the first time, but the second sale must be made on the value of the merchandise. The argument here must sink in if the customer is to be sold, after the first sale has been made. Quality is the only assurance of continued sales. No sale can be neutral. The customer must be either with you or against you."

### Appearance and Address

The importance of a salesman being well groomed was pointed out by the speaker.

"When a customer comes into the store and approaches me to ask for something, once I have opened my mouth that customer has a mental measure of me," he pointed out, saying:

"Another important thing which must be possessed in a salesman, if he is to be successful, is that of a good vocabulary. The average salesman has 1,500 words in his vocabulary out of a total to be found in the English language of over 650,000." Through the use of a vocabulary—a business man's vocabulary which has been compiled—Mr. Fehlman pointed out that inside of six months five hundred new words could be acquired by an intelligent salesman.

In the next ten years, the cost of advertising could be cut down immensely if the retailer would open his own school for the development of his salesmen. This was illustrated by reference to an outstanding and successful men's wear man who is doing a large business in Chicago. This firm employed 85 salesmen, and they are required to go into an upper room from time to time, where dinner is served. At the close of dinner, about 7.30 p.m., they start out to sell each other the various goods. A salesman must sell, inside of ten minutes, a banker a suit of clothes, for instance. The same plan is carried out with other lines handled in the store, and the result of this schooling has been that salesman's remunerations have risen from an average of \$25 to \$60 a week to \$45 and \$175 per week, based wholly on sales.

"Sell Your Salesmen the Idea of Education," said the speaker. "The proprietor's interest in the salesmen is the most important factor, and he can be of much assistance by following out the above plan.

"Instead of selling a man who comes in to buy one suit of clothes sell him two. If he comes in to buy a hat sell him half a dozen."

### "It Can Be Done"

This was emphasized by reference to a concrete case, where a young man who had been coached by Mr. Fehlman had changed his plans on the next customer

## HIGHLY HONORED



"JACK" McLELLAN

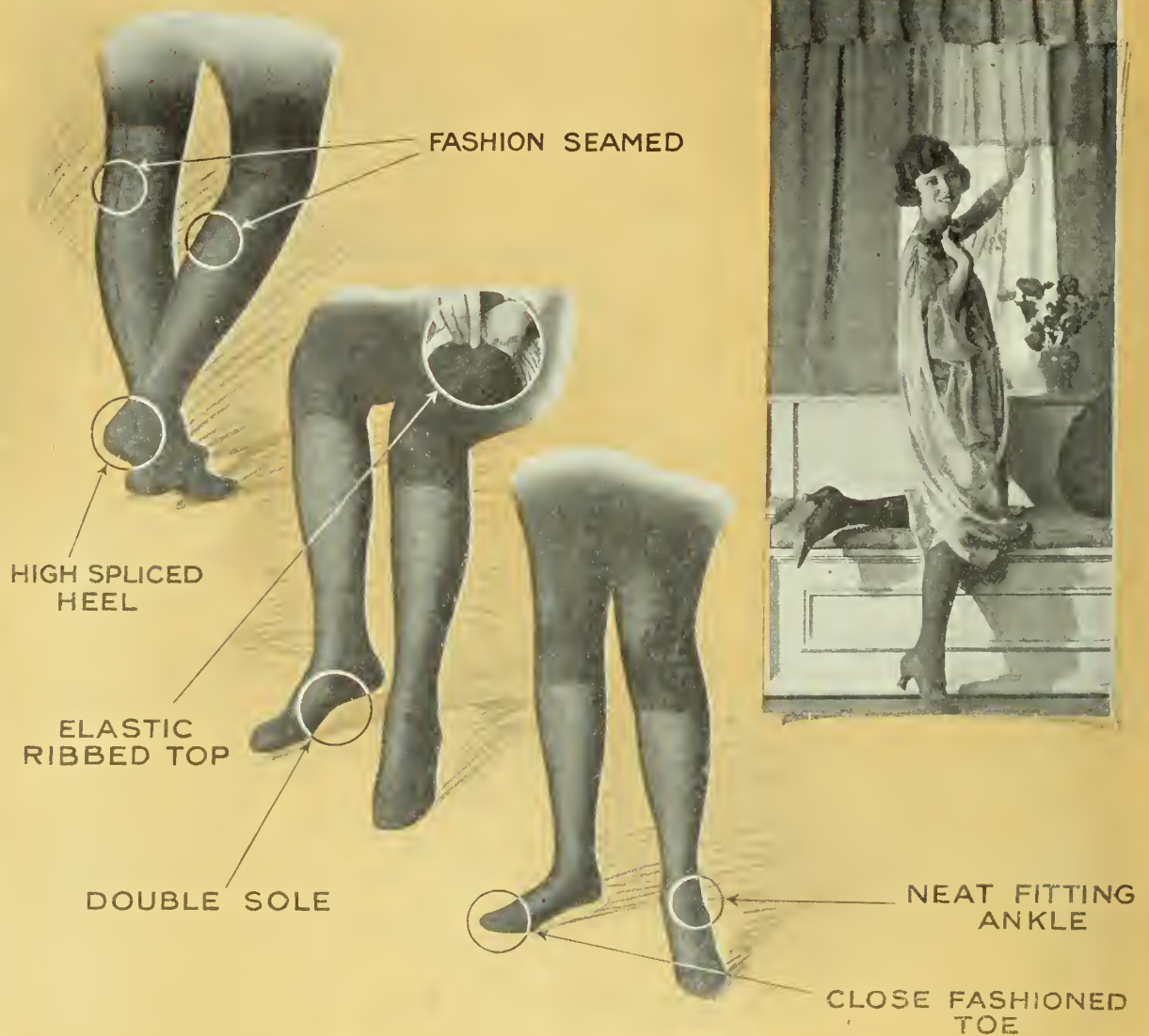
At the annual meeting of the Dominion Commercial Travellers' Mutual Benefit Association, held in Montreal last week, John McLellan, known to his friends as "Jack," was elected to the presidency. Mr. McLellan has been associated with the benefit section of the Association for the past four years, and in this work has taken a keen interest. In addition to having been a director of the benefit section for four years, he was, for the same period, a director of the Dominion Commercial Travellers' Association, and for the past year was vice-president of the former. He covers Eastern Townships territory for the Thos. Davidson Mfg. Co., Ltd., Montreal.

who came in. He had put his idea into practical use, and when he got through was surprised himself at the results, having sold the customer a very much larger amount than he could have done under the old plan. After the customer had gone out he remarked: "You can do it, can't you?"

The matter of suggestion can be brought in here as, for instance, when a man comes in to buy a pair of socks: "Of course, you want a new pair every day, don't you?" and the customer will not acknowledge that he does not. He is very likely to take the suggestion of the salesman, and buy a pair for each day of the week. The same follows with underwear, shirts, shoes, etc.

"Deference to the customer," said Mr. Fehlman, "is something which all appreciate, and when a man comes in to buy one shirt, visualize his appearance, and then select two or three shirts and show to him that selection which will give him a proper shirt for all occasions."

**MONARCH-KNIT**  
THE MONARCH KNITTING COMPANY LIMITED



## Monarch-Knit Hosiery for Men and Women

Our 1920 range of Silk Hosiery for Men and Women is the most complete in Canada. Many haberdashers in the larger towns and cities are now featuring women's as well as men's hosiery in the better grades. Monarch-Knit Women's Hose lends itself readily to this purpose. The special features above illustrated are among the quality points of Monarch-Knit Hosiery which dressy women appreciate most highly. You can display Monarch-Knit Women's Hose with the same assurance of steady, profitable sales and pleased customers as you get when featuring the Monarch-Knit line for men.

**THE MONARCH KNITTING CO. LIMITED**

DUNNVILLE

ST. CATHARINES

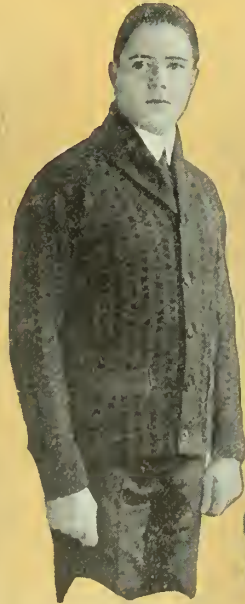
ST. THOMAS

BUFFALO, N.Y.





The Monarch-Knit  
M. 1-2-3 Coat



—The outside fabric of this Monarch Knit 1-2-3 Coat is closely woven with a smooth surface that will not "Rough-up." It is double-seamed throughout and will give exceptionally long wear. It is both showerproof and wind-proof.

—This coat is lined with a soft woollen material that insures the utmost warmth and comfort in all weathers.

See the Fall Range of MONARCH-KNIT  
**SWEATERS, COATS AND JERSEYS  
FOR MEN AND BOYS**

The three smartly stylish Sports Coats above illustrated will be among the best sellers for Fall. And they are only a few samples from a range that is complete in every respect. Before you place any orders for Fall delivery, be sure to see the Monarch-Knit range.

*Travellers Now Out With Samples.*

**THE MONARCH KNITTING CO. LIMITED**

DUNNVILLE

St. CATHARINES

St. THOMAS

BUFFALO, N.Y.

# "WHERE-TO-BUY"

## DIRECTORY

Belt yourself with "Victory"  
**The Davis Novelty Co., Regd.**  
 Leather Goods and Novelties  
 212-214 Mappin Building  
 Montreal,  
 Uptown 398  
 Our Specialty—  
 Men's "Victory" Belts  
 If its "Victory" it's leather.

**SIGN AND CARD  
 WRITERS' SUPPLIES**  
 FIRST AID TO THE  
**Card Writer and Window Display Man**  
 SUPPLY DEPT.  
 Toronto **ADVERTISING SYSTEMS** Main 480

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.

**SHOW CARD WRITING  
 A MONEY MAKING PROFESSION  
 FOR BOTH MEN AND WOMEN**  
 Easily learned in short time by simple method. We teach you how. Write for booklet.  
**AMERICAN SHOW CARD SCHOOL**  
 220 Ryrie Building  
 Yonge and Shuter Sts., TORONTO, Canada

Telephone East 7526

**GOLD BROS.**  
 Manufacturers of  
**Boys' and Juveniles' Clothing**  
 930 St. Lawrence Blvd. Montreal

A NEW NOVELTY?  
 PUT A CUT OF  
 IT HERE

### Moratorium Will Probably End

**O**F interest to every business man is the fate of the Moratorium Act, technically known as "The Mortgageors' and Purchasers' Relief Act. The Attorney-General's department of the Ontario Government is now considering what action is wisest and will cause the least disturbance in business circles in dealing with this act. MEN'S WEAR REVIEW interviewed Edward Bayly, Deputy Attorney-General, and Mr. Dymond, Chief Law Clerk, regarding the question, and was informed that no definite decision had yet been arrived at with regard to the action that would be taken. They both assured MEN'S WEAR REVIEW, however, that it was the desire of the Government to take whatever action would least disturb business. "It is the disposition of the Government to disturb business as little as possible," said Mr. Dymond.

#### Three Suggestions Considered

Three suggestions have been made and are being considered by the members of the Government and officials of the several departments. One is that the moratorium be allowed to lapse automatically. That would simply mean that thirty days after the official closing of the forthcoming session of the Ontario Legislature, the Act would cease to be effective and all transactions affected by the passing of the Act would automatically be closed.

The second suggestion is that it be continued for another year. But this method either did not meet with much favor, because, as it was pointed out by officials, conditions would practically be the same one year hence as now, and those affected by the Act would again forget all about it.

#### Most Favored Plan

The third suggestion, and the one that, at present, meets with the approval of members of the Government is that legislation be passed which will put things as they were before the Act was passed. In other words, if a mortgage fell due six months after the Act was passed, it will now fall due six months after it is allowed to lapse. This would give a period of six months, during which adjustments could be made and those affected by the Act could have a chance to discharge their liabilities. This would mean that it would come to an end seven months after the end of the next session of the House.

### BRIGHT AND SNAPPY SHOWCARDS, SIGNS, PRICE TICKETS

MAIL ORDERS Given Prompt Attention  
 SHOW CARD DEPT.

**ADVERTISING SYSTEMS**  
 16 Ryrie Bldg. TORONTO Phone: Main 40

**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

### 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.

TWO-FIFTY A MONTH  
 BUYS ONE OF THESE  
 SPACES



REACHING  
for BEST



In these days of under-production and less reliable fabrics, it is something to know that the manufacturer with whom you deal does everything possible to maintain, as far as may be, the standard for which he is known.

We do try.

*Exceptional Styles for  
Men and Young Men.*

B. GARDNER & COMPANY  
MONTREAL

Bengard Clothes



# The Growing "PERRIN'S" WAR A NEW

Our new factory in the Wilder Building, Montreal, is our latest addition, where we are manufacturing cape and suede gloves.


The products of our American factories are well known and relied upon throughout the glove trade, and the facilities of this new plant enable us to produce a line equal in every respect to that of the American factories.

"Made-in-Canada" Perrin Cape and Suede Gloves embrace all essentials of quality, materials and correct workmanship that have been characteristic in all Perrin Products.

## P. K. COMPANY

SUCCE  
PERRIN FRERES  
SOMMER BUILDING

# Demand for GLOVES" ENTS FACTORY



The gloves from our new factory will bear a special trade - mark brand, which brand will identify them as the best goods made in Canada

The discrimination exercised in the selection of all leather, coupled with the knowledge of the expert glovers we employ, are the factors that have brought our output to the highest standard of perfection.

The name "Perrin" enjoys an enviable reputation among the trade where quality is looked for. Dealers everywhere realize this fact and make use of it to promote their sales and store prestige.

Are you benefiting by it?

*Our Salesmen are now out with samples for Fall and Spring orders.*

## LIMITED, Montreal

ORS TO

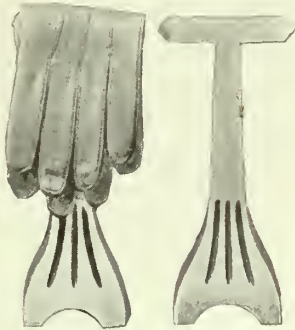
ND CIE

IONTREAL, P.Q.

# Dale Wax Figure Co., Limited

Toronto

*Canada's Leading Display  
Fixture House*



Finished in Rich Gold with  
Black Relief

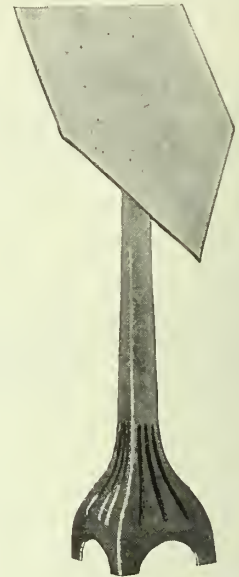
See our new line of Art Display  
Fixtures Catalogue now on the  
press.

Write for Copy to-day.

Art Fixtures for—  
Hats, Neckwear, Gloves and  
Men's Clothing.

Goods well displayed are half sold.

Delivery in 10 days.



Made with Inter-  
changeable Base

## Dale Wax Figure Co., Limited

86 YORK ST., TORONTO, ONT.

Agents: P. R. Munro, 150 Bleury St., Montreal E. & R. Bollart & Son, 501 Mercantile Bldg., Vancouver



## Have you placed your order for Carhartt Overalls

Orders should be placed now if  
delivery is expected in sixty days.  
Raw materials and finished goods  
still continue to be scarce and are  
likely to be for a long time to come.  
Make sure of your needs by ordering  
now.

### Hamilton Carhartt Cotton Mills, Limited

TORONTO MONTREAL WINNIPEG VANCOUVER

*Manufacturers of Carhartt Overalls, Allovers and Work Gloves*

ANNOUNCING

# "UNIVERSITY CLOTHES"

FOR MEN

*To the Retail Merchants of Canada*

## IN THE PAST

we have endeavored to give you the best possible in value and service—that we have succeeded in this is proven by the tremendous growth of our business.

## IN THE FUTURE

—A new policy—we will devote our best efforts to the manufacture of "UNIVERSITY CLOTHES" exclusively.

In this new enterprise we will profit by our years of experience. We have created styles along the lines most favored by men who are always on the lookout for the original in proper apparel.

"UNIVERSITY CLOTHES" definitely express our ideals; in irreproachable tailoring; in richness of fabrics; in the character of models and patterns which denote careful grooming.

To the Trade we pledge our unvarying adherence to the highest standard in style and quality.

HOFFMAN, DUCOFFE & CO. - MONTREAL

Silk  
and  
Tweed  
Hats



Before you place your hat order we would suggest that you see our extensive range of Silk and Tweed Hats.

Dressiness, reasonable price and superior wearing qualities have won great popularity for these J S & S Silk and Tweed lines. They sell much cheaper than felts and the profits are most inviting. Plan to see these samples and order early to insure delivery. Do not miss seeing our splendid range of Men's and Boys' Caps for Fall. We especially recommend the smart English tweeds in silver tones. They will be big sellers. Our travellers are now on the road.



BRAND

J. SAMUELS & SONS  
79 PETER STREET TORONTO

CLOTHIER AND HABERDASHER

42

**Post-War Conditions**



**TRADE REQUIREMENTS OF EUROPE** call for large supplies of cotton as soon as peace is finally established and regular business returns to pre-war standards. Europe's demand for cotton will keep prices up and, according to some cotton experts, will cause the price of raw cotton to ascend to a point not yet even approached.

Prices of cotton materials are not likely to show any noticeable decrease in a period extending over several coming seasons. Retailers need have no fear of anticipating their requirements for some months to come and

**Goods already on order are better values than can be secured now or in the near future.**

When the standard of value in shirts does change you will see the first evidence in

**The Lang Shirt Co., Limited**  
KITCHENER - CANADA



**T**HE advertisement reproduced above was issued in November, 1918, immediately after the signing of the armistice. We considered this advice necessary at that time to steady many buyers who desired to cancel everything on order because they thought peace meant a tumble

in prices. Conditions could not have been predicted more truthfully. For this year at least, and until the other parts of the world have enough clothing to meet their actual necessities, high prices will continue and further increases will be inevitable.

**The Lang Shirt Co., Limited**

Kitchener - Canada



# Equal to the best Custom-Made Suits



*Campbell's Clothing* **made-to-measure**  
has long enjoyed a reputation for Quality of  
Workmanship and Material.

No Capital, No Insurance, No Stock Losses,  
yet a profitable, pleasant business.

*We still have few openings for agencies. If interested, write to-day.*

## The Campbell Manufacturing Co.

LIMITED  
Montreal



### The Mark of Merit

Let It Advertise  
Your Store

A suit bearing this  
Trade Mark always  
gives satisfaction. Satis-  
fied customers are  
your biggest asset.

Tailor Craft Clothes  
are made from the best  
of fabrics by expert  
tailors. The style is  
always up-to-the-min-  
ute and the price down  
to the lowest possible  
figure.

We offer you also a splendid assortment of  
Boys' School Suits. They are the kind that  
give maximum service.

Let us co-operate and promote each other's  
business.

**DOMINION CLOTHING CO.**  
157 St. Paul St. West - Montreal

## The Deacon Shirt Company

beg to announce that their travellers  
are on the road with the new Fall  
line of

**Working and Outing Shirts,  
Flannels, Taffetas, plain and fancy,  
Tweeds, Drills, Flannelettes,  
Oxfords, Sateens, etc.  
Night Shirts, Pyjamas,  
Boys' Waists.**

**The Deacon Shirt Co.**  
BELLEVILLE, ONTARIO

# here's the button for your soft cuffs

Millions of men use it. Millions more will as soon as they realize the comfort of this new button for soft cuffs.

The old style cuff buttons that wobble about in the buttonhole and hold the cuff untidily about the wrist are swiftly making way for the

**KUM-A-PART**  
UPPER BUTTON  
TRADE MARK REGISTERED  
A SNAP TO BUTTON

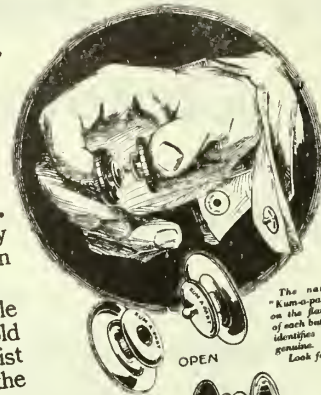
It's as up-to-date as the aeroplane, as dependable as the bank of England. Snaps together in a flash; opens instantly with a quick pressure of the finger, holds the cuff

snugly and gracefully about the wrist.

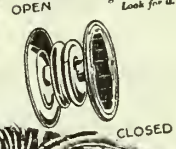
To be sure of Kum-a-part perfection in the interior construction be careful that the Kum-a-part name is on the exterior of the button you buy

Heavy separable buttons are made that look, but do not work or wear like Kum-a-part. Demand the original separable button with the Kum-a-part name on the flange

For Sale By

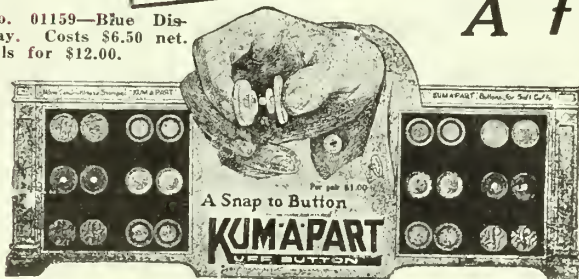


The name "Kum-a-part" on the flange of each button identifies the genuine. Look for it.

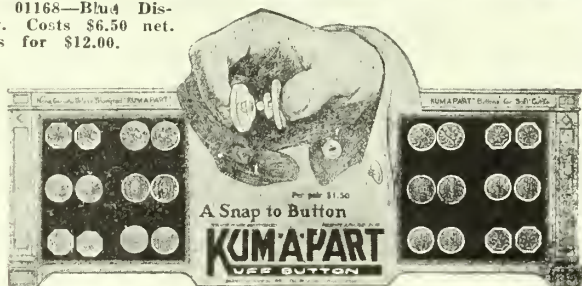


What would a full-page ad. in the newspaper mean in your business? You can easily imagine! Here is a full page devoted to just one item—the biggest profit-maker you can carry. And it's only the first gun of the bombardment! Are you stocked?

No. 01159—Blue Display. Costs \$6.50 net. Sells for \$12.00.



No. 01168—Blue 4 Display. Costs \$6.50 net. Sells for \$12.00.



## A full-page Advertisement to nearly one million newspaper readers

It will appear at the end of March—as a tonic for Easter business—just when Kum-a-part sales reach their peak. Almost a million readers will see it—can't help seeing it and getting the story of Kum-a-part convenience. Here are the papers—the biggest in Canada:—

Montreal Star, Montreal La Presse, Toronto Globe, Toronto Star, Saskatoon Star, Calgary Herald, London Free Press, Victoria Colonist, Hamilton Spectator, St. John Tel-Times-Star, Ottawa Journal, Halifax Herald, Vancouver World, Winnipeg Free Press, Edmonton Bulletin.

# A Huge Advertisement to Boost the Sales of this Big Profit-Maker

**T**O be without Kum-a-parts in stock and on your counter when the big ad. shown on the opposite page appears is like saying: "I don't want to make money!"

For Kum-a-part profits average over 80 per cent!

And Kum-a-parts sell on sight—even without advertising. Launching this tremendous broadside of full-page ads. through Canada is bound to sell hundreds of thousands of dollars' worth of

## KUM-A-PART UFF BUTTON

Get your share of the huge KUM-A-PART profits. If you are not stocked—if you are not amply stocked—write us. Talk with our salesman when he calls. Let us send you a typical assortment at once—for immediate business!

Don't delay—be ready for the cream of the trade.

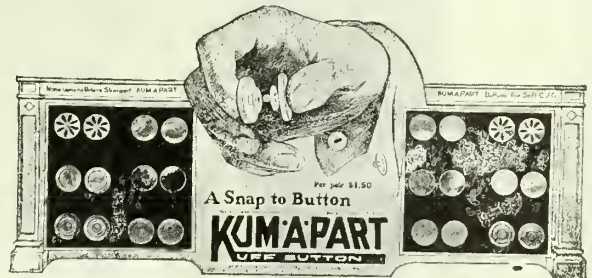
### C. H. Westwood Mfg. Co., Ltd.

Distributors for Canada

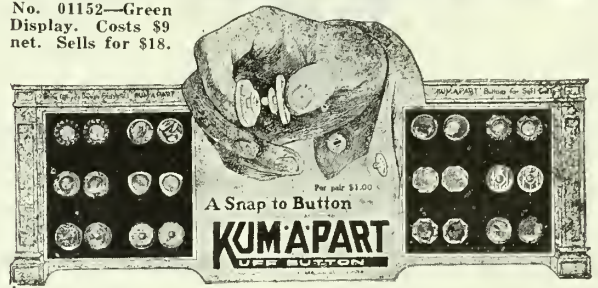
108 Wellington St. W.

TORONTO

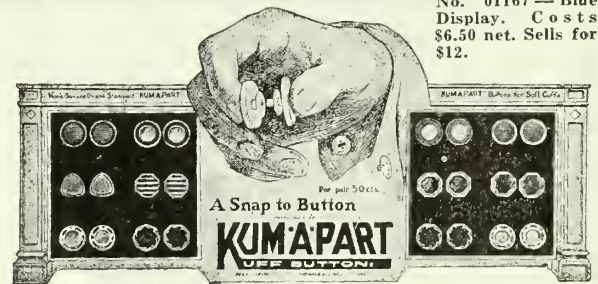
These illustrations show six of the most popular KUM-A-PART assortments. Let us send you a quantity—to-day—in good time for the ad.



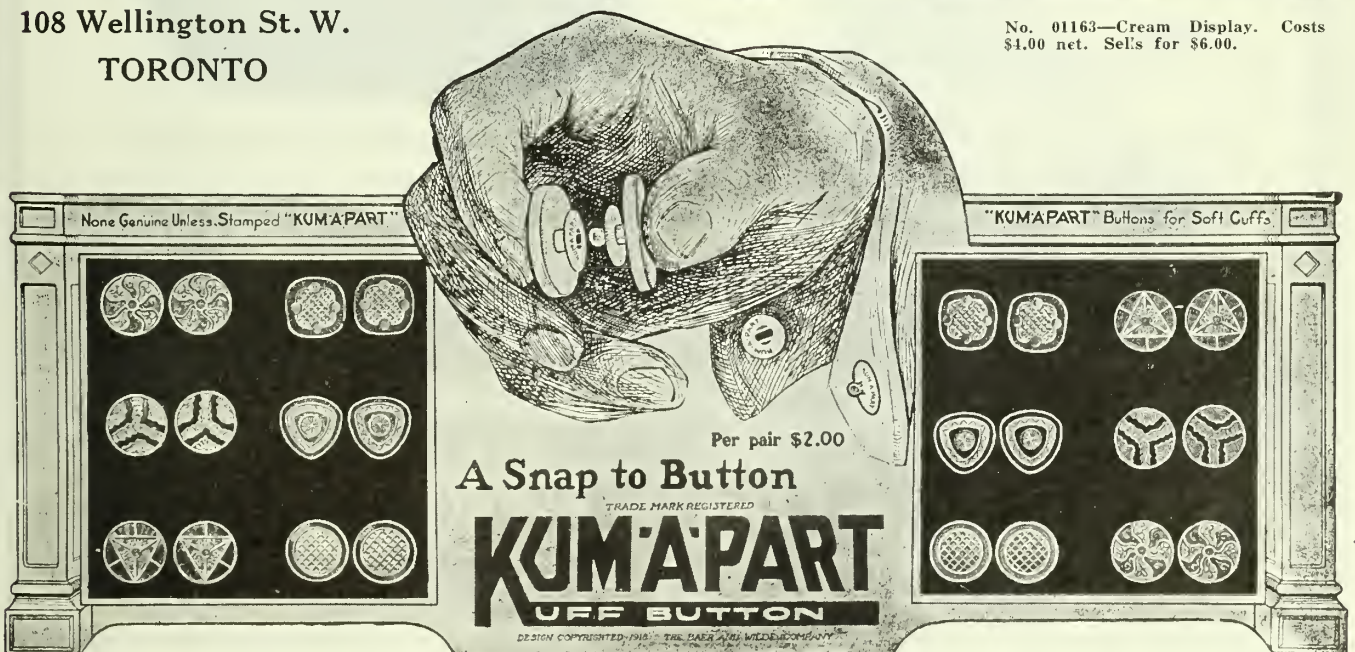
No. 01152—Green Display. Costs \$9 net. Sells for \$18.



No. 01167—Blue Display. Costs \$6.50 net. Sells for \$12.



No. 01163—Cream Display. Costs \$4.00 net. Sells for \$6.00.



No. 8 01158—Gray Display. Costs \$12.00 net. Sells for \$24.00



*"Popular as*

*the Prince"*



## *You know who this is!*

Next in popularity to the Prince himself, with those who know them, are

*"Princely" Brand Trousers fit for a Prince* and every other man who appreciates good trousers.

STYLISH, NEAT FITTING, COMFORTABLE, WELL MADE.

Our buyers have just returned from Europe securing a supply of British Woollens which will be shown exclusively in our range, for next season. Our salesmen will be on their respective routes about March 15, with a good selection of samples.

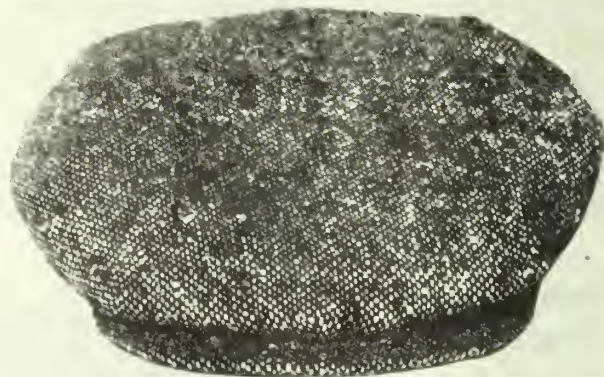
## Berman Bros. & Company

BLUMENTHAL BUILDING

207 St. Catherine St., West

Montreal

## The Big Problem To-day is Workmanship



The big problem of to-day is to turn out the best workmanship obtainable as competition is not like in olden times, for price only.

The consumer, when he buys an article, does not care for price so long as the style and quality are right.

We have always been in the market, and are at present and for the future, to **give the people what they want.**

Our cap illustrated above, hand-made in all wool **Donegal English Tweed**, is one for which there has been a big demand.

If you want to convince yourself, order a sample dozen.

## THE BOSTON CAP COMPANY

PHONE EAST 6040

S. RESIN, Manager

338 ST. URBAIN ST., MONTREAL

# Avon Knit 1920 Showing



Line No. 1021

## Scotch-Knit GLOVES

The growing appreciation of the public for gloves made by the Scotch-Knit process means a greater-than-ever demand during the Winter of 1920-21. AVONKNIT Scotch-Knit Gloves have attained a high quality standard—and like other AVONKNIT lines, are the best of values.

## MUFFLERS

The coming Winter season will be a record-breaker in sales of Knitted Mufflers. These are a prominent feature in the Fall showing of AVON-KNIT lines. The range includes mufflers for men, women and children, at prices ranging from \$10 to \$58 per dozen.

*Representatives are now out  
with the complete Fall range.*

**AVON HOSIERY, Limited**  
STRATFORD ONTARIO

**RICHARD L. BAKER & CO.**  
84 Wellington Street West, Toronto, Sole Selling Agents



Men's Scarf No. 257

# MARATHON

WASHABLE FLEXYDE

# BELTS

*New "De Luxe" Marathon*

18 Karat GREEN GOLD  
GIANT-GRIP BUCKLES

Guaranteed Twenty-five Years

ON THE INCREASINGLY POPULAR  
MARATHON FLEXYDE BELTS

Get your order in Now  
or ask for samples

The Marathon Line is getting bigger and better each month.  
The Best Belt Proposition for progressive dealers.

National Newspaper Advertising

Starts March First

Marathon Belts of Washable Flexyde will be advertised nationally in the biggest and best newspapers, continuously, by the biggest general advertising campaign ever conducted on belts. This will help build bigger and better business for Marathon dealers—CASH IN ON IT!

JONES & ROBINSON, BROCKVILLE, ONT.

Exclusive Canadian Distributors of Marathon Flexyde Belts.

FULL LINE CARRIED IN STOCK AT ALL TIMES.

# DELPARK



## PRODUCTIONS

### Silk Neckwear

in the newest shades, a notable selection of rare beauty and value.

The snappy attractiveness of these cravats, both of coloring and design, has won them great sales results.

### Athletic Underwear

for men who prefer comfortable undergarments at reasonable prices, whose popularity and sales are continually increasing. They win firm friends among your trade and build a more profitable underwear business for dealers.

DELPARK OF CANADA,  
VAN ALLEN COMPANY, LIMITED

*Manufacturers of Fine Shirts*

Head Office - - - 153 Notre Dame Street West  
MONTREAL

FACTORIES: HAMILTON, ONT.

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



## Stock Them— *they sell themselves*

Stocking Brophey-Chester "Wear-Well" Suspenders is like adding a silent salesman to your showcase. Their well-known, long-lasting and service-giving qualities make ready and easy sales.

## BROPHEY-CHESTER "WEAR-WELL" SUSPENDERS

are worth a first-class position in your store.

Men like the strong, light web with its abundance of heavy-cut, live rubber. Brophey-Chester popularity lies in the web—made in our own factory to insure at all times the utmost suspender-satisfaction for your customers.

For easy sales, feature the  
"Wear-Well" line

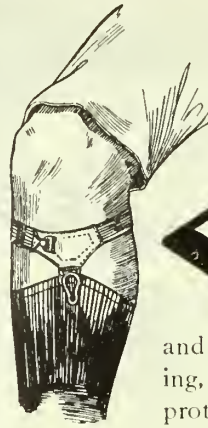
**The BROPHEY SUSPENDER CO.**  
LIMITED

[TORONTO]

Leather Belts, Armbands, Garters

Office, Factory and Sales Room

266 King St. West



## See this garter?

It's the



and it's a snug fitting, neat looking, long-wearing, rustless, sock-protecting garter too, just the kind you like to recommend to your customers.

## These dandy sellers

Retail at 35c, 50c, 75c, and \$1.00  
with a good profit.

Arrow Armbands  
Leather Belts  
Elastic Belts, etc.

**Arrow Garter Manufacturing Co.**

489 ST. PAUL ST. W.

MONTREAL

Say  
You Saw It  
in  
Men's Wear Review

### CONDENSED ADVERTISEMENTS

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

WANTED — EXPERIENCED CLOTHING AND FURNISHINGS clerk, with knowledge of window dressing. Apply by letter, giving experience and references. Box 1463, Smith's Falls, Ontario.

WANTED — TRAVELLER COVERING MOST OF MARITIME Provinces, having good connection with Tailors and Dry Goods Stores, would appreciate lines with reliable house. Box 189, Men's Wear Review, 143-153 University Ave., Toronto.

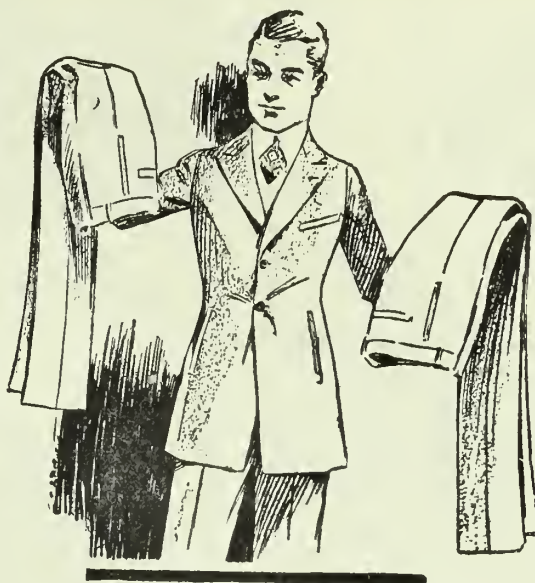




**“Arm and Hammer”  
WORKING SHIRTS  
OVERALLS**

Sound materials, good workmanship and fine appearance are the outstanding features of this famous line of Working Shirts and Overalls.

They're made in boys' and men's sizes.



We also make Haugh Brand one-piece garments for kiddies 2 to 7 years. A necessary part of every child's wardrobe.

**Haugh Brand  
TROUSERS**

Thousands of dealers are earning handsome profits in extra trouser sales. Men, as never before, are seeking all methods of economy and with a pair of extra trousers they find the life of their suit is increased many months. Haugh Brand Trousers represent the best values both from the standpoint of style and superior tailoring.

Ring in on the big demand for extra trousers that is everywhere in evidence.

Travelers Now Out

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

659 King West, TORONTO

Mfrs. Arm and Hammer Work Shirts, Overalls and Trousers

**ENGLISH MEN'S WEAR**

**The “LOOM” Brand Goods**

- |                 |                    |
|-----------------|--------------------|
| Silk Ties       | Belts              |
| Knitted Ties    | Braces             |
| Silk Squares    | Hosiery            |
| Collars         | Underwear          |
| Shirts          | Mufflers           |
| Pyjamas         | Motor Scarves      |
| Bath Robes      | Handkerchiefs      |
| Smoking Jackets | Walking Sticks     |
| Dressing Gowns  | Buckingham Zephyrs |

**J. H. BUCKINGHAM & CO., LTD.**  
(Manufacturers and Warehousemen)

4, 5, 6, 7 and 8 Ropemaker Street, London E.C. 2  
Cable address—“Neckwear London.”

- “Blizzardeen” Raincoats.
- “Carlington” Overcoats.
- “Heath” Ready-to-Wear Suits.
- Sports' Jackets and Trousers.
- Flannel Trousers.
- Fancy Vests.

Works:—Basingstoke, Leeds, Reading, Fleet Lane, London E.C. 4; Golden Lane, London E.C. 1; Hackney, London E. 8.

**GERRISH, AMES & SIMPKINS, LTD.**  
(Manufacturers)

63 to 67 Carter Lane - London E.C. 4  
Cable address—“Obligable, London.”

Canadian Representative:

**SIDNEY J. CLAYTON**

**307 STAIR BUILDING, BAY STREET - TORONTO**

PHONE MAIN 4681



## ONTARIO CAPS

OUR extensive Spring range includes a most comprehensive assortment of fine English tweeds. These tweeds are a little different from the ordinary and for stylish headwear they are unequalled. They're made in all colors with linings to match.

Our factory is well equipped to handle your urgent requirements with prompt deliveries.

Be sure you see these "clever" caps. Our representatives are now on the road -- should they miss you, a postal card will bring you samples.

### ONTARIO CAP CO.

34 St. Patrick St. TORONTO

*The*  
**New Way System**

**Two Hundred Unit Sectional Fixtures**

Scientifically designed to take care of every item of merchandise handled by **Clothing, Gents' Furnishing, Dry Goods, or Department Stores.**

**Buy as you like.**  
**Add when required.**

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.

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*MARCH STORMS AND  
APRIL SHOWERS,  
NIPPY WINDS AND  
EASTER FLOWERS*

will all help to create increasing demands for serviceable, stylish, waterproof topcoats.

# DOMINION RAYNSTERS

*"Made-in-Canada" Raincoats*

completely meet the popular demand for popular-priced coats as well as for the very finest waterproof coats that can be made.

"DOMINION RAYNSTERS" offer the dealer a complete range of styles and patterns for men, women and children—with the "RAYNSTER" LABEL in every garment as an assurance of quality, workmanship and absolute service.

Write our nearest branch to-day for Style Book and Price Lists.

## Dominion Rubber System

Service Branches are  
located at

Halifax, St. John,  
Quebec, Montreal, Ot-  
tawa, Toronto, Ham-  
ilton, Kitchener, Lon-  
don, North Bay, Fort  
William, Winnipeg,  
Brandon, Regina,  
Saskatoon, Calgary,  
Lehbridge, Edmon-  
ton, Vancouver and  
Victoria.





*Sutcliffe*

A NEW  
STARCHED

# TOOKE COLLAR

*Now Ready For Delivery*

**Tooke Bros., Limited**

*Makers*

MONTREAL

Toronto

Winnipeg

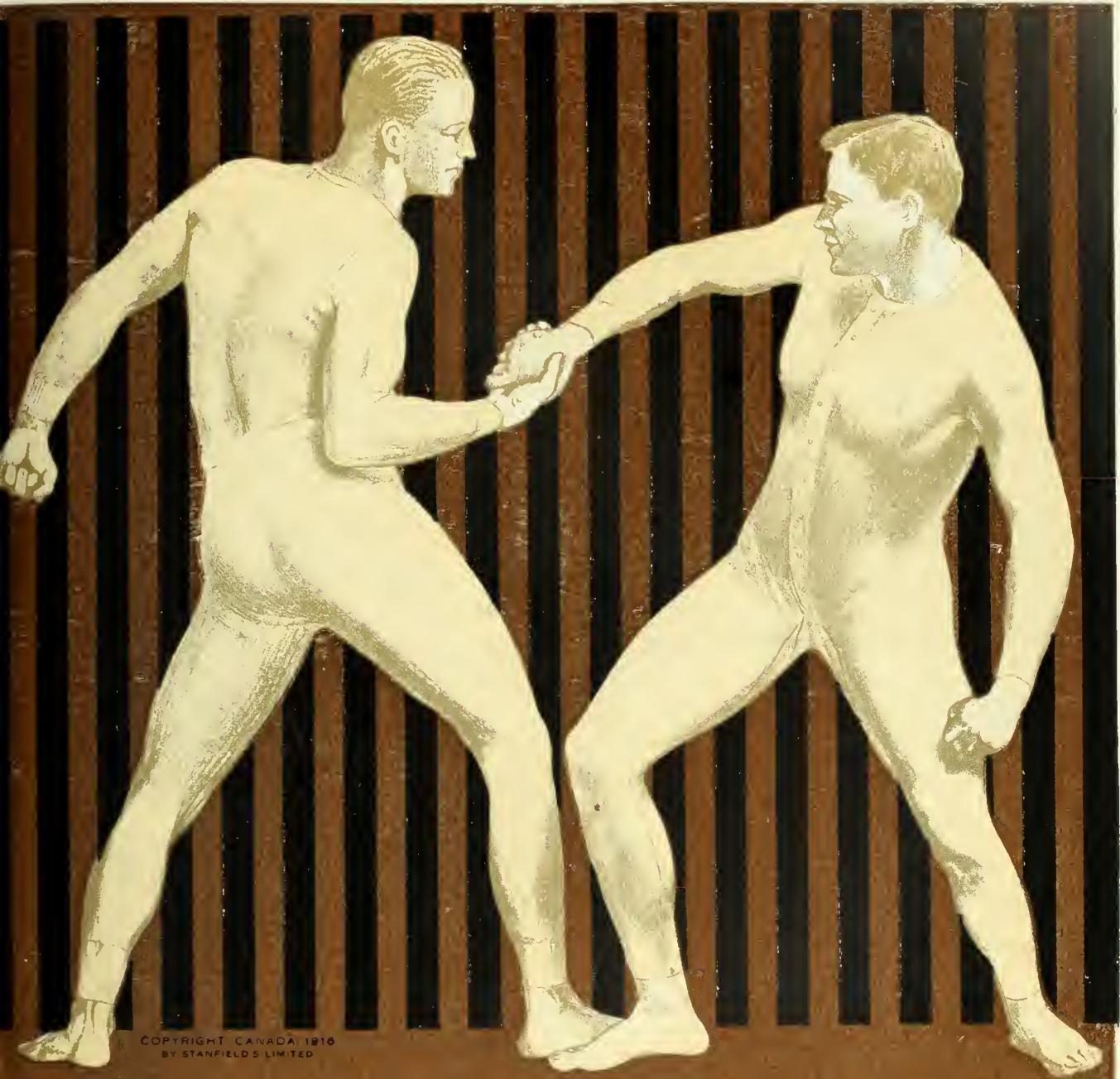
Vancouver

# MEN'S WEAR REVIEW

Vol. X

Publication Office: Toronto, March, 1920

No. 3



COPYRIGHT CANADA 1916  
BY STANFIELD'S LIMITED

**STANFIELD'S**  
*Unshrinkable*  
**UNDERWEAR**

**"Stands  
Strenuous  
Wear"**



# COLOSSUS THE BIG SHIRT

**M**ADE in Heavy Woven Cloth in Plain Colors, Blue Chambray and Fancy Stripes and Checks.  
Extra large Body and Sleeves.  
Double stitched throughout.  
Full Yoke and Pocket  
Extension Neck Band and Gussets  
A Real Workshirt.  
Value, Durability and Comfort.

*The Canadian Converters' Co., Limited*

MONTREAL



## Concerning Deliveries

We appreciate very much the many compliments we have received upon the deliveries we have been making to the trade of our products in the face of enormous difficulties.

Delayed deliveries of material from the mills, more or less disruption through epidemics, all tend to make deliveries harder, and most of our customers realize this.

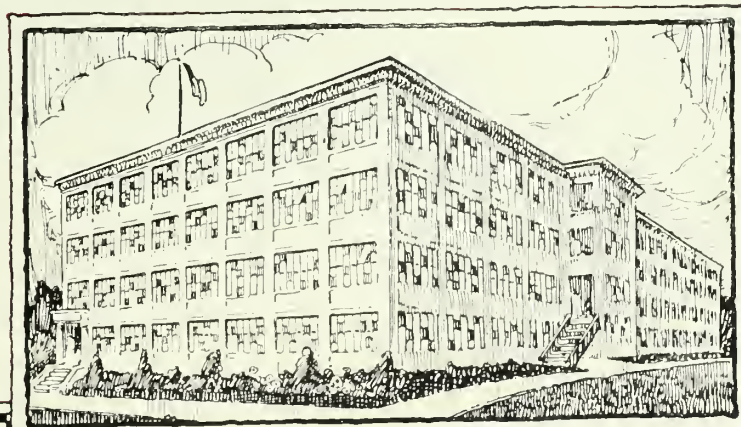
It is very encouraging to everyone connected with this organization to know that our efforts to serve them are appreciated.

Rest assured that the main factory at Kitchener, as well as the branch factories, are doing all that is humanly possible to cope with extraordinary conditions prevailing today.

**The Williams, Greene & Rome Co., Limited**

Head Office—Kitchener, Canada

Branches at Montreal, Toronto, Winnipeg, Vancouver





Coppley, Hoyer & Randall, Limited  
Hamilton, Ontario



# C. N. & R.

## Fall and Winter Lines

The demand of the man who looks for ultra-smart effects, or the man who prefers strictly conservative lines, can be equally well met if you have a representative stock on hand of C. N. & R. Clothes.

"Better than ever" is the verdict already given our advance showing. The cut and tailoring ideally carry out the usual standard for which C. N. & R. lines are famous. The obviously high-class materials have been carefully chosen for design and coloring. The finish, to the smallest detail, is faultless.

Complete confidence in your goods is yours, if you stock C. N. & R. lines.

## PROPER CLOTHES

Boys need good clothing. We make them just right; good style; just like Dad's in cloth and cut.

The exacting needs of boys' clothing to meet strenuous activities, have all been considered and provided for by special features. The supreme test is in the wearing — every-day, hard, rough usage. PROPER CLOTHES will stand up nobly under that test. You can assure your customers of that with confidence.

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

# "Style Clothes"

CHARACTER & INDIVIDUALITY

## ANNOUNCEMENT

In announcing the change in name of the Wearbest Clothing Mfg. Co. to Style Clothes, Ltd., we take this opportunity of thanking our customers for their co-operation and their appreciation of our efforts to produce garments that are outstanding in style and tailoring.

As in the past our policy, our every effort and aim will be to serve and please you and give you the right kind of business-building garment.

On account of certain statements that have been made to the trade, we take this opportunity of stating that the Wearbest Clothing Mfg. Co. has always been owned entirely by the directors of the new company—"Style Clothes, Limited"—and that the entire stock of the new company is owned by the present directors:

H. S. SILAPIRO	S. J. LEVINE
CHAS. SHANE	A. L. SILAPIRO
W. K. COOK	

# "Style Clothes"

*Limited*

SUCCESSORS TO  
**THE WEARBEST CLOTHING MANUFACTURING CO.**

149 Notre Dame West  
 MONTREAL

# "Style Clothes"

CHARACTER & INDIVIDUALITY

For Fall  
*"Better than ever"*



Fall line ready in April.  
A number of New Startling  
Models ready then.

*"Style Clothes" Limited*

SUCCESSORS TO  
THE WEARBEST CLOTHING MANUFACTURING CO.  
149 Notre Dame West  
MONTREAL

---

---

# Peck's Shirt Department

is offering an assortment of fabrics rich and pleasing in color and patterns. These backed by the Peck standard of style, roomy, comfort and high class workmanship.



## Peck's Caps for the Fall Selling Season

are meeting with a great demand.

Made of new and snappy materials, stylish looking and serviceable, they offer value unexcelled.

Our salesmen are now submitting samples of these two interesting ranges for your approval. Be sure and see them before placing orders.

For the convenience of our Western customers, stocks of all lines are carried in our Winnipeg warehouse.

## John W. Peck & Co., Limited

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

MONTREAL

WINNIPEG

VANCOUVER

---

---



## A LATER SHOWING OF FALL CLOTHING

We beg to advise our customers and friends that in agreement with the Clothing Manufacturers' Association of Montreal, comprising some thirty of the leading manufacturers of the city, we will not be showing samples for Fall before April 15th.

This delay was thought best in the interest of the trade as a whole in order to keep our manufacturing departments working without interruption on Spring orders, early delivery being desirable on account of Easter coming early this year.

This will in no way interfere with our showing as complete and interesting a range of **Peck's Men's and Boys' Clothing** as usual and in good time for Fall deliveries.

A complete stock of assorting lines is carried at our Winnipeg warehouse for the benefit of our Western patrons.

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

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

MONTREAL

WINNIPEG

VANCOUVER

# Evolution of Progress and Aggressiveness



## GARIÉPY & FRANK 1920

Synonymous  
of  
**The Allies' Victory**  
on  
the Battlefield



As well as our  
**Victory**  
over the  
Mountains of Difficulties  
to establish a business  
on Gibraltar principles

**We Specialize**

in Nifty Young Men's and Standard Suits for Men.

Two lines, but a wide range—our whole attention is devoted in giving you a strong, efficient service in Victory Clothes.

Our buyers are now securing English High Grade Woollens for our new ranges—Latest American Styles.

A postcard will bring samples of our racks to your store—put us to a test.

## GARIÉPY & FRANK

234A St. Lawrence

MONTREAL

# "THE Bachelor" SUIT



## The Best of Value—

A Real Winner  
For Building Business

Real, honest service—  
good, sensible styles —  
popular price.

This is the combination  
of values found in the  
Bachelor line.

Investigation of the  
Bachelor line will prove  
that it is made to please  
both the merchant and his  
customer — because the  
price is moderate com-  
pared with the quality.

The  
**Bachelor Clothing  
Company, Limited**

Sherbrooke, Que.

BRANCHES: Winnipeg, Man.  
Montreal, Que.

*"Art Kraft"*  
Clothes

The style that will establish a reputation for your store. Aimed to make your young mens' business bigger-better and more profitable. The merchant who seeks the atmosphere of exclusiveness without the handicap of too high prices will find these clothes in accord with his ideals.



*"Clothes of Distinction"*

**WALTER BLUE & COMPANY LIMITED**

SHERBROOKE, QUE.

COATICOOK, QUE. MONTREAL, QUE. WINNIPEG, MAN.



BLUE'S  
*Wearbetter*  
Clothes for Boys  
The Clothes with the Guarantee



Those parents who take pride in their boy's appearance appreciate *Wearbetter* the best looking and smartest boys' clothes on the market. They appreciate the long wear that comes from fine quality.

Cater to the best people

*Walter Blue & Company Ltd.*  
Sherbrooke, Que.  
Coaticook, Que. Montreal, Que. Winnipeg, Man.

## Matchless Tailoring



## "New Era" Styles

Our samples for Fall and Winter in Suits and Overcoats in the "New Era" assortment are better than we can tell you; their selling possibilities are exceptional.

Each and every model, whether for men, young men, or boys, has been approved by our board of designers, and comprise the latest in refinements worth featuring.

"NEW ERA" clothes are profitable to handle, in view of their popular price and the reputation they give your store for quality and value.

"Tis the Quality behind

**THE FREEDM**  
SOMMER BUILDING,

Newest Fashions



## Peerless Materials

## for Fall Selling

The volume we have of Spring business has kept us so busily occupied that, in order to make deliveries, we are compelled to delay our Fall samples. Our representatives will, therefore, be somewhat later than usual in calling with our Fall line. They will, however, start out on April 15th, with what we consider will be, in many respects, the finest variety of men's and boys' clothing that we have ever offered.

We ask customers to kindly reserve their orders.



the name that counts"

**AN COMPANY**  
**MONTREAL**

**Greatest Values**



The best-known  
trade mark in  
the "world of gloves"



makes your sales climb

The discrimination exercised in the selection of our leather and expert glovers we employ cooperate to bring our output to the highest standard of perfection.

By displaying "Perrin Gloves" you will accelerate sales on the reputation which the name Perrin enjoys.

**P. K. Company**

# Feature

## **“PERRIN’S” GLOVES**

The gloves from our new factory will bear a special trade mark brand, which brand will identify them as the best goods made in Canada.

### For Fall and Winter

The gloves that have stood the test of years and are now firmly established as representing

### The Utmost in Quality

We have opened a new factory in the new Wilder Building at Montreal where we are manufacturing cape and suede gloves.

The facilities of this new plant enable us to produce a line equal in every way to the well-known products of our American factories.

These “Made-in-Canada” suede and cape gloves embrace all essentials of quality, materials and correct workmanship.

Our representatives are now carrying the complete line. Be sure to see these new samples.

# limited, Montreal



*Better Business*

*How to get it*

The reputation of this Concern for Quality and Fine Tailoring combined with the very finest materials insures a product that is superior in all the features by which Good Clothes are Judged.

We solicit a few new accounts for Spring 1920 in towns where we are not already represented.

Don't delay as the number of new accounts we can serve for Spring will be limited.

**Cook Bros. & Allen, Limited**

TORONTO

# Borsalino Hats

FINEST HIGH GRADE HATS  
IN THE WORLD



This trade-mark in crowns  
of all hats.

Best  
Value at  
any Price



Made in Italy

Look for this trade-mark,  
printed on all leathers.

From season to season in the past few years some buyers have thought the price of Borsalinos would interfere very much with their sale. On the contrary, the demand of the consumer is stronger than ever.

## NEXT SEASON



BEWARE! Many hats sold in Canada bear Italian names, but are not made in Italy. All Borsalino Hats will next season have stamped on all leathers "Made in Italy." Our laws permit fictitious manufacturing marks, but forbid adding the words "MADE IN ITALY" unless goods are actually made there.



## King Hats

*Novelties for Young Men's Trade  
English and Canadian Manufacture*

PRICES RIGHT

OUR SALESMEN ARE OUT WITH FALL SAMPLES

Anderson-Macbeth, Limited

284-286 King Street West, Toronto



## Mayhew Hats Limited

Manufacturers of the celebrated  
Mayhew Brand Hat and Famous Hawes Hat

Uninterrupted production will enable us to render better service both on future and immediate orders to our many customers. Our travellers are now on the road. Post card us if they do not call.

Special attention given to letter orders.

**Mayhew Hats Limited**  
Niagara Falls, Ontario



Get in Line for the big Straw Hat Business in your  
Town or City

It is the truth when we say *Niagara Panamas* and *Straws* through their smart fashion and fine quality will place you in the front rank of hat stores in the Good Old Summer time. They sell on sight, because they are made right for men and young men.

**Niagara Panama & Straw Hat Co., Limited**  
Niagara Falls, Ontario

# ENGLISH MEN'S WEAR

## The "LOOM" Brand Goods

Silk Ties	Belts
Knitted Ties	Braces
Silk Squares	Hosiery
Collars	Underwear
Shirts	Mufflers
Pyjamas	Motor Scarves
Bath Robes	Handkerchiefs
Smoking Jackets	Walking Sticks
Dressing Gowns	Buckingham Zephyrs

**J. H. BUCKINGHAM & CO., LTD.**  
(Manufacturers and Warehousemen)

4, 5, 6, 7 and 8 Ropemaker Street, London E.C. 2  
Cable address—"Neckwear London."

"Blizzardeen" Raincoats.

"Carlinton" Overcoats.

"Heath" Ready-to-Wear Suits.

Sports' Jackets and Trousers.

Flannel Trousers.

Fancy Vests.

Works:—Basingstoke, Leeds, Reading, Fleet Lane, London E.C. 4; Golden Lane, London E.C. 1; Hackney, London E. 8.

**GERRISH, AMES & SIMPKINS, LTD.**  
(Manufacturers)

63 to 67 Carter Lane - London E.C. 4  
Cable address—"Obligable, London."

Canadian Representative:

**SIDNEY J. CLAYTON**

**307 STAIR BUILDING, BAY STREET - TORONTO**

PHONE MAIN 4681



# MEN'S CAPE GLOVES

## *for* EASTER SELLING

We offer for immediate delivery  
(as long as stock lasts) Acme  
Fine Dress Gloves for men in  
Imported and Domestic Cape.  
Tan only.

*These gloves are priced to  
enable you to retail them  
at \$3.00, \$4.00 and \$6.00  
a pair.*

Acme Glove Works Limited  
Montreal



**OPERATING  
FIVE FACTORIES AND TWO TANNERIES  
PRODUCING :**

FINE DRESS GLOVES      KNIT GOODS  
WORKING GLOVES & MITTS  
MACKINAW CLOTHES      SHEEPLINED CLOTHES  
LARRIGANS      MOCASSINS  
WORK SHIRTS      OVERALLS

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

LOOK FOR  
THIS  
TRADE  
MARK  
INSIDE  
OF THE  
WAIST BAND



The Label inside of the waistband is your guarantee that you are getting

### EVERYMAN'S TROUSERS

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

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



Every man who wears "Everyman's" trousers is bound to be more than satisfied with their appearance, wear and economy—he will be enthusiastic!

Now is the time to take advantage of the demand for "Everyman's." A substantial margin of profit for you.

**DAVIS BROS.**  
HAMILTON, CANADA



## Here's Profit For You

Devoting a portion of your display-case to the "Wear-Well" line is a most profitable investment. The appearance, comfort and quality of Brophey-Chester Suspenders appeal strongly to the men of to-day. The superiority of

### BROPHEY-CHESTER "Wear-Well" SUSPENDERS

is seen at a glance. Their many exclusive features in web and trimmings assures complete customer satisfaction.

Display them prominently—they will sell themselves, and each sale makes nice, easy profit for you.

**The Brophey Suspender Co.  
LIMITED  
TORONTO**

*Travellers now on the road  
with a complete line of  
Leather Belts.*

Office, Factory and Sales Room:  
**266 King St. West.**

BROPHEY-CHESTER

**Style-Craft**  
TAILORED CLOTHES

## “Do Not”

Jeopardize your business by selling garments whose quality, workmanship and service-period you can not conscientiously recommend. Rather insist on Value First Merchandise, Now and All-the-Time.

---

In a few towns where we are not already represented, we can offer our Special Order Service, conscientious value giving, value producing merchandise. Only a very few Outfits left for worthy applicants.

**E. G. HACHBORN & CO.**

Established 1898

Toronto



The Retailer may no longer  
 be sure of the confidence and  
 goodwill of his customers unless  
 he furnishes them with

CLOTHING OF  
 STANDARD QUALITY

Chicago Office:  
 812 Medinah Bldg.

Boston Office:  
 501 Washington 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



## Leather Working Gloves

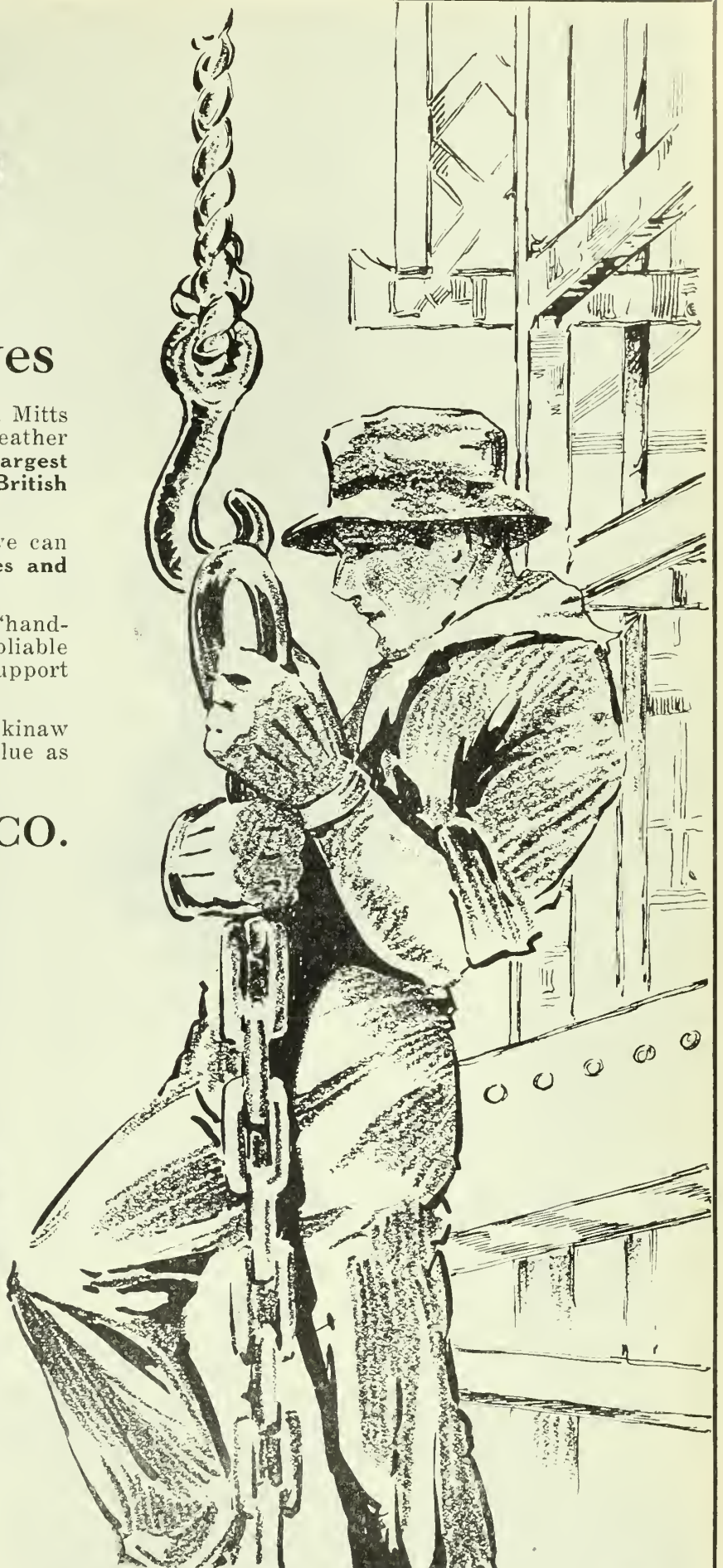
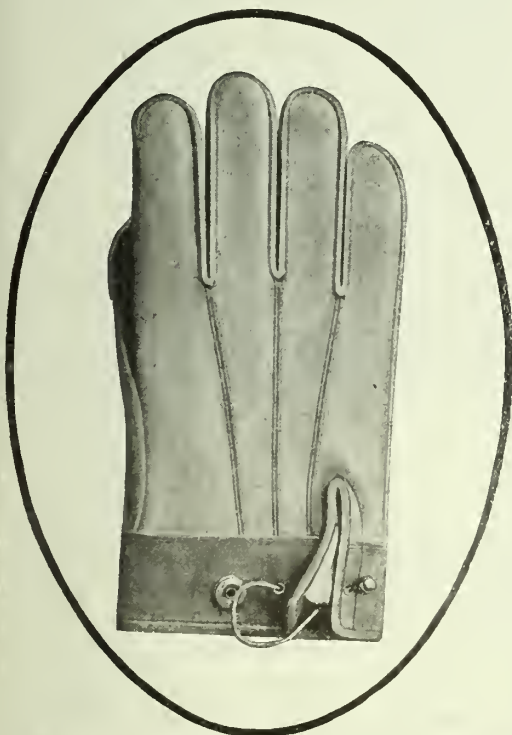
All A.R.C. Brand Working Gloves, Mitts and Gauntlets are made from leather tanned in our own factory—the largest patent leather plant in the British Empire.

This is the one big reason why we can give you absolutely better values and lower prices than elsewhere.

A.R.C. Gloves are built for "hand-comfort" and service. They are pliable and tough without bulk, giving support as well as protecting the hand.

Ask to see our work shirts and Mackinaw Coats. They are just as good value as our gloves.

**A. R. CLARKE & CO.**  
LIMITED  
TORONTO



# Imperial Clothes



## Distinctive Style Conceptions

Combined with master tailoring and dependable fabrics are the dominant selling features possessed by every suit and overcoat of Imperial Clothes.

To dealers who wish to put their clothing department on more profitable standing Imperial Clothes offer just such an opportunity. Their dependability and good value are only eclipsed by their appealingly designed modeling.

Our range of Blue Serges and Fancy Worsteds, in men's and young men's styles, is now ready for immediate delivery.

Write us to-day and state just when you would like our representative to call. We are especially proud of our showing of men's and young men's overcoats, and we're sure they will come across big this year. Don't fail to write us to-day.

# IMPERIAL CLOTHING MFG CO.

TORONTO

We help you make a  
trade-winning  
window display  
without expense to you



# \$200 in Prizes

*You or Clerks can win a share*

Eighteen cash prizes are offered to haberdashers for the best dressed window. Use the coupon below and get from us KUM-A-PART display material shown here—window cards, cartoon, consumer booklets—everything to make your task simple and effective.

A good KUM-A-PART window display any time during the next month will pull you a lot of profitable business—you make an average of 80 per cent. profit on KUM-A-PART sales.

In addition you stand a chance of winning one of these eighteen cash prizes:—

- |              |            |                           |            |
|--------------|------------|---------------------------|------------|
| First prize  | - - - \$50 | Fifth prize               | - - - \$10 |
| Second prize | - - - \$25 | Sixth prize               | - - - \$10 |
| Third prize  | - - - \$25 | Seventh and eighth prizes | \$10       |
| Fourth prize | - - - \$10 | Ten prizes of \$5 each.   |            |

The first prize winner may be some small town dealer who has the originality to produce an attention-gripping window. Send for our material at once. Experiment a little. Then have a photograph taken of your display and send to us before

## Contest Closes **MAY 30**

**C. H. WESTWOOD**  
Mfg. Co., Limited  
*Distributors for Canada*  
108 Wellington St. West - Toronto

C. H. Westwood Mfg. Co., Limited,  
Toronto:

Please send free display helps including demonstration show card, famous hand show card, cartoon poster, two special window cards, consumer booklet.

Name .....

Address .....





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# FELS AND LIPPÉ CLOTHES for 1920

will strengthen the reputation of your store—Because the three fundamentals of good merchandising: Quality—Workmanship — Value— are splendidly apparent in every Fels & Lippe model.

Even a superficial examination will show you that our clothing possesses style, elegance and money value above the average.

It will be to your advantage to see and compare Fels & Lippe's offerings before deciding on your nineteen-twenty Fall and Winter stocks.

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**Fels & Lippé**  
292 St. Catherine St. West  
M O N T R E A L

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# MILNE'S NECKWEAR NEWS

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Big Values

March, 1920

Right Prices

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## Individuality

Distinctive Neckwear  
for Spring and  
Summer.

Our Patterns are the  
newest the Silk mar-  
ket approves.



## Good Taste

Every Tie is made by  
operators who  
know how.

Order early. Easter  
will soon be  
here.

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## WILLIAM MILNE

*The Newest in Neckwear*

50 York Street

Toronto

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# STANDARDIZATION

Talk won't prove quality—when you stop and contrast the disappointment of cheap goods with the satisfaction of known and proven good merchandise. You will have to admit that—the difference is worth while.

CROWN PANTS have set the standard for honest value and satisfaction giving qualities for many years. Their reputation has been built as a result of specialization.

Our travellers will be leaving on their respective routes about March 10th with a full line of Tweeds and Worsteds. We are specializing on pants to match suits in designs that are most popular. It will pay you to wait until you see our range.

## CROWN PANTS COMPANY

322 Notre Dame Street, West  
MONTREAL

## Canada's Leading Display Fixture House



Finished in Rich Gold with  
Black Relief

always ready to meet your requirements in Fixtures especially suitable for your trade.

See our new line of Art Display Fixtures. Write for copy of our new Catalogue.

Goods well displayed are half sold. Make customers of onlookers by using our up-to-the-minute fixtures.

*Dale Quality spells perfection.*

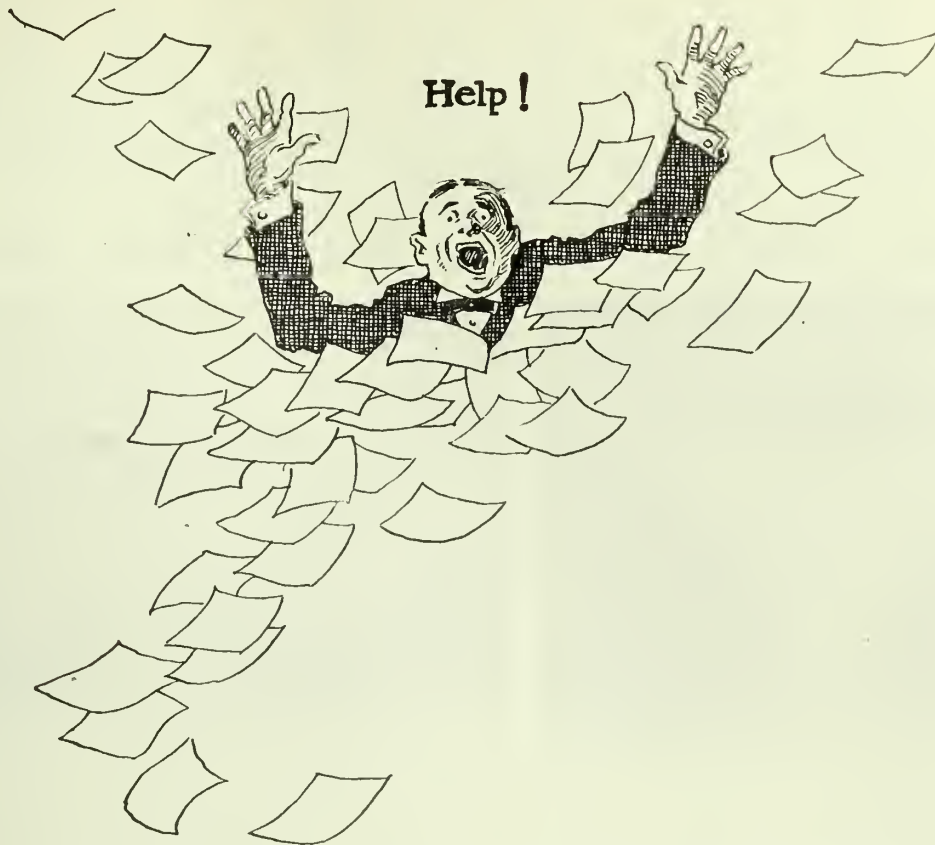
**Dale Wax Figure Company, Limited**

86 YORK STREET, TORONTO, ONT.

Agents: P. R. Munro, 150 Bleury St., Montreal. E. R. Bollard & Son, 501 Mercantile Bldg., Vancouver



A Handsome Coat Stand,  
made in three heights—  
30, 36 and 40 inches



**I**T would be a matter of good business to send us your order now for anything you may require in Carhartt Overalls, Allovers and Work Gloves. Prices of raw and manufactured materials still hold firm and show no present tendency to recede, so that there is nothing to be gained by waiting. Moreover, owing to the continued heavy demand on the mills, it is still difficult for us to get supplies. You will therefore make sure of deliveries when you want them and will give us a fair chance to do justice to your order by letting us have your instructions in plenty of time.

THE  
**HAMILTON CARHARTT  
 COTTON MILLS LIMITED**

Toronto | Montreal | Winnipeg | Vancouver

Manufacturers of Carhartt Overalls and  
 Allovers for men and boys, also Work Gloves



# KITCHENER SUSPENDER CO., LIMITED

KITCHENER, ONTARIO

Complete Stock

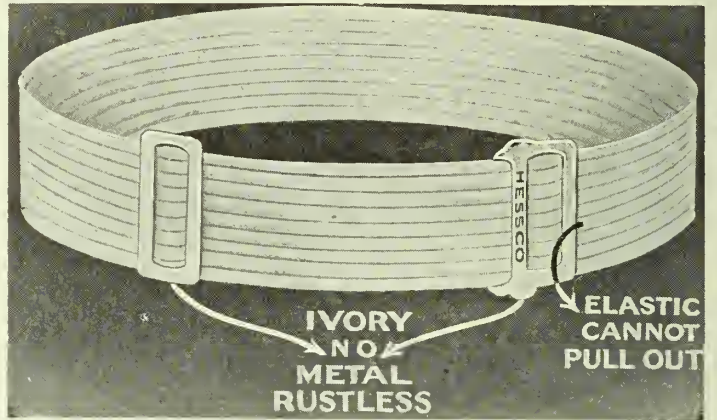
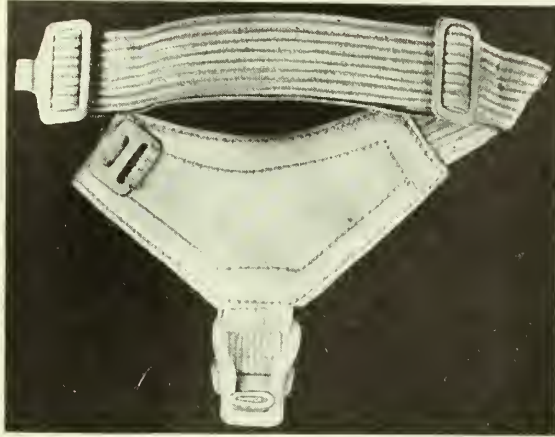
Manufacturers of

Immediate Delivery

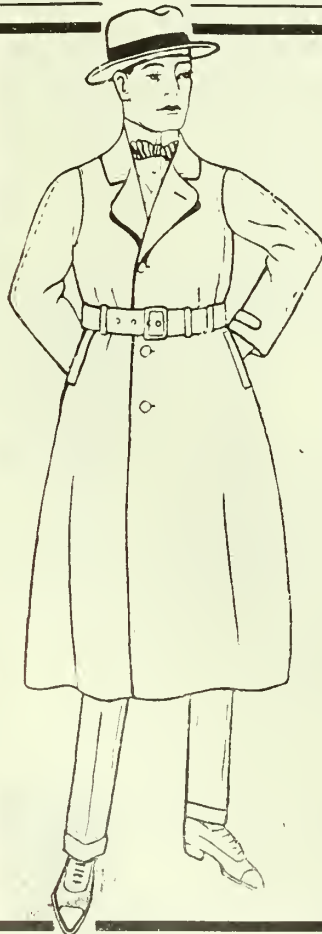


*"Hessco" Garter*

*The "Hessco" Arm Band*



Our lines include these famous brands: "King George," "Kitchener Coatless," Linend and Excello Suspenders, also Maple Leaf Pad Garters and Armbands and Hessco Ivory Trimmed Garters and Armbands.



## Your Best Insurance

against losing the Spring Raincoat business is to carry a complete line of the famous

### Exemplar Showerproof Coats

This is exactly the kind of weatherproof you should be boosting, as it secures for you the trade of the customer you want most; the kind who insists upon getting the very best there is — and when he sees the "Exemplar" he knows he is getting what he wants.

These wonderful showerproofs are tailored from the highest grade gabardines England produces — in addition to their waterproof qualities, they are smartly styled and fine-fitting.

### English made throughout

We have been appointed sole agents for Canada, therefore, we keep a large stock of these coats on hand, and will be able to fill all orders for Spring delivery promptly.

*Samples and prices on request*

## CLAMAN WATERPROOF LIMITED

43 BLEURY ST.

MONTREAL, QUE.

# SPECULATION

It comes out of your pocket when you guess wrong. There is no guessing about the durability, satisfaction and style of

## DUKTEX COATS

The large scale of production has enabled us to hold our prices down to a 25% increase over a period of 3 years, while other similar garments have advanced 100%. It seems incredible, but it is nevertheless.

## A POSITIVE FACT

Our 16 salesmen will leave on or about March 10th with a complete range of DUKTEX Coats. *Individuality of style and exclusiveness of designs* are the principal features of our range.

It will be to your interest to keep your eye open for our salesmen.

## DUKTEX COAT COMPANY

Makers of Specialty Coats

322 NOTRE DAME STREET WEST

MONTREAL



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

Patented 1920

There are many advantages in selling

## Fit-U Caps

*The cap that fits every head*



"FIT-U" CAP

Selling "Fit-U" caps means a greater profit on a smaller investment, a saving in floor space and the elimination of the inconvenience of outsizes and surplus stock of odd sizes on hand.

Each "Fit-U" cap can be adjusted simply yet securely to fit any normal head without destroying the fine lines of the cap. It fits easy and comfortably, has no tension or binding. It is not stretched but adjusted to the various sizes.

The many shapes and patterns in the range of "Fit-U" caps enable you to make a selection which will suit the requirements of the most particular dresser, thus securing the best trade in your locality.

Salesmen are now out - order now to ensure early deliveries.

**Tip-Top Cap Co., - London, Canada**



# Snappy Original Styles



ELK BRAND CLOTHES

## Elk Brand Clothes

are even better than they were a year ago. This is the result of our continual striving to give the merchant the best in value, style, and quality; a product which will add to his reputation, and which he will feel perfectly safe in recommending to his customers.

Elk Brand Clothes are good sellers, because they combine the last word in style with the very finest of workmanship. It is to our interest to make only the best clothing, and naturally WE DO IT. Every model we offer is the original creation of our designers and tailored by experts under the personal supervision of Mr. G. A. Beekel assuring clothes that are stylish and up-to-date in every essential.

### For Your Boys' Department

we offer a complete stock of exclusive Boys' Models, designed by Mr. Jonap, which are attractive, easy sellers.



# J. Elkin & Co., Limited

*Makers of Elk Brand Clothes*

29-31 VITRE ST. WEST

MONTREAL

# BANNOCKBURN

## SUITS

made from special heavy real Bannockburn tweed, good styles, good workmanship.

Also great variety Fall and Winter Overcoats.

Our line satisfies one and all.

**Bannockburn Clothing Company, Limited**

319  
St.  
James  
Street  
Montreal



## WATERPROOFS

For Men and Ladies

made from tweed and par-mattas, single and double texture.

Goods in stock all made up ready to deliver.

You don't have to wait till the rain is over.

**Manchester Waterproof Clothing Co.**



Look for the "Wear-Well" Trade Mark

## We are Willing to Show You

Why you should stock "Wear-well" trousers. Our guarantee goes with every pair. Quality is also an important factor, it brings the customer back and our *volume* of production—2,000 pairs per week—enables us to offer such attractive values that you cannot afford to miss seeing our samples.

We can assure our patrons *prompt deliveries* and will send samples to retailers upon request.

Riding breeches a specialty.

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



## How are These for "Class"?

They are but three of the many splendid styles and patterns in C. B. G. dressing gowns and bath robes for 1920 Fall Trade.

We promised you something good, and we are now ready to make good our promise. Our Travellers are now on the road with these quick-selling Fall lines, and an equally distinctive showing of C. B. G. 1920 House Coats.

**C. B. G.**  
TRADE MARK

Dressing Gowns, Bath Robes and House Coats have attained a reputation for distinction in style, pleasing variety of pattern and finished excellence of workmanship.

You will find the 1920 samples right up to the usual standard, and then some.

Be ready when our traveller calls on you.

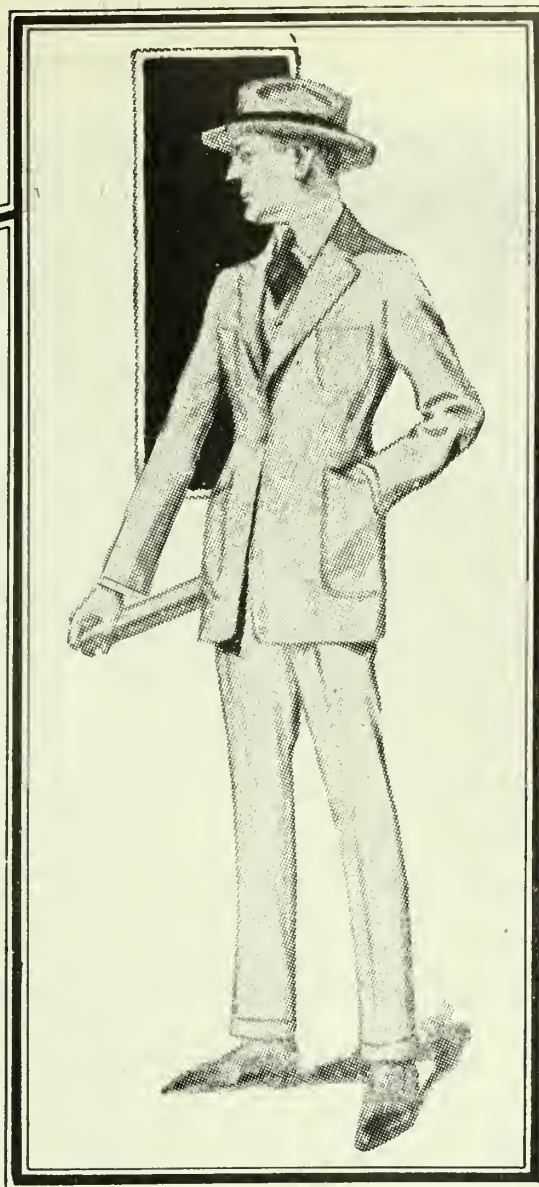
# Caulfeild, Burns & Gibson, Ltd.

60-62 FRONT STREET WEST

TORONTO



Kaplan,  
Samuelsohn  
AND COMPANY  
TAILORS  
TO  
PARTICULAR YOUNG MEN  
MONTREAL



## The Klassy

One of our attractive Spring and Summer  
Models—pleated and belted back

Your label in one of our garments  
assures you of a satisfied customer



## Mortar Board Caps for Easter Trade

Ours are tailor-made, hand-finished and hand-blocked. Send your order in early to insure delivery.

**EXTRA TRADE  
MEANS  
EXTRA  
PROFIT**

**THE HOUSE OF  
SERVICE**

### Men's and Boys' Caps for Fall

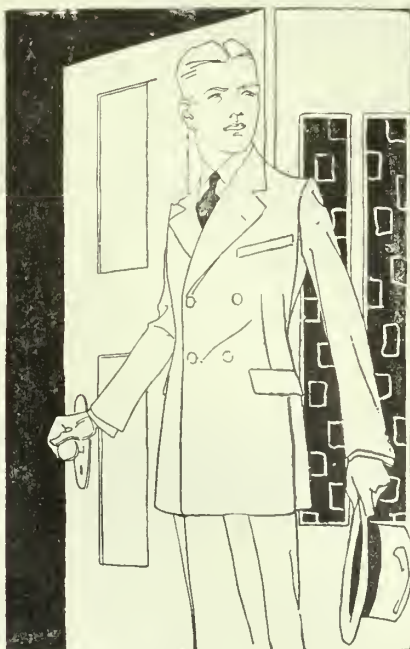
Notwithstanding the scarcity of materials and the prevailing high price for cloths, we have been fortunate in securing a splendid range of goods, one that should appeal to every live merchant. Be sure to see our samples. Our travellers will be out in good time.

## PALTER BROTHERS

*Manufacturers of Hats, Caps and Uniform Caps*

122-128 WELLINGTON STREET WEST, TORONTO

### Clothes of Distinction and Satisfaction



Whether the first consideration be appearance or whether money value is the determining factor, you can offer both in generous measure when you are handling our extensive range of Men's Clothing. Our large assortment is carefully chosen, and they are manufactured by operators who know how. This means that we can give you entire satisfaction. We are now prepared to show you a complete line of samples just whenever you say. Post Card us if interested.

**Empire Clothing Company**  
Toronto, Ont.

### By Selling a Smart-on Brand Raincoat

you are giving the public a guaranteed waterproof coat, which eventually will be a boon to your business.



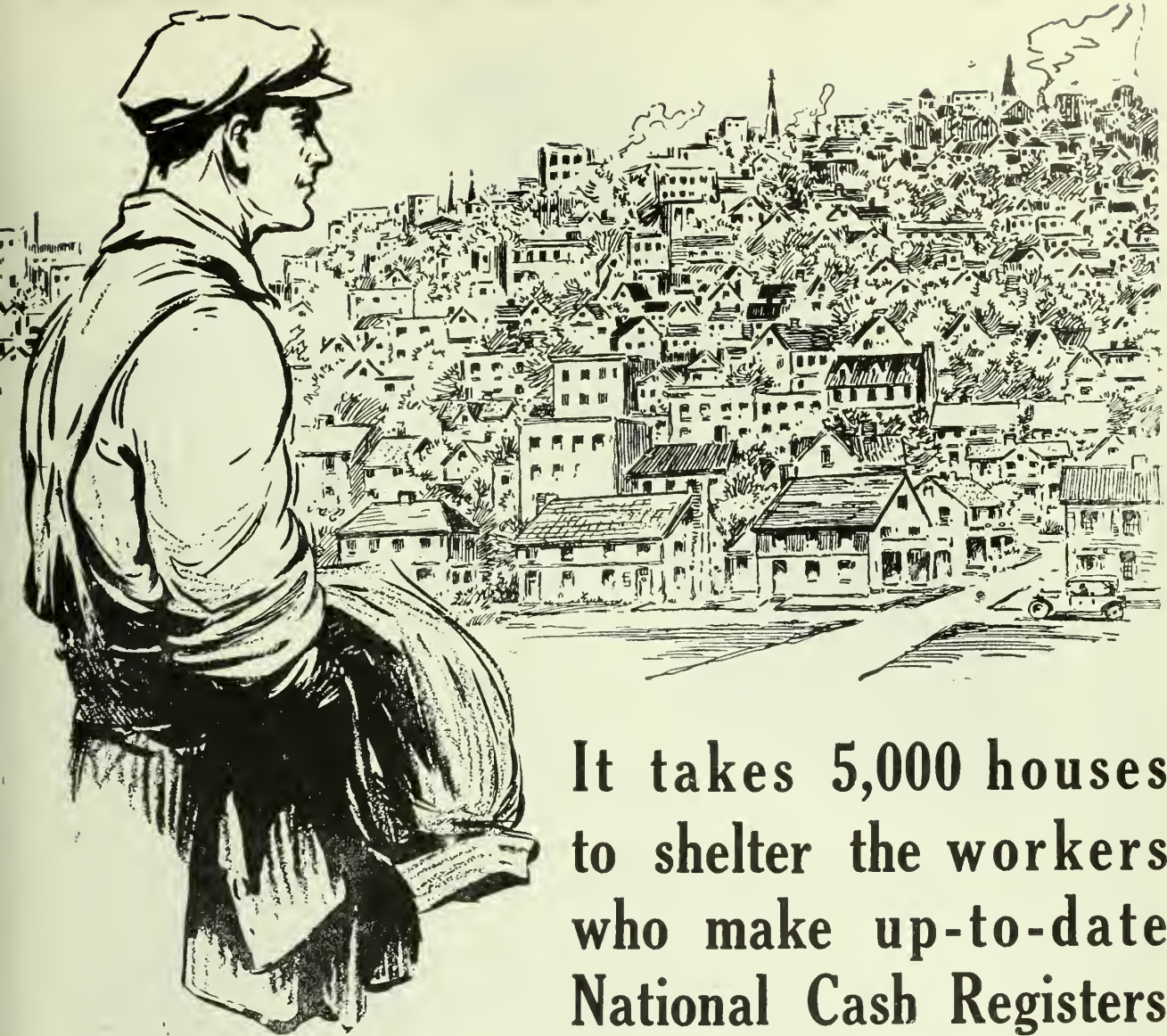
Our travellers will soon call on you with a complete range for immediate and Fall placing.

Don't buy until you see our line—then judge Quality and Style for yourself.

Manufactured by

**I. COHEN & COMPANY**  
207 St James St., Montreal

Our new address after May 1st will be new Wilder Building, 323 Bleury Street



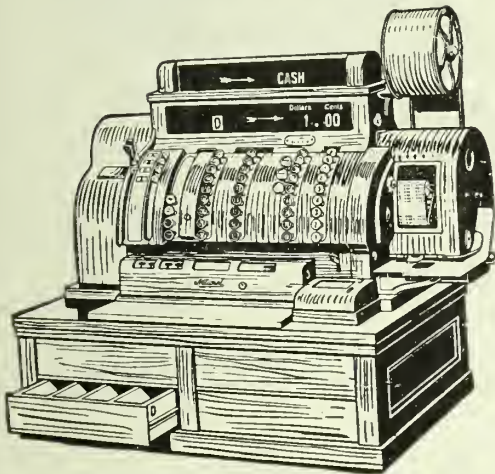
## It takes 5,000 houses to shelter the workers who make up-to-date National Cash Registers

THESE 5,000 houses are the homes of more than 25,000 people—a city in itself.

They are good homes, too, because the workers at the N. C. R. factory are intelligent, skilled mechanics who are able to demand exceptionally good living conditions.

The factory in which they work comprises 21 modern buildings, providing over 40 acres of floor space.

It has taken 35 years of the hardest kind of work to develop this tremendous organization—an organization engaged solely in the manufacture of labor-saving machines that help merchants all over the world.



The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

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

FACTORY: TORONTO, ONTARIO



**LIGHT-WEIGHT  
UNDERWEAR**

## Offers coolness with comfort

Your customers will like these light, form-fitting union and two-piece garments.

Every point of strain is amply reinforced in order that the garments may give the utmost in satisfactory wear.

*Your jobber has them*

# **ATLANTIC UNDERWEAR COMPANY**

LIMITED

**MONCTON, N.B.**

**E. H. WALSH & COMPANY**

**Montreal and Toronto**

*Selling Agents for Quebec, Ontario and Western Provinces*



## UNIFORM CAPS

*We are the oldest and largest  
Manufacturers of Uniform Caps and  
Equipment in Canada*

Spring is approaching and with it will be the demand for caps and equipment from police and fire depts., railway and steamship companies, etc.

Our caps have set a standard for years in style and durability. Insist in getting the best—our experience costs you nothing.



We are makers of gold and silver embroidered badges. All standard naval pattern badges carried in stock. Special designs for individual companies will be furnished on request.

A necessary adjunct to a smart uniform is a distinctive set of metal badges and buttons. Let us know your requirements in this line so we may send samples and quotations.



*Write for illustrated catalog.*

### WILLIAM SCULLY, LIMITED

Factory and Office:

320 UNIVERSITY ST., MONTREAL



# Leishman

Leishman Clothing is distinguished for adherence to prevalent good style and the newest in fabrics. While free from obtrusive extremes it is always conservatively distinctive in cut—a feature sure to be appreciated by men of good taste.

*Wm. H.  
Leishman  
& Co., Limited*

MAKERS OF  
THE BEST  
TAILORED  
GARMENTS  
FOR  
MEN

Authoritative style is incorporated in every line and every detail of Leishman Clothing. The genuine value shown cannot be surpassed. The large clientele of better stores it is our privilege to serve bespeaks the satisfying qualities of our goods.

68 Temperance St., Toronto

# Challenge Cleanable Collars.

"America"



—help your customers in their struggle to defeat the high cost of living. Save money for them and build sales for your store by joining with us in pushing the sales of Challenge Cleanable Collars.

Get your store in line with our intensive Coast-to-Coast campaign of advertising for Challenge Collars. Watch for these ads and link your collar sales up with them. You have many customers who are looking for just such an article and each sale means a good margin of profit to you—and a satisfied customer.

Be prepared for the demand our promotion is sure to create for you. Get in touch with your jobber to-day. All styles and all sizes available—each the exact counterpart of a linen collar.

Write us for catalogue and ask about dealer helps.

**The Arlington Co. of Canada  
Limited**

Montreal Toronto Winnipeg Vancouver

**PY-RA-LIN**

# —For a Rainy Day—

a little money laid aside and a  
**Davis "Storm Resista" Waterproof**  
 are the greatest safeguards.

"Storm Resista" Waterproof Garments will interest the dealer who is in the market for absolutely dependable Raincoats that ARE waterproof.

They are made in a wide variety of styles, and the quality is so obvious that they sell readily.

A Raincoat you will feel perfectly safe in recommending to your customers.

Travellers Leaving Shortly with a Complete Range of Samples for Immediate and Fall

## H. E. DAVIS & CO.

*Manufacturers*

117-19-21 St. Henry St., MONTREAL

Address after May 1st, Sommer Bldg., Mayor St., Montreal

# "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.



## Selling Collars

The New-Way Collar System is an innovation, but a successful one as it brings every style in sight of customer and every size in instant reach of the salesman. This is only one of the hundreds of features of the New-Way System for men's wear

Let us explain the system.

**Jones Bros. & Co., Ltd.**  
 29 31 Adelaide St. W.  
 Toronto





# "Strand" (chemise de luxe) Shirts for Summer

This is the shirt par excellence to offer your particular patrons. You don't have to waste any time describing the numerous points of superiority—just *show* them the "STRAND" shirt. The quality is so apparent that the sale is then half made.

In addition to these superfine shirts we have a large variety of shirts in the most popular fabrics and attractive colorings, from plain working shirts to the finest shirts "de luxe," in all the fancy stripes so much in vogue for the coming Spring and Summer.

"RACINE" working shirts, "HERO" FINE SHIRTS.

## An Unusually Complete Line of Men's Furnishings

Handkerchiefs, Cravats, Underwear,  
Pyjamas, Belts, Suspenders,  
"Samson" Pants,  
"Lifesaver" Overalls, "Record" Sox

The name RACINE is so well and favorably known that your customers have no hesitation in accepting anything which bears this name.



"SEND US YOUR ORDER AND LET US  
SHOW YOU"

## ALPHONSE RACINE, LIMITED

*"The Staple Dry Goods House of Canada"*

60-98 ST. PAUL ST. WEST, MONTREAL

FACTORIES:

Beaubien St., Montreal; St. Denis, Que; St. Hyacinthe, Que.

SAMPLE ROOMS:

HAILEYBURY Matabanick Hotel	SYDNEY, N.S. 269 Charlotte Street	OTTAWA 111 Sparks Street	QUEBEC Merger Building	TORONTO 123 Bay Street
SHERBROOKE	RIVIERE DU LOUP Hotel Antil	THREE RIVERS		



# 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

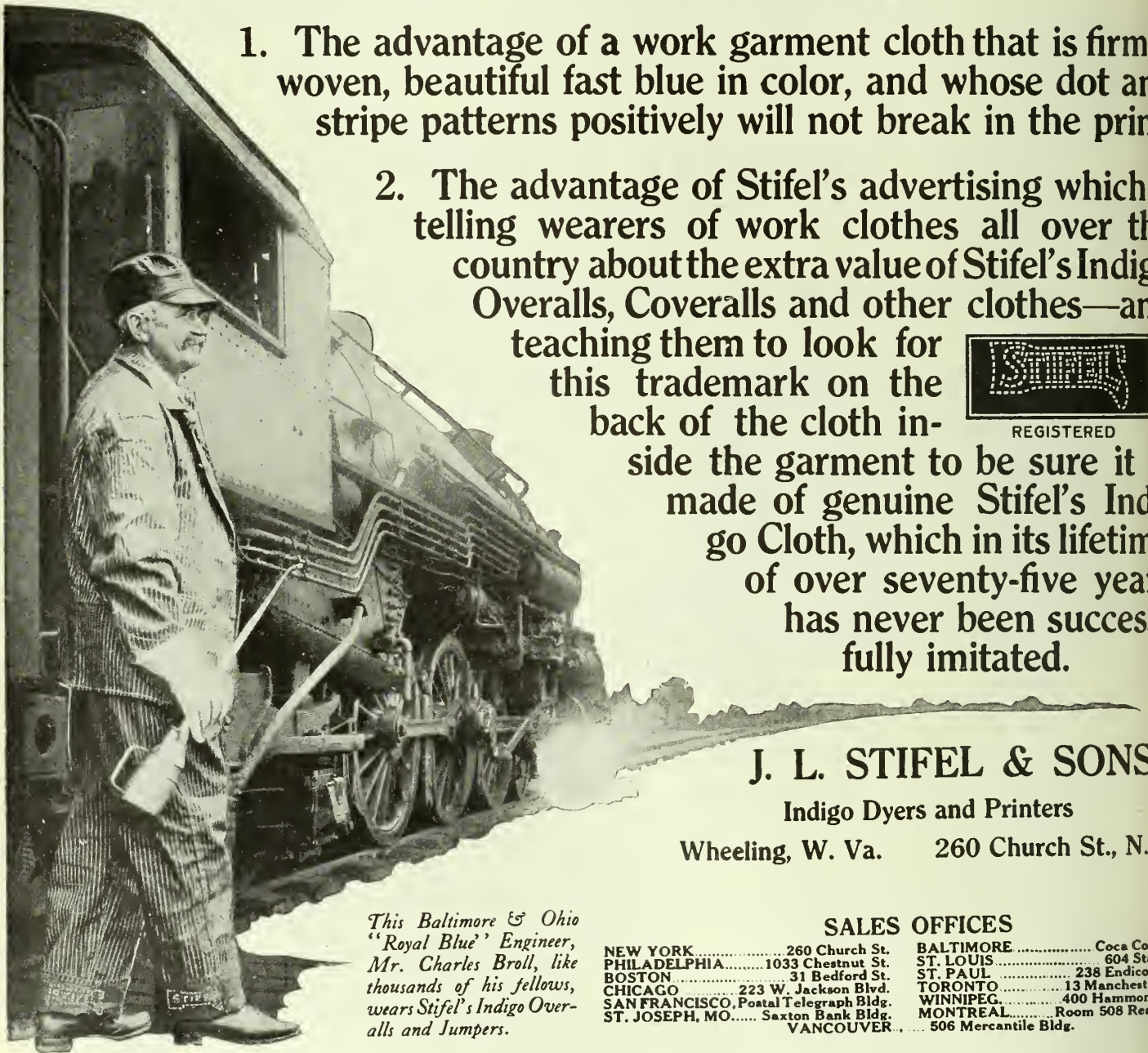
Indigo Dyers and Printers

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 Bldg.	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.





# FASHION-CRAFT

## Quality Clothes

*Made to Satisfy Those Who  
Appreciate Thoroughness*

Each suit or overcoat  
bears the maker's name,  
which is a guarantee  
of sterling worth and  
reliable construction

FAC-SIMILE OF LABEL



New Models for Fall and Winter  
Will Be Ready Shortly

*If Interested Write*

PROMOTION DEPARTMENT

# Fashion Craft Manufacturers

Limited

**MONTREAL**



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

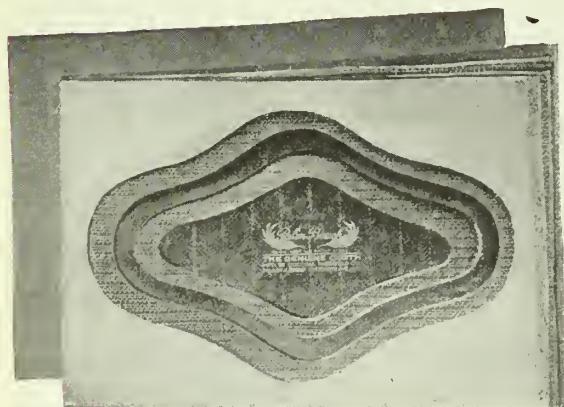
Trademark registered in the U.S.  
 Patent Office and in Canada

Attractive Display Cards  
 for Window and Store.

## PALM BEACH DISPLAY EQUIPMENT FOR 1920

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 New York; Directors of all Palm Beach Publicity

# Important Announcement

to the

# Retail Clothing Trade

The Clothing Manufacturers' Association of Montreal, comprising some thirty leading manufacturers of men's and boys' clothing, have decided not to send out their travelling salesmen with samples for Fall, 1920, until April 15th.

This course has been adopted in the interests of the trade as a whole. Owing to Easter coming early this year, retailers are anxious to have Spring orders filled as speedily as possible. To do this it is necessary to keep full staffs working on orders, rather than in preparing Fall samples.

It is expected that showing samples at this later date will also give opportunity of exhibiting fuller ranges of cloths and more up-to-date models.

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**Clothing Manufacturers Association  
of Montreal**

# MEN'S WEAR REVIEW

*Published First of Each Month*

VOL. X.

TORONTO, MARCH, 1920

No. 3

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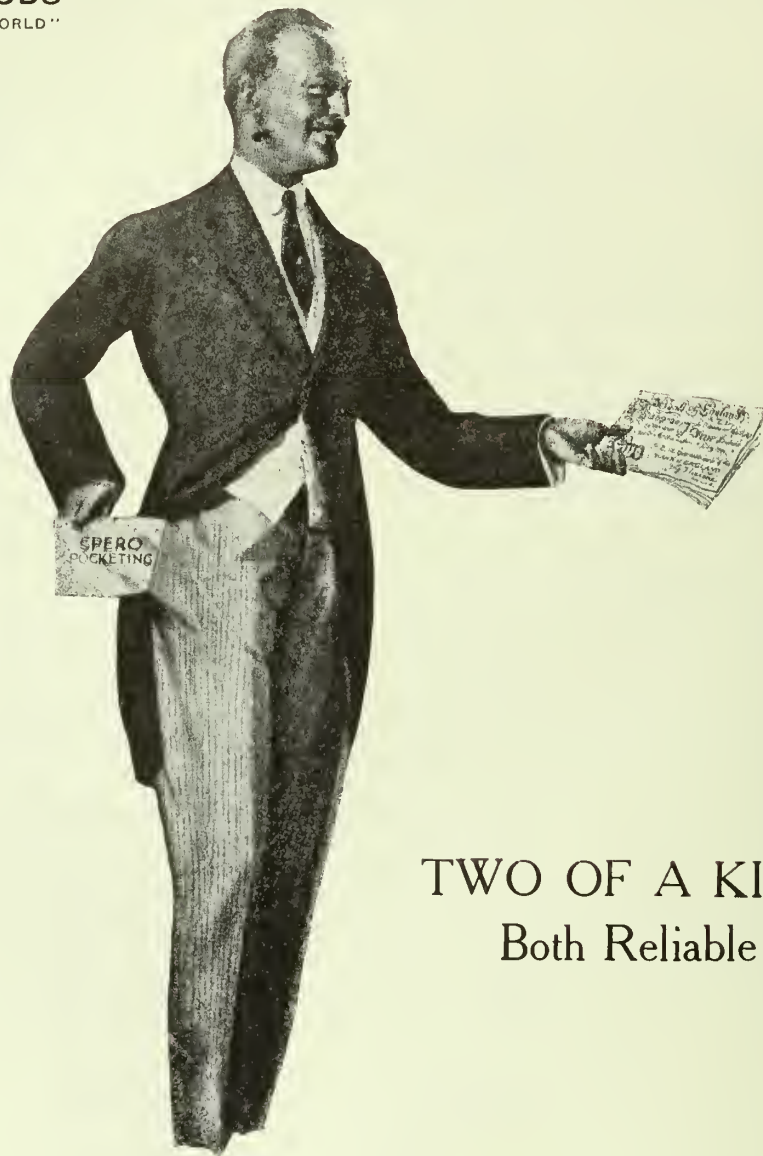
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# Men's Wear Review

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

VOL. X.

TORONTO, MARCH, 1920

No. 3

## Clothiers of Ontario Convene; Will Meet at Ottawa Next Year

Second Annual Convention at King Edward, Toronto, Discusses Questions of Vital Importance to Men of the Trade — Attendance Impaired by "Flu" — Hope to Form Dominion Organization — E. R. Fisher, Ottawa, New President



THE second annual convention of the Ontario Retail Clothiers' Section of the Retail Merchants' Association of Canada was held in the Gold Room of the King Edward Hotel, Toronto, on February

24th, 25th and 26th. The attendance was somewhat impaired by the prevalence of influenza throughout the province; many letters were forwarded to the secretary expressing regret at inability to be present owing to personal illness or sickness amongst the members of the staff to such an extent that even a temporary absence was impossible.

### Keen Interest Throughout

Interest and enthusiasm in the proceedings of the convention were keen throughout. The program was packed with a variety of live and instructive subjects which were handled by experts from various parts of the province. There was not a dull moment from the time President Ed. Mack took the chair on Tuesday morning till the National Anthem was played at the closing banquet on Thursday night. Probably the greatest interest was manifested in the discussions which centred round the orders and activities of the Board of Commerce; and the expressions of opinion that were heard from men from one end of the province to the other were to the end that, if the present order of the Board is made applicable all over

### THE NEW PRESIDENT.



*"The year ahead looks as if it were going to be a stormy passage," said the new President, E. R. Fisher of Ottawa, upon his election to office at the recent convention in Toronto. "But I am willing to devote a good deal more of my time in the year that is coming than I have done in the year that is past. I hope that when the year has gone by you can say that you have not elected a dead one entirely." And anyone who knows E. R. Fisher will never say that he is a "dead one."*

Canada, it will have no other effect than that of driving many legitimate merchants out of business.

An important beginning was made to-

ward the formation of a Dominion association of retail clothiers. During the current year, overtures will be made to the several provinces with a view to calling a Dominion convention at a time that will be a suitable and expedient. It was the general feeling of the convention that a national organization should be brought into being, an organization that will become a force in the councils of the Dominion.

### Subjects That Were Dealt With

The various subjects dealt with at the convention were: "The Bankruptcy Act"; "Advertising"; "The Relation of Cost to Mark-up in Modern Business"; "Business Assurance"; "Merchandising, Buying Power, Turn-over"; "Co-operation between Manufacturer and Retailer"; "Conditions in the Woolen Market, 1920"; "Government in the Clothing Industry."

### Concessions from Commerce Board

During the convention a committee was appointed to wait on Major Duncan, Ontario representative on the Board of Commerce, with a view to arriving at a more satisfactory agreement with respect with regard to the order that has already been issued for Toronto and is to become effective over the whole of Canada at some time in the future. The delegation reported that they were received most courteously and that important amendments were accepted by Major Duncan to be forwarded to and deliberated upon by the whole board.

### Next Convention at Ottawa

Following an invitation from the Ottawa delegation to hold the next convention at Ottawa, this invitation was heartily accepted by the Convention.

(Continued on page 92)

# Only United National Effort Will Reduce the High Cost of Living

President Mack in Annual Address to Provincial Clothiers Urges Co-operation from Sheep-Grower to Consumer—Avoid All Selfishness and Assist Government in Every Possible Way—Unscrupulous Merchant Should Be Exposed—Advocates Dominion Association—Rectify the Exchange

GENTLEMEN.—I feel it a great honor and privilege to welcome you from the different parts of Ontario to this our second annual convention. I would like to take this opportunity of thanking you one and all for the sacrifice you have made to your different businesses in coming, as some of you have done, from a long distance, and also short of help through sickness, to attend this body, and I hope you will be well repaid for the time and money it has cost you, by listening to the deliberations of some of the cleverest men in their different subjects, that they are about to speak on.

## Should All Do Their Bit

Your executive wants you to feel free to ask any questions and to take part in all discussions that may arise during the three days' session. It was just one year ago this month that the inaugural convention of the Retail Clothiers was held in this hotel. Since that time many questions of vital importance have arisen in connection with the retail clothing trade that will require your most careful consideration and attention. I hope, Gentlemen, that when these questions do come up for discussion they will be met with that spirit of co-operation and sane judgment that they deserve. They will require our most careful considerations to solve them, so as to satisfy the Government and buying public, and also to save some of us from terrible hardships financially. But the uppermost thought in our minds should be to avoid selfishness, and put forth our every effort to assist the Government in bringing down the high cost of living. For we all know that the cost of every commodity to-day is abnormally high, and if everyone from the sheep grower to the consumer would do their bit and indulge in a little self-sacrifice, it would help to bring everything back to normal. We all have to agree on one point, that the world in general is much happier when we are all working in unison.

## Expose Unscrupulous Merchants

Now, Gentlemen, I have no doubt that one of the most important questions that will come up at this convention will be the findings of the Board of Commerce as it applies to the Retail Clothiers of Toronto. If this Ontario body cannot show just reasons why they cannot do business on the mark up the Board has made a ruling on, it will become law throughout Ontario. The find-

ing of the Board, as most of you know, is 26 per cent. and 33 1-3 per cent.; 26 per cent. on all goods costing \$30 and down and 33 1-3 per cent. on all goods costing over \$30, this to come into effect March 15th. Now, it has been shown conclusively to the Government by the clothiers, who attended the meeting of the Dominion executive board of the Retail Merchants' Association, held in Ottawa, January last, that clothiers throughout Canada could not do business on the 26 per cent. and 33 1-3 per cent. mark up. Now, Gentlemen, as I said in the early part of my report, that this, no doubt, would be the most important subject that would come up for discussion; let us meet it in a cool and unselfish manner, and do not let us forget that the members of the Board of Commerce are gentlemen, and as servants of the Government they are only doing their duty. It is up to us to assist them,

*"But the uppermost thought in our minds should be to avoid selfishness and put forth every effort to assist the Government in bringing down the high cost of living. For we all know that the cost of every commodity to-day is abnormally high, and if everyone from the sheep grower to the consumer would do their bit and indulge in a little self-sacrifice, it would help to bring everything back to normal."*

as far as it lays in our power, to solve the problem of the high cost of living with regards to the clothing and, in so far as we can in resolutions or by any other means to stop all profiteering and fraudulent advertising in the clothing business. I am sure that you will all agree with me that the greatest offender is not the merchant who marks his goods at 33 1-3 per cent. profit and gives 100 per cent. value in goods and service for every dollar he receives, but it is the unscrupulous merchant, who tells the public through the daily press, every month in the year, that he is giving the public \$40 to \$45 suits for \$25 and so on. Now, if we, as an association, can help the Board of Commerce to expose these unscrupulous merchants we would not only be doing a grand work for the buying public, but we would show the Government that we, as an association, were ready, not only to keep the prices

down, but also wanted to assist them to expose all such unworthy merchants, who are at all seasons of the year exploiting the middle classes, whom the Board of Commerce claim they are trying to protect. In this way, Gentlemen, our association would be a blessing to our different communities, and we would be better men ourselves.

## Organize Dominion Association

Now, Gentlemen, I think it would be an excellent thing for us at this convention to adopt the same slogan as the united advertising clubs of the world have, that is, "Truth in Advertising," and have it placed on all our association stationery and advertising literature, and in that way try and educate all clothing merchants by continually keeping the trade mark before them. I am of the opinion, and I am also sure that your executive is of the same mind that we should, at this convention, appoint a committee to communicate with the different provinces of the Dominion and try to organize a Dominion Association of the Retail Clothiers. I would also recommend that your Resolution Committee should be asked to bring in a resolution as to the advisability of a fee being charged of each member of the Retail Merchants' Association to apply to the running expenses of the Retail Clothiers' section during the year. For I do not think it fair after electing the different members of your executive, who are in business in the different parts of the province, to ask them to bear all the expense of their railroad fares and hotel to transact the business of the association. There are different expenses, such as stationery, etc., that a small fee would overcome, and it would be the means of having your business transacted in a more business-like manner. Now, I feel justified in mentioning this matter in my report owing to the fact that this will be my last year as president of the association, and I know it will be the means of making the task lighter for the incoming officers.

## Rectify The Exchange

There is also another very important matter that should be taken up at this convention, that is, the advisability of not buying American goods during the period of the terrible exchange placed on our Canadian money. I think that we, as true Canadians, should resent this by either not buying any American

Continued on page 92

# Quality Sale Better than Price; Better Profits; Bigger Business

Firm of A. M. Ecclestone of St. Catharines Have the Best January in Their History by Avoiding Comparative Figures and Emphasizing Quality and Make of Their Merchandise — Tell the Public That Higher Prices Are Sure to Come — Profits Are Bigger and Volume of Business Better — Exchange Helps Them

**T**HAT the straight advertising of quality and make brought better results in their January sale of suits and overcoats than former sales where the comparative prices were used is the statement of Howard J. Ecclestone of the firm of A. M. Ecclestone of St. Catharines. Readers of MEN'S WEAR REVIEW will remember that Mr. Begg of Begg & Co., Hamilton, gave an interview some weeks ago in which he strongly advocated the deletion of comparative figures in sale advertising. He stated at that time that he believed the public were getting tired of sale advertisements. Mr. Ecclestone is a strong seconder of this view and he has proved to his entire satisfaction that advertising quality and make will bring better results than heralding comparative figures in big letters in the daily newspapers. Mr. Ecclestone stated to MEN'S WEAR REVIEW that the January sale just closed was the best they had ever had.

## How It Was Done

In explaining the method they adopted in conducting their January sale, Mr. Ecclestone said their advertisements and show cards displayed in the windows dwelt very strongly on the quality and make of the goods which they were offering for sale. "Aside from one or two very small lines," said Mr. Ecclestone, "we did not advertise comparative prices anywhere during our January sale. It was a straight quality-and-make sale. Our advertising did not contain comparative prices, but dwelt strongly on the quality of the stuff we were disposing of. I believe the public are getting sick of advertisements that advertise a sale that is really not much of a sale."

## Gave Percentage Off All Goods

The way in which their sale was carried out was in giving a certain percentage off all goods in the store, no matter in which department it might be. "In that way," explained Mr. Ecclestone, "the buyer knew that he was getting something off on the very best thing we had in the store. There was no kick coming on the part of any customer because he could get a reduction on anything we had, even to the very best. In this way we got the confidence of the people. They knew we were not simply advertising shop-worn goods that we wanted to get rid of, but that it was a real sale in which reductions could be had on every line of goods carried by the firm. In our advertising we avoided the use of all



*The above is the interior view of Bill Mills' New Store in Kitchener, Ontario.*

figures with the exception of one or two job lots that we were particularly anxious to get rid of. Prices of any other lines were not quoted at all."

## How It Worked Out

The proof of the pudding is the eating thereof; so the proof of a sale is the returns which it brings. Mr. Ecclestone said that it was the best January sale they had ever had in the history of their store. "We are generally satisfied to get the cost price out of the January sale, but in this way we got a fair profit for the month. The month of January was as big a month with us as October, November or December of last year, which are three of the biggest months of the year. It was the biggest January we ever had; and we got better prices and a higher margin of profit."

## Said Higher Prices Coming

Still another way in which this firm secured the confidence of the people was in frankly telling them that higher prices were coming. It was explained that the tendency was certainly toward the higher prices and that goods bought now in comparison with the same goods that might be bought six months hence were bought at a bargain. Mr. Ecclestone believed

that this was a good kind of advertising because it still further emphasized what people are beginning to realize more fully every week, that with soaring labor costs and decreased production, prices could only be higher.

## Looks for Big Overcoat Season

Though the past season was not a particularly good one for overcoats, Mr. Ecclestone looks for a big one next year. The reason for their poor season was, he believed, due to the fact that many of the returned men had had their overcoats dyed. Next season, however, he believed they would be ready for a new one and they were looking for a much bigger season than the one just past.

## Feel Benefit of Exchange

Mr. Ecclestone stated that their firm and other St. Catharines merchants were feeling the beneficial results of the exchange rate. Not only were their own people staying at home to do their shopping, but people from Niagara Falls who habitually went to Niagara Falls, N. Y., or to Buffalo to do their shopping were coming to St. Catharines now. The vaccination restrictions were also keeping people at home, as people did not care to submit to this for the purpose of getting across the line.

# Merchandising, Buyer Power and Turn-Over; Business System that Gives Daily Record of Stock on Hand, Volume of Business, Profit

Thos. A. Sharp, Vice-President and Treasurer of W. E. Preston, Ltd., Midland, Outlines Scientific System That May Be Applied to One Line of Goods or to Departmental Store — How Purchasing Power of Each Month May Be Ascertained— Expenses and Profits Carefully Watched

**M**ERCHANDISING, buying power, turnover, etc.," was the subject of an address at the Convention, by Thomas A. Sharp, vice-president and treasurer of the W. E. Preston Co., Ltd., of Midland. Mr. Sharp has devoted a number of years to a minute study of scientific merchandising of business; and in the course of his very instructive address, he outlined a system that could be applied to a store handling one line of goods or to a departmental store. The operation of the system as it works out acquaints the proprietor of the store or the manager of a department with the most detailed information daily of the stock on hand, the volume of business during the day, and the profits made.

## System Divided in Two Parts

The business system, as outlined by Mr. Sharpe, is divided into two parts—Buying and Sales. Several printed forms accompany these divisions, forms which are for the recording of data with regard to the different phases of the business. In giving a concrete example of how the system is operated, Mr. Sharp assumed that he started in business on the first of January, 1920, and on the first of January, 1921, wanted to have about the same stock on hand as when he started, namely, \$16,000. His aim for the year was to have \$50,000 sales. The expenses for the year were tabulated as follows:

Salesmen (including your own salary) .....	\$4,000
Delivery .....	500
Advertising .....	1,500
Fuel .....	200
Rent .....	1,200
Insurance .....	300
Light .....	100
Stock guarantee (fund for stock shortage) .....	750
Taxes, general and overhead. . . . .	2,950
<b>Total .....</b>	<b>\$11,500</b>

In the matter of salesmen's salaries, Mr. Sharp urged that your own salary should be included in this and should never be less than ½ per cent. of sales for the whole year. Advertising, he said, should not be less than 2 per cent. of sales as a minimum which should repay one hundred fold. Insurance should not be less than 2 per cent. of stock.

## Cost of Doing Business

Dividing the \$11,500 into the \$50,000, Mr. Sharp estimated that, on this basis,

it would cost about 23 per cent. to do business. There must be a mark-up of 30 per cent. to give 7 per cent. net profits. On handling \$50,000 sales, therefore, 30 cents of every dollar would be for business expenses, etc., and 70 cents for re-investment in stock. On this basis, \$35,000 worth of merchandise would be bought during the year.

## Sales Estimated During the Year

On this basis, Mr. Sharp showed a table illustrating the buying power and sales, month by month, during the entire year. The table was as follows:

	Selling.	Buying.
January .....	\$1,800	\$1,200
February .....	1,500	3,800
March .....	3,500	5,000
April .....	4,000	3,600
May .....	6,000	2,400
June .....	4,500	1,800
July .....	4,000	1,200
August .....	3,000	1,600
September .....	4,200	5,000
October .....	6,500	5,200
November .....	5,800	2,400
December .....	5,200	1,800
<b>Total .....</b>	<b>\$50,000</b>	<b>\$35,000</b>

Mr. Sharp suggested that this table should also contain similar columns for the previous year so that comparisons could be made from year to year. In giving orders for goods, it was strongly advised by the speaker the proper order forms should be secured and that merchants should not fall into the habit of taking the travellers' word for them. Such orders should be compared with the monthly estimate made at the beginning of the year and should be charged up against the month when the goods have to be delivered. Not more than 60 per cent. of goods wanted for season should be included in placing orders; the remainder should be left for sorting.

## How to Watch Sales

Suppose the sales for one month should exceed by, say, \$600 the estimate for that month? This amount could then be added to the yearly estimate of \$50,000 and the buying power of any one month might be increased by 70 per cent. of that much. On the other hand, there might be a succeeding month when sales were under the estimate, and this amount would, in turn, have to be deducted from the yearly estimate and the buying power of one month detracted from to that extent. Under-sales must

be watched as closely as over-sales.

## Watch Expenses and Profits

Other forms shown by Mr. Sharp illustrated the manner in which the various expenses in connection with the business were tabulated. These were on a form labelled "Make-up of purchases for the month"; and the items were invoices, charges, freight, express, duty, transfer, total.

Another form was a "Synopsis" based on a 30 per cent. mark-up with columns for Cost and Retail. By this form the per cent. profit for the month could be reckoned and if this percentage was too high, it was an indication that the marking was too high and that danger arose of a competitor getting the business. On the other hand, if it was too low there must be a leakage somewhere and money was being lost.

## How Expenses Are Figured

Mr. Sharp included in store expenses, travelling, delivery, depreciation of fixtures, advertising, bad accounts, fuel, rent, light, stock guarantee, taxes, wages, office, and general expenses account which might be made up of little amounts laid out of hand and too often not included in the expense account of the month. To the merchant handling only one department, this system would be very simple; if the store were departmentalized, the total could be controlled departmentally according to the percentage of stock carried in each. It was advised by the speaker that any merchant doing over \$50,000 worth of business during the year should departmentalize his business as there were bound to be leaks somewhere and this would be the best way of checking them.

## Controlling Ledger

The last form of the system was the "Controlling Ledger," which gives a summary of Purchases, Expenses and Sales and showed the balance. The proof of the system was that the monthly synopsis balance would tally with the controlling ledger balance, and thus prove that the month had been worked off correctly.

Mr. Sharp was good enough to state at the close of his address that if any of the readers of MEN'S WEAR REVIEW desires to further consider the different parts of this "Retail Business Control System," they might communicate with him at Midland.

# Not Looking for Lower Prices; Labor, Fluctuation, Exchange

C. W. Cook, of Cook Bros. & Allen, Says These Three Factors Enter Largely Into Merchandising in 1920 — Profits Are Hard to Estimate — Looks for Big Business and Refused More Last Year Than They Took

IF the retailer is finding it hard to finance his business and to so merchandise it that a fair profit may be the result of his labors, the man further back is not having it any easier. This law of compensation may bring him no relief; but, at least, there may be some satisfaction in it for the man who orders goods that fall short on delivery but run long on price. According to C. W. Cook, of Cook Bros. and Allen, Toronto, three important factors enter daily into their merchandising which make it difficult to determine profit; these factors are rapidly changing prices, uncertainty of the labor situation and probable fresh demands of labor, and, last but by no means least, the exchange situation. The first two of these factors may be said to work against the manufacturer; the third works either for him or against him, according to the place he buys his goods and whether he may be in a position to take advantage of the exchange rate that is favorable to him.

## 95% From the Motherland

If all Canadian firms in all lines of merchandise were placing their orders as Cook Bros. and Allen, the exchange rate that has been so against the Canadian dollar would not have occurred; but that is not always possible, by any means. During the war when it was almost impossible to get woolens from the Mother Land, Cook Bros. and Allen bought 75 per cent. of their goods from across the line; now they are getting 95 per cent. of their woolens from England. Mr. Cook told MEN'S WEAR REVIEW that they were not taking particular advantage of the exchange rate to order heavier than they normally would; in fact, he confessed to be rather at sea regarding the future. "I thought last Fall that prices could not go any higher," said Mr. Cook, "but they show a decided advance since then and where is the end to be? We need not expect that labor will be any cheaper, for with prices of all commodities the way they are, how can the laboring man live on less than he is getting?"

## Poorest Now Higher Than the Best

"The poorest on the market in woolens is now selling higher than the best used to sell at before the war," continued Mr. Cook. "While many of the things that enter into the manufacture of clothes have increased five or six times since 1914, clothing itself has only increased about 100 per cent. since that

## Hope to Stimulate Declining Trade

American houses are feeling somewhat seriously the decline in trade of many of the Canadian retailers and manufacturers and wholesalers, due to the abnormal rate of exchange that has developed during the last two or three months. So unfavorable has this rate of exchange been that Canadian buyers have, wherever possible, ceased to buy across the borderline and have placed their orders with British firms. Difficulties are being encountered on all sides, however; buyers find that they are rather between the devil and the deep sea, because many of the English mill in all lines are filled up with orders for the remainder of the year and can give no satisfactory guarantee of delivery.

Representatives of American houses are offering to divide the rate of exchange with Canadian buyers on purchased goods. In addition, they suggest that the bills be not paid for at least six months when, it is hoped, the unfavorable rate may have adjusted itself. The agreement is, of course, a gentleman's agreement on both sides. Though buying from many American houses has fallen off to a considerable extent, representatives of these houses are still paying their visits to Canadian buyers, thus keeping in touch with their former good customers.

In spite of the rate of exchange, however, there is still a considerable amount of buying going on in lines that cannot be purchased any other place.

time. Sleeve linings that we used to buy for 16 cents are now \$1.25; linens that we bought at 12 cents are now 65 cents. Cotton goods are about six times in price what they were in 1914. Silk sewings that formerly sold at \$7.50 a pound are now \$22.50 and we cannot place an order for more than ten pounds."

## Profits Hard to Reckon

From this Mr. Cook went on to point out how difficult it was to reckon profits with the rapidly changing prices, the uncertain labor market and the exchange rate. He instanced a case of purchasing woolens from the Motherland on which there was an advance of two shillings a yard between the time of ordering and the time of confirmation, which time was only twenty-four hours. He did say this, however, that the confirmation price was final, and that the goods were delivered to him at that price. Deliveries might be slow, very often were, in fact; he had just received a shipment of goods that was due in October last, and he had known of goods three years late in arriving. But they always did arrive sometime. So far as labor was concerned, they never knew what a day would bring forth, but he was absolutely certain that there would be no decrease in wages this year. The exchange rate

was now favorable to the Canadian buyer, and fortunate, indeed, was that man who could take advantage of it. It put him on a much better footing so far as competition was concerned. Mr. Cook did not overlook that fact, however, that the price of clothing was infinitely lower than it would be if it so happened that the exchange rate was the other way.

## Treating Canada Well

"I think the British manufacturer is treating the Canadian manufacturer better than the manufacturer of any other country as regards price," said Mr. Cook. "I know this for a positive fact."

## Looks For Big Business

In spite of all the difficulties that keep cropping up from week to week, Mr. Cook says they are looking for a big business during 1920. They have no difficulty in selling their goods; the chief difficulty is in filling orders. "Last year, we refused more business than we took and, then, we could not give our customers the service that we should," said Mr. Cook. He saw no evidence of a decline in prices, though he is wondering exceedingly how long the advances will continue.

# Discuss Board of Commerce Order; Will Not Alter Demand for 33 1-3%

Merchants From Various Parts of Province Express Their Views on Order of Commerce Board and How It Would Affect Them — Major Duncan Says Order Was Issued on Basis of Conditions Found in Toronto — Merchants Alive to Their Interests

IN no uncertain words, merchants who gathered at the provincial convention expressed their opinion on the order of the Board of Commerce and the effect it would have upon them if it came into force over the whole of Canada. President Mack explained the order to the convention when it came the time to discuss the matter and many of the merchants frankly stated that they did not exactly know what effect it would have on them. But when they were apprised of the workings of the order, they did not hesitate to say what they thought of it; and there was no retracting from the position taken at Ottawa by the Dominion representatives that there must be a 33 1-3 per cent. profit if legitimate business was to be done and men were not to be crowded out.

## Mr. Price, Niagara Falls

William Price, of Niagara Falls, opened the discussion after it had been explained by the president. So far as the higher priced goods were concerned, he said, the order would have little effect, because the competition from the American side was so keen that their mark-up never did exceed the figure set by the Board. But so far as the goods under the \$25 margin were concerned, he said it would be absolutely impossible to do business on that basis of profit. As one instance, he cited the increase in wages to clerks, who, formerly, could be had for \$12 and now must be paid \$30.

## M. J. McKerracher Recalls Conversation

A conversation which he had had with Major Duncan was recalled by Mr. McKerracher of Ottawa. He said to Major Duncan that the reading of the Order-in-Council would give the impression that it was the intention of the Board to come to the protection of the workmen. When putting this question to Major Duncan, the reply was that this was not the case. While it might appear at first sight that this was the reason, it was not what was actually in the mind of the Board of Commerce. Mr. McKerracher had asked Major Duncan on what basis they had issued the order regarding clothing, and the Major had replied that they had arrived at their decision from circumstances which they had found in the city of Toronto. "He informed us decidedly in Ottawa that Toronto men never thought of marking goods more than 33 1-3 per cent. on cost and that that was what the

*"I think it is most unfortunate that men without any business experience were placed on this commission to carry on this kind of propaganda. Had the Government wanted to carry on useful work they should have selected men with some business experience. Instead of that they found a judge of high repute who, I believe, was all right for chairman of such a commission. But beyond that there should have been no legal men on that commission, and there should have been no labor men unless they had the necessary business qualifications. It seems that there are no commissions to-day without labor asking for a position on them and I have no objections to this if they have the required qualifications for them. We want to get away from class interest and class thinking. The only excuse for putting a labor man on this Board that I can see was a sop to labor to get their votes. There was a distinct understanding with the Government that they should be business men and the Government in this respect have broken faith. The first qualification such men should have is a knowledge of what they are going to perform." Statement by F. G. Douglas of Thornton & Douglas, Ltd., Hamilton, with regard to the Board of Commerce.*

Board took as their standard. He said there were a few merchants on Yonge street who took advantage and got a little more. I have not found any Toronto men who are doing business on 33 1-3 per cent., and yet that is what the Board told us at Ottawa. There is not one man here who can do business on a 26 per cent. basis, and what we have to do is to prove it. Major Duncan is a square fellow, but he likes a fight and he likes to meet men who are fighters. I believe we can get what we want," declared Mr. McKerracher.

## Represents 75 Per Cent. of Clothing Men

"I think I represent 75 per cent. of the clothing men of Canada," continued the speaker, "and if they say that I have to do business on this basis of 26 per cent. I will hand them my business as soon as they want it. I am charged

with being a profiteer; yet in the last five years, though I have kept my eye steadily on a 33 per cent. gross profit, I find that in those five years my average gross profit has been 27.4 per cent.

## Will Eliminate Honest Men

"I am satisfied that if we could get the consensus of opinion of the men selling clothes in Canada," said E. R. Fisher, of Ottawa, "that it would be we cannot live on 26 per cent. profit. I am fully satisfied that out of a million dollars worth of clothing to be sold in Canada this year, \$650,000 of it will be of the class that there can be only a 26 per cent. mark-up on. I told the Board at Ottawa that while not a dollar's worth of my suits would come under the order of 26 per cent. that I was satisfied that it would eliminate a good many honest men from the business. Many men will fall by the wayside during the year just as sure as you are here. The retail trade cannot carry on and be an asset to the best interests of this country and do business on a 26 per cent. basis. While I do not feel that this order will affect me, I think the men who are affected should fight it to a standstill. I do not believe it will mean much of a fight, but simply laying your cards on the table and say that if the Board persists in the order, it will drive many men out of legitimate business."

## Voice From Sudbury

Sol Madger, of Sudbury, emphatically said that the order would mean driving many men out of business. "I do not believe that we can live on the 26 per cent. profit," he said, "and will have to get out of business if we must do business on that basis." He was followed by Mr. Ernst, of Kitchener, and Jack Sinclair, of Orillia, who expressed similar sentiments. Mr. Watson, of Sarnia, said that he had come to the convention because of the importance of this order to the trade. The majority of their trade was in suits selling from \$35 to \$55, and in overcoats from \$30 to \$55. He did not see how the small merchant could do business on that basis.

## Would Work Hardship

"Seventy-five per cent. of all the merchants here are vitally affected by this order," said H. Brimmell of Lindsay. "I do not think that Major Duncan will be greatly affected by the argument on the sale of clothing. Fifty per cent. of our business will be affected by this

(Continued on page 92)

# Good Advertising Adds Value to Clothing; Will Prove Winning Ally to Progressive Men

Harry B. Muir, Advertising Manager of *Free Press*, London, Points Out How Wise Advertising Can Build Big Businesses — The Character of Your Store Is Told in Your Advertising — Do Your Own Clerks Believe the Advertising You Write?

I HEARD the manager of a large automobile business state recently that for over a year their salesmen had been little more than order-takers—had often had to decline orders, because of inability to meet demand.

"I will not know," said he, "who my real salesmen are until we get back to more normal conditions and again have plenty of cars to sell—not merely enough to take orders for."

Some consideration of this thought in the clothing business might result in preparedness for maintaining business on a solid, profitable basis during the months and years right ahead of us.

It wasn't much of a trick to make money in the clothing business last year. We might go back farther, but last year will serve for the comparison I want you men to mull over when you go home. It will pay you handsomely to settle the application of this point to your own business, and do it NOW while there is yet time.

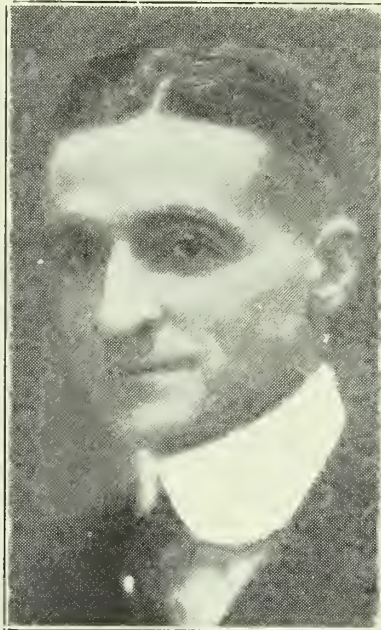
Thousands of clothing stores to-day lose at least half the value of the advertising space they buy, because they do not know or recognize the fact that advertising definitely adds value as well as attractiveness to clothing that is intelligently exploited.

If you hear a great deal of talk about some theatrical show—how clever a certain actor is, how beautiful several of the actresses are, and you know their names—if you are told about certain things in the play that you watch for—you know that you are going to see a lot more in that show than you would if you just happened to drop in to see it without having heard anything about it.

Teach people to know what kind of a store yours is by repeating day after day in your advertising the things you want people to think about your store. It pays real money.

W. R. Hotchkin, in his "Manual of Successful Storekeeping," illustrates these factors of successful advertising more aptly than anyone else I know. He says "Consider the woman who buys an Oriental rug. She gets not merely a piece of floor covering; she gets a bit of the Orient with it. Perhaps, if it is a fine one, she gets an interesting story of its origin and rarity, and she takes infinitely more delight in telling the story of the rug to her friends than she does in merely showing it to them. The story of that rug very definitely adds value to the goods."

Ever notice a similar characteristic among your men friends when they talk,



*Harry B. Muir, Advertising Manager of The Free Press, London, Ontario, whose paper was read by George Scroggie, Advertising Manager of the Mail & Empire, at the Provincial convention.*

in response to your inquiry about their clothes?

That is why all good clothing advertising tells the story of the clothes—tells men, and women, too, what to see in them—tells them why the clothes are desirable and better than other clothes.

Tell the story about your store, too. Two stores may be equal in character, merchandise and service and may sell goods on the same margin of profit, but the one that is best advertised—that has told about it day after day the best story—is going to do a vastly larger business than the one that prints its name and its price lists in the same size newspaper space.

## Human Nature Believes What Is Read

It is human nature to be very easily led. It is human nature to believe what is read. We are all very susceptible to a plausible story, whether we read it or hear it.

That is why advertising has such a power. That is why dishonest advertising makes so many dupes.

But, if the dishonest advertiser can get such wonderful results for a short period, why should not the honest merchant in business for keeps, apply as much of the other fellow's power to his

advertising as he can in an absolutely honest way?

If the plausible story, even when untrue, has such tremendous drawing power, does it not demonstrate conclusively that it is the story that influences people to the fullest action?

## Price Lists Not The Only Thing

The merchant who can get it out of his head that all the people want to read is price lists, has made some progress. Many a good advertisement has no price in it at all. The best advertising is that which constantly divides public attention between the story of new goods and bargain offerings.

For instance, if Dollar Day in your town comes on Thursday, your Wednesday advertisement in the newspaper will talk about the big bargains offered at your store on Thursday. Having your house cleaned on Thursday, you fill up your racks with new spring clothing, and your next advertisement in the newspaper tells the story about the new clothing that makes men want to see it and, having bought, makes them happy in the wearing of it.

## Don't Write Bunkum

Don't write bunkum. Learn real facts about the clothing to be advertised. Find the human interest story in it, or in its use—then write the story in simple direct words, in an earnest, respectful manner, and you will have good advertising that will give you full value for the space you buy to print it in.

## Toronto a Big Offender

"Toronto the good," seat of learning and honored critic of the play, is too often scandalized by clothing advertisements in the newspapers.

"Why do they do it," said a friend, glancing over a Friday issue of a Toronto daily. He referred to a preponderance of clothing advertising—most of it wild, screaming, side-show, tom-tom stuff, crying, "Buy or Bust."

Why scare away men who might easily be made to feel they could not afford to miss offerings in many of these stores.

I doubt if there is another city of equal size in North America where can be seen more well-dressed men than in Toronto. In many of the clothing stores there is a quiet, gentlemanly spirit of efficiency, value and service—the sort of thing that makes and keeps a man a customer and friend.

Why not write advertisements as you  
(Continued on page 89)

# Thinks Window Dressing Big Asset, Variety Makes for Better Trade

So, Bill Mills of Kitchener Dresses His Windows Often and Makes Variety the Spice of Life in His Merchandising — Does Not Repeat Lines or Buy Many Garments of Same Style

**T**HERE are merchants in the trade who believe that their front windows are the best salesmen they have, at least, they are the silent monitors, ever at work, at creating desire, arresting attention and pointing to the inside of the store where the proprietor, or one of his salesmen, can complete what the attractively-arranged window has started. There is no doubt that the window can be made a powerful drawing card to any store; and the man who spends considerable time on this end of his business is not wasting it. Different window dressing must be adapted to different localities; the wise merchant is the one who figures out what kind appeals to the community in which he does business and then works it for all he is worth.

That is precisely what Bill Mills, The Man's Man, as he call himself, is doing in Kitchener. He places considerable store by his window dressing and is convinced it is bringing him trade every day he is in business. He has an attractive little store on the main street of this hive of industry in central Ontario; and he is doing his level best to make a beaten path into his store for the young men who are employed in the various industrial institutions of that city.

## Specializes on Window Trimming

"I specialize on window trimming," said Bill Mills to MEN'S WEAR REVIEW, "and this, with advertising, has helped me a great deal. I only put one line of goods in my windows at a time, not altogether because my windows are small but because I think it is a better form of window-dressing. For instance, shirts and collars may be considered one line and they look well in a window displayed together. But I would never put, say, underwear, shirts and socks in one window. I change the windows, at least, once a week and sometimes twice."

## How He Advertises

Bill Mills believes in the power of advertising. He uses a good space in one of the local papers three times a week. He believes that the single column personal photograph advertising is good and he is giving it a try-out. Getting one's face before the public is, perhaps, as important these days as getting one's name there. In addition to this, he sends out four letters to his customers or prospective customers every year, or will have sent out that many when he has been in business that long, for he only started last October. Every stranger who comes into his store is a spotted man. Bill Mills finds out who that man



The above is the exterior view of Bill Mills' new store, Kitchener, Ont. He is a strong believer in window dressing and, as these windows are small, he changes them at least once and very often twice during the week. The window is the first thing that attracts the prospective buyer and Bill Mills does his best to attract strongly.

is and his name goes down on the mailing list.

## Shows Wide Selection

While MEN'S WEAR REVIEW was in the midst of a conversation with the young proprietor, a customer came into the store for a shirt. Bill Mills is not afraid to show goods when a sale hangs in the balance. He showed this customer two dozen different kinds of shirts, so that he might have the advantage of a wide choice. He evidently believes that customers may be made to feel that it is a trouble to show goods and he is there to convince him that, so far as he and his house are concerned, it is not a trouble at all.

## Selling High Grade Stuff

Bill Mills says he finds it easy to sell high-grade stuff to the young men of Kitchener. They are getting good wages. In buying suits, for instance, he only buys about three of a kind so that young men need not feel they will see a dozen others around the city just like theirs. The same holds good with other lines.

He buys a certain quantity of any article, only; and when it is gone he doesn't buy more of it—he buys something different. Variety is the spice of life in the business career of Bill Mills; and he likes lots of it and believes his customers do, too.

The interior of his store is an attractive little spot. He has tables and chairs around the centre of the store which give it a home-like appearance. There are three silent salesmen, and the upper ledges are tastefully dressed. To the right are his racks of semi-ready clothing; and, to the left his stock of collars and shirts and haberdashery. There is a nice fitting cabinet to the rear of the store, and a large glass hat case.

His window dressing is made somewhat more attractive by well-penned show cards which he executes himself.

The Unstairs Clothes Shop at the corner of King and James Streets, Hamilton, are enlarging their premises and are adding a made-to-measure department to their ready-to-wear clothing.



# Bankruptcy Act Masterly Piece of Legislation; Its Features Aably Outlined by T. W. Learie

Convention Listens to Able Exposition of One of the Best Bankruptcy Acts in the World.  
Provides for Honorable Discharge of Bankrupt—New Status of Landlord Defined—  
Things to Avoid Once Declared a Bankrupt — Other Features of New Act

*"It is peculiarly significant, however, that in these days of governmental paternalism, when everybody is prone to think everybody else is a profiteer, when such thorns in the flesh as the Board of Commerce should be causing us all more or less worry, and which has proved and is proving so upsetting to the whole commercial community throughout Canada, that I should be asked to speak upon the Bankruptcy Act. I do not know that your secretary correlated the conditions to the subject, but if he did and the present state of things is to be continued and industry is to be left to the absolute autocracy of two lawyers and a labor man to be pestered into insolvency, then the coming into effect of a Bankruptcy Act in Canada on July 1st, 1920, is not any too soon.*

*"Personally, I am out of all patience with the present efforts of the Government and its instrument, the Board of Commerce; and I am frankly alarmed for the clothing industry if such a state is to be continued. The Board has now been operating several months and nothing has had greater investigation than the clothing trade. Surely ample time and opportunity has been allowed to prove profiteering. If there is no such thing in Canada, and I confessedly believe that there has been no such thing in our industry, then let the Government say so. The policy of suspense which leaves the trade under public suspicion is unfair and should be ended. If the Board of Commerce hopes, by its actions, to embarrass merchants and manufacturers and by creating insolvencies reduce the cost of living on the principle of the greatest good for the greatest number, it may see its object attained with disastrous results to the whole fabric of commerce. Then, therefore, a knowledge of the Bankruptcy Act will not be amiss."*

CANADA'S new Bankruptcy Act was very ably expounded at the convention by Thomas W. Learie, of W. R. Johnston & Co., Ltd., of Toronto. Every phase of interest and importance to the retail clothiers of Canada was gone into and explained by Mr. Learie. Through the mass of detail, he guided his audience and at the conclusion of his address they felt that they had a good working knowledge of an act that is described by some authorities as being the best of its kind in the world to-day. After tracing the history of bankruptcy legislation in Canada since Confederation, Mr. Learie dealt very particularly with the new Canadian Act.

"The history of the present Bankruptcy Act is brief. In 1913, in certain of the Bar associations of Canada some discussion and agitation took place relative to correcting the existing conditions by the passage of a Dominion Insolvency Law. Simultaneously, the Canadian Credit Men's Association, which had been formed some three years before, realized that if such legislation was to be passed, it would be inadvisable that it should be left entirely to the mercies of the legal fraternity, fearing that it would be drawn largely from their point of view and possibly that it would follow pretty closely the English Act. It was felt that if Canada was to have such legislation it should be developed and drafted by men acquainted intimately with the commercial and industrial conditions of the country, and that while, in the main, it should follow the best of provincial legislation it should be suited to meet the widely diversified need of our extensive country. The fundamental things demanded by credit men and merchants generally were that it should be a bill that would produce uniformity in insolvencies in Canada, that it should be

sound in the principles of law and equity, that it should be operative under low costs and that it should be reasonable and prompt under administration." Mr. Learie went on to say that the chief credit for the bill was due to Mr. Harry Grundy, of the firm of Pitblado, Hoskin and Grundy of Winnipeg, who spent some eighteen months in drafting the bill.

#### To Do Essential Things

"The bill," continued Mr. Learie, "seeks to do the essential things and to do them without the establishment of new courts or a new judiciary. Its sane and reasonable provisions have secured its general endorsement and commendation from the business public generally. Perhaps I should here pay tribute to the Retail Merchants' Association, who were deeply interested in the bill and who materially facilitated its passage through the house.

#### Divided Into Eight Sections

"The bill is divided into eight sections, embodying ninety-eight clauses, with many sub-sections:

- "1. Bankruptcy and receiving orders.
- "2. Assignments and compositions.
- "3. Trustees and administration of property.
- "4. Creditors.
- "5. Debtors.
- "6. Courts and procedures.
- "7. Supplemental provisions.
- "8. Bankruptcy offences.

"Dealing with all these there are three fundamental provisions in which you are specially interested:

- "1. Compulsory liquidation.
- "2. Voluntary assignment.
- "3. Discharge for honorable debtors.

"Heretofore in Canada, except in the Province of Quebec, it has been impossible to compel or force a merchant into assignment. Other and costly means were required to get possession of his estate for creditors. Now it will be possible to force bankruptcy without the entailing of excessive and unreasonable costs. This is most important.

"Under no other law of bankruptcy of which I have knowledge is the right and privilege of voluntary assignment retained. The retention of this privilege is a new departure and was so realized by the legislators.

"No law in Canada provided for discharging an honorable debtor, and the commercial interests especially felt that this omission from our laws alone demanded bankruptcy.

#### Causes of Bankruptcy

"The act provides that the causes which constitute bankruptcy, or for a man's making a voluntary assignment, are for a debtor to make an assignment, give a fraudulent conveyance or a fraudulent preference, abscond, leave an execution unsatisfied, whose goods are seized and sold by the sheriff, whose statement shows insolvency, who attempts to defraud the creditors, or who makes a bulk sale without conforming with any Bulk Sales Act applicable to any Province in which he may be transacting business. If a debtor commits any of these offences and any creditors or combination of creditors have claim for \$500 or more, such creditors may make application for a receiving order. The Bankruptcy Act does not apply to any whose debts are under \$500 and it is not applicable to wage-earners getting \$1,500 per year or less or to farmers.

#### Presents Bankruptcy Petition

"Having committed an act of bankruptcy, the creditor may present a bankruptcy petition to the court, the Supreme Court of Ontario, as against the debtor, and ask an order. Attached to the petition shall be an affidavit proving knowledge of the facts and proof of the debt. If satisfied, the court may grant the order and adjudge the debtor a bankrupt, or dismiss the petition, which may leave the applicant open to libel action, or grant a stay of proceedings. Once a petition is presented it cannot be withdrawn without special permission from the court.

"If the court grants the order, the debtor is adjudged bankrupt and all his property of which he might then be possessed or which may devolve on him by legacy or gift up until his discharge is placed under the custody and administration of a trustee for and on behalf of creditors. You will notice that this covers all his property up until his discharge. He is legally known as a 'bankrupt.'

#### Can Make Voluntary Assignment

"If the debtor himself realizes insolvency and desires to save his creditors expense and delay, he may make, without the necessity of a court order, a voluntary assignment, and the act differentiates between the involuntary and voluntary action by designating the former a bankrupt and removing

(Continued on page 93)

# A Lecture With Cards

## ESTIMATED EXPENSES OF BUSINESS OF \$60,000

Personal .....	8%	\$4,800
Payroll .....	7%	4,200
Rent .....	4%	2,400
Advertising .....	3%	1,800
Insurance .....	1%	600
Light and Heat .....	1/2%	300
Depreciation .....	2%	1,200
Transportation .....	1/2%	300
Delivery .....	1%	600
Bad Debts .....	1/2%	300
Interest .....	1%	600
General .....	1 1/2%	900
	30%	\$18,000
Average Monthly Sales .....		\$ 5,000.00
Average Monthly Expenses .....		1,500.00
		\$ 3,500.00
Average Monthly Net Profits .....		\$ 166.66
Average Monthly Purchases .....		3,333.34
Annual Sales .....		\$60,000.00
Annual Expenses .....		\$18,000.00 = 30%
Annual Net Profits .....		\$ 2,000 = 3 1/3%
Annual Purchases .....		40,000.00 = 33 1/3%

All Sales Made at Regular Prices Showing advance, or mark-up of 50% on invoice prices which equals 33 1/3% of sales prices with expenses of 30% gives a net profit of 3 1/3%.

Every reduction made in prices during the year reduces this net profit.

## Cost of Doing Business 30% of Sales

Average monthly sales, \$5,000 .....	\$60,000
Sales during cut-price months (2) months..	15,000
Total sales at regular price (10) months ..	45,000
Sales of \$15,000 if sold at regular prices based on 20% reductions would be....	\$18,750
Showing loss of profits of .....	3,750
	<u>\$15,000</u>

## FIGURE EXPENSES AND PROFITS ON SELLING PRICE

Selling Price .....	\$1.50
Invoice Price .....	1.00
Gross Profit .....	\$0.50

Basing profits on selling price, 50c, gives 33 1/3% gross profit. If expenses are 30% of sales, the net profit on the sale is 5 cents, or 3 1/3%.

Do not figure your gross profits on your invoice price and expenses on your selling price.

\$15,000 sales carry same per cent. of selling expenses as if sold at regular prices.

Expenses for 2 months 30% of \$15,000 ...	\$4,500
20% deducted from regular prices \$8,750 ..	3,750
Total expenses for 2 months .....	8,250
Per cent. cost of doing business for 2 months	55%
Per cent. cost of doing business for 12 months	30%

Actual loss during 2 months .....	25%
25% of \$15,000 .....	\$3,750
30% of \$15,000 .....	4,500
55% of \$15,000 .....	<u>\$8,250</u>

## TO KNOW GROSS PROFIT MADE

Selling price of suit —	\$60.00
Invoice price of suit —	40.00
Divide gross profit—	60) 20.0000(33.33
	180
	200
	180
	200
	180
	200
	180
	20

To know what per cent. to add to invoice price to obtain any net profit desired, add the net profit to per cent. expenses, 30%, deduct total from 100, dividing difference into total of expenses and net profit.

Average monthly expenses of.... 30% of sales  
Average monthly exp's. net profits 3 1/3% of sales

	33 1/3%
3 1/3% of \$60,000—\$2,000 net profits if all sales are made at regular prices.	
Gross profits given away during sales .....	\$3,750
Annual net profits, 3 1/3 on \$45,000 .....	1,500

Actual loss on year's business 3 3/4% .....

If total mark-downs during year amount to \$5,000 added expenses would be 8 1/3, or total of 38 1/3%, which would show a net loss of 5% instead of a net profit of 3 1/3%

## Example

Expenses .....	30%
Net profit desired...	10%
Total .....	40%
Deduct 40 from .....	100
	40
Divide difference with total .....	60)40.0000(66.66
Expenses and net profit.	
Adding 4 ciphers.	
To obtain gross profit of 40% of selling price, 66 2/3% must be added to invoice price.	
To prove this, 66 2/3% added to \$40,000 is \$26.66, making selling price \$66.66.	
Selling price .....	\$66.66
Invoice price .....	40.00
	<u>26.66</u> 26.66(40%

You cannot make 100% gross profit figuring expenses and gross profits on sales.

Example—Selling price, \$100.  
Invoice price, 1.

100)9900(99%
900
<u>900</u>
900

## A Lecture With Cards

F. W. Stewart, of Cluett-Peabody, on  
"Relation of Cost to Mark-Up"

ON the opposite page will be seen a "Lecture With Cards," which was given at the convention by F. W. Stewart, general manager of the Cluett-Peabody Co. for Canada. MEN'S WEAR REVIEW reproduces these cards just as Mr. Stewart showed them to the delegates. The first card is in the upper left-hand corner; the second one underneath it; and so on down the column, and then the second column. Very little explanation is required; the cards explain themselves very clearly and will be easily intelligible to every retail merchant. In the course of the few remarks which accompanied the cards, Mr. Stewart mentioned that merchants usually do not figure special sales conducted at a loss in the expense account. He believed they should be so included; and he expressed the hope that the time would come when the consumer would be willing to pay a fair price all the year round, as it would, in the end, make goods cheaper to him.

### Merchandising Misunderstood

Mr. Stewart got a good lead for his address by a headline that appeared in the morning papers the day he spoke. It was to the effect that the clothiers had made a protest to the Board of Commerce, declaring that "They cannot operate on 26 per cent.; they want 50 per cent." Mr. Stewart pointed out that such a headline gave the impression that the retail clothiers were not satisfied with a 26 per cent. net profit, but wanted 50 per cent. In the whole of the article there was nothing to convey to the consumer's mind what the net profit at the end of twelve months really was. "There is nothing in that article," said Mr. Stewart, "and in all the months during which this investigation has been going on I have yet to find one article where the figures quoted did not actually misrepresent the actual conditions." The speaker suggested that, as an organization, the clothiers should undertake to inform the public what their net profit at the end of twelve months was. The average person, he said, did not understand what profit is or what margin of profit meant, with the result that the impression was being spread broadcast that retail clothiers were not satisfied with 26 per cent. net profit in their business.

## Believes Lower Prices Are Coming; Ship More to U.S.; Labor Unreasonable

Big Job to Adjust Trade Balance — Manufacturers Too Prone to Give In to Labor — Apprentices Want \$17.50 — Exchange Rate Will Tell Against U. S. Rather Than Canada

IT is the view of F. G. Douglas, president of Thornton & Douglas, Ltd., Hamilton, that lower prices are bound to come in certain lines before very long. Addressing the delegates of the provincial convention, he said that this, perhaps, would not refer to certain lines of goods before very long. This, perhaps, would not refer to woollens; it might be three years before there was a decided improvement in this line. But he felt that cotton would have to fall in price before very long. People in the United States began to foresee a depression in trade on account of the rate of exchange. Their exports were being cut off. Mercantile marine sailings were being cancelled because they could not get cargoes for them. The people of Canada had learned that they would have to buy Canadian-made goods wherever possible. In the last three years they had bought more than a billion dollars' worth of goods from the United States than they had sold, and it would take some time to adjust this unfavorable trade balance. The rate of sterling offered unusual opportunities and the United States were buying heavily in the British markets. If the imports into the United States were increasing and their exports were decreasing, what would be the result? We could look for lower prices. Packing houses in the United States were unable to export their goods, with the result that prices were dropping and we could look for it in other lines. If the exchange situation alone brought prices down near normal it would be a good thing. Abnormal prices were cutting off consumption, and when prices came down, consumption would increase, which would be a desirable thing. "As soon as we get back to normal conditions and know what we are doing, the better it will be for all concerned. Manufacturers to-day are selling goods without knowing what they are going to cost them. It is impossible for any man to-day who is taking business for the future to say what goods are going to cost us. Retailers may think it is arbitrary for us to sell at open prices, but conditions under which we are operating make it impossible to do otherwise."

### Should Export More to the U. S.

The speaker urged a greater export of goods to the United States. American buyers pay 82 cents for \$1.00 worth of Canadian goods; while the Canadian paid \$1.17 for the same amount from the U. S. The reason there were not more American buyers here was because they thought our market not big

enough to bother with. The present trouble, however, was theirs, not ours, and they would suffer more than any other nation because of the rate of exchange. A British cloth at 12 shillings was not as good as our similar production, which did not have a duty added to it. The trouble was that so much raw material had to be imported, but this was not the case with woollens.

### Higher Wages Demanded

Notwithstanding the high prices paid to labor to-day, the demand was being made for still higher wages. He believed there was a disposition on the part of the manufacturer to give in too much. A more equitable settlement should be made. There was no trade to-day operating the year round that was receiving as good wages as the garment workers, many of whom were getting more than \$1.00 per hour. Mr. Douglas urged that the time had come when a halt should be called unless the workers could show that they were suffering hardships under present wages. There was no reason why they should be pirates on the community. He had been told that there would be a demand for \$17.50 for apprentices alone; such a tendency was to restrict the labor market. It was conditions such as these which made it impossible for manufacturers to tell what costs would be in the future.

### The Board of Commerce

Mr. Douglas referred to a statement attributed to Judge Robson with regard to protection given manufacturers, which protection had a tendency to increase prices and was being taken advantage of by manufacturers. The speaker said he did not know to what manufacturers he referred, but so far as clothing manufacturers were concerned, he could say that there was no organized effort on their part to get protection. The tariff was 30 per cent. on British woollens and 35 per cent. on American clothing and woollens.

### PARIS NEEDS OVERCOATS

Suffering In French Capital Through Scarcity of Winter Garments

Another "crisis," as the various shortages under which Paris is suffering are called—this time overcoats—has been added to the troubles of the French capital. There is a great lack of either ready-made or tailor-made overcoats, which the low temperature of the past few weeks has made essential.



In one breath, the Ottawa delegation pay tribute to the splendid banquet which marked the closing hours of the recent convention, and, in the next, say that it will not be a patch on the one to be held there next year. As the boy on the street would say, "They will have to go some" to beat the one arranged for the delegates whose countenances, as pictured above, indicate the kind of time they were having. After the inner man had been satisfied, Jules Brazil and his company of artists gave a concert that brought forth the applause it deserved, and MEN'S WEAR REVIEW learns that he and his company have already been engaged for the next banquet at Ottawa in 1921.

Directly in the centre of the picture at the rear stand the retiring President, Ed. Mack of Toronto; and the first gentleman on his left is the new President, E. R. Fisher of Ottawa.

# Shellac Shortage Hits Hat Makers; Panamas to be Higher Next Year

Indian Supplies Are Not Coming Forward and Prices Have Advanced Several Hundred Per Cent.—No Substitute Has Yet Been Found—Panama Hats Higher Because of Labor Costs and Scarcity of Braids—Cloth Hats May Become Necessity

WHAT with women using the greater proportion of the available quantities of fur for their own personal comfort and adornment, and with India failing to forward the necessary supplies of shellac used in strengthening the brims of the felt hat, the way of the hat manufacturer is made increasingly hard. This is the view of Mr. Mayhew, of Mayhew Hats, Ltd., of Niagara Falls. He does not look to the future of the hat manufacturing business with any degree of comfort, unless someone discovers a substitute for the shellac that is indispensable to it. As yet, he has never heard of any such substitute being discovered; and, in the meantime, the price of the shellac that is used is increasing enormously.

## Shellac Comes From India

The shellac that is used in the stiffening of the brim of the felt hat comes from India. Up until the beginning of the war, and for some months after, the supplies that came from India were regular. Not long after the war had started, however, trouble developed in this quarter of the British Empire, and, with increasing difficulties due to German submarine activities, transportation of what supplies there were available, was made even more difficult. Importers of shellac now state that the foreign market is constantly advancing on reports of shortage in the trade and inadequate supplies in the primary markets. There are some considerable amounts of shellac coming to this country, but they seem all to have been contracted for and are not coming to the hat manufacturers in any considerable quantities. Prices are very firm and quotations are for immediate acceptance, with users covering their requirements by orders extending to September deliveries. The London market is now above the quotations during the war, they are changed frequently there and in Calcutta, but always, of late, toward higher figures. Shellac comes from no other source than India and until conditions so improve there that pre-war shipments are resumed, hat manufacturers will be placed in a hard position with regard to their product.

Prices of shellac have advanced, according to Mr. Mayhew, in proportion to the decreasing supplies. Six months ago, so he stated to MEN'S WEAR REVIEW, he purchased this gum shellac at 32 cents per pound; it is now being quoted at \$2.25. With this ingredient

## Pays Tribute To Mr. Long

The Hamilton Spectator pays the following tribute to William D. Long of the firm of Long & Bisby: The death of Mr. William D. Long removes one of the best known and most respected of Hamilton's business men. The firm of Long & Bisby stands foremost in the Canadian wool trade; but it is as a philanthropist that Mr. Long's name will be enshrined in the memory of the community. The mountain Sanatorium owes its existence to the munificence of these two business partners, who were equally partners in good works. Having established the Sanatorium, it was largely owing to their continued encouragement and financial help that the institution prospered and grew into the important agent for good as we know it to-day. And even after the death of Mr. Bisby, his widow, a sister of Mr. Long's, continued to carry on the good work, joining her brother in the magnificent contribution of \$75,000 for the building of a nurses' home.

It will be seen, then, how great a debt of gratitude the community is under to this benevolent man. Hundreds of former consumptive patients, now cured, and of those at present deriving the comfort and hope which his munificence has helped to bring them, will mourn the passing of their benefactor. The good that he has done lives after him—an enduring, beneficent memorial of a noble life.

so expensive, and with the fur used to make the felt being largely used in making furs for the members of the fairer sex, it is not difficult to understand why the Canadian felt will sell to the consumer at \$6.00, \$7.00 and \$8.00. Mr. Mayhew added that it might be possible to use rosin in some way, but that, so far as he was aware, the experiment had not yet been tried and he seemed doubtful of its success. "Necessity is the mother of invention and this scheme might work, but, in the meantime, I don't know what we are to do."

## Cloth Hat May Have to be Strong

It is Mr. Mayhew's belief that the time may come when the cloth hat will have to be strong to meet the require-

ments of the moderate man. With rising labor costs, with fur for felt becoming scarcer, and with the necessary shellac next to impossible to get, the felt hat may become impossible to a large class of dressers.

## A Change for the Cap

Some retailers in the United States, realizing the soaring prices of the different hats, are booming caps. Knowing their constituency as they pretend to know it, they figure out that though a certain proportion of their customers can be educated to pay \$7.00 and \$8.00 for a felt hat, there are many who cannot, and that, for them, some kind of a substitute must be found. It would seem that there is an opportunity here for some retailers to boom caps in their respective vicinities, although the way in which customers have paid high prices does not lend itself to the belief that there will be a great difficulty in getting prices for the felt hat.

## Panama Hats Higher Next Year

Though there is not the same proportionate advance in the Panama and straw hat for 1920 that there will be in felts and velours, Mr. Mayhew states that 1921 prices will be somewhat higher than this year. So far as he is concerned, he states that his price for this year will be better because the braids that he bought last year are only now coming in. But the situation next year will be changed. They are now finding it impossible to get their braids from England, where they previously bought them, and are forced to buy in the United States. Here, an exchange rate of 18 per cent. is starring them in the face, and, added to this, the increased cost of labor. These two factors are bound to increase prices for 1921. Not only is the labor situation locally more difficult, but the same holds good where the braids are secured. Labor is higher there, too; and this double increase in labor costs will add to the 1921 figure.

## Some Satin Hats

Mr. Mayhew states that there will be a number of satin hats, in imitation of the velours, on the market this year. These can be made to shine almost like a silk hat and their appearance is favorable. He believes that Canadian felts will be, to the trade, from \$45 up. The velours will be, at least, \$120. The satin hat will be about \$54. It formerly sold to the trade at about \$24.

# Happy Crowd Gathers at Closing Banquet; Final Scene One of Feasting, Frolic and Fun

Two Hundred Banqueters Sit Down to Tables and Make Merry—Songs, Jokes and Re-partee, and Concert by Jules Brazil & Co.—Cigarette Case to Retiring President—The Speeches Short and to the Point

FOR a real, live banquet in which there is not a dull moment from the time Ed. Mack takes his seat till Jules Brazil's orchestra plays the last bars of "God Save the King," give us a couple of hundred of clothiers. They are about the peppier bunch of fun-makers and fun-enjoyers one could encounter in a hundred years. This banquet, which was the closing scene of two days' convention, was a merry-maker from start to finish. The rivalry between tables did not exactly beget sounds that, even to a heated imagination, could be called music of the Mendelssohn type; but what it lacked in harmony was made up in enjoyment. President Ed. Mack religiously insisted upon short speeches, because everybody wanted to have some fun, and fun they had. It seemed that the favorite hymn was "How Dry I Am; How Dry I Am"; and the manner in which delegates sang this mournful ballad with deep emotion so moved the heart of E. R. Fisher that he said "Come to Ottawa next year, and you can swim in it." Nobody knew exactly what he meant, but they all decided forthwith to go to Ottawa next year.

## Gets Cigarette Case

A pleasant feature of the banquet was the presentation to the retiring president, Ed. Mack, of a gold cigarette case, as an expression of the convention's appreciation of the manner in which he had presided over the sessions and the excellent work he had done as president during the past year. The presentation was made by B. W. Ziemann, of Preston, the provincial president of the Retail Merchants' Association.

## The Speeches

It was not intended that speeches should constitute the major portion of the banquet, and President Mack limited each speaker to five minutes. Mr. Ziemann responded to the toast "Our Country," elaborating on what Canada had done to re-establish the men who had fought the country's battles overseas. Stewart McClenaghan, of Ottawa, responded to the toast to the "Clothing Trade." Noting the number of young men present, he said that while the trade for the next few years would be very hard, it augured well for it that there were so many young men associated with it. Touching on successful salesmanship, he said that enthusiasm was the great essential. A clerk should be made to

feel that every person who came into the store was a prospective customer, and that customers, only, could make a successful retail store. Referring to the difficulties of the trade, Mr. McClenaghan said they were flanked on the one side by the Board of Commerce and on the other by the Excess Profits Tax. If you made too much you were a profiteer and, after that, the Government took away part of what you did make. However, he said, the retail men never objected to the excess profits tax, because they were the men who were behind it in the first place. So far as the Board of Commerce was concerned, the speaker said they wanted one that would start with the wool on the sheep's back and go down to the suit on the man's back to find out where the hump was; then they should put the steamroller on it to flatten it out. Instead of that, they had started at the wrong end. The public wanted them to do something, and they thought that the retailer was the easiest man to do. It was recognized in Great Britain that 33 1-3 per cent. on sales was a fair profit. Speaking for himself, he said that from the gross sales of four years, his net profit had been 4 per cent. This toast was proposed by R. F. Fitzpatrick, of Toronto.



## "Our Guests"

"Our Guests" was proposed by P. Bellingier, of Toronto, and responded to by F. W. Stewart, of Montreal. In the course of his few remarks, Mr. Stewart urged that if the right of fair profit was taken away from the retailer, the very inside of the financial system of this country would be torn out.

"The Press" was proposed by E. R. Fisher, and responded to by George Scroggie, of the "Mail and Empire."

## Concert Follows

Following the speech-making, the evening was given over to the charge of Jules Brazil and his company of entertainers. For over an hour, Irish, Scotch and character sketches were given, intermingled with bright, snappy stories that brought roars of laughter from the banquetters. Amidst a shower of good wishes, the convention came to an end.

## T. EATON CO. GOING INTO INSURANCE BUSINESS

Will Go Into Various Lines of Insurance—To Take Out Policies for Their Employees

Application for incorporation is being made at the capital during the present session of the House of Commons by the T. Eaton General Insurance Company, with headquarters at Toronto. Power is asked to carry on sickness, accident, guarantee, burglary, inland transportation, plate glass, automobile, sprinkler leakage, fire and steam boiler insurance.

Another application under almost the same name will be made, with power to make contracts of life insurance, to grant, sell or purchase life annuities and endowments and carry on the business of life insurance in all its branches.

## To Take Out Group Insurance

The intention of these incorporations is to carry out the functions of the various undertakings of the T. Eaton Co., Ltd. The statement was made by an official of the company that they intended taking group insurance for their employees. The first application has to do with sick insurance and the second with life insurance. These will, in all probability, be the principal and, possibly, the only lines carried on, and, it is understood, that any other lines if carried on at all would only be the company's business.

# Truth the Greatest Essential to the Successful Advertiser

Geo. E. Scroggie, Advertising Manager of Mail and Empire, Tells Retail Clothiers That Old-Fashioned Truth Is a Good Thing to Follow in Advertising — Should Be Regular, Receive Personal Attention, Natural and Sincere — Every Man Is Your Possible Customer

**T**HE very beginning of an intelligent and successful advertising campaign is a careful and analytical study of the local conditions. You must know your public and who they are, what they are, what they do, how much they earn, and everything that will guide you, not only in buying your stocks but in advertising and selling. A factory town and a railway town require different treatment from a college town or a town depending on farmers' trade. Study your public. The better you know your man the better you can talk to him.

In many cases perhaps you men have grown up with your towns and know your townspeople like a book, yet sometimes you may be too close to them to notice what a newcomer may see in rapidly changing conditions. There is danger of getting into a rut and it is well always to be on the alert with a keen eye always open for enlarged opportunities or a possible change in your advertising and merchandising methods to keep up with changing conditions in the community. The careful and expert application of all such available knowledge will produce results, both satisfactory and profitable.

## Every Man Possible Customer

Clothing merchants have the widest field and the greatest opportunities and possibilities. Every man wears clothes and every man reads newspapers. Every man is a possible customer. Somebody is going to sell every man in your town clothing three or four or more times per year. Every man does not have to buy an automobile, piano, phonograph, new furniture or cigars, but he must have clothing. Other merchants and manufacturers spend hundreds of thousands of dollars to convince prospective buyers that they should have these other things—to create in the mind of men the desire to buy, and then more money to convince them of the special reasons why they should buy the particular make or brand they are making or selling. But not so with the clothing merchant. He starts right in with the positive knowledge that every man and boy in his community is going to have to buy. His business is simply to make sure that he is going to get his full share of this trade.

## Working The Plan

Having satisfied yourself that you know your constituency thoroughly, consider how best to reach your people with your business message.

Posters and street cars are not practical nor effective mediums for you for reasons that must be obvious. They are used by large national advertisers largely as auxiliary or supplementary to newspaper advertising which is the backbone of every advertising campaign.

Programs, novelties, calendars, blotters and such are not advertising for a clothing merchant and should not be charged to advertising account. You may have some special local reason for paying for space in programs, but did you ever buy anything from anybody because of an advertisement on a program or on a calendar or blotter? Avoid them one and all if you can escape.

The newspaper is the one and only effective medium for clothing advertising.

*I am taking it for granted that your number does not include the fakir or the fly-by-night, and that his methods are not to be considered or discussed. You merchants aim to build your businesses into community life so that they in time become a part of it—one of the institutions—a good will with a cash value of no mean amount. Leave the "bally-hoo" to the Midway or the Circus side-show. Build your business for permanency by advertising methods that are sound and that make for solid, lasting success. Advertising which only sells goods is not good enough. It should make your public feel acquainted with you—have confidence in you. There is only one way to do business and that is to tell the truth in advertisements and win the confidence of the people.*

Every man reads some newspaper. Every male reader of a newspaper is a possible customer of yours. If you cannot afford to use all, concentrate in those papers that are read by the kind of man your stock is bought for. Much advertising money is wasted in mediums, a large part of the circulation of which is composed of men who wouldn't be at all at home in your place. Your men read another kind of paper. There is quality as well as quantity in circulation. The department store caters to all classes, but usually in the larger towns and cities, the specialist in clothing caters to one class, or another, buys his stock accordingly and goes after what he wants of the kind of trade he is prepared to handle.

## Make Advertising Regular

Having selected your mediums carefully, arrange your plans. Don't be a spurger, an in-and-outer. You propose to keep your shop open and doing business every lawful day in the year, and your advertising should appear just as regularly and continuously. Keep your public in touch with your business always. You may find it to your advantage to use smaller spaces between seasons, but keep them interested. Having read your announcements in the season, and then noticing your absence from the advertising columns it is but reasonable for them to conclude that your ad. is not there because you have nothing to say worth saying, and no reasons to advance why they might look in on you. The time to stop advertising is when you have nothing to sell.

Arrange for your copy preparation. If you do not propose doing it yourself, engage the best available copy writer and take him into your confidence. Explain to him carefully and earnestly just how you propose to do business, tune him up, and caution him.

## Give It Personal Attention

Right here, let me say that in my judgment your advertising is of such vital importance to your business that it deserves, and should receive daily personal attention at the hands of the proprietor himself. The leading retail jewelry business of this country was built from a very small beginning to its present splendid proportions by newspaper advertising. Every Toronto man knows this, but everyone may not know that for many years—the years of wonderful development—the senior member of the firm wrote every line of the newspaper copy himself, and I understand that even to-day he still writes or dictates the greater part of it. The finger of the merchant prince has never lost personal touch with this part of the firm's business.

An advertisement is a promise. You can never afford to be reckless in making it. That promise must be kept, and YOU must keep it. Your undertaking must be fulfilled. Watch your advertising yourself.

No class of advertising lends itself to good illustration quite as well as clothing advertising. Arrange for good illustrations. Many very good services are now available. Incidentally you will, I believe, find it very much to your ad-

Continued on page 90

# Exchange Rate, Smallpox and Fine Weather; Niagara Towns Thankful for All Three

Combination of Circumstances, Unique in Twenty Years' History, Results in Unprecedented Business to All Merchants — People Learning of the Good Things at Home —  
Niagara Falls and St. Catharines Are Beneficiaries

A TRIPLE combination of circumstances have operated to the benefit of the clothing merchants of Niagara Falls in a marvellous way during the last few months, and, without exception, they have stated to MEN'S WEAR REVIEW that their business for Christmas was the biggest in their history, and, during the last three months, unprecedented. W. R. Price explained this combination of circumstances to MEN'S WEAR REVIEW and, with other clothing merchants, strongly hinted that they did not care how long they kept up.

## Weather, Exchange, Smallpox

"We have had ideal weather, good sleighing and it has not been too cold," said Mr. Price. "Then there has been the vaccination restriction which has kept many of the people of this town from crossing the international border line at all, be it either for pleasure or business. And, in the third place, if people did get vaccinated and got across the river to buy they were faced with a discount of 15 to 18 per cent. on their money, and they would not pay the price for the goods that were no better than they got at home." Mr. Price went on to say that this combination of circumstances was unique in the history of the last twenty years.

## American Firms Still Advertising

American firms of all descriptions that do a big business with Canadians from Niagara Falls and points even farther inland have not stopped their advertising in Canadian papers. As a matter of fact, they are increasing their efforts in Niagara to keep up their Canadian business. Several of the stores in Niagara Falls, N.Y., are offering to split the exchange rate; and there are others that even go the length of honoring the Canadian dollar at par. MEN'S WEAR REVIEW was told that some of the stores had been obliged to lay off some of their help because of the dropping off of Canadian trade.

## Been a Good Education

Clothiers in Niagara Falls state that the exchange rate and the vaccination restriction which have prevented many people from their town crossing the river have been a splendid education for the public as well as a phenomenal boom for themselves. "Why, we never knew that you kept such goods and such up-to-date styles," is the remark that is heard on every hand, and customers go away satisfied and with a

## Provincial Delegates Say Present Order Will Eliminate a Large Number of Retail Clothiers

After a full and general discussion of a large and representative gathering of the retail clothiers of the Province of Ontario, the unanimous view as expressed at the session was that the 26 per cent. margin as applied in the Clothing Order would have no other effect than the elimination of a large number of retail clothiers who would be unable to successfully carry on business if confined to this margin of profit.

Be it therefore, resolved that the committee of this convention wait upon Major Duncan, Ontario Representative of the Board of Commerce, with a view to having such amendments made to the order as will not be a hardship to the merchants affected thereby.

Be it further resolved, that the members in convention assembled are unanimously in favor of a general 50 per cent. mark-up.

And be it further resolved, that this association expresses its intention of giving every co-operation to the Board in the carrying out of the provisions of the Order and will report any violations of the same.

The resolution was moved by E. R. Fisher, of Ottawa, and seconded by Mr. McBride, of Lindsay.

The members of the committee were: Mr. Watson, of Sarnia; Harry Brimmell, of Lindsay; David Morrison, of Toronto and William Blair, of Ottawa.

better feeling of pride in their home town. The Chamber of Commerce in Niagara Falls is taking every advantage of the unusual and favorable situation and is inaugurating a buy-at-home campaign with vigor.

## Has Floating Population

This little border town has considerable difficulty in normal times in keeping trade at home. The population is a very floating one and it is extremely hard to generate a feeling of home pride amongst the citizens that finds expression in a buy-at-home policy. As Mr. Price explained it, the whole complexion of the town is changed about every five years.

## Felt in St. Catharines, Too

The exchange rate and the vaccination restriction are being felt very strongly in St. Catharines, too. All the clothiers there told MEN'S WEAR REVIEW that they had felt the beneficial effects of it. Many people from the Garden City have made a practice of going to the American side to do their buying because the street car connections were very good. Now they are staying at home. The Chamber of Commerce in St. Catharines on February 19 held a big banquet at which a

big "Get Together" campaign was inaugurated to put St. Catharines, not "on the map," but "all over the map."

MEN'S WEAR REVIEW found that in both of these places merchants who had bought goods in the United States were cancelling orders, unless forced to buy there because they could not buy elsewhere.

Philip Bousquet, manager of the Amherst branch of the English and Scotch Woolen Co., was recently presented with a gold Waltham watch from his four nephews residing in Montreal. The present was a recognition of his war service which extended from August 24, 1914, to August 16, 1919. Mr. Bousquet was in many of the large engagements of the war.

The Provincial Council of Journeymen Tailors held a meeting at St. Catharines on March 1, at which delegates were present from Toronto, London, Hamilton, Brantford and Windsor. The weekly system of working which does away with piece work was discussed, and the opinion was expressed that it was working out satisfactorily.

The Canadian Cap Company have removed from 162 John Street to 221 Richmond Street West, Toronto.



# News of the Clothing Trade

W. J. Johnston, clothier of Tillsonburg, is disposing of his business.

The Canadian Mitt and Glove Knitting Co. of Montreal have dissolved.

W. Abelson & Co., of Ottawa, have dissolved partnership and the business is being continued by Mr. Abelson.

Zimmerman Reliance, Ltd., of Toronto and Hamilton, recently suffered a slight fire loss which was covered by insurance.

Ross & Warmington of Chesley suffered fire loss during the month of February.

The Union Boys' Clothing and Odd Pants Manufacturing Co. of Montreal have dissolved.

Fred G. Morley of Assiniboia has moved to his new store in the Beaugard Block, Centre Street.

J. H. Golightly of High River, Alta., has moved to a larger store in the building formerly occupied by H. M. Lower.

A. J. Robinson of Assiniboia has purchased the business formerly run by J. R. Poff and is continuing the same.

C. T. Hadder of Eston, Sask., has opened a new tailoring shop near the Press office.

The St. Maurice Shirts and Overalls Manufacturing Co. has been registered at Montreal, Que.

T. C. Joynt of Hespeler, men's furnishings, has succeeded the firm of Joynt & Caldwell.

Harry Beck, gents' furnisher of Kitchener, has disposed of his business to Wm. Rutledge.

R. D. Adamson, men's wear merchant of Toronto, has sold his business to Frank Carnall.

Regent Tailors have opened a new branch at 326 George Street Arcade, Peterborough.

The Arrow Neckwear Co., of Toronto, have moved from 283 Queen Street West to 1144-48 Queen Street West.

Begg & Co., of Hamilton, donated a handsome diamond ring for a baby contest that was being held in that city.

G. L. Myles, Sparks Street, Ottawa, is remodelling his store and introducing a number of new fixtures.

Hanna & Co. are opening up a new store for men's wear in Wingham. New fixtures are being installed.

With a view to making their clothes last longer, the system of dress parade for inspection of clothes will be adopted by the Hamilton fire department.

J. Cohen, of Berman Bros., pant manufacturers of Montreal, is at present on a business trip to the Old Country in search of English fabrics.

Governor Frank C. Lowden, of the State of Illinois, is wearing his old overcoat as part of the campaign to reduce the high cost of living.

James Slater, a well-known merchant tailor, at 136 Charlton Avenue, Hamilton, succumbed to an attack of the "flu" on February 28th.

Toronto firemen, in the future, will be required to wear their overcoats more than two years. The new price is \$68, and they are asked to wear them carefully.

William Rutledge of Hespeler has purchased the business of Harry Beck. In addition to the gents' furnishing business Mr. Rutledge will continue his tailoring trade.

Once in a long while, men are the leaders of fashion even in millinery. Superintendent Parker of the Hamilton street railway, on February 6th handed out new spring hats to the employees.

Scotland Woollen Mills have rented a new store on west St. Clair Avenue and will open there the middle of March. Their new place of business will be the Rooth store.

Dan Gallery's store, at 461 Notre Dame Street, Montreal, was robbed on the night of February 18th. A considerable quantity of overcoat cloth was stolen.

Capt. Evan J. Edwards has been appointed to the position of senior trade commissioner for Great Britain, with headquarters at Montreal. Capt. Evans is to assume his new duties almost immediately.

Carl C. Thayer of the firm of C. & R. W. Thayer, of Aylmer, has purchased the Mary J. McTavish Block on Talbot Street, East Aylmer. Mr. Thayer is putting in a modern front, with new show windows, and is redecorating the interior.

Maidaver & Co., an English firm dealing in woollens, with headquarters in Dewsbury, England, have purchased the old Royal Opera House, which stands at the rear of 99½ King Street West, Toronto.

"Dave" Livinson, Montreal, has been appointed a special representative for George P. Ide & Co., Inc., Troy, N. Y. Mr. Livinson will cover various territories in the interests of his firm, including Quebec and Montreal.

Hon. S. E. Blondin, Cabinet Minister in the Union Government, recently purchased a suit costing \$900. The suit was a Windsor uniform with enough gold braid on it, so it is said, to adjust the exchange rate.

A. S. Knowland, of Prince Albert, Sask., opened up a men's and boys' furnishing business on March 1st. For the past twelve years, Mr. Knowland represented Robinson, Little & Co., Winnipeg, in that district.

William Howes, a farmer in England, was recently choked to death. The cause given was wearing a high collar which choked him when he fell. At the inquest, the coroner said he had never seen such a stiff collar and "death from misadventure" was the jury's verdict.

W. C. Pridham, of Goderich, has recently suffered a bereavement in the loss of his oldest daughter, following an operation. Miss Pridham taught in the High School at Seaforth and was said to be one of the most efficient teachers of the staff.

Green & Co., Windsor, have opened a new store, handling high-class men's furnishings and clothing. D. Green, the proprietor, was formerly with Smallman & Ingram, London; and more recently with the Hudson Bay Co., Edmonton, Alta., as manager.

It is reported that Windsor tailors have refused to supply a garment at the contract price to Arthur Pelky who has recently joined the Ford police department. The reason given is that it requires seven yards more cloth than ordinarily used to make his suit.

The British Government, in carrying out its proposed plan to liquidate its wool holdings, sent to the United States 18,930,000 pounds of grease wool and 731,543 pounds of scoured wool, which was reported by the representative of the British Government as being held in the U. S. as of December 31st, 1919.

# CONVENTION RESOLUTIONS

## Re Freight and Cartage Charges

Moved by P. Kelly, Stratford, seconded by Mr. Sinclair, Orillia—

That in view of the fact that freight and cartage charges are being paid by some retail merchants, and not by others, that we deem it advisable that all our members be notified that those who do not wish to pay freight and cartage charges, that they specify this when purchasing their goods, as we find that a very large number of our members make the condition when buying, that the goods must be delivered to them free of freight or cartage charges, and they are buying and receiving their goods on these terms.

And we believe further that before any changes are made by the railways in freight rates that they should notify the secretary of the Dominion board of our association at Ottawa, of their intention, and give us an opportunity of meeting with them to consider the question before any definite action is taken. The present system of raising the rates without giving any justification for doing so, raises a doubt in the minds of the merchants as to whether the increase is justifiable or not, and when doubt and uncertainty exist there is always dissatisfaction. On the other hand, if the reasons for an increase were explained to the merchants, and they found them to be fair, all doubt and uncertainty would be removed.

This convention, therefore, recommends that the above resolution be adopted, and forwarded to the Ontario Provincial board to take action thereon.

## Re Credit Reporting

Moved by W. C. Miller, Toronto, seconded by P. Bellinger, Toronto—

Whereas a Credit Reporting Department has been inaugurated by the association, and which has been in operation for some time, and found to be of great service, and a great saving to our members, that we endorse the same, and ask our members to take all the advantage they can of it.

## Duty On Import Orders

Moved by Mr. Johnston, Ottawa, seconded by P. Kelly, Stratford—

That it is the opinion of this Convention that when retail dealers place orders for imported goods at certain prices, to be delivered on certain dates, at a certain rate of duty which exists at the time of the placing of the order and delivery of the same, that if exporters only send a portion of the order, and in the meantime the rate of duty, as well as freight, should increase, the exporter should bear the difference in the increase of duty and freight, and not charge it to the retailer.

## Re Freight Bills

Moved by W. C. Miller, Toronto, seconded by P. Kelly, Stratford—

That this meeting places itself upon record as endorsing the plan adopted by the Ontario Provincial Board of our Association, whereby all members of the Association can send their freight bills to the office of the secretary of the Provincial Board, and they will be examined by a freight bill expert, and return them to the members, who will examine the same, taking 50 per cent. of the savings, where savings are discovered, and making no charge if there are no savings made.

## Manufacturers Selling Direct to Our Customers

Moved by P. Bellinger, Toronto, seconded by S. Madger, Sudbury—

That we, as retail clothing dealers in convention assembled, consider that it is not a fair practice for manufacturers to sell their goods to the retail trade, and at the same time solicit trade from those who are, or should be, our customers, and who do not carry stocks of goods, as this system is not only unfair to us, but it places us in an unfair position with those persons who are privileged to buy at, or near, the same prices that we are charged; and it also injures the business of the manufacturer.

We therefore agree that this subject should be taken up at the joint meeting of manufacturers and retailers, with a view to having the same discontinued.

## Re Business Tax

Moved by H. Brimmell, Lindsay, seconded by S. Madger, Sudbury—

That whereas the officers and members of the Ontario Provincial Board desire to have the rate of 25 per cent.,

which is placed on the value of land and premises of all retail merchants, so as to ascertain the amount of business tax that they now pay, be reduced to 10 per cent. of the assessed value, instead of 25 per cent., be approved of by this meeting, and that we hereby agree to assist the executive officers of the Ontario Board to secure the same.

## Re Amendments to the Present Lien Law

Moved by W. C. Miller, Toronto, seconded by P. Kelly, Stratford—

That whereas some sections of our Association find it necessary to have the present Ontario Lien Law amended, and they are asking our support to help them in securing the same, that the executive officers of this section be authorized to co-operate with the executive officers of the Ontario Provincial Board to assist them in securing such legislation, providing it meets with the approval of the officers of this section.

## Re Cartage Charges

Moved by P. Kelly, Stratford, seconded by D. Morrison, Toronto—

That it be a recommendation from this Convention that the subject of cartage charges be taken up with the wholesalers and manufacturers at the joint meeting, with a view to relieving the retail trade of the charges made at one end.

## Re Mail Order Inquiry

Moved by W. C. Miller, Toronto, seconded by P. Bellinger, Toronto—

That whereas it has been decided by the officers and members of the Ontario Provincial Board to ascertain as to the amount of injury that is being done to the cities, towns and villages of Canada by circulating petitions for the signatures of retail merchants, to show that they are in sympathy with this inquiry; that this meeting place itself upon record, as approving of the same, and that they urge upon every member of this section to sign the same when presented.

## Re Community Development

Moved by P. Kelly, Stratford, seconded by Mr. Dover, Cornwall—

That inasmuch as it has been deemed advisable by the officers and members of the Ontario Provincial Board of our Association to devise some plan that would tend to keep the circulation of currency as much as possible within the home town and secure for the merchants more business within their municipality, and help to build up and develop the community, that we heartily endorse the same, and pledge ourselves to give the association all the assistance we can.

## Re Peddlers and Transient Traders' Act

Moved by W. C. Miller, Toronto, seconded by P. Kelly, Stratford—

That the members of this Convention herein assembled desire to place ourselves on record as being fully in accord with the proposal of the executive officers of the Ontario Provincial Board to have the present Peddlers and Transient Traders' Act amended so as to prevent persons who are not engaged in the wholesale and manufacturing business, and who do not occupy premises in the municipality from soliciting business from citizens within the municipality.

## Re Changing the Present System of Catalogue Distribution Through the Mails

Moved by Mr. Armstrong, Lindsay, seconded by D. Morrison, Toronto—

That whereas we have learned that it is the custom of the postal authorities to allow catalogues to be sent by freight to the various postmasters of Canada, who distribute the same in their zone, at a much lower rate than the catalogue houses would have to pay, providing they were mailed from their head office, and that we herein assembled place ourselves on record as being in favor of the action taken by the Dominion Board, whereby they ask that all catalogues be treated in the same manner as ordinary mail.

Continued on next page

## CONVENTION RESOLUTIONS---Continued

### Re Bankruptcy Act

Moved by W. C. Miller, Toronto, seconded by E. R. Fisher, Ottawa—

That we in convention assembled do hereby endorse the form in which the Bankruptcy Act is now drafted, as it gives not only the retail clothiers, but also all classes of retail merchants, the same advantages that are sought by the wholesale trade.

That this resolution be submitted to the executive officers of the Ontario Board of "The Retail Merchants' Association of Canada" to take action thereon.

### Re Examining Insurance Policies

Moved by W. C. Miller, Toronto, seconded by P. Kelly, Stratford—

Whereas the executive officers of the Ontario Provincial Board of our Association have made arrangements whereby all our members can have their insurance policies examined by a qualified insurance agent, so as to ascertain if the policies are properly drawn, and do hereby explain to the members the exact amount that they would receive in case of a loss by fire.

As we consider this an important service, we ask all of our members to take advantage of the same.

### Coupons and Trading Stamps

Moved by W. C. Miller, Toronto, seconded by Mr. Sinclair, Orillia—

That the members of this Convention greatly deplore the fact that a number of retail merchants are endeavoring to evade the Trading Stamp Act by introducing various forms of guessing contests and other schemes, whereby they are giving coupons, which we consider to be illegal, and we ask the executive to take such action as they think will remedy the same.

### Re Express Delivery

Moved by P. Kelly, Stratford, seconded by D. Morrison, Toronto—

That whereas it has been reported to this board that a number of our members who live in districts outside of that in which the express companies deliver parcels, are greatly inconvenienced by the limited express service, that we ask the executive officers to take this subject up and deal with it in a manner desired by the members.

### Daylight Saving

Moved by E. R. Fisher, Ottawa, seconded by Mr. Dedman, Lindsay—

That whereas resolutions having been passed at the annual convention of the Provincial Boards of the Retail Merchants' Association of Canada, Incorporated, in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia and New Brunswick, favoring a daylight saving measure, and the same having been placed before the members of the Dominion Board of our Association for the purpose of taking some definite action thereon, are of the opinion that any "Daylight Saving" plan that is proposed, in order to be effective and not cause confusion, should be Dominion-wide in its operations, and that the executive officers of this board be requested to submit a copy of this resolution to the Premier, the Right Hon. Sir R. L. Borden, and the members of the Dominion Cabinet, and suggest that if such a measure is passed that it be put into effect from April 1st to October 1st in each year.

### Re Discrimination in Prices

Moved by P. Bellinger, Toronto, seconded by S. Madger, Sudbury—

That this Convention desires to place itself upon record as being opposed to the system adopted by some manufacturers of giving special prices to some dealers, who make it a practice to advertise certain lines of goods at lower rates than the said goods can be purchased by the ordinary retail trade; and that whereas the legitimate retail trade are collectively the largest buyers, and as such they contribute most toward the profit of manufacturers; that we ask that this system be discontinued, or otherwise we ask the manufacturers to adopt the price contract or resale selling plan, whereby these price-cutters cannot use staple lines for the purpose of deceiving the public.

### Opening New Accounts by Wholesalers

Moved by P. Kelly, Stratford, seconded by D. Morrison, Toronto—

Resolved that, owing to some error that has been made in opening new accounts, that a letter be sent to the secretary of all wholesale organizations, suggesting that they advise their members to make a careful enquiry before opening any new account, so as to ascertain whether the prospective customer is in the retail business. At the same time pointing out to the wholesale trade that it is neither our desire nor our right to exercise any improper influence on the policy of the wholesale trade, and that we therefore take this means of having it clearly understood that the status of unknown firms applying for their service should be a matter for decision on the part of each individual wholesaler, after making the necessary enquiries, always, of course, bearing in mind the recognized policy of the wholesale trade in such matters.

### Manufacturers Placing a Retail Selling Price on Articles

Moved by S. Madger, Sudbury, seconded by P. Bellinger, Toronto—

That it is the opinion of this Convention assembled that if the manufacturers who place a retail selling price on any article or merchandise make no proper provision to see that the price so fixed is properly maintained, and that such goods are used by the illegitimate price-cutters as bait to attract customers in order to sell them other lines, that the retail trade should insist that the manufacturers leave the retail selling price off the same.

Moved by W. C. Miller, Toronto, seconded by P. Kelly, Stratford—

Be it resolved, That a committee be appointed at this convention to communicate with the different Provinces with regard to organizing a whole Dominion-wide Retail Clothing Association.

Moved by W. C. Miller, Toronto, seconded by E. R. Fisher, Ottawa

Be it resolved, That the Ontario Retail Clothing Association adopt the slogan, the same or similar to the United Advertising Clubs of the World, so as to convey the meaning of "Truth in Advertising," and have it placed in the form of a crest or trade-mark, and have it placed on all their stationery and advertising.

Moved by W. C. Miller, Toronto, seconded by P. Kelly, Stratford—

Be it resolved, That a small fee, say of \$3.00, be charged to the members of the Ontario Retail Clothiers' Section of the Retail Merchants' Association, and also to pay the railroad fares and hotel expenses of the different members of the executive officers living at a distance from the president's office, when attending the executive meetings, not including the annual meeting.

W. H. Thompson, of Wallaceburg, has assigned to A. S. Crighton.

Merit Shirt Co., manufacturers, have been registered at Quebec.

S. Taylor & Co., men's furnishings, of Montreal, have sold out to the Imperial Clothing Co.

J. C. Bale, men's furnishings, of Hamilton, suffered a loss by fire during February.

W. J. Johnson, men's furnishings, of Tillsonburg, has sold out to C. J. Honsberger.

Scotland Woolen Mills Co., Ltd., have discontinued their store in London and have moved their stock to Toronto.

John Allan (Reg), of Montreal, has dissolved and Hillet Greenberg is continuing alone under same style.

P. Bellinger, of Fashion-Craft, Toron-

to, is opening out a full line of haberdashery in his Yonge Street store.

Gordon Dunfield, of Dunfield & Co., Toronto, is on a six weeks' trip to Florida and the South owing to ill-health.

The Toronto Shirt & Overall Co., Ltd, has been incorporated with head office at Toronto. Their capital is \$250,000.

# MEN'S WEAR REVIEW



Vol. X.

MARCH, 1920

No. 3

## THE PROVINCIAL CONVENTION

A STEP has been taken toward the formation of a National Retail Clothiers' Association in Canada in holding the second annual convention of provincial clothiers. The idea of greater co-operation is beginning to assert itself amongst the clothing men of this country; not only have the activities of the Board of Commerce driven them closer together, but they have become impressed with the fact that an exchange of ideas in which business methods figure very largely will make for the betterment of conditions amongst themselves and for the stability and improvement of business conditions generally. When this movement spreads sufficiently that a National Association may be brought into being, a great service will have been done the financial and business interests of this country. The clothiers have expressed repeatedly their desire to co-operate with the Government in bringing conditions back to normal; a national organization composed of men who supply the public with one of the most important necessities of life would place them in a much better position to facilitate this great good.

From the standpoint of helpfulness and education along the lines of better business methods, the convention was all that could be desired. A number of important papers bearing on safer and saner merchandising were given and a full report of these will be found in MEN'S WEAR REVIEW. It has been the free exchange of ideas at the convention that made it exceedingly worth while, in the first place; and, in the second place, it paved the way for a greater national effort on the part of the retail clothiers.

## TELL THE PUBLIC

SOUND advice was given at the convention by Mr. Stewart, of the Cluett-Peabody Co., when he told the delegates that they should make an effort to enlighten the public regarding their methods of business and the net profit they were making during the year. Headlines in the daily press are very impressive mediums of information, and when the public reads: "Declare at convention here that they cannot operate on 26 per cent.; they want 50 per cent.," they immediately jump to the conclusion

that a profit of 50 per cent. net is being asked by the clothiers of this province and country. The average layman or professional man knows little about the technical terms applied to merchandising; that is, perhaps, the reason why clothiers have been put on the defence during the last few months. As Mr. Learie pointed out at the convention, no profiteering has been uncovered during the months in which clothing prices have been investigated. That, of itself, is important evidence which clothiers might well lay before the public. The fact also remains that millionaire retail clothiers are conspicuous by their absence. The clothiers might well devote some time and money to an educational campaign whereby the public would be the better informed of their methods, their difficulties, and, what is not least impressive, their yearly net profit in comparison with many other lines of trade.

## BRIEF EDITORIAL COMMENT

IT IS a significant thing that three or four very successful retail clothiers at the convention stated that their net profits during the last five or six years were under 6 per cent.

IT IS a pretty safe assumption to go by that where there is no combination in restraint of trade, competition is the great leveller of prices. Competition in the clothing trade is keener than in any other line.

JUDGE ROBSON says, "We restrain and discourage the citizen who supplies food and clothing, but leave free to profiteer as he pleases the man who deals in non-essentials or luxuries." Every clothing man will utter a fervent "Amen" to that.

MEN'S WEAR REVIEW offers its congratulations to the new president, E. R. Fisher, of Ottawa. He occupies the position during a critical time in the history of the clothing business, and at a period when the foundation of a National Association is being laid. We believe there is a good captain at the helm.

THE trend of events should be closely watched by every clothier. Meat prices in the U.S. have declined because the exchange rate makes it impossible to export a large proportion of their exportable supply. The Commerce Department has issued a statement that about 50 per cent. of their cotton supply stands to suffer because the exchange rate makes it impossible to export to Britain. If that is so, it looks like coming lower prices.

# Question Box at the Convention

Merchants Take Lively Interest in Matters of Current Importance—Somebody Wants to Know Where Haig & Haig Can Be Procured—Queries Regarding Clothing Order—Committee Members Were E. R. Fisher, W. A. Watson and R. S. Cull

**Question.**—Can anything be done to prevent cigar and drug stores from selling gents' furnishings?

**Answer.**—Nothing.

**Question.**—Can anything be done to secure a more reliable service from the Hydro-Electric? The service in Toronto is rotten.

**Answer.**—Apply to the Hydro office, Yonge Street.

**Question.**—Am I rightly informed that up-stair clothing merchants are excluded from membership at this convention?

**Answer.**—There is nothing to prevent any legitimate merchant from being a member of this association. A resolution has been passed that if any member of this association can be shown to be profiteering or guilty of fraudulent advertising he may be expelled, but there is nothing to prevent an up-stair merchant being a member of the association.

**Question.**—Would a two-days' convention be more profitable than three days?

**Answer.**—There was some discussion on this question. E. R. Fisher of Ottawa pointed out that there was a national organization in the United States and that, in Canada, the movement was much along the same lines. It was the hope this year to organize all the provinces so far as the clothing section of the Retail Merchants' Association was concerned. Mr. Fisher suggested that the coming year might be spent in perfecting this organization and that a national convention, the first national convention, might be held in Ottawa in, perhaps, August, 1921. The hotel accommodation in Ottawa in the months of February and March was poor because the House was in session. He favored a two days' convention, believing that every minute should be taken up by good speeches and that every member be urged to be on hand when the convention started.

President Mack pointed out that, if the next convention were to be held at Ottawa it should be a two days' convention because of the distance that would have to be travelled and the time taken to get there and back. If a national convention were to be held it would be better to select pleasanter weather, and he felt that the national convention should in no way interfere with the provincial convention.

The matter was not settled at this point of the convention, but it was subsequently decided to hold the next convention at Ottawa, the date to be left with the executive.

**Question.**—What price, per inch, do merchants pay for advertising, year by

## The New Officers

President,  
Past President,  
1st Vice-President,  
2nd Vice-President,  
Treasurer,  
Secretary,  
Hon. Secretary,

E. R. Fisher, Ottawa.  
Ed. Mack, Toronto.  
R. F. Fitzpatrick, Toronto.  
R. D. Cameron, Lucknow.  
W. H. Blair, Ottawa.  
W. C. Miller, Toronto.  
Dan. E. Johnston, Ottawa.

## Advisory Committee

J. C. Begg,  
W. A. Watson,  
H. Brimmell,  
G. A. Gray,  
J. H. Bryant,  
R. A. Stevens,

Hamilton.  
Sarnia.  
Lindsay.  
Chatham.  
Belleville.  
Barrie.

## Legislative Committee

R. S. Cull,  
S. McClenighan,  
H. J. Watson,  
P. Bellinger,  
W. H. Gray,

Guelph.  
Ottawa.  
Sarnia.  
Toronto.  
Toronto.

contract, in a place of about 15,000 population?

**Answer.**—Niagara Falls, with a circulation of about 3,000 pays 15 cents an inch. On the American side they pay 25 cents an inch for about 2,000 circulation. Guelph pays from 18 to 25 cents per inch with about 3,500 circulation. The difference in rates is according to position. There will soon be an increase in rates. Sarnia pays 15 cents per inch for space over a certain size. Circulation 3,500. Oshawa with circulation of 1,800 pays 17 cents per inch if 1,000 inches used.

**Question.**—Does the new clothing order affect tailors who make clothes? If not, why not?

**Answer.**—The clothing order does not affect merchant tailors at all.

**Question.**—Does the clothing order affect the sale of waterproof coats and boys' bloomers?

**Answer.**—Waterproof coats are affected by the order but boys' bloomers or boys' clothing are not yet affected by the order.

**Question.**—If the clothing order comes into effect all over Canada will it pay a merchant to pay his discounts? Would it pay him to borrow from the bank to pay his discounts?

**Answer.**—No to both questions.

**Question.**—Where can I get a good bottle of Haig & Haig?

**Answer.**—Apply for information to Rev. Ben Spence.

**Question of Mr. Douglas, of Thornton & Douglas.**—Why do not the Canadian mills make the kind of goods that are required in this country?

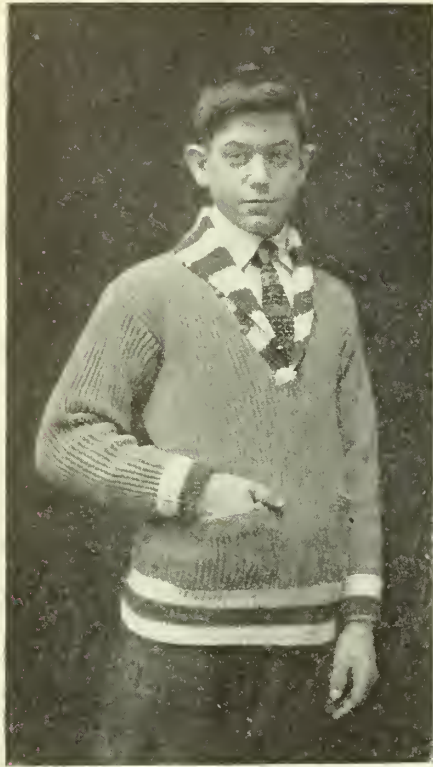
**Answer from Mr. Douglas.**—The protection given by the old Liberal Government was not sufficient to protect them against the more highly specialized British product. Only a few mills have made any progress in this country. I do not think that the tariff of this country should be used for the protection of inefficient manufacturers but it should take care of the inequalities in the different markets. The Government should appoint a commission to investigate the whole question of the tariff scientifically. During the last four or five years nearly all woolen manufacturers have made money and they should equip their factories with machinery that will become a factor in production in Canada. It is hard to get delivery of a plant but if the mills will equip themselves there is a market here for them for years to come.

**Question.**—What is the exemption on the Dominion Income Tax and where can forms be obtained?

**Answer.**—The exemption is up to \$2,000, and \$200 is allowed for each child under 18 years of age. Forms can be obtained at any tax office or any post office.

## The Science of Salesmanship ; Gospel According to McKerracher

Clever Playlet Put On by Ottawa Delegation Gives an Hour's Relaxation to the Delegates — Salesmanship a Matter of Psychology — Hard to Satisfy a Fickle Old Maid Who Wants a Husband



The above is a sport pullover that may be used for either men or boys, the photographed size being the boy's size. Note the pockets and collar which make it an attractive design. On account of its being a pullover, there is less work involved and the price is, therefore, more reasonable. It is made by the Monarch Knitting Co., Ltd., of Dumville, Ont.

### BARRIEMORE CLOTH FOR OVERCOATING TO BE MARKETED

Robe & Clothing Co., Ltd., of Kitchener, Giving Up Retail Trade For Greater Wholesale Effort

The Robe & Clothing Co., Ltd., of Kitchener, are about to embark upon two new ventures. The first is that they are somewhat altering their plan of business. During the war, they did a considerable amount of retail business in furs and in tailoring. They are now about to discontinue this altogether and are to devote their entire energies to wholesale trade.

The second venture is the marketing of a new cloth which is to be known as the "Barriemore" cloth. It is a cloth for overcoatings and seems well made for this purpose. It is being made in their own factory at Kitchener and many hands are busily engaged in manufacturing it at the present time. The shades in which it is being made are black, grey, heather, and bluish and greenish tints. Other than the ordinary overcoatings, they are making a sport coat in these various shades.

The lines, other than overcoat, in which they will do a wholesale business are gauntlets, fur coats and smock coats.

AS a relief to the serious deliberations of the delegates to the provincial convention, it was left to M. J. McKerracher, of Ottawa, to interject an hour's fun at the close of one of the afternoon sessions. It came as a very pleasant surprise to the conventioners, for when the "Science of Salesmanship" was announced on the program, it was believed that a demonstration was to be given wherein an expert salesman would sell a suit of clothes to someone as an illustration of how it should be done. Such was not the case, however. Mr. McKerracher had a treat in store for the convention in the form of a playlet in which, though it was mostly fun, there were a few trite lessons in salesmanship.

#### Selling a Husband

The scene of the little play was in a small store, where husbands were the article offered for sale. Miss McBeth, of Ottawa—and, by the way, this feature was put on by the Ottawa delegation to the convention—was the chief saleswoman. She announced her creed of salesmanship when she said "Selling, to me, is purely a matter of psychology.

I try to study the character as well as the requirements of every buyer." The one customer she had was a fickle old maid (Mr. Carey) who was in search of a husband. She had a fixed idea in her mind what she wanted, and when she saw the identical article she had described, she didn't want it at all. An array of prospective husbands was brought before her. There was the plumber (Mr. Kerracher), La-di-da chap (Mr. Brimmell), the homeman (Mr. Blair), the sport (Stewart McClenaghan), the solid chap (Mr. Friedman), the dude (E. R. Fisher), and, finally, the minister (Dan Johnson). The old maid wanted to take them home on approval, with the privilege of returning if they did not suit; and the saleswoman suggested that some alterations might be made that would bring the article nearer the requirements of the fastidious customer.

#### Right Kind at Ottawa, 1921

But none just suited; and the playlet closed with the suggestion that the right kind might be shown at the next convention of the clothiers, to be held in Ottawa in 1921.



MEN'S WEAR REVIEW frequently is asked to reproduce pictures of windows which might serve as a guide to the man who has only a small window to dress and wants to make a good display in the limited space at his disposal. Here is a window, or rather windows, which might well be copied by just that man. They are small and, yet, there is not an inch of space wasted in them. They are 6¼ feet wide and 7½ feet deep. In the window to the left of the picture there are no fewer than twelve suits of clothes shown, as well as vests, shirts, a small line of jewelry, neckties and hose. In the window to the right of the picture can be seen a big variety of shirts, neckwear, hosiery and other lines of haberdashery. There is no suggestion of disarray in these windows; while every inch of space is utilized, the display does not look crowded or at all mixed up.

This store is the Square Clothes Shop at 61 Queen street east, Toronto.

# Materials Scarce, Prices Rising; Shirting Outlook Not Hopeful

Exchange Rate Driving Buyers to English Market, Which Is Already Depleted—Domestic Mills Slow in Deliveries—Prices Show Big Advances in Few Months—Manufacturers Have No Trouble Selling Their Goods

**A** TREMENDOUS shortage of materials and an increase in price of about 100 to 125 per cent is, in brief but forcible language, the forecast of the shirting outlook for Fall of this year. Looking into the Spring of 1921—and shirting manufacturers are compelled at this time to look that far ahead—there seems nothing reliable on which to base a forecast, other than that if there is not a market change in exchange rate and increased production of raw and manufactured materials, prices will be still higher and shirts scarcer. As one manufacturer in the hive of the shirt industry in Canada—Kitchener—stated to a representative of MEN'S WEAR REVIEW, "I think we will have to ask prices that people cannot pay."

## Exchange Rate Big Factor

The exchange rate, obviously, is a big factor in the situation. It is having the effect of placing larger orders in England, though little relief to a depleted market results thereby. English mills, so manufacturers state, are already filled up for twelve months. If the exchange rate gets worse, prices will become well-nigh prohibitive and to fall back on the English market will, from present indications, give little relief. The shirting business for the past year has been difficult enough; but every indication is that it will get worse before it gets better.

## Selling, The Least of Their Worries

The least of the worries of the shirt manufacturer to-day is the disposing of his finished article. "The merchants know the situation," was what half a dozen shirt men said to MEN'S WEAR REVIEW. They, themselves, are being rationed by the mills, and, in turn, they will have to ration their customers sooner or later. Bits of advice which they feel like handing on to the trade are: Don't buy unless you know the goods you buy are actually in the hands of the man who is selling you; and don't expect deliveries to be on the dot because they are not at all likely to be.

## Looks For Big Spring Business

"I think Spring business will be good," said Mr. Dannacker, of the Forsythe Shirt Co., of Kitchener, to MEN'S WEAR REVIEW, "unless there is a panic on the other side of the line which is improbable. Everybody seems to have stopped buying in the United States and if the exchange rate goes up much higher we will be selling them goods, which will not improve the Canadian market

## WHEN?

After George Scroggie, of the "Mail and Empire" had given his very excellent address on advertising in which he urged that truth should be the great essential of all advertising, E. R. Fisher, of Ottawa, asked Mr. Scroggie this question:—

"When will the papers of this country co-operate with the honest merchants in refusing this bunk? At the present time, for the mere dollar, they will blacken their pages with the most deliberate lies that are issued."

Mr. Scroggie said that the Advertising Promotion Committee had this matter in hand at the present time. He did not believe that the best papers to-day would accept that kind of fraudulent advertising. There was, he said, no one more anxious than the good newspaper to have honest newspaper advertising, because dishonest advertising would ultimately drive the customer away. After they had been fooled once, they would not come back.

very much. So far as fall business is concerned, it depends a good deal on the Summer and the Fall crops. We could not set any price for fall goods because we don't know ourselves where we are at. We will not set the price as we did for Spring when the Government made us pay on the advance value and when we had to take the American exchange situation into consideration, we will not get out these prices, probably, till the first of April and maybe not then. They will be much higher than they are now.

## No Information From England

"We have been buying most of our goods from the United States but we are now buying from England, but our English friends do not seem to be able to give us the information we want. We cable them regarding deliveries but they only say they are doing the very best they can; but that is not much information to pass on to our customers. I think that the best information we can pass on to our customers is that every bit of commodity the merchant has on his shelves represents 66 2-3 per cent. of the actual value."

Mr. Dannacker believes that there is

some profiteering going on in the shirting trade. "There is no doubt there is some profiteering but it goes back to the spinner. Between November 22nd, of last year and the 10th of January, this year, on one order which we placed the price went up about 90 per cent. and this price has advanced even since then."

## U. S. Importing English Shirtings

A possibility which was emphasized by Mr. Dannacker was that the United States was importing a good deal of English shirtings. Ordinarily, this would not amount, perhaps, to a great deal; but the rate of exchange being so against England, it was found that this rate practically wiped out the tariff on shirtings.

## What Of The Future?

Mr. Dannacker frankly stated that he did not like to look into or attempt to foretell the future. He realizes that social and political conditions developing in Europe and on this continent are closely allied with the future of merchandising and industry. Speaking more particularly, he said it was very hard to figure out where Canada was to get her textiles for shirtings. "Canada," he said, "has been the largest customer of the United States and if we stop buying there, what are we to do for materials? The English mills, so my friends tell me, are filled up with orders for the next twelve months. It looks to me like a big scarcity."

While present conditions lasted, he looked for little that was new in shirtings. He spoke of the difficulty of getting help in the factory, in addition to that of getting the materials to work out. For every dollar paid out for labor, they got about 50 cents back. This difficulty, he said, represented about two-thirds of the worries of the shirt manufacturers and deliveries about one-third.

The New England Retail Merchants' Association decided in convention to publish facts and figures for the general benefit of the consumer, showing that they were not responsible for the increasing cost of clothing and that charges of profiteering that were rife were unfounded insofar as they were concerned.

# Amendments to Commerce Board Order; Concessions Granted Convention Committee

Question of Discounts Settled — Right Given to Average Lines That Have Advanced in Price — Examples Given for Guidance — Job Lots Issue Still to Be Settled — Matter of Profit Left in Abeyance

**F**OLLOWING the passing of the resolution regarding the order of the Board of Commerce at the session of the convention on February 25 (a copy of this resolution will be found on another page of this issue) a committee composed of Messrs. Fitzpatrick of Toronto, Sharpe of Midland, Blair of Ottawa, Kelly of Stratford and Johnston of Ottawa, waited on Major Duncan to discuss with him more fully the order of the board and amendments that were desired by the clothiers. As a confirmation of what took place at that meeting Major Duncan forwarded the following letter to W. C. Miller, Provincial secretary:

"With reference to the resolution passed by the Retail Clothiers of Ontario in convention 25th February, a copy of which was handed to me by a committee consisting of Messrs. Fitzpatrick, Sharp, Blair, Kelly and Johnson.

"During discussion which ensued after the presentation of the recommendation, the following was drafted and approved by the members of the committee:

"Resolved that the following discounts should not be taken into consideration in fixing the gross profit to be allowed in mark-up:

"(a) Cash discounts which for the purpose of this resolution are defined as not more than 2½ per cent.

"(b) Prepayment discounts which for the purpose of this resolution are defined as not more than 9 per cent. per annum for a period of not more than 4 months.

"Trade discounts shall be deduced from the invoice price as also all so-called cash or prepayment discounts above the above-mentioned maximum and all other discounts, rebates, drawbacks, etc.

## Averaging

"Resolved that where a merchant has to repeat on a special line of the same color, pattern and cut, in goods previously purchased from the same firm, he shall be allowed to average in the manner illustrated below, provided the percentage marked up on all the clothing averaged in the same line is not higher than the maximum percentage allowed. Method of averaging may be illustrated as follows. If a merchant has ten suits in stock which cost him \$20 per suit and wishes to complete his line by purchasing another ten at a cost of \$30 a suit, he shall be privileged to act as follows:

10 suits at \$20 cost.....\$200

10 suits at \$30 cost..... 300

20 suits at a cost of.....\$500

or an average cost of \$25 per suit. These suits may be marked at an advance of not more than 50 per cent. or \$25.

"I should like confirmation from you in writing that the written resolution submitted by the committee to me as amended by the foregoing represents the official opinion of the Retail Clothiers of the Province of Ontario.

"I note that the resolution says nothing about job lots. Do I understand from this that the Ontario clothiers consider that job lots should be sold to the public at not more than the maximum advance allowed on other merchandise?

"LEWIS DUNCAN."

Upon receipt of this letter, Mr Miller called together Ed. Mack, P. Bellinger, R. F. Fitzpatrick and W. G. Hay, of Toronto, to ask them to say if this latter expressed the wishes of the Ontario clothiers. They agreed that it did inasmuch as these points had been accepted by the convention. There were, however, two exceptions: They

*Keep your temper, gentle sir,  
Writes the manufacturer.  
Though your goods are overdue  
For a month, or maybe two,  
We can't help it, please don't swear;  
Labor's scarce and looms are rare;  
Can't get yarns, can't get dyes—  
These are facts, we tell no lies.*

*Harry's struck, so is Bill.  
All our work is now uphill,  
So your order, we're afraid,  
May be still a bit delayed.  
Still you'll get it, don't be vexed;  
Maybe this month, maybe next.  
Keep on smiling, don't say die,  
We'll finish your order bye-and-bye.*

*One thing we must tell you straight,  
Whether we send it soon or late,  
We don't intend to work for nowt,  
You've got to pay and mustn't shout;  
We shall charge just what we like,  
And so would any other tyke.  
If you don't like our system, well,  
Cancel your order and go to ———.*

did not agree to the last paragraph regarding job lots and they intimated so to Major Duncan in their reply to this letter. Also, the matter of the 33 1-3 per cent. profit. The final decision of this important phase of the order was not settled at this meeting, but the committee reported to the convention that they felt, after the exchanges between Major Duncan and themselves, that favorable consideration would be given.

While these concessions are not yet authoritative so far as the board is concerned, it is felt that it is only a matter of confirmation by the Board of the amendments accepted by Major Duncan.

**BOW TIE IS LONG NOW**  
Ends Should Come About Opposite the Sides of the Neck

When a man's necktie is of goodly size it is strange how much more richly dressed he appears to be than if it were skimpy. A cravat nowadays should suggest luxurious fullness whether it be a full throwover or a bat wing. The bow tie should be long enough to bring the ends about opposite the sides of the neck.



# War and Women Play Havoc With the Hat Manufacturer

Scarcity of Fur Due to Fewer Animals and the Fact That Fur From Full-Grown Hare Used for Women's Furs — Light-Colored Hats With Dark Bands for Fall — Prices Will Show Increase — British Houses Rationing Canadian Jobbers

**S**UPERFICIAL people may too soon forget all about the war; but the men and women who are making and selling the necessaries of life realize full well that war and its results will be felt for years to come in a hundred ways of which the ordinary person never thinks. The hat industry to-day is being affected from two different angles by the war: it is being affected both from the manufacturing and the selling end. There is a vast shortage of raw materials used in the making of the hat, that is true; but there is also a shortage of production due to the fact that in many of the centres of England where the hat is made, laborers are not working as they did before the war.

## A Good Story

Mr. Dineen, of Ansley-Dineen Hat & Fur Co., Ltd., Toronto, recently returned from a trip to England. Walking down Piccadilly or Leicester Square these days, he said, reminded him of being in Washington a few years after the American Civil War. He and his father were walking along the street when two burly negroes came along and pushed them off the sidewalk. That was their idea of the freedom they had gained. Well, so Mr. Dineen's story goes, in England to-day there are laborers something like that. Before the war they were making two pounds a week; now they are making nine or ten. And when they have made it, they buy a new outfit, spats, cane and all the other impediments of the fashionable set, and set out for London's Piccadilly and Leicester Square, there to parade the new affluence into which they have come. In the meantime, the world is calling for goods and still more goods; but the machinery that makes hats, instead of working at feverish haste, works when the worker wants to work. Mr. Dineen does not tell the story by way of criticism; he frankly confesses that he would probably do the same thing himself.

## Shortage of Raw Materials

But there is also a great shortage of the raw material used in the making of the soft hats. This shortage is due to two causes; one is war and the other is women. The fur of the full grown hare has always been used for this work. Now, there is a big shortage of hares, particularly Belgian hares. The war resulted in a partial wiping out of

the species. But even such quantities of fur from the full grown hare as are now obtainable are being devoted to other uses. Here, the women come in to the game and, unknowingly, increase the cost of living to the other members of the household. She must have her furs, no matter what happens to the uncovered head of mere man. The result is that the fur used for making hats has to be taken from the pups of the hare species. It takes much more fur to make a pound, that is, more animals are required to make up the pound; and the animals themselves are scarcer. That, in brief, explains the shortage of raw materials.

## Returned Soldiers Demand Small Hats

So far as the selling end of hats is concerned, here again the war has tremendously affected it. Between 300,000 and 400,000 young Canadian men went overseas. They wore small hats and they saw small hats; and now that they are home they want small hats. Retailers, so the wholesale houses say, are constantly writing in asking when they might expect a delivery of small-shaped hats, because young men are asking for them. For fall, the small-shaped hat will be particularly good, according to information which MEN'S WEAR REVIEW is able to get. There is also a big demand being made for Christie hats and jobbers are unable to get near the quantities they want to satisfy the trade.

## Tremendous Business in England

Mr. Dineen stated to MEN'S WEAR REVIEW that a tremendous business in hats was being done in England. Not only are the Scandinavian countries purchasing all they can possibly get, but the exchange rate in the United States has resulted in orders for fall being about ten times greater than they were a year ago. When the American buyer realizes that he pays only 60 shillings for 100 shillings' worth of hats, he knows he is getting a good bargain and he is trying every conceivable way to double up on his orders in spite of the fact that he is being rationed. British houses are giving strict attention to orders from Canada and the United States, too, because they know that when continental countries get back to normal, the Scandinavian business will drift back to them; in the meantime, they are expecting to hold a

## Will Stick to Retail Mer. Assoc.

During a short discussion on the suggestion of President Mack at the Convention, that a Dominion-wide organization be formed, the point developed as to whether this organization in its initial stages should break away from the Retail Merchants' Association. Mr. McKerracher, of Ottawa, strongly opposed any such suggestion, claiming that the present strength of the clothing section was due to the assistance that had been given by the Dominion R. M. Association. He believed it good policy for the merchants in every town and city to look after their own lines and see that all their merchants were members of the R.M.A. This was the general feeling of the convention.

good share of the new business from Canada and the United States.

## Offering About 20 Per Cent. of Normal

Mr. Dineen stated to MEN'S WEAR REVIEW that the largest hat manufacturer in the British Empire has just written him and offered him for Fall about 20 per cent. of the normal quantities he usually bought from them in soft and stiff hats. All other British manufacturers are doing the same thing.

## Prices For Fall

So far as prices for fall are concerned, Mr. Dineen said they could not get them yet. They were buying their stock at open prices. His belief was, however, that Canadian hats would sell to the trade at about \$47.50 per dozen, which is a jump from \$37.50 last Fall; English hats would be about \$60.00 a dozen, where they were \$48.00; and American hats would show about the same increase.

## Light Colored Hats to be Good

Light colored hats for Fall and Winter, he believes, will be very good; and, contrary to general custom, they will be worn with the dark bands. There will be a good run of velours at very high prices, and rough-finished hats that look somewhat like the velour will also be good.

# Co-Operation Must Be Mutually Successful; Conditions Difficult in Woollen Market

F. G. Douglas, President of Thornton & Douglas, Ltd., Hamilton, Says Best of Feeling Exists Between Manufacturer and Retailer — Gives a Comprehensive Outline of Conditions in Woollen Market — Believes Lower Prices Bound to Come Soon

CO-OPERATION between retailer and manufacturer that is mutually satisfactory and profitable or a disbanding of their respective associations, were the alternatives which F. G. Douglas, president of Thornton & Douglas, Ltd., Hamilton, presented to the delegates attending the provincial convention at the King Edward. Speaking for other manufacturers, of whose opinions he had knowledge. Mr. Douglas said that his experience was that such co-operation and confidence was most satisfactory. An address was to have been given by George C. Copley, director of Copley, Noyes and Randall of Hamilton on "Conditions in the Woollen Market, 1920"; but he was unable to be present and this subject was touched upon by Mr. Douglas in the course of his address.

## Office Work

Mr. Douglas stated that their experience was that many young men going into business lacked experience in office work and that this was the weakest spot in their organization for some time. It usually resulted in their getting behind in their work and this caused friction. He felt that manufacturers should assist these young men who engage in the business without the necessary office experience. So far as they were concerned, Mr. Douglas said it had been of great advantage to them, and their retail friends, to install a simple system of bookkeeping for them that enabled them to keep their records and accounts.

## Estimating Stocks

Mr. Douglas said he believed there were many retailers who took stock only once a year and had little knowledge throughout the rest of the year of the stock they had on hand. This resulted in over-buying and he should have a careful record showing or dissecting sales from purchases. It was impossible to control buying unless he knew monthly the condition of his stock. "These are times," said Mr. Douglas, "when every man should know what his stock consists of and no man is safe without that knowledge. We are on a high market and conditions are such that they can't go on very long because they are interfering with the consumption of goods by the consumer. I believe that most manufacturers to-day are producing fewer garments and yardage than before the war, though they are doing more business."

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## Market Conditions of Woollens

"The market in woollens has advanced during the last year at a rate that it never advanced even during the war," said Mr. Douglas, in touching on this subject. This advance, however, was not on all lines. Retailers who handled fine class worsteds knew something of the difficulties in getting them. Mills could not get production because of the greater care necessary in producing them, while this was not the case with the coarser weaves. One of the biggest advances was in sleeve linings. He cited the case of an order that used to be placed for sevenpence a yard. Recently, an order had been placed by them for this same lining at 36 pence and on confirmation of the order it had advanced to 46 pence. The reason for this was that it was made of an Egyptian cotton. It would be found that these rapid advances occurred in a number of lines, such advances being due to certain conditions obtaining in the locality from which the goods were secured.

## Comparison With Year Ago

In making a comparison with conditions of the market now with those of a year ago, Mr. Douglas recalled that, at that time, Americans were selling woollens here. This had a tendency to stabilize the whole woollen market. Now, however, continental buyers were bidding in the English markets with price as no object in their buying. Cloths to-day were bringing 100 per cent. more than they were even nine months ago. Dress suitings that were formerly 12 shillings per yard, were now 24 shillings. Moreover, there was no such thing as repeats. Canadian mills were sending their travellers out with instructions as to quantities they could give to this and that wholesaler. "But in justice to the Canadian woollen manu-

facturers of this country," said Mr. Douglas, "I want to say that the Canadian woollens are the cheapest woollens in the world and the better class of Canadian mills can sell their output to Britain or the United States, and it is unfair for the Press or the Board of Commerce who make these statements they are making without any knowledge of the facts. Production is limited; this is the only misfortune. All the clothing that has been exported by the Canadian mills would not have been accepted by the Canadian trade and all criticisms along this line have been unjustified."

## Conditions of Linings

Mr. Douglas, in referring to linings, said that alpaca linings were costing as much to-day as fine worsteds used to cost before the war. Unless there was a change they would have to use cotton canvases. Neither in linen or yarns were the raw supplies available. Russia and Belgium, the former sources of supply, were not forwarding any yarns. He had heard that there were 40,000 tons of flax available in Russia, but conditions were such that it is almost impossible to get this out of the country.

## Deliveries From the Mills

The manufacturer, said Mr. Douglas, was in a serious position with regard to deliveries. They were working from hand to mouth. Men who wanted fine worsteds were up against it; it was impossible because of shortage of yarns, for the manufacturer to make any plans for the future.

The labor market was in a serious condition. Not only was there a shortage of labor and production, but labor was inefficient. Where formerly laborers worked 49 hours, now they work 44 hours. Production was less at shorter hours and higher wages than it used to be at longer hours and lower wages. "I see no improvement coming unless workmen see that they are their own enemies. They seem to think that they are getting something out of their employers by demanding such high wages, but they are paying for it themselves as consumers, and until they see this there will be little improvement. According to their wages to-day, they are 25 per cent. under production. We cannot reason with them; we simply have to accept it, and until they realize these conditions are operating against themselves they will continue."

## Can Buy Summer Clothing in Canada ; One Way to Rectify the Exchange Rate

President Mack Points Out That Summer Garments Can Be Bought in This Country — Are Manufactured by Toronto Firm — Difficulties That Have Been Overcome in Their Manufacture

ARISING out of a discussion on the exchange situation as between Canada and the United States, one of the matters dealt with at the convention was that of buying more Canadian-made goods. President Mack directed attention to the fact that Palm Beach clothing was bought to a considerable extent in the United States and he added that there was a Canadian firm, the only one he knew of, that manufactured Palm Beach suits. This was the Miller Manufacturing Co., of Toronto. Mr. Mack urged that more Canadian-made goods should be bought wherever it was possible to do so as this would be one way by which the clothiers could help adjust the exchange rate.

### Says One Difficulty Overcome

Mr. Costello, of the Miller Manufacturing Co., was present in the audience when the matter was under discussion, and he was asked to speak for a few minutes on the subject of Palm Beach suits. Mr. Costello stated that one of the chief difficulties of the olden days, that of making cotton goods into a good suit with good shape, had been overcome. By a gradual process, special workers had been taught to build these suits satisfactorily and now only male workers were engaged in building Palm Beach suits. It took, he said, a whole year to work out how to hang the sleeve properly. So far as the Canadian manufacturer of Palm Beach clothing was concerned, Mr. Costello said that they had tried to produce one or two good styles for young men and a more conservative style for the older men. Had they tried to show as many styles as were shown in the United States, it would have decreased production and increased cost.

### Summer Clothing An Innovation

Mr. Costello read a paper prepared by the vice-president of the Miller Manufacturing Co., A. L. Miller, which was, in part, as follows:

"One of the greatest and most important innovations of recent years in men's wear field is the introduction of Summer Clothing. Although this line has not yet received its second teeth, so as to speak, it is already so thoroughly and firmly established that it has been accepted in the same matter of fact way as we have come to regard the other necessities of men's wear, and it is safe to say that within a few years' time we will all wonder how we ever got along without proper summer outing clothing.

"The phenomenal success of this line is nothing to be wondered at, and is only what was to be expected when one re-

### The New Treasurer



W. H. BLAIR

*Of Ottawa was elected treasurer of the Clothiers' Association at the recent convention. He is of Blairs, Ltd., 66 Sparks street.*

izes that heretofore, men, as a general rule, have always worn the same outer clothing during the Summer, with the exception of the omission of the vest, that they were in the habit of wearing during all the other seasons of the year.

"The more one thinks of this fact, the more strange it seems that this is so as you cannot help but be impressed with the fact that the changes in temperature throughout America, excepting in extreme parts, varies from fifty to one hundred and fifty degrees, and no change is made in their outer clothing.

"In fact while men have generally ridiculed women for their subservience to styles, regardless of the seasons, still we may well admit that the laugh has been on the men after all, as while women will dress in suitable, light clothing for Summer, men have up until recently wilted in their heavy woolen-lined clothing during the warmest season.

"Of course a great deal of this inconsistency has been due to the fact that up till recently, what men's Summer clothing that has been on the market, was both unserviceable and unsightly. This was chiefly because the materials used were unsuitable for the purpose,

being ordinary cottons, of mixtures of cotton and silk, which would not lend themselves to proper tailoring and which even in a short time would become very shabby.

"With the introduction, however, of the Palm Beach and similar cloths, five or six years ago, men's Summer clothing at last came into its own, as these cloths are especially woven for this one particular use, and being specially constructed of very hard twisted worsted mohair and cotton yarns, it retained all of the desirable features found in the ordinary cotton fabrics, but unlike these cotton fabrics, it lent itself to proper tailoring, so that the garments could be made in such a way that they would keep their shape.

"While the Palm Beach and other similar cloths were an American invention, still Summer clothing was made here in Canada long before these cloths were ever introduced on the market by Americans."

### T. F. Drummie Goes to Montreal

St. John loses one of its energetic business men in the moving of Mr. Thomas F. Drummie to Montreal, where he has taken the position as manager of the Davids' Stores. Mr. Drummie was previously with the Donaldson, Hunt Clothing House of St. John, and while there became one of the foremost organizers and active members of the Retail Merchants' Association of St. John. It is due perhaps to the energetic work of Mr. Drummie that the R. M. A. of St. John was formed and has gone forward with such strides. He was also a member of the Canadian Club and on the executive of the Commercial Club, of which he was one of the promoters.

Mr. Drummie in leaving St. John received many flattering tributes as to his popularity and sterling worth. He was tendered a banquet by the Commercial Club and also a dinner by the R. M. A. of St. John.

Since coming to Montreal he has made a considerable change in the main store of the David Chain. He is a firm believer in bringing the goods to the eye of the passer-by and for this reason has laid plans for putting in a complete front in this store. The plan of this front shows a very attractive and large display space with no fancy filigree openings. Mr. Drummie is also a firm believer in tagging and pricing every article which is shown in their windows. This he says gives the prospective buyer something to work upon when he comes in to buy and it is then up to the salesman to complete the sale.

Although Mr. Drummie has only been in Montreal a short time, he has already made his influence felt throughout the haberdashery trade in Montreal. The MEN'S WEAR REVIEW congratulates Mr. Drummie on his move to Montreal and trusts that success will attain his energetic efforts.

# Change Made in Income War Tax Act

Important Amendment Provides for Penalties For Those Not Making Returns as Required by Law—Time for Giving Information Has Been Extended.

**A**N important amendment to the original act regarding income war tax has been made. It will, in one respect, alter the machinery by which the Act is enforced. Instead of imposing the penalty of a fine collectible in the courts of the land, a departure is made whereby this penalty is collected in the same manner in which taxes are assessed and collected.

## The New Clause

The clause reads:

"Every person required to make a return under sub-section one of this section who fails to make a return within the time limited therefor, shall be subject to a penalty of twenty-five per centum of the amount of the tax payable, and every other person who is required to make a return under the provisions of this section who fails to do so within the time limited therefor, will be subject to a penalty of ten dollars for each day during which the default continues, and all such penalties SHALL BE ASSESSED AND COLLECTED FROM THE PERSON LIABLE TO MAKE THE RETURN IN THE SAME MANNER IN WHICH TAXES ARE ASSESSED AND COLLECTED."

## Time Is Extended

This clause, of course, refers to the returns to be made for the year 1919. There is also one other change in the Act with reference to the time when such returns must be filed with the proper officers. This time has now been extended to the thirtieth of April, and all 1919 returns must be forwarded to the proper authorities by that date.

An innovation in taxation like the Income War Tax naturally has required and has received a good deal of leniency in enforcement. Under the provisions of the Act, as originally passed in 1917, no obligation rested on the officers of the Crown, whose duty it became to enforce it, to give any notice whatever to those liable for the tax. It was specifically set out that,

"Every person liable to taxation under this Act shall, on or before the twenty-eighth day of February of each year, WITHOUT ANY NOTICE OR DEMAND, deliver to the Minister a return..... of his total income during the last preceding calendar year."

## Took Precautions

Recognizing that the Act was an innovation in taxation, extra precautions were taken by the Government to see that it would not become necessary, in the working out of the Act, to impose

## Their Work Well Done

When the first National Convention of Canadian Clothiers is convened in one of the great cities of this Dominion—and we hope that day may not be far away—it is to be hoped that the efforts of the retiring officers of the Clothing Section of the Provincial Retail Merchants' Association of Ontario will not be forgotten. Ed. Mack, and his loyal supporters in office, have dreamed dreams of that day when Canadian retail clothiers will be a force to be reckoned with in the councils of this great Western democracy. Indeed, they have looked even to the time when there shall be a great federation of international clothiers on this continent. When that day comes, it will be remembered to their credit and foresight that the officers of 1919 labored for it with infinite toil and pains.

We believe that the other provinces are as desirous of the formation of such a national organization as is Ontario. During the year upon which we have barely entered, the new officers for Ontario will, in all probability, make overtures to other provincial organizations with a view to laying the foundation stones of such a national structure. Only the heartiest co-operation on the part of all the provinces can bring into being such an organization. It seems to us that there can be not the slightest doubt that such co-operation will be forthcoming. It only needs a safe and sane beginning to herald the day when the dreams of men who saw a great future for the retail clothiers of Canada will be fully realized. We fondly hope that that beginning will be made this year and that Canada's first National Convention of Clothiers will be held ere the curtain falls on 1922.

the penalty prescribed, namely, a fine of "one hundred dollars for each day during which the default continues"; and, in the case of false statements, "a penalty not exceeding ten thousand dollars or to six months' imprisonment, or to both fine and imprisonment." Notices have been sent out by the officers of the Crown ever since the Act came into force, not once, but two and three times, to persons who, either knowingly or unknowingly, have failed to file the proper information with the Income Tax Commissioner or such other person deputed to receive the information.

## Were Not Imposed

While a complete record of fines and convictions under the Act is not available to the public, it will probably be found that the extreme penalty of the law, or anything like the extreme penalty, has never been imposed. Justice has been tempered with mercy, and the exact letter of the law has not been carried out. Ever since the Act came into force, the daily newspapers have contained notices, at the proper time, of the provisions of the Act and the penalty of failing to comply with it. So far, there have been few, if any, cases of

conviction due to absolute ignorance of the law, but rather to an unwise determination on the part of the person fined, to refuse to forward the proper information to the officers of the Crown.

## MAY CUT U. S. COTTON EXPORT IN HALF

### Exchange Rate Interferes With Britain's Inability to Buy

Statistics issued by the United States Department of Commerce indicate that the export of cotton from that country to Britain, indeed her entire cotton export trade, may be cut in two. The reason assigned is that, owing to exchange rate, Britain is unable to buy heavily in the American market. More than fifty per cent. of the cotton exported by the United States during the five months ending with December went to England.

France stands second to England as a market for American cotton and Japan third. But France is virtually in the same position as England so far as the exchange rate is concerned. Japan's consumption of American cotton is limited because her own export of the finished product is limited to the Chinese market which is small.



# MARKET REPORTS



**T**ORONTO, March 8—With the closing of February, the majority of sales disappear and merchants look eagerly for those bursts of Spring sunshine which bring customers in for their Spring suits and overcoats. The weatherman has favored this Spring opening for a few days and retailers state that trading has been brisk for the first few days of the month. Immediately, the weather turned cold again, Winter garments still held their attraction and there was a noticeable dropping away of early sales of Spring styles in both suits and overcoats. Merchants are sanguine of Spring trade, generally; the volume of trade might not be as large as last year on account of the returned soldier trade having fallen away, but on account of higher prices they look for the same returns.

## CLOTHING

Surprise and equal delight are expressed by many retailers over their Spring deliveries of clothes. One merchant stated to MEN'S WEAR REVIEW that he had seventy-five per cent. of his Spring stock in which was a most favorable comparison with the conditions of affairs a year ago. Other merchants are being served almost equally as well and they have praised the manufacturers for the efforts they have made to deliver Spring goods. The rationing system as adopted by many of the manufacturers has, apparently, proved acceptable to the retailers because they know that they will get what goods have been promised them.

## SHIRTINGS

Merchants who protected themselves months back by placing heavy orders for shirts are beginning to reap the benefit of their foresight. They are all looking for a hard year in the trade so far as shirts are concerned, as much from the increased prices as from difficult deliveries. The man who bought heavily months ago is getting shirts much cheaper than if he had left it till this time and his stocks are fairly well up. MEN'S WEAR REVIEW has been informed that manufacturers are buying very little in shirtings with the markets and exchange rates as they are. Many of them have, apparently, protected themselves for many months to come.

## NECKWEAR

It was stated in these columns some months ago that the day of the dollar tie had gone; it now looks as if we would raise the price somewhat. Few lines are being shown to the trade to-day at less than \$12.00 a dozen and retailers state that this line is not a very good one and will not sell with the higher-priced lines. The greatest difficulty is still being experienced by manufacturers to get the supplies of silks they want. Trade is very active, however, and wholesalers or manufacturers are having no difficulty in disposing of their goods.

## SUSPENDERS

The rapid advances in cotton webbing have resulted in increases in suspenders since the first of the year. More increases are in sight. Manufacturers, in some cases, have had no travelers on the road for months, because they have more orders now than they can handle.

Sorting trade in all lines is very good.

## TORONTO MEN AGAIN APPEAL

Toronto men, through their secretary, C. Miller, have again asked the Board of Commerce to lift their clothing order from this city. It will be remembered that this order was made applicable to Toronto on December 15, 1919, with the understanding that it should become effective over the whole of the Dominion sometime early in January. According

to this order, the figure of \$25 for a suit on which the profit is limited to 26 per cent. is to be moved to \$30. This will necessitate the re-marking of all suits and will occasion a great deal of work.

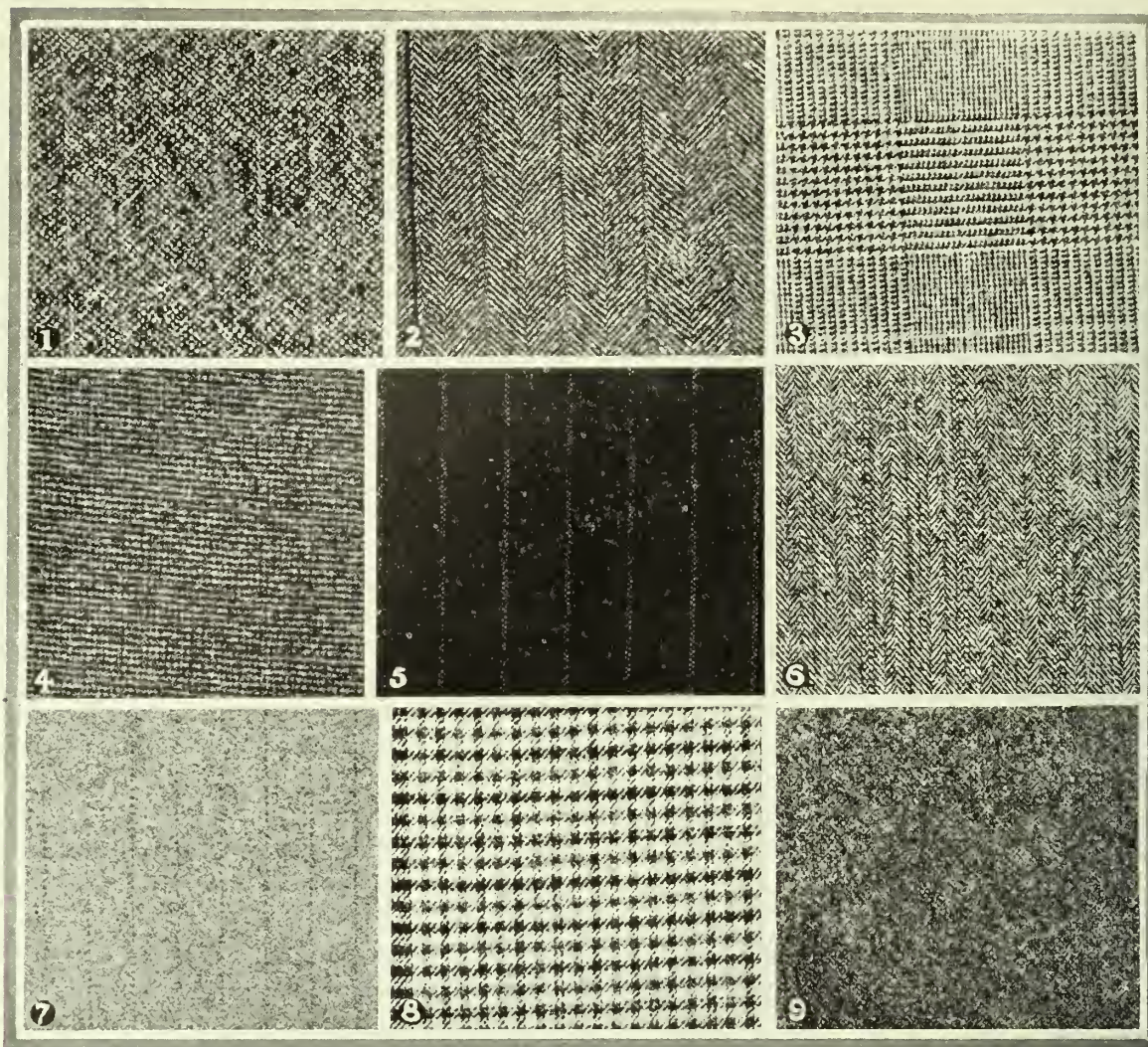
In the meantime, the Board is considering the representations made to them both at Ottawa in January and at Toronto in February from the clothiers' convention, and there is a probability that a new order altogether will be issued. This, again, would necessitate a new marking of all suits and overcoats.

On this ground, the Toronto clothiers

are asking that the discrimination against them be lifted until such time as a Dominion-wide order is issued. They hold that this would not only be simple justice, but would relieve them of the onerous work of re-marking their stock at least twice over.

An alternative, failing favorable consideration by the Board, has been suggested. It is that the present order be allowed to stand until a new order is issued, that is, that the figure be not moved on to \$30 on March 15, but remain at \$25.

*Fall Suitings Shown by Lowndes Co., Ltd., Toronto*



1. All wool Scotch homespun with colored silk decoration in stripe and check affects.
2. Scotch herringbone Saxony with colored silk stripe.
3. Fine quality Scotch Saxony in Glen Urquhart check with colored over-check.
4. Scotch Saxony in plain weaves.
5. Double-line silk stripe Botany suitings shown in navies, greens, browns, and compound mixtures.
6. Fancy herringbone Scotch Saxony in all shades.
7. Glencoe Lovat Scotch Saxony suiting in various designs of stripes and checks.
8. All wool Saxony in club check, shown in all sized checks.
9. Novelty Scotch homespun in bright colors and designs for young men's trade.

## Is Dangerous ; Creates Distrust

Says Use of Comparative Prices and Values is Destroying Confidence

Advertisements which quote comparative prices and comparative values are dangerous by way of indicating to the public that the advertiser makes an unwarranted profit at the supposed "usual price" is the conclusion at which Stanley Wyckoff, Indiana Fair Price Commissioner of the United States Department of Justice, has arrived. In issuing a bulletin to the clothing merchants of that state, he says in part:

"The reader of such an advertisement is likely to believe one of two things," says the bulletin. "Either he believes the statement, and therefore thinks that the merchant makes an unfair profit at the usual price, or he disbelieves the advertisement, which is still worse."

"The chairman of the Fair Price Committee conferred with the president and secretary of the Better Business Bureau on this subject and it is our joint opinion that the use of extreme comparative prices and values is not only destructive of confidence in advertising, but is also creating distrust in the minds of the public to the effect that Indianapolis merchants have been charging

unusual and unfair prices in the regular course of their business.

"The average reader of intelligence in reading such advertisements of great reductions at a time when the news and advertising columns are filled with stories of advancing cost and shortage in most lines of merchandise can only conclude that the merchant so advertising has either been making an unconscionable profit or is lying."

During the provincial convention in Toronto many telegrams were received from State conventions in session throughout the United States extending greeting from those bodies.

# Warns Against Deceptive Trade Terms

Your Good Name is Your Greatest Asset in Business, So Do Not Trifle With It or Endanger It by Destructive Influences in Fraudulent Claims — How to Avoid Creating Handicaps Which You Cannot Overcome

**N**EW YORK.—Decrying the use of comparative price advertising and warning against deceptive trade terms, Richard H. Lee, Special Counsel of the Associated Advertising Clubs, in an address before the convention of the National Retail Dry Goods Association, in New York, Friday afternoon, February 20, urged the elimination of practices which undermine confidence in advertising and business and jeopardize the goodwill of a retail store. Mr. Lee said, in part:

## Costly Carelessness

"One of the enigmas to me in present-day business life is the careless way in which business houses treat their greatest asset, their own good name. You insure your building; you insure your stock; you bond your employees; you even insure your accounts; you protect yourself as to all of these tangible assets; yet any of them could be replaced in the open market. But what are you doing to protect your own good name—the biggest asset in any business?"

## Obviously Fraudulent

"In my opinion one of the most destructive influences in retail merchandising is the use of comparative prices and comparative values—\$125 suits, \$79.50; worth \$50, our price \$37.50, etc.' Comparative values are fraudulent on their face. They bespeak a fact which is nothing more nor less than the opinion of the merchant. And comparative prices involve changes in season's styles and other matters which are very apt to create dissatisfaction with the customer. But the real evil which lies in both of these practices is the avenue you open for the use of your illegitimate competitor.

## Field is Open

"Assuming that you are perfectly honest, that your comparative prices are fair, and that your comparative values are based on your best judgment, you must realize that your competitor, who thinks less of the future of his business than you do of yours, has thrown open to him a field, apparently legitimized by you, in which he has no limits. It only takes a pencil to send his former sales price up and his present sales price down, and while I would concede that this is a practice, which will eventually relieve you of his competition, you must admit that it is confidence-destroying in character and that the shopper who loses confidence in his advertising is very apt to lose confidence in all advertising.

## Don't Do This

"Another of the crying evils of pres-

ent-day merchandising is the use of deceptive names. What possible purpose can there be in calling a product 'Union Linen,' 'Silk Lisle' and names of that sort? Such names merely reflect on the price you charge for the real product. When one gets into the field of furs, he almost wonders if retail merchandising has genuine regard for public confidence. Someone has suggested that trade names of certain furs are no longer deceptive, because their meaning is so thoroughly understood by the shopping public. Then why in the name of commonsense is their use continued? More and more, the smart merchant is instructing his advertising men to tell the truth and nothing but the truth about every piece of merchandise. He is calling everything by its real name so that there will appear over his door the words, which no sign painter can efface, 'This is a Safe Place in Which to Shop.'

## The Correct Policy

"The far-seeing and successful merchant to-day believes in pyramiding on his advertising investment. He looks forward to the day when his institution will be so well advertised as to begin to advertise itself. Advertising is but a means of contact with the public. It is a method of bringing the public into your place of business. Any merchant can pyramid on his advertising by taking just as great pains in satisfying a customer as he does to get a customer into the store. The satisfied customer is an advertising asset. A dissatisfied customer, a heavy liability. Where pains are taken to satisfy the customer, the strength of your advertising is pyramided.

"The merchant who depends on his copy to get a new crowd into the store each day is playing long on a falling market. It should be the aim of every business man who expects to stay in business to so firmly establish his own good name that his business house becomes an institution. When he can get the public to saying that his place of business is a safe one in which to shop, he has established an advertising value which will go on and on and continue to pour dollars into the till long after he ceases to use the printed word.

"That kind of a reputation cannot be builded on a foundation of deception. The merchant who advertises a bargain which he cannot produce when the customer calls, has created a handicap which he must overcome if he desires to stay in the good graces of that particular individual. It is far better for any institution to lose a sale than the good will of a possible customer."

## Encourage Growth Of Canadian Wool

Canadian Co-operative Wool Growers' Association Hope to Improve Distribution of Domestic Product—Over 4,000,000 Pounds Last Year

More attention is being paid this year by the Canadian Co-operative Wool Growers' Association to the distribution of the domestic staple. In the year 1918, the price of standard grades was fixed by the United States Quartermasters' Corps, and when the price paid in Canada was not satisfactory shipments were immediately made to Boston. Now, however, this condition is changed and an effort is being made to increase the growth of wool and to give more satisfactory attention to its distribution. Last year, this effort met with more than fair success, and Canadian mills have been able to develop a big business as the result of good supplies of Canadian wool. Wool values have been standardized to a much better degree than formerly and this, of itself, is having a marked tendency to encourage the growth of wool.

During the year 1919, the Co-operative Wool Growers' Association handled a total of 4,095,874 pounds. For the storing of western wool, a large warehouse was erected at Weston, costing \$73,000; and an addition to this building will be made within the next few months.

The directors of the Co-operative Company for the current year were elected as follows:

Ontario—Col. Robert McEwen, London; G. L. Telfer, Paris; W. A. Dryden, Brooklyn.

Saskatchewan—J. D. Wilson, Forrest; D. B. Howell, Yorkton.

Manitoba—W. I. Smale, Brandon; George Gordon, Oak Lake.

Quebec—J. R. McDowell, Shawville; J. A. McClary, Lennoxville.

Alberta—Bishop Levi Harker, Margrath; J. W. Renton, Calgary.

Nova Scotia—S. A. Logan, Amherst.

British Columbia—George C. Hay, Kamloops.

Prince Edward Island—William McGregor, Central Lot, No. 16.

New Brunswick—A. E. Tritus, Salisbury.

# Sidelights on the Convention

**D**URING the discussion on the order of the Board of Commerce, E. R. Fisher told of a conversation which he had had with Major Duncan. Mr. Fisher said that the Major had conceded that a 10 per cent. profit on the turnover of the year was legitimate. "I told the Major that in eight years my average profit has been 5.2, and I asked him how I could make 10 per cent. when orders were passed that hampered me in my business." The Major had nothing to say.

In the dying hours of the convention, President Ed. Mack called attention to the fact that the silk-trimmed garment was one of the luxuries that might well be avoided in these days of the high cost of living. These garments, he said, cost from \$1.50 to \$3.00 more than others and the lining would not wear one-quarter of the time that other good linings would. He urged upon the members of the convention the desirability of refusing to buy these expensive garments. P. Bellinger believed that the habit should be discouraged; and S. McClenighan suggested that they should not make an effort to educate the public particularly, but that the suggestion should be passed on to the manufacturers.

Shortly before adjournment, the delegates assembled in provincial convention passed a resolution of thanks to the manufacturers, whose contributions had enabled them to finance the convention. Such conventions, it was pointed out, are not carried on without expense, and the generosity of the manufacturers was greatly appreciated by the delegates. The resolution was moved by P. Bellinger and seconded by E. R. Fisher.

## MENU

Grape Fruit Supreme, Strained Gumbo Orientale, Supreme of Striped Bass Waleska, Potato Noisette, Roast Boneless Squab Chicken Sur Canape, Cauliflower Maltaise, Potato Marquise Romaine and French Endive (Mustard Dressing), Fantaisies Glace King Edward, Friandises, Demi Tasse.

Translated into English, that means a lot of fine things to eat. The wine list does not appear on this menu, but E. R. Fisher said something about going to Hull next year, where there were no restrictions, and where "you can swim in it."

Ova tannas Siam, geeva tannas Siam;  
Ova tannas.  
Sucha biggas Siam, bu teefulas Siam;  
Osucha nas Siam, osucha nas.

All the merry banqueters sang this just as if they meant it. Well, they say that confession is good for the soul.



Stopping leakages in business was one of the ills to which President Mack called attention on the last afternoon of the convention. Giving his own experience, he stated that he had auditors examine his books every six months. Before he had called in auditors some years ago, he could not understand where his losses were; but, after having engaged their services for a few times, leakages were discovered and subsequently stopped. He strongly advised that every merchant use the services of auditors in their business.

How does a convention help? Delegates who attend, and many who do not attend these conventions sometimes ask themselves the question. Stewart McClenighan, of the Two Macs, Ottawa, can hardly be said to be a stranger to business, nor can it be said that he has not conducted a successful business. Yet the convention helped him. On the last afternoon, he told the convention that as soon as he returned to Ottawa he would open a new department in his store, a department similar to that which had been outlined by T. A. Sharpe, director and treasurer of the W. E. Preston Co., Midland. He believed that such a department would help him to look after the details of the business better, and keep a better watch of the money spent by the president, who, by the way, is himself.

How to increase the attendance at the convention was a question discussed during the last hours of the convention. With no intention of criticizing those who had undertaken to notify the merchants throughout the province of the convention dates, it was suggested that two weeks before the next convention printed slips be placed in the hands of the manufacturers and wholesalers, with a notice of the convention on them.

## WILL CANCEL U.S. ORDERS PENDING EXCHANGE

Some Opposition to Resolution Breaking Off Trade Relations—Clothiers Will Pay Only 6 Per Cent.

While deploring the very unfavorable rate of exchange against Canadian money in the United States, there were delegates at the provincial convention who could not support a resolution calling upon clothiers to stop buying in the United States or cancel orders for goods already placed there. E. R. Fisher, of Ottawa, strongly opposed the resolution on the ground that he would be breaking faith with many of his customers, who, when hot weather overtook them, would want Palm Beach suits. He regretted the exchange rate, but did not believe it good business to cancel orders already placed for goods that could not be purchased in other places.

Mr. Johnston, of Ottawa, took issue with this view and stated that he had cancelled all goods bought in the United States and had told manufacturers there why he was cancelling them.

President Mack believed that if the matter were put strongly to the U. S. manufacturer that he must assume all over 6 per cent. of the exchange rate, he would do it. They were as anxious for Canadian trade as the trade was anxious for certain lines of their goods.

Mr. Fisher again objected, adding that if the exchange rate kept up another year at its present rate they might arrange with manufacturers to make certain lines of goods that could only be bought across the border. He expected to limit his U. S. purchases as much as possible, but could not cancel orders.

The following resolution was passed, however:

Moved by Sol. Madger, Sudbury; seconded by Mr. Johnston, Ottawa: Be it resolved that owing to the exorbitant exchange placed on our Canadian money that we, as individual members of this association, discontinue buying American goods until such times as the exchange becomes normal, and any orders that we have placed for Spring to be cancelled, without the different manufacturers will agree to bear all exchange over 6 per cent., and the secretary of this association to write officially to the different manufacturers notifying them of our resolution.

These slips will be attached to all bills sent out during those two weeks. In this way, it will be constantly before merchants throughout the province



## Should be Force to be Reckoned With In Laws That Hamper Merchandising

Hon. Secretary R. F. Fitzpatrick in Report Urges Importance and Necessity of Dominion Association — Believes It Will Come Within a Year — Commends Spirit of Co-operation Shown by Manufacturers — Suggests Legislative Committee

**M**R. CHAIRMAN and Fellow Clothiers:—As hon. secretary of your association, I take pleasure in handing you a short report of the work that was intrusted to me since assuming office in February of last year; also, an itemized statement of receipts and expenditures to December 31, 1919, as follows. (The treasurer's report was here read, showing a balance of \$59.54).

Our first annual convention was somewhat of a venture, but through the co-operation of the leading clothing manufacturers whose names appear on my statement, we were able to finance the convention and show a small credit balance.

Your first provincial executive elected last year held two meetings, the second of which was fully attended with but one exception. At that meeting, among other matters that were discussed was the ways and means of financing this present convention, and it was decided to get out an official program containing full-page advertisements from manufacturing concerns whose commodity appealed to the average retailer.

We anticipated much larger attendance than last year and consequently our expenses will be larger; so we guided ourselves accordingly when determining the number of advertisements we required to meet the added expense. I mention this to show that by the fine spirit of co-operation from our manufacturers these conventions can be held in any sized town or city without incurring a deficit, and I believe the spirit of competition should be aroused in securing the conventions for your city, which, no doubt, would bring out larger delegations.

We have only been organized in this province for one year, and from my observations there is a growing need for a Dominion-wide organization. When that day comes—and I predict it within a year—we will be a force to be reckoned with when it comes to laws being enacted that tend to handicap us in the proper merchandising of our business, but we, as an organization, should, on the other hand, stand ready to co-operate with the Government on all legislation that we deem fair and just and oppose it, if in our wisdom, such legislation is not in the best interests of the country. I, therefore, sincerely recommend, Mr. Chairman, that at this convention a legislation

### *New Vice-President*



R. F. FITZPATRICK

*Of Fitzpatrick and O'Connell, Toronto, who was elected 1st Vice-President of the Clothiers' Section of the Provincial Retail Merchants' Association. He was formerly the Honorary Secretary of the Association and on his shoulders devolved a great deal of the detail work in connection with the convention. He strongly favors the formation of a Dominion Association.*

committee of five members be appointed, two to be replaced each year to look after the interests of our association.

I would also suggest, Mr. Chairman, that as the clothing order of the Board of Commerce, as it affects the retailer, is the first important matter under discussion at the afternoon session that a standing committee of three members of our association be appointed forthwith, so that they may take notes of all important points that are brought out at the discussion, and that they be delegated to meet Major Duncan while the convention is in session and lay before him our views on the present order of the Board, as it would affect our merchants and bring back any information that would be important for our members to know. Major Duncan has signified his willingness to meet such a committee and wishes our co-operation in arriving at a satisfactory solution of the clothing order for the rest of the province outside of Toronto.

## Will Punish Own Profiteers

Be it resolved that this Association, realizing that the high cost of all commodities has so materially increased as to endanger to a considerable extent the ordinary course of commercial traffic and to spread unrest and misapprehension on the part of the consumer, pledges itself and its members individually to use every effort to combat the rising costs of merchandising during the present crisis, to sell at the lowest possible margins of profit, thereby materially contributing all in their power toward a reduction in the high cost of living; and that proper measures be taken by the officers and directorate of this association to spread the sense of this resolution throughout Ontario.

And be it further resolved that any member who is guilty of an excess profit or of indulging in fraudulent advertising will promptly be expelled from membership.

Resolution passed at Provincial Convention which was moved by W. C. Miller, Toronto, and seconded by Harry Brimmell, Lindsay.

## IS IN ENGLAND BUYING SILKS

Niagara Neckwear Representative  
After Foreign Goods—Big Business Without Solicitation

The Niagara Neckwear Company, Ltd., like all other neckwear manufacturers, have had their troubles in getting silks to make up into suitable ties for the trade. The exchange rate has driven them, as much as possible, away from the United States market, though they have been obliged to get some of their supplies there, supplies, however, which are rationed. And, once again, like all other neckwear manufacturers, they are not having the slightest difficulty in disposing of the ties they are able to make up from the limited quantities of silk they are able to get. During September and October of last year they did not have a traveller on the road, and their Christmas business was greater than they could handle. They have but few men on the road now.

### Mr. Brown Now in England

Mr. Brown is, at present, in England on a buying trip. He will also visit the Continent, particularly Switzerland, where he hopes to get an adequate supply of silks for the year's business. This is Mr. Brown's first trip across the water on such a mission.

## Will Use Movie To Extend Exports

New users to which the moving picture can be put develop daily. The latest organization to make use of the "movies" is the Canadian Manufacturers' Association. They are circulating a letter amongst the Canadian manufacturers pointing out to them that the movie is one of the big assets of the manufacturers of Great Britain and the United States in the development of their export trade. The Executive of the C. M. A. have decided to make use of moving pictures in this country for a similar purpose, that of increasing the export trade of Canada. Trade Commissioners in different parts of the world representing Canada have insisted that there are great opportunities for the Canadian export trade. The C. M. A. have taken this new step to develop their export trade.



The outside fabric of the above coat for men's and boys' outdoor wear is closely woven with a smooth surface that will not rough up. It is double-seamed throughout and is both shower and wind proof. The coat is lined with a soft woollen material, adding thereby to its warmth and comfort for all kinds of weather. It is made by the Monarch Knitting Co., Ltd., of Dunnville, Ont.

## Government in Clothing Industry ; Aim at Dependability and Stability

Dr. H. S. Sharman, Impartial Chairman of the Board of Arbitration, Outlines New Organization Created to Adjust Disputes Between Manufacturers and Garment Workers—Hopes to Stabilize Industry Over Whole Continent.

**D**EPENDABILITY upon supply and stability as between the manufacturer and the retailer were cardinal points brought out in an address before the delegates to the Provincial convention by Dr. H. S. Sharman, who is the impartial chairman of the Board of Arbitration. The subject of the Professor's address was "Government in the Clothing Industry," and these two important points were mentioned as being of equal interest to the retailer as the question of costs.

### Movement Highly Significant

"Nothing that is happening in the relation between capital and labor on the North American continent," said the professor in his opening remarks, "is of higher significance than what is happening in the clothing industry. Certain experiments between the manufacturers and laborers have been worked out and are now in operation unlike that which is done in any other trade." The speaker went on to point out that the clothing workers of America were not affiliated with the American Federation of Labor but were a separate organization known as the Amalgamated Garment Workers of America. The dealings between manufacturer and worker in Toronto were, from the labor side, conducted through this big organization.

### How it Works Out

Dr. Sharman went on to explain that clothing manufacturers had gotten together to deal with labor as a unit, while the interests of labor were handled by a single individual, or perhaps two or three. The office of labor manager—the representative of the clothing manufacturers—was a new one; such an office had already been created in Toronto by the Associated Clothing Manufacturers. On the other hand there was the usual situation with regard to labor; its supreme official was the labor agent or manager for the trade. Most minor adjustments—not wage disputes—were carried out between the labor manager on the one hand and the general manager speaking for the whole body of laborers on the other. When it became impossible to arrive at a mutually satisfactory agreement, the Board of Arbitration was called in and the rulings of this board were final and must be accepted by both parties.

### The Impartial Chairman

An interesting element in this organization was the utilization of the college professor as impartial chairman. It was felt that it would be better to select a man for such a position who took a genuine account of the human element

rather than select the legal technical mind which might lean too strongly toward the absolute letter rather than the spirit of the agreement. "They have gone to the university," said Dr. Sharman, "to find some man who, by his training, disposition, character, breadth of outlook, experience, his known sanity and general balance of mind could handle the matter. That is quite a striking innovation, and, so far, has been worked out very largely to the satisfaction of both parties." Dr. Sharman said that so far as Toronto was concerned he did not intend these remarks to apply, as the experiment was just a new one here and the board had not yet been called into operation.

### Hope to Build Common Law

Dr. Sharman said it was hoped to build a common law for the guidance of labor legislation as between manufacturer and laborer. In the settlement of disputes or difficulties a principle was often involved which, once settled, may reasonably be expected to hold. An effort was being made at the present time by the Federation of Clothing Manufacturers of America to adjust conditions in the different markets so that the manufacturers in one section of the country may not be adversely affected by conditions in another section. In this way it is hoped to stabilize the industry from one end of the country to the other.

Speaking of the Toronto organization, Dr. Sharman said that the clothing manufacturers on the one hand were men of wide outlook and vision, while the workers on the other hand were represented by men who possessed original ideas, of balance of mind and judgment, who were not thinking of the gain of to-day unmindful of to-morrow.

A hearty vote of thanks was moved at the convention by Mr. McKerracher of Ottawa and seconded by Mr. Wagoner of Kingston to the retiring officers of 1919. E. R. Fisher, of Ottawa, took occasion to remark that there were no other two men who would have done as much for the clothing section as Mr. Mack, the president, and Mr. Fitzpatrick, the hon. secretary.

Clothing manufacturers are complaining that their deliveries of piece goods from the British Isles are slow and in such uncertain quantities that they are unable to plan their work ahead for any length of time. This uncertainty is bound to increase overhead expenses.

## Urges All Branches of Retail Trade to Organize to Protect Interests

Provincial Secretary W. C. Miller Points Out Danger Threatening Merchandising — Organization Should Be Stronger — Bankruptcy Act — Increase in Membership

**M**R. PRESIDENT and Gentlemen:—I have pleasure in submitting to you my secretarial report for the present year, and in so doing I am sure it must be gratifying to the executive officers and members generally to note the large increase in members during the past year. Our convention held one year ago has resulted in impressing upon the clothing merchants generally the need of organization, and as most of you are, no doubt, aware the resolutions which carried at last year's convention, in which we petitioned the Government to appoint an Inland Trade Commission, resulted in the appointment of the Board of Commerce, and, while the resolution called for the personnel of the same to be constituted of a manufacturer, a wholesaler and a retailer, the Government in establishing this commission appointed a high court judge, a lawyer and a railway mechanic, and, under the Board of Commerce Act, the functions of the Board were very much broader than we at first anticipated. The Board of Commerce has enacted certain Orders-in-Council dealing with the profits and retail prices of clothing which have resulted in a number of conferences with the commissioners, and, also, of taking the matter and other jurisdiction in this regard to the Dominion Government. At a Dominion convention held in Ottawa some three weeks ago, at which the matter was fully discussed representations were made to the Government with various suggestions, and no doubt the special committee will report at this convention. At the present time, the order is only applicable to the city of Toronto, but unless sufficient reason is shown why its application should not be directed to other outside centres, the order will affect every clothing dealer in Canada and the importance of the same will, no doubt, receive full consideration and discussion at the present session.

Your executive and officers have met during the year to discuss various matters pertaining to the retail clothing trade and the larger centres have met periodically to discuss the different phases of legislation which affected their interest. A great deal of time has been spent by your executive officers in matters of detail, and through their efforts important legislation which would have been detrimental to your interests has been prevented. There never was a time in the history of retail merchandising when it was so es-



*W. C. Miller, Provincial Secretary of the Clothing Section of the Retail Merchants' Association of Ontario, upon whose shoulders devolved the work of drafting the legislative program of the convention.*

sential that all branches of retail trade be organized strongly to protect their interests more so than at the present time.

The Bankruptcy Act was passed at the last session of the Dominion Parliament and a synopsis of the same will be given at one of the addresses at this convention.

Other forms of legislation will be submitted in the form of resolutions and I sincerely trust that the deliberations of this convention will be pleasant and profitable to all who attend.

## To Be Salesman, Be Genial, Jovial and Reliable

SALES MANAGER OF FASHION-CRAFT MFRS. OF MONTREAL ENTERTAINS TRAVELERS

The travelers of Fashion-Craft Mfrs. of Montreal were the guests of Rod. Weir, sales manager of that firm, at a luncheon on Thursday, Feb. 26th. Various matters of interest were discussed and a pleasant, sociable time spent.

Mr. Weir, who is a great believer in good fellowship existing between those associated in business, expressed his wish that the friendly spirit which has always been in evidence amongst the Fashion-Craft staff might be maintained, as it did more towards strengthening an organization than the outsider would imagine possible; unity and concord will solve the most knotty problems, but where discord reigns, dissolution soon follows.

"Be genial, jovial and reliable with your customers," was Mr. Weir's advice to the salesmen, "and it will not be long before the customers will appreciate you and look forward to your visits. This goes a long way toward maintaining permanent pleasant business relations. It does not require abnormal ability to be a first-time salesman or a one-season tripper, but the salesman who is a success in the true sense of the word, is he who leaves a town with a certain knowledge that the merchant will be glad to see him next time, and always be ready to give him and his line proper consideration. Most merchants appreciate buying from men who have proved themselves sterling, and it is not long before they are ready to be guided by their judgment.

The following representatives of Fashion-Craft Mfrs. Co. were present:

Mr. Earl Atkinson, Ontario; Mr. Reg. Bcnell, Maritime; Mr. J. B. Dery, Quebec; Mr. Rod. Weir, North-West; Mr. Will. J. Henschel, manager Special Order Department; Messrs. Lee Sullivan, Joe E. Daoust, Will Cryderman, special order representatives.

## Lloyd George Dons New Head-Gear

Winston Churchill has long held the palm in England for novelty in head-gear. His extreme creations are the joke of the "boards" in many an English Theatre. But the British Premier, David Lloyd George seems to have challenged his right to the isolated title of the most eccentric head-gear artist in the British Isles. It seems to have been a magnificent challenge and when the Prime Minister emerged from his residence on 10 Down-Street, crowds flocked around him to closely inspect his new creation.

It is not a Derby, not a topper, nor the lid of a French priest, but it is described as being a combination of all three. Its material is the shining silk of which toppers are made, its shape is the oval of a Derby but of topper height, while its brim is the wide, upward curving brim beloved of the French priests. It is a rare specimen, is Lloyd George's new hat—mystically unique.

## Judge Robson Resigns From Commerce Board

Out of Sympathy with Enforcement of  
Combines and Fair Prices Act—Ob-  
jects to Onslaught on Retailer

Judge Robson has resigned from the chairmanship of the Board of Commerce. His resignation has been accepted by the Government and Judge Robson has returned to Winnipeg where he will probably re-enter upon the practice of law.

### Reason for Resignation

There are many reasons given for Judge Robson's resignation but it seems quite evident that he was out of sympathy with the work that was entrusted to him and with the Combines and Fair Prices Act. According to correspondence on file between him and Sir George Foster, the Acting-Premier, he stated that "economic policy of the country should be toward high prices and against low prices." He pointed out that numerous governmental agencies were trying to get as high prices as possible for Canadian products in foreign countries and that, in view of this, any machinery to reduce prices of this produce was simply abortive. It is stated that he also objected that the Act was fairly effective in reaching retailers but did not touch the manufacturers. He condemns the Act for removing the last chance of the consumer to do anything for himself in reducing the cost of living. Before the Act was passed there was nothing to prevent a group of consumers from co-operating in the purchase of necessities but "a declaration of Parliamentary policy crept into the Act which was designed to head off co-operative movements likely to make progress."

### Makes Suggestions

Judge Robson made certain suggestions in handing in his resignation. He suggests that a federal machine to inquire into the costs and profits of commodities and to act in an advisory capacity to provincial governments would be more useful than the Board of Commerce as at present constituted. He believes that provincial governments, thereby, could the more effectively deal with profiteers.

### Only Necessaries Affected

Judge Robson makes a strong objection to the fact that Act as enforced by the board has touched only the necessities of life while profiteers in other lines have been permitted to do as they please. The effect appeared to be to deter business men from dealing in such necessities of life on which dealers had the right to get the highest possible price in the export market.

### Board Still Continues

The resignation of the chairman does not interfere with the activities of the board. According to its constitution, "No vacancy in the Board shall impair

the right of the remaining commissioners to act." Reports from Ottawa state that the Board will come under hot fire in the House of Commons during the present session. It has also been reported that other resignations from the Board may be looked for.

### EMPLOYEES ARE INSURED Society Brand Clothes, Ltd., Reward Services

Society Brand Clothes, Ltd., in order to provide for the comfort of their employees, have adopted the system of providing free insurance for them. This insurance is graded according to period of service. Employees of three months and less than six months' continuous service are given a \$500 policy, and these policies range from this amount to \$1,500 for those of nine years' service and more. The company, in a circular to the employees, point out that all premiums are paid by the company and

## Canadian Worsted Imports Increase Over 4,500,000 Yards in 1919

Record Orders Being Placed by United States Buyers—Controversy Over Spinners' Profits—British and American Machinery Trying to Satisfy World's Demands

REPORTS from the centre of the woollen industry in England—Bradford—are to the effect that record orders are being placed by both North and South America. Manufacturers in this area continue to run at full pressure, particularly with regard to the finer cloths. Many orders for goods containing quantities of Botany yarns have been refused by the captains of industry in this centre, because they are unable to cope with them.

### Big U. S. Orders Placed

Whether or not the exchange rate is having an effect in placing orders in the Bradford section may be a moot question; but the fact remains that the present year promises to establish a record of trade with the United States, especially in fine cloths. Buyers from the United States have really camped on the ground and have bought every available yard of fine goods they could get.

### Canadian Imports

So far as Canada is concerned, the Board of Trade returns for the year 1919 show that Canada imported an increasing quantity of worsted yards, and a decreased quantity of woollen yards in comparison with 1918. In 1918 the imports of woollen yards was 4,877,000, and in 1919, 3,168,300. The respective imports of worsted yards for the two years were 3,930,900 and 4,547,400. During the last quarter of the year the import trade in worsteds took a phenomenal jump, and, in that time, nearly half of the entire year's shipment arrived. About 2,000,000 yards of worsteds came in in the last quarter

their desire is to recognize faithful services.

## Double Funeral; Brother Tailors

John and James Kennedy, of Hamilton,  
Partners in Business, Pass out  
Together

John and James Kennedy, tailors, of Hamilton, and brothers in business, died within forty-eight hours of each other and were buried together on February 25th. John was the first to succumb. The brother James frequently slept at the store and city officials in trying to enter the store to inform him of the death of his brother were unable to obtain an entrance. Upon forcing the door they found that James had also died. John Kennedy was, for some years, cutter for the firm of Thompson & Smith, of Ingersoll.

### Spinners' Profits

During the last few months there has been a heated controversy in England over the profits made by spinners. A trade union official charged that they were making from 400 to 3,200 per cent. more profit than was allowed them during the war on war contracts with the Government. He figured it out in this way: During the war spinners were allowed on certain qualities of yarn a profit of 1d. per pound over and above the cost of manufacturing. It happens that on this same quality of yarn, spinners are now making a profit of 33d. and he figures out that this is 3,200 per cent. on 1d.

But, as has been pointed out in MEN'S WEAR REVIEW a number of times, the real, or one of the main reasons for high prices is the vast difference between supply and demand, together with the increased cost of production. Hours are shorter, and it is no secret that labor is less efficient than before the war. Whereas machinery in the Bradford section used to run twenty-four hours of the day, it is now running eight, and the output is decreased to that extent. Continental machinery, for the most part, is silent. Germany is unable to buy raw materials, and, until she is, her machinery will continue to be silent. France is only beginning to recover and to reconstruct the waste and devastation of the last five years. The net result is that American and British machinery is making a frantic effort to cope with the world's demands for woollens, demands which are mainly for finer grades.

## Employees Become Stockholders ; Robert Reis & Co. Adopt New Plan

Employees To Be Represented by Executive Council — Preferred and Common Stock Can Be Purchased — Not More Than 14 Shares of Preferred and One Share of Common for Two of Preferred

**R**OBERT REIS AND COMPANY of New York announce a plan for their employees to become stock holders. Both preferred and common stock of the company is offered on remarkably easy terms to any employee in good standing who has been with the company or subsidiary companies since January 1, 1920.

"Our purpose in allowing our employees to become stock holders," said Arthur M. Reis, president of the company, in discussing the plan, "is to allow all workers in every branch of the producing and distributing ends of the business to have a voice in the management. We expect the operation of our business to reach a high level of efficiency through this plan.

"Our employees will be represented in the affairs of the company through an executive council to be composed of heads of departments and representatives of all other groups of employees of the company and subsidiary companies. Although this council will be under the direction of the Board of Directors, none of the officers or directors of the company will be members of it. I will appoint the members of this council this year, but in the future they will be partly elected by the employees themselves and partly appointed."

Employees can subscribe for the 7 per cent. cumulative preferred stock,

whose par value is \$100, at \$95, and for common stock at \$20. Terms of payment will be \$1 per share per month for the first preferred and 25c per share per month for the common. These payments will be deducted in monthly installments from the purchaser's wages until the stock is paid for.

No employee can subscribe for more than 14 shares of preferred stock. One share of common stock may be bought for each two shares of preferred stock. In addition to the regular dividends, employees will receive a bonus on the preferred stock, which, in five years, will equal the value of the common stock, so that upon the regular payment of dividends the common stock will be paid for in approximately five years.

Participation in this stock subscription will be entirely voluntary and failure to subscribe will not affect the prospects of any employee. Suitable provisions are made for the disposition of stock subscribed for if any employee wishes to withdraw from the purchase agreement or leaves the company's employ.

The administration of this stock subscription plan will be in the hands of three trustees, two of them appointed by the Board of Directors and one elected by the executive council of employees.

## CANADA AGAIN TO BE LEADER OF FUR TRADE

Tremendous Increase in Exports to U. S. Steps Must Be Taken to Protect Lives of Fur-Bearing Animals — Urges Issuing of Licenses

According to C. C. Jones, chairman of the Fur Industry and Wild Life Conference, Canada is soon to become one of the leading fur markets of the world. As an indication of the growing importance of the Dominion from this standpoint, it might be pointed out that the exports of furs to the United States in 1915 amounted to \$1,800,000; in 1919 this had increased to \$13,800,000. It is not beyond the bounds of possibility, therefore, that Montreal may once again be the centre of the fur-trading industry, which had its beginning in the early and romantic history of this country when the fur-trader travelled the wilds of the northern half of this continent in search for those valuable skins for which, in those days, he received so fabulous a price.

This conference was recently held at Montreal under the auspices of the Commission of Conservation. James White, chairman of the commission, in the course of an address to the conference, pointed out the debt which this country owed to the fur-trader, emphasizing the fact that, had it not been for him settlement of those great areas beyond Lake Superior would probably have been delayed many years, if, indeed, it would ever have taken place.

### Must Protect the Animals

Contingent upon Canada's ascendancy in this regard, however, is the conservation and protection of the animals from which these valuable furs are obtained. This was ably pointed out by Dr. Bryce, who said that if steps to protect the animals were not taken all fur-bearing animals would soon become extinct. At present, he said, there was an abnormal destruction of these animals, not only by the trappers themselves but by hundreds of men who had never done any hunting before. Touching on the increasing value of skins, Dr. Bryce pointed out that the mink which once sold for 40 cents is now valued at between \$13 and \$28; and the muskrat, which was once bought for 12 cents now brought \$5.50. The urge was made that trapping licenses be issued.

### Some Price Increases

J. A. Belleisle, inspector-general of fisheries and game for the Province of Quebec, stated that immense increases in the production of pelts had taken place in the two years during which figures were available. In the first seven months of 1917-18 royalties and licenses totalled \$51,317, against \$74,510 for the same period of 1918-19. White fox skins were 1,287 in the former, against 12,228 in the latter, an increase of 850 per cent

## Montreal Firm is Reorganized

Wearbest Mfg. Co. Now Known as Styles Clothes Co.

The Wearbest Clothing Mfg. Co., Ltd., of Montreal, has been re-incorporated and is now known as the Styles Clothes, Ltd., of Montreal. This manufacturing company used the name "Styles Clothes" as a name of their particular brand of clothes, and during the reorganization they decided that this would become the name of the new company. There is no change in the officers and they are continuing to manufacture the high grade lines as hitherto.

Charles Shaine, of the company, has left for an extension buying trip and will be away about two months. He has gone across to Europe to look over the situation there and to get first-hand knowledge regarding deliveries and the trend of the styles. He also wants to get a better idea of the production end of the clothing business.

### WILL SUPPLY C.P.R. OFFICIALS WITH UNIFORMS

John W. Peck & Co., of Montreal, have been successful in securing the contract of the Canadian Pacific Railway for all uniforms for conductors, trainmen, etc., and for officials of their steamship services throughout the entire system. There is keen competition for this contract which has not changed hands in 25 years.

### JACKSON FACTORY HOLD OPENING AT HENSALL

The Jackson Mfg. Co., of Exeter, manufacturers of boys' clothing, held a demonstration recently in Hensall and were "At home" to the public. Two loads of ladies from the Exeter branch went to Hensall and, all of them being experts, their skilful and expert handling of the various methods of manufacture were greatly appreciated by a crowd that filled the place to overflowing. Lunch was served later in the evening.

Tip Top Tailors are about to open a new branch at 73 St. Joseph Street, Quebec City. This makes the twentieth store in operation by the Tip Top Tailors.

## Clothiers Lack "Get Together" Idea; Urges Canvass For Big Organization

M. Levee of St. Catharines Says Too Many Clothiers Are Afraid to Exchange Ideas Because They Fear Someone Is Trying to Rob Them of Customers — Cites What Men Are Doing in United States, Where They Almost Dictate to Government and Manufacturer

A STRONG endorsement of the "Get Together" idea, which MEN'S WEAR REVIEW advocated in the last issue, has come from M. Levee, manager of the Lyons Tailoring Co. of St. Catharines. According to Mr. Levee, Canadian clothiers conspicuously lack that spirit of "Get Together" which is so characteristic of the clothiers of the United States, and which is resulting in their taking such a strong and united stand in the present agitation over there for a lower cost of clothing. Not only does this lack of harmony and co-operation, according to Mr. Levee, result in impotence in a national and provincial way, but also locally, where, because there is no organization, a clothier who is violating the decent principles of the trade cannot be proceeded against in an effective way. Mr. Levee strongly urges that a national campaign in this country should be started and that members should be canvassed for membership in the association.

### Lack "Get Together" Spirit

"I am a Canadian and always stick up for Canada," said Mr. Levee to MEN'S WEAR REVIEW in discussing a matter that is of particular importance at this time, "but there is a lack of that spirit of 'Get Together' in this country that is so noticeable in the United States." Mr. Levee went on to point out what the different state and national associations were doing in the United States toward fighting against a campaign which unfairly pointed to nearly every clothing man as a profiteer. "They are now so strong in the United States that they can almost dictate to the Government and to the manufacturer," he said. Had there been such an organization in this country, declared Mr. Levee, the clothiers would not be in the position of defending themselves against attacks that were unjustified by facts that had been brought out. "It takes a college professor to sell goods these days," he said. "You have to spend half your time in convincing the public that you are not a profiteer."

Mr. Levee was rather emphatic in his views regarding the lack of cordiality and organization amongst the clothiers. "There are men who are afraid to exchange views because they are afraid you are trying to find out about their business and to rob them of their customers," he said. Referring again to what had been accomplished in the United States in this line, Mr. Levee

said he had seen men who, at one time, were not even speaking to each other, get together and have a good time for several days and forget that they had a business.

### Value of An Association

That such an association, either nationally, provincially or locally, has a decided advantage for the men of the trade, is the firm belief of Mr. Levee. Association, he said, breeds better principles in the trade, and there is not the tendency to engage in sharp practices, because, once a man is a member of an association, he knows that he cannot do things that are sharp, for fear the other members of the association will take some kind of action against him. He instanced the case of a merchant who had taken advantage of daylight saving to keep open his store an hour longer than the by-law or agreement called for. His comment was that, by a united action, they were able to keep this man in line.

### Should Canvass for Membership

Mr. Levee said that an active canvass should be made for membership in the provincial association and that this should gradually be made throughout the whole of the Dominion. Only by this method, he thought, would there be brought into being a live organization that would be assertive in all matters of local, provincial or national interest and importance to the clothiers. The organization, he believed, should be made to stand for something; each member of it should have a card of membership in his window, so that customers would know that his membership meant something in honest merchandising.

### OPERA CLOAK MODEL IS FANCY SKATER

Last month MEN'S WEAR REVIEW ran an illustration on page 41 showing an evening cape lined with royal blue silk. It now turns out, according to the Saskatoon "Phoenix" of February 10th, that the wearer is "Bobby" McLean, a champion ice-skater, who is one of the few speed skaters and fancy ice-skaters at the same time. At the age of 15 he won the international ice-skating championship and at 19 was the possessor of 119 championship titles. He has won no less than 15 international skating championships and is the holder of nine world's amateur and professional records.

## BIG INCREASE IN EXPORT OF COTTON, WOOL

The enormous increase in the exports of cotton yarns and piece goods from the United Kingdom is shown in the January returns for the Board of Trade. Recent travellers who have returned from England, and with whom MEN'S WEAR REVIEW has talked, have all said that there had been a phenomenal buying of cotton goods from the English houses. Doubtless the exchange rate has had considerable to do with this, for it will be noted that the increase of shipments of cotton goods to the United States is very marked.

### Over 7,000,000 Pounds Increase

The Board of Trade returns show the exports of cotton yarns for the month of January to have been 16,458,000, as compared with 9,913,000 for the same month of the previous year. While there were no exports of cotton yarns to the Netherlands a year ago, in January of this year the Netherlands received 6,269,000 pounds. In January of 1919 there were exported to the United States 161,000 pounds, while in the same month of 1920 there were 1,119,000.

### 100% Increase in Piece Goods

The increase in the export of piece goods was quite as large as in the case of the cotton yarns. In January there were 414,757,000 square yards, as compared with 219,701,000 in the corresponding month of the previous year. The value of these piece goods increased from £11,387,000 in 1919 to £23,699,000 in January of 1920.

### Increase in Woollen Goods

Exports of woollens during January totalled 18,518,000 square yards, compared with 7,182,000 yards for the same month of last year. Exports of worsteds were 5,874,000 square yards for January, compared with 2,459,000 yards for January, 1919.

### HAS FINE NEW ELECTRIC SIGN

A new electric sign which is described as one of the very best of its kind in the Dominion, has recently been erected for R. Score & Son, Ltd., tailors, at 77 to the "Balaclava" overcoats. The sign has been built to give special prominence to the "Balaclava" overcoats. The sign is 10 x 10 feet, made on a steel frame and faced with iron; the crown at the top is a masterpiece and is made from multi-colored leaded art glass and, when illuminated, shows richness and beauty akin to real gems. The lettering is set in a sunken groove and is of white enamel with outline of gold leaf; the background is finished in a green swartz and other parts are finished in heavy, brilliant coach enamel. The simplicity of the sign but adds to its splendor and distinction and makes it one that is a real attraction both from the selling and the artistic point of view.

**GOOD ADVERTISING ADDS VALUE**

(Continued from page 57)

talk behind your counters? Reflect as in a mirror through your newspaper advertising, the character of your store and what you have to offer men.

Wheeler Sammons, of the Shaw Publications, in his book, "Making More Out of Advertising," has given us some excellent examples of result-getting copy and illustrations that attract and pay, but before citing some of them for the purpose of starting a helpful discussion here this afternoon, let's get this vital point settled finally for every man here.

**Honesty the Best Policy**

"Be honest in your advertising," said an advertising manager of one of the most successful retail stores in the world. People are not fools. Thousands of stores print stuff in the papers that they would not dare put into words in the presence of their customers. Do you think people can be fooled by words in print that would make them laugh at you if spoken to their face? No, sir: They laugh at you or cuss you when they read the paper. Might just as well take a whole page, print in the middle of it, using largest type in the office: "We are liars, come in and get cheated. Boudin Bunkin Clothing Co." Perhaps the very honesty of the statement would pack your store. Playing people for suckers is very poor business and dishonest advertising is the most expensive policy that foolish storekeeping permits.

Advertising that is absolutely honest six days a week the year around has a marvelous power. It always has the public's respect. Then when you have an extraordinary story to tell the people believe it and you reap the rich reward of merited confidence.

Dishonest stores come and go—usually into bankruptcy, but the honest stores thrive and grow great in spite of all aggravating, tricky competitors.

Do the clerks in your store believe the advertisements you write? Are they enthusiastic in selling customers on the points brought out or intimated in your advertisements in the newspapers? Do you encourage your salespeople to make suggestions about copy for your advertisements?

Well, why don't you?

Are you still pottering away at the business of writing copy when there is nothing else to do? Often at the end of the day, when you are tired and would dodge a customer, yet you attempt to write copy—to sell a big group of customers when you feel like dodging one lone and unarmed customer.

**Consider the Printer**

And the chances are your copy should have been in the hands of the printer the day before. Give your printer time and he will give you a better advertisement.

Think of the reader, and as far as you can make your advertisement easy to read. Insist always upon these four things:

1. New and perfect type.
2. One face of type for use in all your display lines, with which no other face is to be mixed.
3. One face of type for use in all your body matter with which no other face is to be mixed.
4. One face of type for use when you want special emphasis.

Be constantly on the lookout for new ideas.

Watch the store methods and plans and advertising ideas used by successful retail houses in lines other than yours.

The most profitable suggestions for increased sales, efficiency on your part and your staff, will often come from a business quite different from yours. The fundamentals apply in any business of any proportion.

Another copy idea that might be worth utilizing by the merchant who has the information at hand, would be to frankly discuss the reasons for present clothing prices. The wages paid to tailors, cutters, etc.; the increased cost of good fabrics, etc.—if described in detail would help to justify present prices and make consumers more satisfied that they are getting their money's worth.

"I get many suggestions on how to hold to the truth," says a small-town merchant, whose advertising is rapidly discouraging his competitors, "from advertisements of a few big national advertisers. Some, of course, set bad examples—they have their eyes shut and are trying to burst the heads out of their bass drums. Others have truthfulness and restraint in every line."

"99.44/100% pure" instead of "absolutely pure," or "incomparably pure"—that ought to be inspiration for any retailer. "Good clothes," says another concern, instead of "The best clothes made"; and an automobile company lists the good points to its car without even trying to suggest at what points it "excels all others." Another concern goes on making a car, calls it a "Good car," and encourages the annual crop of jokes. Perhaps that explains why it sells so many cars.

**A New Idea**

"These ties are not as good as they look—25 cents." This copy appeared on a window card one morning in Wanamaker's New York store. Before noon the whole lot ties, about 75 dozen, was gone. Men bought them literally by the dozen. Here is the story back of that window card. The ties were bought to sell at 75 cents, but the buyer discovered, after the ties were delivered, that the workmanship was poor and decided to clean them out as quickly as possible—at a loss, if necessary. When the advertising man asked him what was wrong with the goods, the buyer replied: "They are not as good as they look." "That is all I want to know," said the advertising man, and used the buyer's phrase for his copy.

The psychology of why men were so eager for those ties is absurdly simple. The card called attention, indirectly, to the fact that the ties looked to be worth more than 25 cents, and the frank admission that they were inferior goods explained the low price. Every man who bought did so with his eyes open.

If the card had said "Were 75 cents—now 25 cents," many men might have been skeptical. As it was, the store avoided any comebacks, got rid of the merchandise, and no doubt made many friends through the simple telling of the truth on a window card. There is a moral in the story for writers of retail advertising copy.

This incident points out forcefully that the more simply and naturally facts are told the more effective the statement of them will probably be. An analysis of the advertising published by more than two thousand stores shows that those advertisements have had the greatest power which told the truth about merchandise in the simplest and most natural way.

**Use Illustrations**

Small space every day, cartoon illustrations, and bright attractive copy are characteristics of Rogers-Peet Company's advertising. This firm has recognized the value of advertising personality, and has stuck to the same characteristic style year after year in its newspaper advertising. Always one column wide, Rogers-Peet advertisements rarely take up more than 10 or 12 inches, and probably average seven or eight.

These features have familiarized the New York public with Rogers-Peet advertising. Yet the real pulling power of the copy lies not in these outward expressions, but in the "newsy" message in every Rogers-Peet advertisement, told in a way that makes the reader believe what is said.

Copy like Stevens' and Rogers-Peet advertising is generally called clever copy, but its real merit is not in its cleverness. Its power to attract trade lies in its ability to convince readers of its truthfulness. As Carlyle says, "The merit of originality is not novelty but sincerity." "To say a thing," says Goethe, "that everybody else has said, as quietly as if nobody had ever said it—that is originality."

Some advertisers seem to feel that "smartness" in copy will sell goods, but most of them agree that "smartness" is a dangerous policy. The writer of "smart" copy is at a disadvantage, for he has to keep his "smartness" up to a pitch where people will not tire of it.

When an advertiser does the unusual, and successfully combines cleverness with helpful information about his goods and service, there is little doubt that his copy usually gets attention, interest and conviction. Advertising copy depends for success upon the ability of the writer to express an interest in the tastes and needs of the reader, and the easiest way to express this interest in words is to feel it.

Advertising language is, or should be, the simplest, the homeliest, the most natural language there is, or, as one advertiser puts it, "childlike language."

**Illustrations That Attract—Seeing Is Believing**

We all enjoy the pictures and we seldom if ever outgrow our enjoyment of them. Our tastes and ideas may change, but the interest remains. It is there because pictures help us to visualize. To use pictures is to follow the line of least resistance and help make whatever you write more interesting and easier to understand by helping the text.

In advertising pictures are used to show the goods, to show how the goods are used, or to create an atmosphere for the goods. In addition, there are illustrations that are purely decorative.

Showing the goods is the more common purpose of pictures, especially in retail advertising, and also showing how the goods are used. The two objects can usually be combined, and, when combined, strengthen the appeal considerably. The question of the real selling points of merchandise is closely associated with the illustration. If possible, illustrate the idea of the goods. Picture the real selling points, the things you want the customer to think about the goods.

Pictures of any kind ought to have a direct relation to the subject of the advertisement. You can probably think of plenty of illustrations that will attract attention, but a picture must do more than that.

Look upon every advertisement as upon a selling unit—a salesman. The picture costs money, and the space it occupies costs money. If the advertisement is to be productive, the picture must do its share of the work. Attention is the first goal, of course, but conviction is the final result you are after. It is usually considered more vital than attention or interest, or both together.

Frequently manufacturers and jobbers furnish cuts for dealer use. By having them made in large quantities they can supply them to retailers at merely nominal cost, and the merchant has at his disposal high-grade yet inexpensive illustrations.

The character of your illustrations may have much to do with creating a business personality; but, as in writing "personality copy," it is possible to be different without trying too hard to be clever. Cleverness and originality are not the same thing; and, speaking of pictures, Lowell put the matter quite clearly when he wrote: "The great merit of the Old Masters was that they did

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## Truth the Greatest Essential

(Continued from page 65)

vantage to confer with the advertising manager of one of the mediums you have selected for your use. He can help you and you'll generally find him a decent, friendly, helpful man. He is interested as well as you in the permanent success of your advertising and you may be assured of the best advice and assistance he can give. Most of the daily newspapers subscribe to some good advertising service supplying at a nominal price illustrations up-to-date and with the needed action and attractiveness.

Then don't forget the salemen. They must be informed as to what is being done. Good advertising has been found to work wonders in stimulating and speeding up a selling staff. Tell the boys about your advertising and invite suggestions.

### The Matter of Copy

And now comes the MOST important matter—COPY—the ad itself—what it says—what it claims and promises—what it suggests and how all this is presented to the reading public.

What is advertising? Here's a definition:

Printed salesmanship telling the story of goods in a dignified, convincing, yet interesting manner, in words easily understood, but containing no suspicion of exaggeration, or in pictures that give faithful illustrations of the goods.

An advertisement should be so written, illustrated and displayed as—

- To be Seen,
- To be Read,
- To be Believed,
- To be Remembered.

It should attract favorable attention, develop interest, create confidence, convince the reader, stimulate him to think and, when action is practicable, to act.

### Should Be Natural And Sincere

It should be natural and sincere. The clever or smart ad-writer often seriously impairs the value of an ad, if indeed he doesn't do worse. Men do not care to risk doing business with people who are too smart. The effort to be original or snappy often obscures the meaning intended. Please don't think by this that I am advising too great dignity. Some funny man once said, "The most dignified thing I ever saw was a corpse."

Your ads are chiefly addressed to men. Talk to them in their own language. Clothing advertising perhaps more than any other lends itself to the "breezy" style of copy—occasionally even a little slang may be permitted. Advantage should be taken of local happenings of interest. Sports are of interest to almost every man. They all read sporting pages. If you can do so without untruthfulness or straining a point too hard, link up your ad, with any local sporting or other event of local interest to men. Make your ads. newsy, not prosy, bright but not silly, always remembering that thousands of people who may not know you as you are will

judge of you by the way you write. It is more desirable to leave the lasting impression that yours is a satisfactory place to buy clothes than to have men say, "That Smith's a smart fellow."

You must remember always that it is your store that's speaking in the advertisement—and not to a few but to thousands. Every statement made is your statement. The matter counts, the manner counts. You can't recall any of it. Your business will profit or otherwise according to the impression left on the minds and memories of your readers. Be careful not to permit anyone to put words in your mouth that you wouldn't use yourself. If you employ a specialist or depute the onerous advertising job to one of the boys in the store or to the newspaper solicitor, insist on seeing every piece of copy before it goes to the world, and don't o.k. it if it doesn't carry your business message in the way you would have it. After all, a good, strong, simple, selling talk, such as you employ every hour of the day in the store, if put in type, would be a good advertisement. You don't shout. You don't scream. You don't lie. You try to be honest and give sound advice. What isn't necessary or judicious in the store isn't necessary nor advisable in your advertisements.

### Ads. Which Drive Away

I see clothing advertisements which would never induce me to go near the place so advertised. I think they really keep people away. They may pay temporarily, but I doubt it. I am certain, however, that no permanently successful business with a goodwill of any value was ever built with such advertising. Humbug, misrepresentation, bunk oozes out of every line—all right maybe for the fly-by-night but not for the citizen who is building his business as an institution in his town.

Advertising should, when possible, be home-made, by which I mean it should be constructed to conform to local conditions as far as possible. Just as your stocks are selected. You know your constituency. Localize your copy. The ready-made ad. which will do for any town seldom has the punch that every ad. should have. Too many generalities. Too little life. Well written phrases. Catchy headings, but so obviously of out-of-town construction that it doesn't ever seem to have the home flavor, the local and personal touch which is needed to foster the good feeling between you and the men of your town. With illustrations it is, of course, another matter. These must be imported, and as already pointed out many good services are available either direct or through the local newspapers.

### Be Careful of Swiping Copy

It has become a very common practice for advertisers and advisers to "swipe" good copy and ideas from the newspapers in the large U. S. cities. These

Continued on page 91

## ADVERTISING IS BUSINESS ASSET

Secret of Successful Advertising is to Know When to Stop—Fraudulent and Deceptive Advertising Does Not Pay

"Fraudulent and deceptive advertising never paid and never will pay," said T. M. Humble, advertising counsel, in addressing the Provincial convention during their recent session. The subject of Mr. Humble's address was: "Does Advertising Increase the High Cost of Living?" "In twenty-five years' experience as an advertising man," said Mr. Humble, "I can recall the names of many men who did this kind of advertising and whose names no more appear in the daily prints."

### History of Advertising

Mr. Humble said that the history of advertising was as old as the Bible itself. A glance at Numbers 24 and 14 would reveal these words: "And I will advertise thee." Advertising was the great builder of all successful business. Mr. Humble quoted Bradstreets of last year to the effect that 84 per cent. of all the firms failing that year were firms that did not advertise.

"In selling goods, said Mr. Humble, "advertising is a factor second to none. In many magazines two-thirds to three-quarters of the space is given to selling commodities through advertising. We have great electric signs selling goods while the merchant sleeps. Even religion is advertised to-day, and a page in the Saturday papers is given over to the sale of religion. Advertising to-day is the great builder of successful business.

"It is a moot statement made by buyers that advertising adds to the cost of business and that the consumer must pay this cost. I do not believe that advertising pays for itself, as some say; it must be paid for, but not by the buyer. It must be figured in the cost of the selling of the goods. Advertising creates additional demand, more goods are sold and the business is enlarged, so that the cost of selling each unit of goods is less than where the commodity is not advertised.

### Much Reckless Advertising

"I see much reckless advertising in the press to-day that is foolish and disastrous to the firm. The secret of successful advertising is to know when to stop. After a certain point it increases the cost of selling."

### TAYLOR MFG. CO. NOW TAYLOR-BRASCO, LTD.

The Taylor Manufacturing Co., of Canada, is now incorporated under the name, "Taylor-Brasco, Ltd." Their offices are at Hamilton. There is no change of management, but in addition to the continuance of Taylor-made racks, hangers and fixtures, they are offering a complete store front service, embodying the use of the Brasco and the Brasco-Hester Copper constructions.



# Truth the Greatest Essential

(Continued from page 90)

are submitted to the merchant with slight amendments and adaptations and used. This may be all right in many cases, but I am very positive that what may be good copy in New York is not good advertising in Toronto or any other Canadian city or town, large or small. For the same reason I don't believe that what has proved to be good advertising copy in Toronto will be the best when adapted and patched up for London, Peterborough or Collingwood. "Swipe" the general idea if you think it will fit your town, but put your own personality and the atmosphere of your own community into it.

Advertising is creating an impression. It is not everything to simply attract attention. You can get people to look at you by going down street wearing your coat inside out but you only make yourself ridiculous. Secure attention only by methods which will create a favorable impression for you, your place of business, and the goods you sell.

Many an advertiser makes this mistake. In his endeavor to attract attention in his advertising he pays for advertisements and illustrations which result only in creating an injurious and false impression on those who see and read.

Use only advertisements that will make for good-will, that will not only attract attention, but also attract customers.

Businesses are built—they don't just grow. You are the master builder, and every man you add as a satisfied customer is another brick in your building. It is highly important, therefore, to get him right in the beginning. If he comes to you misled by a false impression received through your advertisement in his daily or weekly newspaper, you and he get off to a bad start.

## Advertising a Challenge

There is one argument that always seemed to me to be of very great advantage to the merchant of ready-to-wear clothing as against the custom-made, and that is the challenge to come and put it on and see just how it looks and fits without risking the "try on" of the custom-made. If I were writing the ads. of ready-made clothing I think I would work this thought in as often as it could be conveniently incorporated.

Women should frequently be addressed in your advertisements. They have a good deal to say about the wearing apparel of their husbands, brothers and sons. An appeal to them to insist on the men folks dressing well and properly is often effective. They frequently have much better taste than the men, and their pride may be appealed to. In this as in everything in advertising, be sincere; it is always dangerous to try to be funny. The mother, proud of her growing boy, is not to be forgotten in your plan if your stock includes boys' clothing.

These **MUST BE** in the clothing busi-

ness, and to be successful must be well advertised in generous spaces. You have good reasons, which may be truthfully told and easily understood and believed for putting on a special sale. Tell your public why you're doing it. Tell only the plain truth, and don't take a chance on breaking down that good faith which you have so jealously guarded and fostered with your customers.

Describe your specials without exaggeration. The advertiser whose advertisements are filled with superlatives, laying special emphasis on almost every item in every ad. sooner or later finds that his ads., while they may be seen and read, are not believed. When he does have something extra special to tell about, his indiscriminate use of emphasis has left him no medium of expression. Circus talk may be all right for the circus, but it hardly fits modern business.

There is no other thing that a man buys that is so absolutely personal as his apparel. Therefore, the personal touch is a necessary feature of clothing advertising. Try to reach a man through his environment or the environment he would like to be in. A business man likes copy that smacks of business; a society man likes the stage setting of the "Four Hundred," and all men like to be associated with a higher plane than their own. Many men are susceptible to carefully covered up appeals to their vanity, ambition, or self respect.

But there is no end to this fascinating subject of good advertising copy and how to use it in creating business. I must pass it over to you and your copy man, and add one or two more thoughts.

Keep at it. Don't be disappointed or discouraged if immediate direct results do not materialize. In your special sale splurges you must get these, and if you don't there's something wrong somewhere. But you may not be able to see or trace the result of any day's or week's regular advertising, but be assured that if it has been well done the seed sown will bring a harvest of returns later. Men who read your ads. from day to day may not at the moment need a suit or overcoat, or may think they do not, but they know the time must come, and they are all the while being educated to think of your place of business when they think of good clothes, and when the time does come your invitation to come and be satisfied will be accepted if you have succeeded in impressing on their minds and memories that yours is the safe place.

## Backing Up the Advertisement

You store and windows must keep step with your advertisements. So must you and your salesmen.

Don't forget the promise made in your current advertisements. Make sure that every salesman in your store has read it so that every customer led to the store by your advertisement is met intelligently and with a full consciousness on the part of the salesman that he may have

## Honorary Secretary



DAN E. JOHNSON

*Of Beament & Johnson, Ltd., Ottawa, was elected Honorary Treasurer at the recent Ontario convention. On him will rest a good deal of the detail work in connection with the next convention at Ottawa. Mr. Johnson is also president of the Ottawa Rotary Club; president of the Victoria Yacht Club; treasurer of the Rivermead Golf Club and representative of the Retail Merchants on Council of Ottawa Board of Trade.*

been induced to come by what the published advertisement promised. Cut it out and pin it up. It is not always advisable to let him know that you suspect that he was led there by the ad. Men are not inclined to admit that they have read an advertisement, but they do read them and they do follow them, and while they may try to artfully conceal this by a casual inquiry about something else, the real salesman will always see to it that such a customer is not allowed to get away until the advertised goods have been exhibited and discussed. I think you will discover in very many such cases that a sale will result. Of course men differ. There is always with us the bluff, hearty, good fellow who storms in and says: "Let me give the once over to that Spring overcoat you are blowing about," but there are others.

Survey your local conditions. Study them well, and do it over again often.

Plan your advertising carefully.

Use only good text and illustration. Tell only the truth.

Watch your advertising daily and be sure it is right.

Keep it going—all the time.

Remember that lasting results are what count.

Advertising well done never did fall down.

Go to it.

You must win.

You can't lose.

Thank you.

**DISCUSS ORDER BOARD OF COMMERCE**

(Continued from page 56)

order and I believe it will work a great hardship on the Province of Ontario if it is carried out." He thought that, perhaps, a flat rate of 40 per cent. would be acceptable.

Mr. Gray, of Chatham; Mr. Lorenz, of Hanover; Mr. Shillington, of Blenheim; and Mr. Armstrong, of Lindsay, gave expression to similar views with regard to the order, should it come into effect.

Following the discussion the memorandum which appears on this page was drawn up and a committee consisting of R. F. Fitzpatrick, Toronto; W. A. Watson, Sarnia; Harry Brimmell, Lindsay; D. Morrison, Toronto; and Wm. Blair, of Ottawa, waited on Major Duncan. They were accompanied by P. J. Kelly, of Stratford; Thos. A. Sharpe, of Midland; and F. W. Stewart, manager of the Cluett-Peabody Co. The result of this interview will be found elsewhere in this issue.

**UNITED NATIONAL EFFORT**

Continued from page 52

goods and also by cancelling what goods we have already bought, or compel the American manufacturer to stand the major portion of the exchange.

Now, Gentlemen, I must take this opportunity of thanking you for the confidence that you have placed in me by electing me your president at the last convention, and I trust that I have filled the office to your satisfaction. All that I can say is that I have done my best. I also want to show my appreciation of my executive by thanking them for the untiring manner in which they worked and responded to my every wish; without them, Gentlemen, I would have been an absolute failure. I would like to thank them individually before this body but that it would take up too much time and all that I can say is that they are all 24-karat fine.

Now, Gentlemen, that we will go back to our respective businesses filled with knowledge and better men after this convention is the humble wish of your president.

**CLOTHIERS CONVENTION**

(Continued from page 51)

E. R. Fisher, of Ottawa, was elected president and it was left with him and his officers to choose the dates. Whether the next convention will be held at the same time of the year is a mooted question; in the case of Ottawa, it was pointed out, the hotel accommodation during the sitting of the House of Commons is poor and, for this reason, the date may be altered.

**President Mack Presides**

President Ed. Mack presided throughout. The manner in which he presided over the meetings and the impartiality of his judgments on all questions were commented upon most favorably. He now becomes the past president of the Association.

**MEMORANDUM TO BOARD OF COMMERCE**

To Chief Commissioner and Members of the Board of Commerce:

Sirs—Your Board is undoubtedly aware that the Retail Merchants believe that the whole policy of fixing prices or profits for Retail Merchants is wrong. Yet as you have invited the Retail Clothiers of Ontario to present their objections to the proposed order respecting ready-to-wear and partly made suits and overcoats and the reasons for their objections, we desire on behalf of the Retail Clothiers of Ontario to submit the following resolution setting out the changes desired in the proposed order. This resolution was passed unanimously at a meeting of the Provincial Clothiers assembled in Convention at Toronto, February 24th, 25th and 26th:

Resolved, That the Association take up with the Board of Commerce the order respecting ready-to-wear and partly made suits and overcoats and endeavor to secure the following amendments, viz:

1. By striking out the two paragraphs beginning "When the cost of the commodity to the vendor" and ending "is over thirty dollars," and substituting therefor the following:

(a) That the vendor may mark, offer or sell at a gross profit or margin not greater than 33 1/3% of the sale price marked or demanded.

(b) That the vendor may mark at prices not in excess goods of like quality and style received into stock after this order comes into effect, and that on goods of like quality received into stock at different times the prices may be averaged.

(c) That all discounts earned or obtainable should not be taken into consideration by the Board.

Commenting on the above resolution we would like to say that one of the most important points which every Retail Merchant must consider is a question of marked-downs, which is just as important as the question of mark-up. In any business wherein style, size and color enter you must have marked-downs to clear out odd lines, odd sizes, goods that have gone or are going out of style. It has been the experience of clothiers with many years of real practical experience that this rate of marked-down amounts to from 6 to 8 per cent. on marked prices at the end of the year's selling; in other words, marked-downs is the difference between the mark-up and what the merchant receives at the end of the year.

The reason why the 26 per cent. on the lower lines is unsatisfactory is for the good reason that the average cost of doing business is above this in many towns in Ontario, to say nothing of allowing anything for net profit or marked-downs. Now, gentlemen, we believe that it is not the intention of the Board to ask that the Clothiers shall sell less than cost, or shall not receive a net profit as a reward for services rendered—for believing that every time you have in stock what the customer wants when he wants it you are rendering a real service and as such are entitled to a just profit.

As regards averaging prices of goods of like quality, this is a bone of contention, and we feel in all fairness to our customers we should charge on and all alike, and there is no argument that can be brought forward to change our views on this question.

In regard to discounts, it is not in the interest of our country to discourage our merchants from taking their discounts, nor is it conducive to good merchandising.

Respectively submitted on behalf of the Retail Clothiers of the Province of Ontario.

MEN'S WEAR REVIEW is giving practically a verbatim report of the convention, believing that what took place is of interest to every Ontario merchant, and that what the Ontario Association is doing is of interest to every other province.

*Mansfield House, who conducts the Merchants' Column in the London Free Press, says about this talk we are having together this afternoon:*

*"If I were to add anything to the discussion it would be to urge upon clothing retailers the wisdom of dropping the hackneyed old style copy relating to the style of clothing and substitute some real information about fabrics, tailoring, wearing quality, and, most important of all, intelligent store service in fitting. The "snappy dresser" idea has been done to death. Pictures can tell the story of style better than a bunch of wornout words.*

**GOOD ADVERTISING ADDS VALUE**

(Continued from page 89)

not try to be original." Yet they achieved originality by sincerity and simplicity.

Study yourself. What are your points of strength? Develop them. What are your weaknesses? Eliminate them. What policies are you clinging to that you know are bad? What new features that you know are good have you failed to instal in your own business?

Act in both directions NOW.

Decide to-day to do a bigger and better business. If you will go about it in a thoughtful, determined way, you can double your business no matter where your store or what size your community.

It's up to you — GO TO IT!

**QUICK DELIVERY GETS BUSINESS, MAKES FRIENDS**

W. R. Price, of Niagara Falls, Specializes on Prompt Delivery Service — Why Sacrifice Good Stock?

There are customers who prefer a thing a little cheaper than it can be bought some place else, and for that reason they are willing to pay cash and carry it away with them. Hence, have sprung into being the grocereria, the cafeteria, and there is even something that might be called a "haberdaseteria," but is really called an automatic annex, where one goes into a store, buys what one wants and goes out with the parcel under one's arm. The William Filene Sons Company, of Boston, have recently opened such an annex, the automatic plan being that there is a reduction of one-quarter after twelve days of selling; one-half after eighteen days; and three-quarters reduction after 24 selling days. After thirty days of selling, what goods are left are given away.

**Gives Quick Delivery Service**

W. R. Price, of Niagara Falls, however, has a different system. He specializes on delivery, believing that prompt delivery is one of the big assets of the trade in his section of the country. He advertises the fact that he will deliver any parcel to any part of the city one-half hour after it is ordered. It makes no difference whether it is

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# Bankruptcy Act Masterly

(Continued from page 59)

that odium in the case of the latter by legally terming him an 'authorized assignor.' Likewise the trustees to whom the authorized assignment is made become the custodians of the debtor's property for the benefit of the creditors, but should any property devolve upon the authorized assignor between the time of his assignment and discharge, either by legacy or gift, it remains the debtor's property, for his sole use and benefit. In other words, he only assigns property which was in his possession up to the time of his assignment, whereas the bankrupt's property is assigned up to the date of his discharge.

"As is the case to-day, in liquidation proceedings, receiving orders and authorized assignments will take precedence over all attachments for debt, except those actually completed by payment, subject to the cost of the first execution creditor.

## Machinery for Compositions

"In addition to providing for involuntary and voluntary liquidation, the act provides machinery for handling compositions, extensions or schemes of arrangement. The debtor prior to or after entering bankruptcy may request an authorized trustee to convene his creditors for the purpose of offering a settlement or getting an extension. He must submit a list of creditors, a statement of his affairs, and his proposition in writing. If his proposition is acceptable to two-thirds of the unsecured creditors whose debts are proved, and if the court likewise approves, with certain exceptions, it is binding on all creditors. Before consenting, the debtor must put up security with the trustee for an amount not less than fifty cents on the dollar on his provable unsecured debts. The court on granting a settlement may annul a bankruptcy or authorized assignment. Provision is made for the enforcement of the provisions of the settlement and for default."

## Appointment of Trustees

Mr. Learie outlined the procedure in appointing trustees who are required to put up security of \$10,000, and whose jurisdiction is confined to the districts in which they do business, except when a debtor's property is outside that district. "The trustee may do anything the debtor could legally do. He can carry on business. He can permit the debtor to remain in charge. He can sell property, accept security for debts, mortgage or pledge property for loans, compromise debts, insure property and collect insurance, sell patented articles, bring, institute or defend legal actions, but many of these can be done only on the written authority of the inspectors. His remuneration is limited to five per cent. of the cash receipts and his solicitors' expenses are limited to a like amount. These are features of the bill to which, in these days of high costs of living, some exception is being voiced. My own opinion is that the limitation is low, as some estates cannot possibly be handled in either instance for the amount specified. In my judgment, the matter of fees should have been left with the inspectors for the creditors. Trustees are compelled to report the status of any estate on demand and see that dividends are paid periodically and with all possible dispatch.

## Securities, Settlements, Preferences

"In the matter of securities, settlements and preferences, the Act has many improvements. Under it a secured creditor having his security direct from the debtor is compelled to place a value on it. If not realized on or surrendered inside thirty days, he places his value on it with the trustees and files for any balance against the estate. The trustee may redeem it on payment of its assessed value and not plus 10 per cent., as

heretofore. This is a most desirable change.

## Definition of Property

"In the definitions 'property' is given a very wide meaning, and if a debtor becomes bankrupt or insolvent and a year before he made settlement by way of transfer of property to another, it is void as against the trustee, and if he becomes bankrupt within five years, it is void unless all the parties claiming under the settlement can prove that the debtor or settler was in a position to pay all his debts in full at the time of the transfer without involving the property covered by the transfer. The Act aims to stop debtors transferring property merely for the purpose of preserving it.

## Marriage Contracts

"Marriage contracts have been one of the bane of liquidation proceedings in Canada. The Act provides that any marriage contract or covenant for future payment of money or property from a debtor to his wife, or vice versa, or to children, or for any future settlement of such relatives wherein the debtor at the date of his marriage had not any interest therein or any estate, is declared void against the trustee until all the claims or creditors have been paid in full. Payments and transfers of property to such relatives are subject in some instances to proof of certain facts, and if the facts are admitted, then such relatives may rank as creditors.

## Position of Landlords

"Landlord's rights under this Act are very materially changed, and he has not the wide privileges that he formerly enjoyed. In Canada we do not regard the landlord in the same sacred light as he is regarded under the British law, and the Bankruptcy Act materially changes the status of the landlord in all the Provinces so far as bankruptcy is concerned. The landlord may not distrain once a man has been adjudged a bankrupt. He is given priority not exceeding the value of the distrainable assets and not exceeding three months' rent accrued prior to the date of the receiving order or authorized assignment. If any additional amount is owing to him he ranks as an unsecured creditor. If there is a lease, and it provides for accelerated rent, he cannot get more than three months in advance. The trustee is compelled to pay the landlord for the period he occupies the premises after the receiving order or authorized assignment and he may elect either to retain or give up the premises and lease, and he must do this within a month.

## The Discharge of Bankrupt

"There are many other important features of the bill and it would be advisable for all merchants to become acquainted and have a better knowledge of bankruptcy; but the last vital item which we have the time to deal with is the question of the discharge of the bankrupt or the assignor. The sections covering this phase of the bill are almost exactly the same as applied in the English Act. It will not be easy for debtors to secure a discharge, the legislators believing that this is a great privilege and benefit and they have provided machinery to safeguard it. The result will be that hereafter a business man will be honest and careful in his business dealings and methods not only because it is right and proper, but because it will, in the event of difficulties, pay him. The debtor is compelled to make application for his discharge, but he must not do this until three months have elapsed from the date of his bankruptcy or authorized assignment. He must produce a certificate from the trustee giving the names and addresses of his creditors. The trustee is compelled to give creditors fourteen days' notice that the court will hear the application of the debtor for a discharge, and must furnish to the registrar or court official a report as to the conduct and affairs of the

# HOLD ANNUAL DANCE AND DINNER

Standard Shirt Manufacturing Co. of Montreal, Entertain Between 700 and 800 Employees

The Standard Shirt Mfg. Co., Limited, Delorimier Avenue, Montreal, a subsidiary of The Canadian Converters' Company, Limited, held their annual dinner and dance on Wednesday, February 4th. Dinner was served to between 700 and 800 employees in the large regular dining room of the factory. The dancing, which started later in the evening, lasted till midnight and was thoroughly enjoyed. Excellent music was rendered by a local jazz band. One of the special features of the evening was an exhibition of fancy dancing given by Prof. Guernon and his partner. This "Dinner Dansant" was one of the most enjoyable and successful events of this kind ever held by the company. Representatives from the several cotton companies were present, which added to the enjoyment. It is by such functions as this, and picnics in the summer, that the Standard Shirt Company has maintained, ever since its inception, a very high spirit of loyalty between employees and management.

bankrupt or assignor. The court has the power to grant or refuse a discharge or to suspend discharge, or to make it conditional, but it is expected that no discharge will be granted until the creditors have been paid an amount not less than fifty cents on the dollar, and the court may order that the discharge be granted conditional upon the fifty cents, or any other stipulated amount, be paid out of future earnings or after-acquired property, and it may modify the amount to be paid to the creditors providing the circumstances warrant. Simply because the court grants an order does not release the debtor from any debt which may be owing to the Crown, or for any debt arising through a breach of statute, unless such is consented to by court specifically. It does not free him from a debt incurred by fraudulent means or from certain other illegal actions, nor from any debt owing for the necessities of life, the court having in all cases the right to order payment as it deems expedient."

## Things to Avoid, Once a Bankrupt

In conclusion, Mr. Learie enumerated a list of things to be avoided once a man has been declared a bankrupt or authorized assignor. They are:

1. Practising fraud on trustee.
2. Failing to turn over all property, assets, books, documents, papers.
3. Concealing any debts due him.
4. Removing property to the value of \$50 or upward.
5. Knowingly making a false statement.
6. Permitting a false debt to be proved.
7. Preventing the production of any document, paper, book or writing covering his affairs.
8. Concealing, destroying or mutilating documents.
9. Making false entries in his books, relating to property, etc.
10. Attempting to account for his position by fictitious losses or expenses.
11. Obtaining property by fraud or false representation and not paying for same.
12. Pawning, pledging or disposing of property obtained on credit unless it is in the ordinary way of business.
13. Guilty of any fraud in obtaining the consent of his creditors to an agreement.
14. Giving an agency of any kind false statement of his position for the purpose of securing credit.

## Will Commemorate Deeds of R.A.F.

Lord Hugh Cecil Sends Out Appeal to Readers of Men's Wear Review to Remember Noble Sacrifices Made by Men of the Air During the Great War

WE are in receipt of a communication from the Rt. Hon. Lord Hugh Cecil which is an appeal on behalf of the Royal Air Force Memorial Fund. This appeal is signed by H. R. H. the Prince of Wales, Air Marshal Sir Hugh M. Trenchard, Air Vice-Marshal Sir John Maitland Salmond, Air Vice-Marshal Vyell Vyvyan, and Lord Hugh Cecil himself. The fund has been established to commemorate the services of the Royal Naval Air Service, the Royal Flying Corps, the Australian Flying Corps, and the Royal Air Force during the war by an organization which will secure such lasting benefits to the officers and men of the Royal Air Force and their dependents as may be worthy of the greatness of the achievements commemorated.

### Objects To Be Sought

The objects the executive committee have decided to pursue are:

The erection of a commemorative monument to the fame of the Royal Naval Air Service, the Royal Flying Corps, and the Royal Air Force, including the officers and men who joined the force from Canada, New Zealand, South Africa and the other over-seas dominions.

The establishment of places of residential education (like Trafalgar Homes) for the children of airmen.

The provision of bursaries available at approved schools.

Generally, the provision of such treatment and the rendering of such assistance, as means may permit either directly or in co-operation with other organizations, to officers and men and their dependents who may be disabled, sick or otherwise infirm.

All officers and men of the flying services, whether from the Dominions or from the United Kingdom, will, of course, be eligible for these benefits.

In closing the appeal, Lord Hugh Cecil writes:

We know that in many hearts the memory of these services glows unforgettable. To some it is intertwined with the agony of bereavement; to some it speaks of happy friendship and pleasant reminiscence; but by all who endured the anxieties and rejoiced in the glory of the Great War, not the least honored place in the proud and thankful recollection of its chequered days is given to the skill and nerve of the brave men who first made war in the unbounded arena of the air, and to the ingenuity and industry of those who rendered that

gallant fighting so fruitful to the cause of victory. To all in whose minds these memories are enshrined we now appeal; to everyone whose heart quickens with pride or pain when he recalls the warfare in the air we ask that these sentiments of patriotism and of affection shall now be shown in a liberality not unworthy of their high temper, and that he will join with us in raising a lasting Memorial which shall carry down to a remote posterity the shining tradition of the Royal Air Force in the war, of its fine courage and its great renown.

Inquiries, donations and subscriptions should be addressed to the secretary, Derek McCulloch, Esq., 25 Victoria Street, London, England.

## Montreal Manufacturers Will Not Show Samples for Fall till April 15

Do Not Want to Interfere With Shipment of Spring Orders — Have Been Greatly Handicapped by "Flu"—Hope to Catch Up With Production During Summer Months

At a meeting of the Clothing Manufacturers' Association, of Montreal, comprising about thirty of the leading manufacturers of that city, it was unanimously decided by those present that traveling salesmen for association houses shall not leave Montreal with samples for their respective territories for Fall 1920 before April 15th.

This has been thought advisable in order that no interruption shall be made in the shipment of Spring orders. Easter coming early this year, it is important that retailers shall get their Spring orders filled as early as possible.

Clothing manufacturers, in common

with all others, have been greatly handicapped this Spring by reason of the influenza epidemic and are behind with their Spring deliveries.

The sending out of travelers later than usual will not, they claim, make any difference for Fall orders as they hope to catch up with production during the Summer months. Moreover, the later date of showing samples allows for the last word in styles, materials, etc..

One manufacturer speaking with MEN'S WEAR REVIEW, stated that with a staff of over 600 nearly one-third of these were incapacitated through illness and troubles of various kinds.

### QUICK DELIVERY

(Continued from page 92)

ordered by telephone or whether the customer buys it over the counter, the parcel will, at the request of the customer, be delivered within thirty minutes after such an order is given. It may be a spool of cotton, or a suit of clothes; it is all the same to Mr. Price so far as the working out of this system is concerned. He states that it has worked well and has got him business, and if it has brought business it must be a good thing. Mr. Price keeps an automobile in constant readiness to make these deliveries.

### Does Not Understand Toronto Sales

Mr. Price expressed himself to MEN'S WEAR REVIEW as unable to understand why Toronto men in particu-

lar and others in general are offering stock that will be higher next year at such sacrifice prices. Clothing men in Niagara Falls are urging customers to buy now, because prices will be higher next year, but Mr. Price, himself, has desisted from making any sensational sacrifices of stock, which he knows will be higher in twelve months.

### IS THE PLUG HAT DEAD?

"We are more democratic now as regards clothes than we were in the time when King Edward visited this country as Prince of Wales," said the "Journal," adding: "In those days the plug hat was much more generally used than at present. Our Prince of to-day has shown himself to be democratic—that should be sufficient for anyone."

The effort of Henry Parkes to revive colored clothes for men seems to be regarded by the clubmen of London as more or less of a joke—in fact, rather more than less. The feeling is that such an innovation at a time when the plainest of black clothes cost about treble their pre-war value, is inopportune. The only serious attempt to wear colored clothes in England was in the case of the velvet smoking suit, but even this seems to have died out since the war. Before the war, in country houses, many men changed into smoking suits after hunting or shooting until it was time to dress for dinner. These suits were generally of very dark blue or red or green velvet, and were both picturesque and comfortable. The price of a velvet jacket to-day is from \$60 to \$75.

## DELEGATES AT CONVENTION

Ed. Mack, Toronto; E. R. Fisher, Ottawa; Ed. C. Armstrong, Lindsay; W. H. Blair, Ottawa; F. C. Frank, Toronto; V. Ernst, Kitchener; H. Phillips, Cornwall; A. Dover, Cornwall; G. H. Lorenz, Hanover; J. C. Engel, Hanover; W. G. Hay, Toronto; A. Logan, Niagara Falls; L. J. Picard, Peterboro; Thos. White, Toronto; D. Morrison, Toronto; Thos. J. Sheppard, West Toronto; J. D. Johnston, Toronto; J. W. Shillington, Blenheim; Geo. A. Gray, Chatham; M. J. McKerracher, Ottawa; R. W. Farrar, Hamilton; F. O. Hall, Toronto; H. R. Madill, Toronto; Sol Magder, Sudbury; W. C. Murray, Toronto; W. R. Price, Niagara Falls; K. Chowen, Hamilton; J. E. Mundell, Hamilton; F. R. Barker, Port Elgin; W. Wyndow, Toronto; V. A. Miller, Toronto; E. N. Hennessey, Toronto; A. J. McBride, Lindsay; H. Brimmell, Lindsay; H. Connor, Toronto; T. J. Simpson, Toronto.

R. B. Bryson, Toronto; M. J. Dedman, Lindsay; Geo. J. Frieland, Hamilton; Fred F. Brook, Simcoe; Jack Sinclair, Orillia; Harry J. Watson, Sarnia; W. A. Watson, Sarnia; H. James, Toronto; J. W. Hill, Toronto; A. W. Reid, Toronto; A. C. Waggoner, Kingston; H. J. Jones, Toronto; V. D. Holiday, Simcoe; D. E. Johnson, Ottawa; A. F. Bretham, Sunderland; P. J. Kelly, Stratford; J. A. Webster, Bowmanville; B. W. Ziemann, Preston; C. R. Shannon, Hamilton; L. Spense, Toronto; C. T. Beatty, Hamilton; J. Hastings, Hamilton; C. W. Doan, Niagara Falls; J. H. Gordon, Stratford; H. A. Wettlaufer, Kitchener; S. W. McClenaghan, Ottawa; F. M. Sutcliffe, Lindsay; V. B. Terry, Lindsay; H. L. Willmott, Toronto; W. Connor, Hamilton; H. Dunfield, Toronto; R. S. Cull, Guelph; A. E. Dunlop, Toronto; John Sheppard, Toronto; J. C. Crossley, Toronto; W. Bentham, Toronto Junction.

Alex. Milne, Barrie; W. C. McMillard, Orangeville; W. O. Costello, Toronto; S. J. Petello, Toronto; R. Johnston, Toronto; Frank Cairns, Hamilton; L. E. Book, Hamilton; J. J. Fox, Toronto; V. A. Smith, Toronto; J. D. Torrie, Orangeville; H. A. Cooper, Toronto; G. Hawley Walker, Toronto; Wm. Milne, Toronto; H. G. McCarty, Toronto; J. R. Stevenson, Strathroy; Walley Hern, Stratford; R. Punchard, Toronto; P. J. Hennacker, Toronto; V. R. Smith, Hamilton; Wm. McLelland, Hamilton.

"There are newspapers which will defame their pages for a few paltry dollars with bunkum advertising. They would not do it if the honest merchants brought pressure to bear on them. Inside of six months, we could eliminate bunkum advertising from the daily press."—E. R. Fisher, Ottawa.

## Suspenders Jump 50% in Six Months; Materials Scarce; Prices Going Up

Manufacturer States That Orders Placed for Raw Materials Are Cancelled and Can Be Placed at New Prices — Exchange Rate Hits Hard — Will Allot Quantities After Present Orders Are Filled

"WE are not taking any orders and have not taken any since last October, nor do we intend to take any for some months to come."

Ordinarily, it might be expected that the man who made such a statement as this one, which was made by Mr. Hagedorn of the Kitchener Suspender Co., would be a happy man in a fortunate position. And if times were ordinary such would be the case; but they are not, and that makes all the difference in the world. Time was when the suspender was given away with every suit of clothes purchased. But that time is no more and, next to the shirt manufacturer, perhaps, the maker of suspenders is facing the most difficult and intricate problems. Getting raw materials is a big problem, according to Mr. Hagedorn, both because of the scarcity and because cancellations of orders placed are coming through frequently.

"On January 1st," said Mr. Hagedorn to MEN'S WEAR REVIEW, "all orders we had placed were cancelled and we were told that if we wanted the goods we would have to pay the new prices for them. The same thing will be done again on the 1st of April."

Added to this is the difficulty facing all purchasers of goods in the United States—the exchange rate. Mr. Hagedorn stated that they had placed large orders when the exchange rate was 5 per cent.,

now it is 16 per cent. When taking orders from their customers, this was not taken into consideration; and there is just that much loss to be sustained. They are compelled to buy all metals and better leather trimmings in the United States; but the time is not far distant when they hope to overcome this difficulty by extending their own plant.

### Prices Are Advancing

"At the present time," said Mr. Hagedorn, "prices are at least 25 per cent higher than they were six months ago and in a week they will be another 25 per cent. higher." That week has passed since Mr. Hagedorn made the statement. Three months ago, an arm band elastic was bought at \$11.45; to-day it is selling at \$19.25 and the quantity obtainable is very limited.

### Will Adopt Allotting Plan

Mr. Hagedorn says he is going to adopt the plan of allotting quantities to his customers, believing this to be the fairest way. He stated that he felt like cancelling all orders and taking new ones at prevailing prices, but he had taken the orders and wanted to fill them as they had been taken. "I am going to fill the orders that I have and then I am going to quit. After that I will have to allot to each territory so much."

## TO MANUFACTURE HIGH-CLASS SUITS FOR MEN'S WEAR

Montreal Firm Will Embark on New Policy

Hoffman, Ducoffe & Company, Montreal, have made a considerable change in their general business policy. Instead of manufacturing various lines of men's and boys' ready-to-wear as in the past, they are confining themselves exclusively to the manufacture of high-class clothes for men. This line will be known under the new name of "University Clothes," and it is intended that these will be sold through exclusive agencies catering to the best class of men's trade in the various important centres of Canada.

### A CORRECTION

We wish to make a correction of a news item that appeared in the last issue with regard to Hoffman, Ducoffe & Co., of Montreal. The item should have been as follows:

## Here's A Poser

When is a pair of trousers not a pair of trousers?

Here is a question agitating the United States District Court. It appears that Charles N. Thomas, Chicago Bank President, was arrested in a cabaret on the last night of January for carrying in his hip pocket a flask containing liquor with which he concocted high balls for himself and three companions. Federal prohibition agents who made the arrest claim that, within the meaning of the dry law, the use of the hip pocket makes Mr. Thomas' trousers a vehicle.

Here is a suggestion for some live advertising. Some retailer might advertise in his space one day that he intended to carry on a tremendous sale in vehicles. Coming from a clothier, the advertisement would create some curiosity. It could be well followed up.

# "WHERE-TO-BUY"

## DIRECTORY

Belt yourself with "Victory"  
**The Davis Novelty Co., Regd.**  
 Leather Goods and Novelties  
 212-214 Mappin Building  
 Montreal.  
 Uptown 398  
 Our Specialty—  
 Men's "Victory" Belts  
 If its "Victory" it's leather.

**SIGN AND CARD  
 WRITERS' SUPPLIES**  
 FIRST AID TO THE  
**Card Writer and Window Display/Man  
 SUPPLY DEPT.**  
 Toronto ADVERTISING SYSTEMS Main 480

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.

**SHOW CARD WRITING  
 A MONEY MAKING PROFESSION  
 FOR BOTH MEN AND WOMEN**  
 Easily learned in short time by simple method. We teach you how. Write for booklet.  
**AMERICAN SHOW CARD SCHOOL**  
 220 Ryrie Building  
 Yonge and Shuter Sts., TORONTO, Canada

Telephone East 7526

**GOLD BROS.**  
 Manufacturers of  
**Boys' and Juveniles' Clothing**  
 930 St. Lawrence Blvd. Montreal

A NEW NOVELTY?  
 PUT A CUT OF  
 IT HERE

## Appreciative, But Not Satisfied

Slogan Adopted by N. C. R. Hundred  
 Pointers' Club

"We are appreciative of the efforts made by everyone connected with this organization. However, we are not satisfied that we can't do better. The success of this company is largely due to the fact that it is never satisfied with past achievements, but is constantly making improvements."

That is the slogan adopted by the National Cash Register Hundred Pointers' Club, an organization that is made up of salesmen who are said to be 100 per cent. good, that is, they have secured 100 per cent. or more of a year's quota of sales and thereby have become enrolled as members of this club. It is a slogan with a punch behind it, the slogan being "Appreciative, but not satisfied."

This was the first convention held by the Hundred Pointers' Club and the principal matters under discussion were how the salesmen might become of better service to their customers. The slogan is not a bad one to copy.

## Hickok Mfg. Co. For Toronto

**ROCHESTER FIRM ESTABLISHING  
 A CANADIAN FACTORY WITH  
 HEAD OFFICES AT  
 TORONTO**

The Hickok Mfg. Co., Ltd., of Rochester, N.Y., will very shortly be permanently established in Toronto and will manufacture and deliver Hickok belts and initial buckles in the Dominion of Canada, all patents and manufacturing rights, together with good will, having been sold to the Canadian company. Salesmen are now out selling merchandise which will be delivered from the Toronto factory.

## BRIGHT AND SNAPPY SHOWCARDS, SIGNS, PRICE TICKETS

MAIL ORDERS Given Prompt Attention  
 SHOW CARD DEPT.

**ADVERTISING SYSTEMS**  
 16 Ryrie Bldg. TORONTO Phone: Main 480

**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

## 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.

**TWO-FIFTY A MONTH  
 BUYS ONE OF THESE  
 SPACES**

# Bengard



## ANNOUNCING

the completion of our lines for  
the seasons of

### FALL and WINTER 1920-1

ILLUSTRATED ABOVE ARE  
FIVE OF OUR EXCLUSIVE  
SPRING MODELS, NOW BEING  
DELIVERED TO THE TRADE—  
REFERRED TO IN DETAIL ON  
PAGE FOLLOWING.

Our traveling representatives will leave for their respective territories early in April. Owing to our desire not to interrupt the operations of our factory in the filling of Spring deliveries we decided to postpone the trips of our travelers until the month mentioned.

B. GARDNER & COMPANY, MONTREAL.



# Bengard



In order mentioned, from left to right, are shown five exceptionally smart *Spring* suits, now being delivered to the trade for this season's business.

1. ASHTON
2. BERKSHIRE
3. BRADFORD
4. BARRYMORE
5. WALES

## Stylish Clothes for Men and Young Men

in which modeling is marked by good taste and originality, and materials are of the most reliable grades the present market permits.



B. GARDNER & COMPANY  
MONTREAL



# Velvutex

## The New Idea In Underwear Fabric

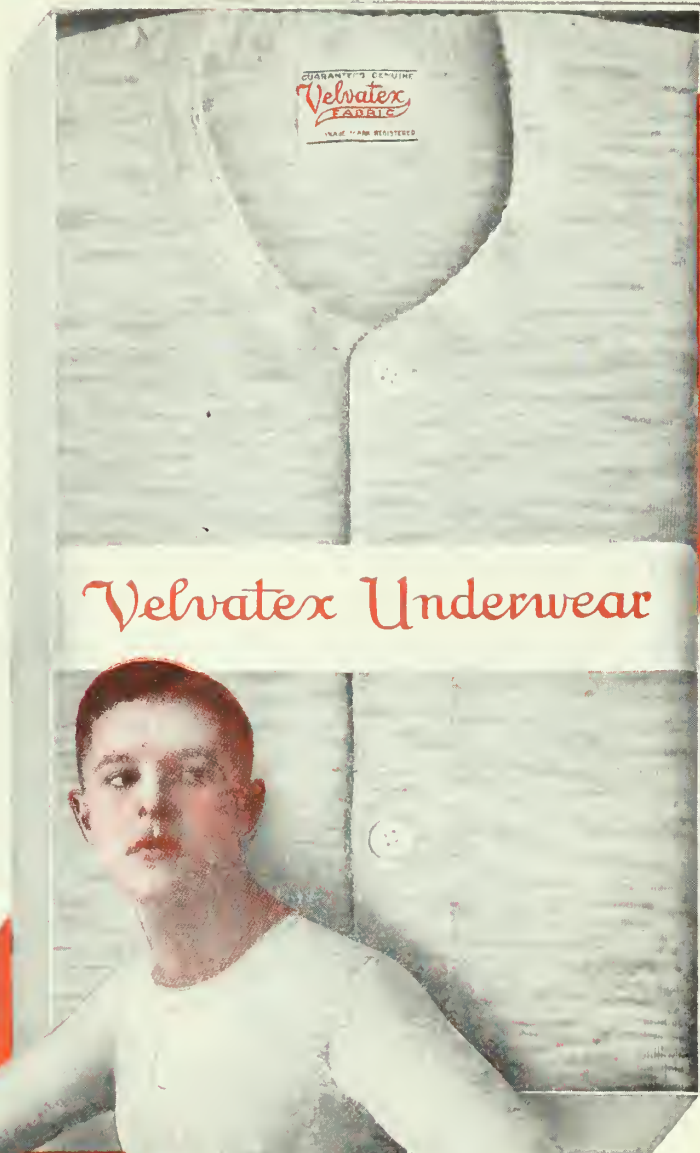
Velvutex Process—combining extra comfort quality with durability—permits of a selling price that brings Velvutex form-fitting combinations within the reach of all.

Made in two-tone color effects in light shades, giving that aristocratic appearance which appeals to the highest class trade.

Leading Wholesalers are Now Offering "Velvutex"

Sales-Agent to the  
wholesale trade:

C. O. Paton  
23 Foy Bldg.  
Toronto



Made  
in  
Canada



This Label, sought  
by discriminating  
dressers,

should be the label sewn into the clothes you will offer your customers this Spring and Summer.

The high standard of materials, careful hand tailoring, giving correctness of detail and the finished style—novel, yet correct—make these clothes the first choice of men and young men who buy with discrimination.

## T. & D. CLOTHES For Men Who Care

will be featured in a general publicity campaign beginning the end of March. We want one high-class clothier in each district to sell T. & D. Clothes.

Our travellers have already left for their territories with complete lines of Fall samples and designs. Drop us a line now, while you are thinking of it, and have our representative call on you.

# Thornton & Douglas, Limited

HAMILTON ∴ ONTARIO



"Prince"  
The **ARROW COLLAR** for Spring  
will be shown in  
the next issue  
Cluett, Peabody of Canada Limited



Our  
national  
advertising  
helps to sell

# King

## RUST PROOF SUMMER SUSPENDER

TWO OR FOUR POINT

Metal parts are solid brass, nickel finish, rust-proof. Will not stain or soil fine fabric shirts. The webbing is still of the high-class sweat-proof yarns. The name "KING" on buckle is your guarantee of the genuine.

**The KING SUSPENDER & NECKWEAR CO.**

240-6 Richmond St. West - TORONTO, Can.

## WARNING!

Last year there was a great shortage of

*King*

### Summer Suspenders

This is a live line that has had ten years' successful selling and the demand to-day is greater than ever.

If our traveller has not called,

Send your order

**AT ONCE**

direct to us, or to your jobber and make sure of your supply

**For 1920**

#### NOTE

Orders received so far show an increased preference for 4 point. The percentage is about 2 dozen 4 point to every dozen of 2 point.

# Buy NOW While We Can Make

IMMEDIATE DELIVERIES!

Still the biggest value in a sliding cord brace

## "EZE" (PRONOUNCED EASY) SUSPENDERS

GUARANTEED ABSOLUTELY Solid Brass Rust-Proof Metals Superior Webs in 1 3/4-inch twill or listé. Also 1 1/4-inch listé.

**MAIL ORDERS GIVEN PROMPT ATTENTION**

Packed in this attractive counter display box



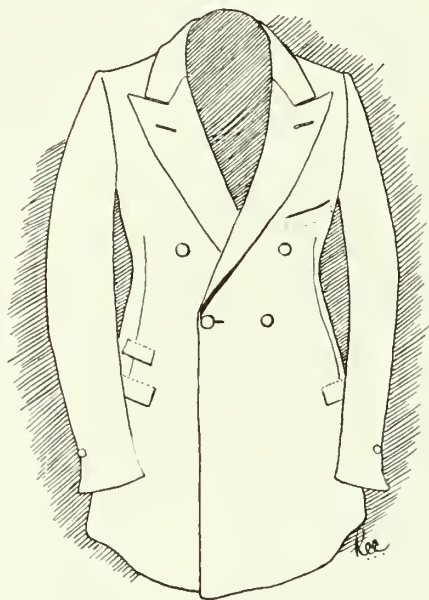
Made in Canada by

**THE KING SUSPENDER & NECKWEAR CO.**  
TORONTO - CANADA



*Campbell's Clothing*

## Quality Recognized by Experts

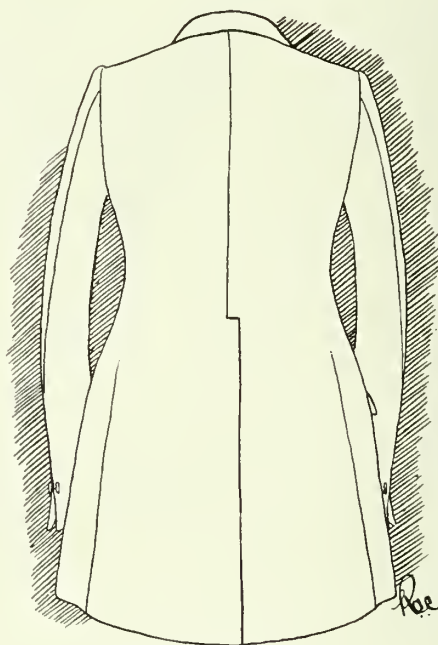


Front View

The same painstaking care and excellent tailoring which won the approval of these clothing specialists goes into the making of every garment of Campbell's Ready-Made and Made-to-Measure clothing.

You can participate in our success by selling Campbell Clothing to your customers.

This is one of the two Campbell Models which won honors at the Convention of Designers, held in McAlpin Hotel, New York, in January, 1920.



Back View

# The Campbell Manufacturing Co.

Montreal

LIMITED



# DELPARK



## PRODUCTIONS

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



DELPARK PRODUCTIONS have met with such universal favor with the trade that we are unable to fill orders on many lines for some time to come.

We are, however, doing our best to overtake production, and hope to be able to look after early orders for Summer and Fall requirements.

DELPARK OF CANADA  
 VAN ALLEN COMPANY, LIMITED

HEAD OFFICE : 153 NOTRE DAME STREET WEST : MONTREAL

FACTORIES: HAMILTON, ONT.

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