



FR 715 B1



Library
of the
University of Toronto



Digitized by the Internet Archive
in 2012 with funding from
University of Toronto

<http://archive.org/details/menswearofcan1922toro>

MENS WEAR REVIEW

Vol. XII. No. 1

THE MACLEAN PUBLISHING COMPANY, LIMITED
PUBLICATION OFFICE: TORONTO, CANADA

January, 1922

The Guaranteed *Forsyth* Shirt



The Famous
HICKOK
 Belt
 Makers



You Profit
 By Our Big Purchase

TO MEET the enormously increased demand for HICKOK Quality Belts and Buckles, we have made the largest purchase of raw hides ever made in our history—an enormous importation from East India, now being specially tanned under our personal supervision.

The choicest East India Calf and Buffalo skins obtainable have been secured—that HICKOK Belts and Buckles of 1922 will represent the greatest belt and buckle values that have ever been offered.

Our salesmen are now showing the latest, decidedly distinctive HICKOK Buckles and the newest HICKOK Belts. You will be impressed by their attractiveness.

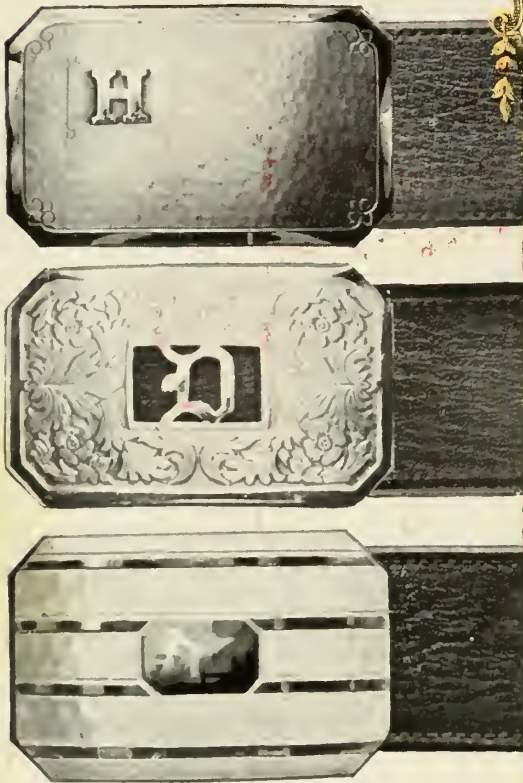
See the new line of HICKOK fraternal buckle designs.

THE HICKOK MFG. CO., LIMITED

33 Richmond St. W. - TORONTO, Ont.

*Combined Canadian and U.S. Factories Largest in the World
 Manufacturing Belts and Buckles.*

ROCHESTER, N.Y., U.S.A.



HICKOK

Belts & Buckles



Copyrighted C. P. & Co.

*T*HE SPRING LINE now being shown is replete with strong selling novelties. Every W. G. & R. soft shirt has the patented double-wear reversible cuffs, a feature that not only doubles the life of the shirt, but halves the dealer's selling effort.

The W. G. & R. Shirts will be extensively advertised and the consumer demand maintained and increased. Link your shop to it.

CLUETT, PEABODY & CO. of CANADA, *Limitea*

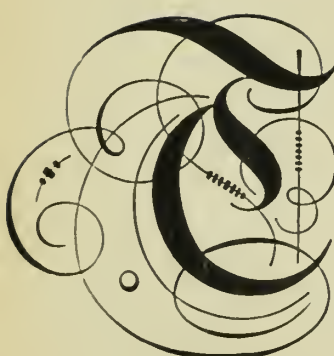
MONTREAL

TORONTO

WINNIPEG

VANCOUVER

ARROW SHIRTS

 THE OFFERING is complete. It embraces every adaptable shirting, made up in a way that reflects the greatest credit on the Canadian shirt makers.

The tailoring, the body patterns, the colorings and the very wide range of patterns offered make it a line that the dealer who strives for leadership cannot afford to miss.

The Arrow Shirts will be clothed in a quality and backed by an advertising campaign heretofore unapproached in Canada.

CLUETT, PEABODY & CO. *of* CANADA, *Limited*

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

OW

r Spring





ARROW SOFT COLLARS WITH THE FIT ASSURING ARA-HOOK

The Arrow soft collars with the Ara-Hook device sit exceedingly well, and are very quickly adjusted. It is an outstanding feature that gives the dealer a worth while talking point

CLUETT, PEABODY & Co. OF CANADA, LIMITED

NECKWEAR :: NECKWEAR



Spring Line

—NOW WITH—

Our Representatives

Super-Excellent showing of Staples

in finest Sinso Cloths, also Fancies

in attractive Qualities

and Colorings

NIAGARA NECKWEAR CO.
LIMITED

Niagara Falls, Canada



There is only one make of knitted underwear made in Canada—that is reinforced at all wearing parts.

That is

“CEETEE”

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK



Our travellers are now on the road with new samples and prices — with a full line of CEETEE and Turnbull's Ladies', Children's and Infants' garments.

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

Made only by *Turnbull's* of Galt, Canada



Something New!

Each and every garment distinctive, materials of finest texture, hand-tailored, comfortable and reliable. Durability and luxury charmingly combined in beautiful and striking color effects. Our Spring prices are the lowest consistent with dependable merchandise.

You are heartily invited to call when in Toronto attending the Retailers' Convention. See this new line—with new ideas.



TUTT CLOTHING CO.

MAKERS

OF



FINE CLOTHES

WHOLESALE CUSTOM TAILORS
21 DUNDAS STREET EAST
TORONTO



Advertising for 1922

Palm Beach advertising plans for 1922 have been completed.

The campaign is now being prepared.

Newspaper and magazine advertising will cover every important point in Canada.

It is by far the biggest advertising campaign Palm Beach Mills have ever conducted.

It will emphasize the advantages of Genuine Palm Beach Cloth.

More about that later.

Palm Beach is nationally advertised

THE PALM BEACH MILLS

Goodall Worsted Company, Sanford, Maine
A. Rohaut, Selling Agent, 229 4th Ave., N.Y.

New Dods-Knit Lines Are Opened



See This Trade
Mark on Every
Garment

Selling Agents

**Ontario and Western
Canada:**

R. Reade Davis
Manchester Building
33 Melinda Street,
Toronto, Ontario.

**Quebec and Maritime
Provinces:**

William C. Forster,
128 Bleury St.
Montreal, Quebec.

WE are pleased to announce to the trade that we have opened our new lines for Fall delivery 1922.

Our Selling Agents have full sets of samples, and are now touring their respective territories.

Do not decide upon your requirements until you have seen the new samples—they're good!

Two Additions This Year

are—Beaver Fleece for ladies and children
made up in

Vests and drawers, combinations and bloomers for ladies.

Waists, bloomers and sleepers, vests, drawers and combinations for children.

Each garment will be stamped with our new trade-mark—our guarantee that the quality is there.

All lines have been made out of new stock, so that we are able to touch rock bottom with prices.

Our new factory is completed, and with the addition of the most up-to-date bleaching, knitting appliances, etc.—the Dods Scotch and Elastic Knit guaranteed 100% pure wool, Dods Merino and Dods-Knit Beaver Fleece lines are the best that money can buy.

The Dods Knitting Company Limited
ORANGEVILLE - ONTARIO

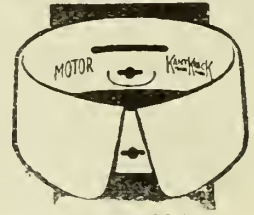
Our Policy

The Golden Rule



12 to 19

Begin The New Year *Right*



12 to 18½

by always keeping your KANTKRACK collars well displayed—their economical features alone make them fast sellers.

A Saving of Three Cents a day in laundry bills is a saving well worth considering these days. KANTKRACK collars are guaranteed to give satisfaction and linen-like in appearance and always up-to-date in style.

One Grade Only And That The Best

Made in Canada

Parsons and Parsons Canadian Limited

Est. in U.S.A., 1879

HAMILTON, CANADA

Est. in Canada, 1907

For Spring Displays

The Oxford line will excite more interest and admiration than any you can show. The style and fit of this brand of suit gives the character that strikes the fancy of young men.

Exceptionally good values are being offered in boys' suits. Style, comfort and wear all combined.

We are in a position to make

**IMMEDIATE
SHIPMENTS**

Our stock includes all the desired shades.

OXFORD CLOTHING CO., Limited

King Street and Spadina Ave., TORONTO

CLOTHES IDEAL—for the MAN

SPRING 1922

Style is the Soul and Spirit of young Men's Clothing.

Quality is the Flesh and Blood.

Leishman Made-to-Measure clothing is CLASSY because they are constructed with taste, refinement, high grade art work and made from the highest grade material.

We Want YOU to be the Judge.

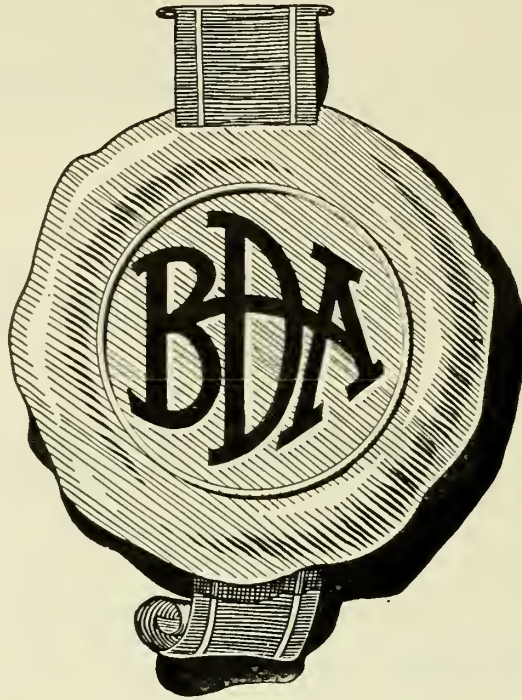
Make our showrooms your headquarters when in the city attending the Retailers' Convention. We also want you to see our exhibit at the King Edward Hotel, Booth 23, Pompeian Room.

Wm. H. Leishman & Co., Limited

192 Spadina Ave., TORONTO, ONT.


Makers of the Best Tailored Garments for Men


The Hallmark
of Excellence
in the Textile
World.



This Mark on
Fabrics is a
Guarantee of
the Utmost in
Dyeing and
Finishing.

COTTON LININGS that equal silk

 "MARQUISE" is a finish for Cotton Venetians that makes these sturdy linings equal the finest silk linings in appearance and durability, and are not affected by pressing or ironing. An exceptional lining for men's wear.

 "SUNBRITE MARQUISE DE LUXE" finish gives to cotton Venetians a lustre and depth of shade, second only to silk.

WRITE FOR SAMPLES TO

THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER
6 OXFORD ST.
ST. PETERS SQ.

BRADFORD
DEPT. 43
39 WELL ST.

LONDON
128 & 129
CHAPSLIDE, E.C.2



(COPYRIGHT)

Retail Clothier's Convention

Feb. 13—17

KING EDWARD

Toronto



The Convention at Toronto offers
you an opportunity to learn more about

*Coppley, Noyes & Randall
Clothes,*

the best tailored garments in Canada
for Men and Young Men.

You are cordially invited to visit
our exhibit at

Booth 50

where the very latest Model Gar-
ments will be on display.

Coppley, Noyes & Randall, Limited

Hamilton - Canada

(New Way Store Equipment)



NO UNSIGHTLY
STOCK BOXES
ABOVE
FIXTURE LINE

SPACE
48 in. x 45 in.
15 SQUARE
FEET

CAN SHOW
TWO DOZEN
STYLES AT ONE
OPERATION

CAPACITY
24
DOZEN

*Increase
Sales*



*Decrease
Expense*

Start right for 1922, by installing the new way system of store equipment for Men's Wear stores.
AN INVITATION—While at the Convention call at our Show Rooms and inspect our Exhibit.

Jones Bros. Co., Limited

Show Rooms

29-31 Adelaide St. West

TORONTO



SPRING SORTING

Our Salesmen
Are Now Out

Acme Glove Works Limited
Montreal

New Goods
New Prices
Immediate
Deliveries

Fine Gloves
Work Gloves
& Mitts
Work Shirts
Fine Shirts
Knit Goods
Overalls

ACME
TRADE-MARK

PELTERS

TRADE-MARK

*Coats of Real
Leather*



WATCH FOR

ACME SALEMEN

They are on their way to you with the snappiest line of samples shown in Canada this year consisting of:

- Reversible Leather Coats
- Fur Collared Coats
- Chappie Coats
- Ulsters
- Ulsterettes
- Mackinaws
- Sheep-lined Coats

For Style, Quality and Workmanship there is no line made that approaches them—and the prices are right.

Acme Glove Works
LIMITED
MONTREAL

Men's Wear Review

VOL. XII.

JANUARY, 1922

No. 1

Forthcoming Convention of Ontario Clothiers Feb 14th & 15th Promises to be Best in History

Will be Held in Conjunction With Textile Products Exhibit and Other Retail Conventions During the Week—Program of Interesting and Practical Subjects to be Discussed—Closes With Big Banquet on Wednesday Evening

WHILE the complete program for the convention of the Ontario Clothiers at the King Edward Hotel, Toronto, Tuesday and Wednesday, February 14th and 15th, has not yet been arranged, enough of it is known to assure both an interesting and instructive two days' session. This convention is being held in conjunction with the Textile Products Exhibition, and with other conventions of Dry Goods Merchants, Merchant Tailors, and Hatters and Furriers during the week of February 13th. The Textile Products Exhibition will be largely devoted to the products of manufacturers of the various men's wear lines. Over eighty booths have been arranged for the mezzanine floor of the King Edward Hotel and, at this time of writing, fully fifty per cent, of them have been engaged by manufacturers who see in this event an opportunity to get greater co-operation between themselves and the Canadian retailer through the showing of merchandise which they believe to be the equal of any made in the world. The clothiers' convention, the textile exhibition and the other convention being held in the city during that week warrants the belief that from 1,500 to 2,000 business men from all sections of the province will journey to Toronto at that time.

Executive at Chatham

The Executive of the Clothing Association met at Chatham on Tuesday, January 10th, to continue their arrangements for the convention and to transact other routine business. President Fitzpatrick occupied the chair and Messrs. Brimmill (secretary) of Lindsay, Picord of Peterborough, Begg of Hamilton (vice-president) Stevens of Barrie, Hern of Straford, Grey of Chatham, and Provincial Secretary W. C. Miller were in attendance. Throughout the entire day they wrestled with matters pertaining to the welfare of the organization and worked with the program for the convention. Their day's deliberations were brought to a close by a banquet in the evening at which many of the merchants of Chatham were present.



R. P. FITZPATRICK, President

avails himself of the opportunity to attend.

"The Executive of the Clothing Branch of the R.M.A. has been engaged, during the past year, in various activities that have directly benefited the trade throughout this province. Since February, 1921, many matters affecting the immediate interests of men's wear dealers have been deliberated upon at our various executive meetings and at our forthcoming convention it is my intention to give an account of our stewardship to you. I am certain this will be not only interesting, but will occasion surprise to many who have not correctly estimated the breadth and importance of our work.

"The subjects to be discussed at the convention are practical in every sense of the word. Men have been selected to take charge of them who can be depended upon to throw considerable light on the dark places in merchandising at the present time. We have felt the need of getting very close to our problems for this year, and your presence at the convention will not only encourage us in the work we are trying to do but will strengthen the hands of the entire organization in coping with the various problems which confront it throughout the year."

The Program

Tuesday morning, February 14th, will be devoted to the usual opening ceremonies in connection with the conven-

"Speaking on behalf of the Retail Merchants' Association of Ontario, I want to extend to every member of the trade an earnest and cordial invitation to attend the annual convention to be held at the King Edward Hotel on Tuesday and Wednesday, February 14th and 15th. The fact that three or four other conventions will be held in the city during this week, bringing many hundreds of business men together, ought to be an added incentive to every dealer to make a special effort to come so that he may not miss the opportunity of exchanging ideas with fellow-merchants from all sections of the province. These conventions, together with the Textile Products Exhibit in which many manufacturers of men's wear lines will participate, ought to make it—will make it—a week well worth while to every business man who

tion. There will be the registration of delegates, the reports of the various secretaries and the annual address of President. (Continued on page 47)

Hard Work, Close Economy, Sound Judgment; These Three Lead Back to Normal Conditions

Credit Conditions During 1921 and Outlook for 1922—Not so Many Failures as Anticipated—Reasons for Failures Due to Lack of Proper Store Systems and Careless Stock-taking—Stocks Should be Written Down During Inventory

Written especially for Men's Wear Review by A. S. Crighton, Secretary Canadian Credit Men's Association, Limited, Toronto.

FOR those engaged in merchandising, the year just ended has been perhaps the most difficult ever experienced in the history of Canada and that so few, comparatively speaking, have failed to weather the storm is evidence of the ability and sound business judgment exercised by the great majority of our retail merchants.

During the prosperous years of the War and subsequently until the middle of 1920, money flowed freely. High wages were paid for all classes of labour and the public spent as freely as they earned. Manufacturer, wholesaler and retailer prospered. Gradually, however, business began to slow up. Shelves, emptied during the War, became stocked to repletion with merchandise bought at the peak. Buying at the peak means selling at the peak and in spite of the general slowing up in business, signs of unemployment and a tightening of money, high prices were still maintained.

Then came the buyers' strike. Our most exclusive citizens talked of wearing overalls—not that they ever did, but they talked about it. The public, however, began to think they were being robbed. Of all successful strikes the buyers' strike was probably the most successful. Prices not only fell—they tumbled, rolled and bumped each other like a regular avalanche all the way down the hill.

Bottom Has Been Reached

Has the bottom been reached? In the opinion of the writer, speaking generally, it has. Some lines will go still lower, others will stiffen again, but for normal requirements the retailer is safe in buying freely. Price fluctuations are inevitable, but this is a condition we have to face when business is normal.

The Future Bright

What has the future in store? For Canada—peace, prosperity and plenty. Anyone who has travelled the length and breadth of our great Dominion and has watched its development for the past twenty years is a pessimist indeed who cannot see prosperity in sight. Our natural resources are boundless and their development is as yet only commencing. With a return of confidence, capital will loosen up and work will be provided for all. This does not mean, however, that the average merchant is ever again going to enjoy such business and profits as were his during the fictitious prosperity of the War period and it is altogether likely that for some time to come quiet business is likely to prevail. To meet this condition, it is going to be necessary to get right down

to hard pan in the matter of reduction of overhead expenses to the lowest possible minimum.

Causes of Failure

The granting of indiscriminate credit by many retail merchants is the cause, in some cases, of absolute failure and in many cases, of a failure to reach that measure of success which they would otherwise attain. Under existing conditions the wise merchant is he who exercises a firm hand in the collection of his accounts and the greatest discrimination in the granting of credit to his customers.

In the writer's experience as administrator of businesses in financial difficulties, it has been found frequently that these difficulties might have been avoided had a proper merchandising system been in effect. In numerous instances it has been found that stock is allowed to accumulate until it becomes out-of-date and almost unsalable and, in some cases, it seems to have been the policy to push to one side good salable merchandise in order to make room for new incoming stock. The writer has in mind two instances in particular of serious financial difficulties, resulting almost in bankruptcy, brought about by no other cause. In both these cases inventories, taken at replacement value in the summer of 1921, showed more stock on hand than the actual volume of sales for the year 1920.

Write Down Your Stock

Many retail merchants in the writer's observance, have not as yet written off the loss caused by depreciation in prices and they are thus able to make a showing on paper, which does not exist in fact. In the terms of the vernacular, it is bad business policy "to kid oneself" and the careful man of business will write his stock down in his January inventory to just where it belongs, placing it on the market at a price which will show a reasonable profit on the replacement cost. It is only by facing the situation, as it exists, and marking goods at a price to interest the public that the springs of business will once again begin to flow. Manufacturers, wholesalers and most of the retailers have taken their losses and know where they stand. Those who have not, should do so at once.

Failures Among "Don'ts"

While on the subject of inventories, what proportion of the retail merchants take stock annually? Most of the really successful ones do. Most of those who fail, don't. In the writer's experience with The Canadian Credit Men's Association Limited, over a period of nine

years, he has come in contact with hundreds of merchants who have failed. Very few of them indeed were in the habit of taking stock and preparing an annual balance sheet. Had they done so, the danger signals would have been apparent and steps would no doubt, in many cases, have been taken to avert disaster. Why go it blind when annual balance sheets and trading statements were made to see with?

With regard to balance sheets, how many merchants see fit to supply annually a copy of their statement to the Mercantile Agencies and The Canadian Credit Men's Association Limited? To do so is often as refreshing to your business as a good night's sleep is to you after a heavy Saturday. Many retailers feel insulted when asked for a statement. They feel more insulted when Credit men refuse to O.K. an order for shipment. Yet how is he to know; a "leap in the dark" is not a popular form of sport in these strenuous days. The merchant, whose position is sound, has nothing to fear from disclosing his standing to the organizations whom his suppliers look to for information and the merchant, who finds himself getting into difficulties, would do well to consult his chief suppliers before it is too late. After the trying times through which we have passed, it is no disgrace to require accommodation and this is much more readily granted, when complete information is volunteered. Legislation passed in 1920, coupled with close cooperation with creditors, has, during the period of depression, made it possible for many businesses when taken in time to be saved from liquidation, and will continue to be the means of saving many during 1922.

The future calls for hard work, close economy and the exercise of sound business judgment. With the exercise of these, a return to normal conditions is assured.

E. A. Beauchim has recently purchased the men's wear store owned by J. F. Many of Coaticook, Quebec.

The British Clothing House, of North Bay, was recently robbed of \$500 worth of merchandise.

A delegation of representative Scottish woollen men are planning to visit this country early in the new year. Their plan is to inspect the field with a view to bigger business on this side of the water.

Volume of Merchandise Sold During December Equals or Exceeds That of Last Year

In Some Cases Merchants Report That Their Cash Returns Were Better Than in 1920—Generally Speaking, Christmas Trade Very Satisfactory—Stocks of Furnishings Are Cleaned Up—In Many Cases Depleted—Merchants Say Year Will be a "Watch Your Step" Year

FROM all parts of the country, reports are to the effect that Christmas business with men's wear dealers was highly satisfactory. It is doubtful if men, deep down in their hearts expected as good business as they got in 1920. Prices had fallen on an average of about 33 per cent.; there was a disposition on the part of people who could afford to spend money to conserve it; and there was a good deal of unemployment in all the provinces of the Dominion. Complaints would not have been very bitter, therefore, if December business had shown a considerable dropping off in comparison with the same month of a year ago.

In Many Cases Better

In spite of the conditions and expectations, however, there were many merchants all over the country who were greatly surprised when the Christmas rush was over. By questionnaire and by personal contact with dealers in some of the leading industrial centres in Ontario, Men's Wear Review found out that in not a few cases both the volume of merchandise sold and the actual dollars and cents returns were greater than during the month of December, 1920. In such cases, we found out that there were reasons for this increase. More advertising was done in many cases, though one dealer stated that he had an increase of \$1,500 over last year and did not do "one cent's worth of advertising." That is a very good showing, indeed, but we wonder how much he would have done if he had done some wise and purposeful advertising? Various contests were held which speeded up sales. Not a few merchants began their January sales early in the month, particularly in their clothing lines which were moving slowly. One firm in Hamilton by constant sales during the month increased their volume of merchandise and cash returns greatly and had the best year in their history. Another firm by hard plugging, live advertising and a contest during the early part of the month increased their business during the last week before Christmas by 87 per cent. over the corresponding week of 1920.

Greater Volume

On the whole, the information we have secured goes to show that the volume of merchandise sold was equal to that of a year ago, if not slightly greater. More customers were waited on by practically all the men's wear dealers from whom we have heard or whom we have interviewed. There is satisfaction in this because it shows that the number of customers has not dropped off and good

connections have been retained throughout the year. One of the best returns received goes to show that this merchant had the "biggest Christmas trade on record, with an increase of \$1,000 over last year," and to December 24th in dollars and cents he had "an increase of 70 per cent." Still another records an increase in the sale of merchandise of 50 per cent. with a 20 per cent. increase in cash receipts.

Those who came below the standard of last year in merchandise disposed of—and there were very few—show only a small drop. The majority state that they disposed of about the same amount of merchandise, and their cash returns show a falling off ranging from 10 to 25 per cent.

The returns secured from the West go to show that conditions there were better than might have been expected. In the prairie provinces, even the volume of merchandise showed a falling off, though not greatly. Necessarily, therefore, the cash returns were less than a year ago. This is not surprising in view of the fact that money is very scarce amongst the western farmers.

Following the Christmas rush, one condition of the trade is quite universal in furnishing lines particularly. They are absolutely cleaned up. One merchant who stated that he had had better business in all ways than a year ago said he had just 142 ties left in his store on December 25th and he carries a good supply of them. This condition is general. We do not know of a single dealer whose stock of furnishings has not been well cleared out in neckwear, shirts, hosiery, web goods, etc. From all quarters comes the word that stocks are in the best condition they have been in for many months—some say the best they have ever been in. This confirms former articles we have written to the effect that stocks were well cleaned up and that the retailer was ready to proceed with business during the year 1922 according to the demand of the consumer. Some of the replies received were to the effect that stocks were so cleaned up that buyers were going into the markets without delay to get some merchandise for their emptied shelves. This is already reflected in wholesale houses where many buyers have made their appearance since the close of the Christmas trade. A visit to the furnishing houses just before Christmas showed that everything had been cleaned up in their factories and that they had been working day and night to supply the last-minute needs of retailers all over the country.

Clothing, as is usually the case just before Christmas, moved slowly. The weather, too, was none too favorable. Whenever a few snappy days made their appearance, the demand for clothing was immediate. Many retailers helped along their clothing sales during the month by special sales in which percentage reductions were offered or radical cuts made in the former prices.

Discussing the outlook for the coming year with many retailers, the consensus of opinion seems to be that it will be a "Watch your step" year. They are in shape to meet the requirements of the consumer without having to endure the serious losses of the year that has just closed. Their stocks are clean, for the most part, and future business will follow the dictates of the consumer. What that demand is going to be remains to be seen. In some centres where a good deal of public work or building is underway or contracted for, business men feel that the year will be quite up to 1921 with a strong possibility of improvement after the harvesting of another crop or when the time arrives that another good crop is assured. They are ready to buy when the demand reaches them. They are keen not to lose sales and will keep in close touch with the markets for value, quick deliveries and good prices.

French Underwear Real Industry

In connection with the showing of men's furnishings imported from Paris, a very interesting sidelight on this particular industry as it exists in France was given to a staff member of Men's Wear Review by a member of the committee in charge of the French Exposition.

"The manufacture of men's underwear materialized into a real industry at the beginning of the nineteenth century," he said. "The making of men's underwear was for a long time restricted to shirtmakers, and the shirts were cut to measure and finished by women. Big cities such as Paris, Lyons, Marseilles, Rouen, Lille and Nantes, had under the reign of Napoleon the First, numerous shirt tailoring shops, employing one or several cutters and women working at home. It was only in the year 1847 that a first census was made to determine the number of women working on men's underwear and in 1878 a complete report was published of the trade in general,

(Continued on page 41)

Novel Contest of Regina Trading Co.

Gave Away Over 100 Tons of Coal Free—Managing Director Says It Resulted In Large Increase of Sales At Nominal Cost—Three Tons Given Away Each Day—Store Decorations In Harmony—Rules of the Competition and Reasons For Holding it.

RULES OF THE COMPETITION

1. Each voucher will be dated, and must be presented to the Free Coal Office on, or before, that date. Vouchers must not be accumulated.

2. Each voucher when presented will be stamped with the time it was received. FIRST three vouchers presented giving nearest correct estimates will win.

3. A voucher is given with each full dollar you spend. Use transfer cards to get advantage of the odd amounts of your purchases.

4. Employees of The Regina Trading Company are debarred from the competition.

5. Should you not require coal you will be given instead a paid-up transfer shopping card to the value of the coal, \$13.50.

6. The vouchers you receive on Saturday, the first day, must be turned in to the Free Coal Office not later than Monday at 6 o'clock. The vouchers you receive on Monday must be turned in by Tuesday at 6 o'clock, and so on, during the competition.

7. You will estimate on Saturday's voucher the number of words that will appear in Wednesday morning's advertisement. On Monday's vouchers you will estimate the number of words appearing in our Thursday advertisement, and so on.

8. Each figure in the advertisements is to be counted as a word (dollar and cent figures, as well as punctuation marks, such as dashes, rules, etc., are not counted).

9. Write your name and address plainly on each voucher.

10. The correct estimate and the winners of each day will be published in The Evening Post. The announcement of the first winners will appear in Wednesday's Evening Post.

11. The words of the advertisements will be counted by the Advertising Department of The Leader Publishing Company, and rechecked by The Regina Trading Company.

12. No one person will be allowed to receive more than 5 tons of coal during the entire competition.

13. The coal supplied is being purchased from Whitmore Bros.—Galt Lump Coal, valued at \$13.50 a ton.

14. Remember it costs you absolutely nothing to estimate in this competition.

A MERCHANDISING plan that flourishes on the spirit of competition in contests has been tried out very successfully by the Regina Trading Co. Ltd., of Regina, Saskatchewan. It was associated with something that is a very great necessity in the western part of Canada—coal. Three tons of this precious substance were given away each day to three people who came nearest to guessing the exact number of words appearing in their daily advertisements. We need not go into a more elaborate explanation of the plan than is given elsewhere on this page in which the whole plan is outlined and the rules of the competition given in full. One or two things might be pointed out, however. The fact that each customer had to spend a dollar before receiving a permit to vote would have the tendency, no doubt, to turn such purchases to the Regina Trading Co. when there was an off-chance that a free ton of coal would be forthcoming if the lucky guess were made. In the second place, it directed the attention of the reader to the advertisements appearing daily over the name of the Regina Trading Co. That, of itself, was a good idea and would, doubtless, bring custom to the store aside altogether from the possibility of being a good guesser.

How it Succeeded

A. F. Little, secretary-treasurer and managing director of the firm, in writing to Men's Wear Review regarding the plan and how it worked out said: "It has proven to be a splendid merchandising scheme and gave us a large increase of sales at a very nominal cost. There being three winners each day receiving a ton of coal each, you can readily understand the vast number of boosters there were as the competition progressed; neighbors conveyed the good news to neighbors, and it was a current topic of conversation.

"Huge blocks of coal were placed throughout the various departments, and in our display window with the inscription, 'Free Coal' written thereon in white letters. A free coal office was built on the main floor where vouchers were received."

Many Contests Running

During the month of December there have been many contests in progress over the country and there are those who believe it will be one of the factors of a successful business year during 1922. This plan is worth studying.

100 TONS OF COAL ABSOLUTELY FREE. WHY. YOU ASK?

It is a fact that every progressive firm spends thousands of dollars each year to bring customers to their place of business. In 1921 we are spending approximately \$30,000 a year in advertising—commencing October 1st, and continuing during the month, or until further notice, we have decided to adopt a new plan—a plan whereby our customers reap the benefit. Our aim is to give away 100 tons of coal, which will be delivered to your doors, should the winners live in the city.

Each day, commencing October 1st, we will give away 3 tons of coal—one ton to each of three customers who buy merchandise at our store on that day. To determine who shall win this coal each day we have arranged this unique plan:

We are going to use on the back page of each issue of The Morning Leader, a space 17 inches square—a different copy will appear each day—that is, new lines of merchandise will appear each day, or a new layout of copy. Each day's advertisement will be as nearly as possible an average advertisement, without cuts, such as appears in the press. The main headlines of each advertisement will be in large type; the headlines of each separate line of merchandise will be in display and medium type. Our usual name plates will appear on the bottom of each advertisement. There will be no cuts of garments, or merchandise used in the display. The prices of lines advertised will be in heavy type figures in most instances. The balance of the body of the advertisement will appear in usual news type. This advertisement is a typical example of the advertisements that will appear.

Commencing October 1st, and continuing until further notice, we will give to each customer a blank voucher for each dollar he or she spends in the store. On each voucher the customer may estimate the number of words appearing in our advertisement in the issue of The Leader three days hence.

The first three correct estimates or nearest correct estimates, will entitle the owners of same to one ton of Galt Lump Coal free.

Woman! Thy Dominion Groweth

First, It Was Politics, Then It Was Business, And Now Even To The Selection of Hubby's Clothes—Three Cases Which Show Different Treatment And Different Results—Should One Get 'Em Young And Treat 'Em Rough Or Gracefully Submit To The Inevitable?

WE HEAR a great deal today about women in politics, about equality of women in this particular phase of human interest and activity. She is now on equal footing with men and she appears to be asserting her position in no uncertain way. Before the recent federal election she was the unfathomable quantity to all political prophets and, may we add, the prophecies of most political prophets, showed that she was unfathomable, for precious few of them came anywhere near the truth in their predictions. Woman seems to have a mind of her own in politics.

And then, we hear a good deal about women in executive positions. Here again, she seems to have shown that she possesses most of the qualities possessed by most men up until the time Cupid gets in his fine work and then she departs into new fields where her powers of management are exercised with no less certain or less compromising sound. She has the faculty of being able to assume authority—and an even greater faculty for exercising it.

In Buying Clothes

Where petticoat government begins in the selection of men's clothes is where the men's wear dealer takes up the thread of this interesting feminine exploration into man's dominion and attempts to unravel it. For it is just at this point that it interjects a new and growing problem to the men's wear merchant, a problem that requires a good deal of study and careful handling if the merchant is to retain customers and make new friends. When a woman refuses to go out on the street with her husband because he has selected an overcoat that runs foul to her tastes and judgment of what the idol of her heart should be clothed in, from that very moment a problem is thrust upon some dealer who has made a sale in good faith and whose profits are threatened by the cancellation of the said sale.

Here's a Case

"Just how great is this problem with you?" said a representative of Men's Wear Review to a well known salesman.

"It is a growing problem," he said, and then he proceeded to relate a couple of cases that are of interest.

"A man came in to buy an overcoat from us the afternoon before Christmas. We showed him our range and he finally picked on one that seemed to suit him in every way. He said he had a friend he wanted to have look at the coat before he selected it. That suited us, and he went out and later in the afternoon



came back with his friend. The friend looked at the coat very carefully, examined it thoroughly and passed his opinion on it, saying that it was as good a coat as he could possibly buy ready made, it fitted him perfectly and that it was a 'good buy.' He took the coat. We happened to know, by the way, that his friend was a tailor who was unable to make an overcoat for the man in time for Christmas, so he had to come to purchase a ready-made one.

"On Tuesday morning the man came back with the coat in a box.

"I had to stay in all day yesterday because my wife refused to go out with me on the street with that overcoat on," he said.

"What could we do? The man didn't want the coat and to give the service which we always try to give, we took the coat back from him.

Case No. 2

"And, here's another one even worse," continued this salesman. A well-known Yonge street business man came in one afternoon to buy an overcoat. We had an exceptionally fine O'Brien that he liked very much. He tried it on, was satisfied with it perfectly, took it and gave us his cheque for it.

"Next day the coat came back all done up in the box—his brother brought it back. His wife didn't like it and wouldn't listen to him wearing it. So we took it back and within five minutes after it came back it was sold out again.

"A few days after, the man came into the store with an expectant look in his eyes.

"Have you saved that overcoat for me?" he asked.

"We told him the fate of the coat.

"Damn, he said. 'I'd give another ten dollars to have that coat back. My wife went with me to look at other coats because she didn't like that one and when we had seen the others she didn't like any of them nearly as well as that one and now I can't have the only coat I really wanted.'

Still Another Case

"Some time ago a well-known theatre man came in to buy some clothes. He selected three suits from us, the deal had been completed and the money paid over. While he was talking to us after the sale had been made, he happened to see his wife passing. He rushed out on the street and brought her back and proudly pointed to his selection of three new suits of clothes.

"She looked at them and a sarcastic expression came over her face.

"Well," she said, 'I don't like any of them and don't want you to wear them.'

"He took hold of her arm, conducted her to the street and bade her continue on her way. Coming back into the store he pointed out that he never found any fault with the way his wife dressed; she could dress as she pleased and he always tried to be pleased with it, though he casually pointed out that he couldn't see 'any bells' on her methods of dressing."

What About It?

So, there you are. There are three cases, two of them showing strong petticoat government which creates a serious problem for the men's wear dealer; the other savoring still a little of the old cave methods or even those later days when a man's word in his own household carried some weight, even in the matter of clothes. The problem is a serious one.

How would YOU have dealt with these cases?

We would like to know.

Henry Fuller of Hamilton, for many years connected with the Copley, Noyes & Randall Co., Ltd., of Hamilton, and later a tailor on Robert street, dropped dead on his way to work on November 16th.

Scovil Bros. who run Oak Hall in St. John, N.B., opened a toy shop for kiddies on their ground floor in which boys' toys are carried.

Men's Wear Review

Issued on the first of each month

Published by

THE MACLEAN PUBLISHING CO., Ltd.
143-153 University Avenue - - Toronto Canada

Branch Offices:

MONTREAL—128 Bleury St.
WINNIPEG—901 Confederation Life Building.
VANCOUVER—314 Carter-Cotton Building.
LONDON, England—88 Fleet St. E. C.
NEW YORK—1606 St. James Bldg., 1133 Broadway.
CHICAGO—1401 Lytton Bldg., 14 E. Jackson St.
BOSTON—734 Old South Building.

Subscription Rates

In Canada per year \$2.00
Outside Canada, per year \$3.00
Single Copies 25 cents

Vol. XII.

JANUARY, 1922

No. 1

Soliciting Business

IN CONVERSATION with a busy man some time ago, the question of salesmanship came up. He told us he was in need of a fair quantity of furnishings of one kind and another. He wanted some collars, neckties, shirts, etc. Like many another city man, he found it difficult to devote the time to the selection of these articles that he would like to. We asked him what he would think if a representative of a retail house came into his office with some samples of furnishings and gave him the chance to pick them out in that way. He welcomed the idea with one reservation—he did not want to be pressed into buying, but he intimated that if this were done he would probably buy much more than he would if he went to a store, because he could save a good deal of time.

The idea is worth considering. Is there any less justification for the clothing salesman going into a man's office to sell him something he needs and wants than for the insurance agent, for instance? Is it not bringing a service right to the man's door? It occurs to us that it would have to be worked out very conservatively and only amongst friends of long standing who would look upon it in the right light—who would recognize it as an effort to give service to busy men. An indiscriminate effort of this kind might soon develop into a nuisance to the prospect and a loss of profit to the store. But if the dealer knows his customer well enough to have a fair idea of his tastes, he could bring a distinct service to many of his friends.

At all events, the idea is worth considering.

Service

ACERTAIN retailer known to us in London added many dollars to his Christmas sales in a commendable way—commendable because it was profitable and because it will make some very good friends for himself. He is a small retailer.

During the Christmas rush he received a number of telephone calls, asking him if he had such and such a thing in stock; the inquirer wanted to come down to see them. He knew they were busy and were keeping late hours—so was he. He asked them something about the style or pattern they wanted and they told him. He suggested that he would bring up a number late in the evening for their selection if that would suit them. Of course, they said they did not like to put him to the trouble, but

he was glad to go to the trouble. And he did go to the trouble, and, by so doing, sold a lot more merchandise than he otherwise would have done. His desire to oblige his customers passed from mouth to mouth and increased the circle of his friends.

Christmas Business

REPORTS that come to us from all parts of the country indicate that men's wear dealers realized that a good deal of energy would have to be put into the Christmas business if receipts were not to show a serious falling off. Moreover, they show that this energy was injected into their December business. In some cases where the heavier lines had already slackened up, early December sales were started. Such firms believe that the time to run a sale is when the people are in a spending mood and, perhaps, no better time in all the year could be selected than the month of December. Contests of various descriptions were also run and these seem to have brought in their fair share of business.

Reports are very satisfactory of the volume of business done. More customers seem to have been waited on by the majority of dealers and not a few of them show that actual returns in dollars and cents exceeded those of a year ago. On the whole, however, the cash returns were about the same. The figures indicate that the difference, whether it be in the increased volume done or the decreased cash returns, about represents the average per cent. decrease in the value of merchandise, that is, thirty-three per cent.

The Convention

ATENTION is again directed to the forthcoming convention to be held in Toronto beginning the 13th of February and lasting the entire week. It is an Amalgamated Convention this time in which several branches of the retail trade are to participate. In conjunction with it a textile exhibit will be held in which manufacturers of all lines of men's wear will take part. Over one hundred booths have been set aside for this exhibit and many of these have already been taken at the time of going to press.

Encouragement will be given to the members of the Ontario executive if every dealer will make an effort to attend this convention for the entire week, or, at least, for the two days' convention of the clothing and furnishing men, February 14th and 15th.

Carelessness

THE article appearing in this issue written by Mr. Crighton, of the Credit Men's Association, is well worth the careful study of our readers. It is encouraging to know that the failures during 1921 were fewer than had been expected and if his advice is taken there may be fewer during 1922 than last year.

His reference to the causes of failure in a number of cases should be taken to heart very earnestly. In a word, they are due to carelessness, to total lack of system in store management and to indifference to inventory. "In both these cases," he says in one part of the article, "inventories taken at replacement value in the summer of 1921 showed more stock on hand than the actual volume of sales for the year 1920." That is a severe indictment, indeed. It is another way of saying that the man who lacks system in his store management is heading towards the rocks.

Beware of This Smooth Salesman

Don't Let Another Man Sell Merchandise Over Your Counter That Will Not Bear Your Own Guarantee—A Couple of Hundred Dollars "Clear Profit" May Turn Out To Be a Thousand Dollars Loss—Look Carefully Before You Leap—Other Considerations.

MR. RETAIL Clothier, have you ever had a gentleman come into your store when business was a trifle dull and tell you a plausible story something like this:

"Is business a little hard to get these days?"

You hesitatingly confess that it isn't quite up to the mark and that there seems to be a marked disposition on the part of former customers to wear their clothes till they are threadbare.

"Well," he proceeds, "I have a hundred suits of clothes to dispose of at a very reasonable price—from \$18 to \$25. They are manufacturers' stock, made to sell as high as \$40 and \$50 but he needs the money and he wants them cleaned out in a hurry.

"Now I will put this sale on in your store and for five days we will boom business and make the beaten path of the needy in clothes lead to your door. We can come to some mutual arrangement about some special advertising to be done for the sale, but in any event it won't cost much. For each suit of clothes we sell, I will pay you (and here he names some figure between \$1.00 and \$3.00).

"Hundreds of dollars clear profit," he goes on to expound. "No trouble on your part. Will give you a chance to introduce your other lines and get rid of a lot of furnishings while I am selling the clothes and getting ready to hand you a big fat cheque at the end of the five days' sale. Will give you a new name in the town; men who have never been in your store before will come and you can make new friends and look ahead to larger business."

He Who Hesitates—

You know the old saying, "He who hesitates is lost." Well, you hesitate. Business has been rotten, you confess to yourself; and a couple of hundred dollars clear profit at the end of the week with practically no outlay looks mighty good to you. You need that \$200 to meet a draft at the end of the week or the first of the next one; and the possibility of bringing new friends to the store with the resultant increase in your year's business is an allurements not easy to be glossed over. Perhaps, you haven't been in business very long and here looks like a good chance to put your name on the map a little stronger than your modest and conservative opening announcement did for you.

But, Wait—

But wait, just a moment. There are some other things to be considered be-



fore you take the final leap and make a decision that may mean a good deal to the future of your business.

We don't intend this plausible salesman to be the representative of the house you regularly deal with. We take it for granted that you have selected that house after some thought and consideration and that if such a salesman did come out from that house, making such an offer, it might be one worth considering. He would be handling the same line of clothes that you handle and, therefore, you know it to be good. His plan would not be quite the same, for he would probably suggest a commission basis.

This man we are thinking about is of a different stripe. He is out simply to buy from you the right to use your counters for five days while he puts on a sale and gives you so much for each suit of clothes he sells.

Look Carefully

The first thing you want to look at with infinite care is the quality of the clothes he expects to sell over your counter. For remember, the counter is yours; it is part of your store and, in a large measure, it represents the character of your store and the merchandise you are prepared to stand by year in and year out. Unthinkingly, you may say to yourself that it doesn't make much difference to you about the quality of these clothes. Think again. It is true that a man shouldn't expect too much for \$18 or \$25. But in some respects men have long memories. Long after a garment is worn out—whether the garment be a good one or a bad one

—the buyer remembers the store where he purchased it. And, really, isn't that exactly what you want? You want customers to remember your store for the good merchandise they get there and for the satisfaction you have sold them with the clothes or whatever merchandise it happens to be.

Therefore, if these clothes that are to be sold over your counter are not up to the mark, if they are even poor, they will not give satisfaction. Soon they will wear out. The sale will, long since, have been over, and the plausible salesman gone. But the men who bought the clothes do not forget where they bought them. They hold you responsible for the class of merchandise purchased over your counter. And, after all, haven't they a perfect right to? Complaints come in to you and you begin to make explanations. "Oh, these were not my regular lines of clothes; this was a special sale put on by so-and-so." With a shake of his head, the dissatisfied man goes out of your store—never to return. You can write him off as a liability, a liability that goes about as a propagandist, for he doesn't forget to tell his friends about the incident. By the time this incident is repeated a few times, you come to the conclusion that the couple of hundred dollars you made was poor stuff and you might have been better without it.

Other Considerations

No, go carefully. Be satisfied in the first place, that the merchandise that goes over your counter is of a kind that you are prepared to stand behind.

There are other considerations—but this one is the most important. While these suits are being sold over your own counter, your own are idle on the racks. You are glutting the market with goods that are not your own, and you are creating distress merchandise in your own store that, sooner or later, will have to be moved out at a loss. Would it not have been better for you to have taken the loss on your own merchandise and at the same time retaining your friends than to have made what was only a temporary gain and lost many of your friends? You could have put the sale across yourself. You could have stood behind your own merchandise 100 per cent. strong.

And if you had done that you would not have alienated friends, you would have helped to clean up your own stock and all would have been well.

Think twice, therefore, before giving assent to this kind of a sale.

Open Golf School in Their Store

New Departure by Blumenthal Sons of Montreal by Which They Expect to Draw Trade From Enthusiastic Golfers—Initial Outlay of the Firm Very Small—The Plan Described—Getting Women's Trade as Well.

A NEW and profitable departure in store features has recently been inaugurated by the Montreal firm of Blumenthal Sons, Limited, which promises to become one of the most successful they have yet tried. The idea in question is the installation of a large and very complete golf school in the basement of the store, which occupies an area of more than 6000 square feet of floor space, and which is unique in that it is the only golf school conducted in a retail clothing establishment.

Explaining the idea to a staff member of Men's Wear Review, a member of the firm spoke of the intense enthusiasm which is manifested by beginners at the game and the real need that exists for a good indoor course on which they may keep in practice throughout the winter months. It has long been a custom in leading departmental stores to feature such indoor courses, and in New York every representative store such as Wanamaker's, McCreery's and Gimbels and also the sporting goods stores and leading hotels feature miniature links on which beginners and more advanced players may keep in trim for the real season. Montreal stores have featured these indoor courses with such success that the idea has come to be looked upon as a logical department wherever space is available. Wherever the game of golf is played there is an opportunity to open an indoor golf school and the value of this school as a drawing card to the clothier is not to be overlooked in any locality, no matter how small.

In each of the indoor golf schools conducted by Montreal stores, the statement was made that the demand for expert instruction is becoming increasingly popular and the engagement books of the professionals under whose supervision the courses are operated, show not a single idle moment from early morning to closing time.

Value To Retailer

The particular value to the clothier in one of these indoor courses lies in the fact that they cost little to construct, they do not necessarily require a large area of floor space, they bring people into the store who may have never entered it before and they stimulate the sale of sports clothes and furnishings. In the case of the Smart Set Golf Course erected in the Blumenthal store, so named by the way, in honour of the range of clothing featured as the store's leading line, there are three compartments for practising driving, nearly a dozen putting greens, as well as bunkers and other aids to pleasurable exercise. In addition a workshop is maintained wherein all types of clubs are made and

Some months ago, Men's Wear Review urged Canadian retailers to get after the golfers' business. The game of golf is becoming ever and ever more popular and catering to the needs of the well-dressed golfer is opening up a new avenue of profits for a number of the most aggressive men's wear dealers throughout the country. The accompanying article dealing with a new idea just put into operation in the Blumenthal store in Montreal is one that might well command the earnest attention of many retailers who are merchandising in a centre that is becoming more and more popular as a golf centre.

fitted to the heads by an expert in this work, and these are also for sale.

Points To Remember in Layout

The main essential to success, plenty of light, has been provided for in the Blumenthal store course and innumerable overhead globes shed direct light on each section of the floor. The services of professional are, of course, also essential and two are thus employed on the Smart Set Course, both of whom are well known to Montrealers at large on account of their association with two of the most fashionable golf courses in Quebec. The arrangement made with the professionals is usually on the basis that the store furnishes the space and equipment which in the case of the Blumenthal course cost about \$100 only, and the instructors make a charge of \$15 for lessons. There is a membership fee of \$5 for the season as well. These fees pay the instructors while the advertising and the prestige resulting from the presence of the school in the store pays the latter equally. New goods peculiarly suitable for sports purposes are prominently displayed on the course and special displays of other goods are arranged along the corridor leading to the course which likewise exercise not a little attraction upon the players. That the idea of the indoor course is very profitable is made clear by the fact that all establishments in which it is conducted find it worth while to feature the indoor course year after year with ever increasing popularity.

How The Course Is Planned

Although the Blumenthal course is located in their spacious basement, the usual plan in force in most stores is to use an upper floor, or the roof, or anywhere that good lighting is available. The apparatus consists mainly of a framework of wood about 18 x 20 and

this is enclosed by wire netting or heavy canvas, a bull's-eye is put up at the far end of each practice course, and the beginner drives off from a mat at the opposite end. The balls strike the bull's-eye and after dropping to the floor roll back to the player by means of a slightly inclined floor designed for this purpose.

Here is undoubtedly a cue for the retailer who carries any type of sports wear. If there is a golf club in the vicinity of his town, there is a valuable opportunity for him to open a practice course this winter at little cost for equipment and with only a moderate demand for space. By this means he can stimulate the sale of golf suits, sweaters and hosiery as well as the street clothing or formal clothes that many men seem to prefer in Canada for general wear. The presence of such a golf course in the town invests it with a decidedly metropolitan atmosphere and gradually, the name of the store observed on such things as smart neckwear, shirts or top coats, will come to be associated with that subtle something vaguely associated with correctness in people's minds. Blumenthal Sons are planning to arrange special displays of new goods all round the course to serve both as a decorative feature as well as a means of promoting the sale of sports goods. The majority of golfers, it is stated, are constantly complaining of the dearth of suitable supplies in regular stores. The small town retailer therefore has an excellent opportunity provided he can obtain the requisite space to win to his store all the golf enthusiasts in his community.

Getting Women's Trade in Addition

The main object is to have the entrance through the store and to play up the character of the store itself along with the sport. There is no reason why women should not become as numerous as men players, especially as they have more time to devote to the game, and a ladies' dressing room will prove an appreciated asset if possible. The women who patronize the indoor golf school will in all probability do as much purchasing as they possibly can in the store, in order to save time. If the store carries chauffeurs' supplies an invaluable opportunity presents itself to display uniforms and accessories in a prominent corner of the golf course.

The Union Clothing store is the name of a new business recently opened at 267 St. Paul street, St. Catharines.

R. H. & J. Dowler conducted a "Prosperity Drive" sale in their four stores during the latter part of November.

The Problems of Retail Advertising

Neil R. Bell Says it is the Force That Makes the Wheels Go Round
—Mediums of Advertising—Writing the Advertisement and
Things That Should be Avoided—Advertising is Salesmanship.

IN THE limited time at my disposal to give you a talk on "Retail Advertising," it must necessarily follow that what I say will be just a general analysis of retail advertising as a whole—and I might mention in passing that my remarks will not apply so much to departmental store advertising—(although a departmental store is nothing more or less than a number of retail stores assembled under one roof) as retail stores in a general sense.

It is no exaggeration to say that advertising in retail stores is the force that makes the wheels go round—it's the power of the business. The many failures of retail stores which are recorded yearly, cannot always be laid to poor advertising or the lack of advertising. One or more of many causes may have been responsible. But, when a retail merchandiser is a success, it is a safe assumption, in the majority of cases, that he is a successful advertiser. Not necessarily a good one, because his success may be only partial—a poor realization of excellent opportunities—but, if he sells enough goods over his counter to make the books balance on the right side of the ledger at the end of the year, and continues to do so, it means that he has, somehow, reached his public, impressed them sufficiently either with the merits of the goods, his own personality, or some particular of his store to bring them to his counters, instead of his neighbors'.

Advertising, while so absolutely essential to retail merchandising, cannot do everything. It cannot compete against poor business ability—careless management—lack of sufficient capital or similar handicaps which make success an impossibility. It must have a proper foundation to build upon. But, given that foundation, the manner in which it is used determines the measure of success or failure of a retail store.

Different Ways To Advertise

There are many ways to advertise a retail store, and it is difficult to formulate any set of rules for general use. Because, every individual store has its own requirements and conditions which must be taken into account when an advertising outlay is planned. Successful merchants have solved their problems in a variety of ways. Newspaper display is the most common form—street car advertising, billboards, circular letters, blotters, novelties of all description play their part in the general scheme of publicity. Only by careful and earnest study will you be able to solve the

The accompanying address on Retail Advertising was delivered at a meeting of the Hamilton Ad. Club by Neil R. Bell, Advertising Manager of "The Right House," one of the successful department stores in that city. It covers many interesting points that are of daily use to the advertising manager and deals with problems that face him daily. Not the least of these is the actual layout of the advertising and the instructions to the printer.

problem of finding the method which best suits your particular case.

Benefits

Newspaper display space, as mentioned previously, is one of the most common forms of advertising used by retailers and it is one of the best. So many merchants, large and small, throughout the country, are successful users of newspaper space that there is no question as to its value. It can be, I think, fairly asserted, that as a general rule, it takes years of advertising through billboards, street cars, programs and circular letters to bring the same results that a constant newspaper campaign will effect in a short time. I do not mean by this that these latter mentioned forms of publicity are not valuable for retailers—they are all good in their way. Constant newspaper advertising will not only bring people to buy from you and increase your business, but it will raise your standing as a business man. It will give you better credit. It will enable you to buy more cheaply and in larger quantities. The wholesaler or manufacturer knows your advertising gives your store a wider outlet for his goods than that of a non-advertising competitor. He sees that you get the best selling propositions he has, because he knows you will push his goods. Things move in circles—you have a business that enables you to advertise—that increases your business—increased business means more advertising, and, so on—in an endless branching that brings you to success.

Writing An Advertisement

It is not necessary to make an advertisement a piece of literature. The selling points you use across the counter are the points you should incorporate in your advertising. For, advertising is salesmanship on paper—nothing more, nothing less. The man or woman who will be interested in your advertisement,

who is in the market for the article you wish to sell, wants to know but few things; but those things must be presented in a natural, interesting, convincing manner. A description of the article for sale, its particular advantage and value, and, its price, are the salient points you wish to impress upon the prospect.

Avoid Levity

Always avoid levity in advertising. Anything which tends toward the humorous in copy invariably weakens it. The bright sally or jest which seems so funny when it is written usually looks very flat when reduced to cold type. The public usually resents anything of this kind and fails to give the advertisement the attention it should receive. People who are spending money do not regard it as a joke, it is usually a serious matter with them. If a stranger entered a retail store and examined an article, the proprietor would not regard this as an opportunity to be humorous, or to show his ability as a linguist—on the contrary, he would show the article in which his prospect was interested and respectfully and earnestly explain its advantages and merits—name its price and emphasize it if it was a special inducement. He would strive in every way to make a good impression, to make the prospect feel favorable toward the article in question and to create a desire on his or her part to own it. If the merchandise in question is right, and the price right, the sale would probably be made. The retailer accomplished this by the very simple process of showing his goods, explaining their merits and naming a price which convinced the prospect that it was a good buy for him or her.

Advertising Is Salesmanship

The same retailer, when he takes his pencil in hand to prepare an advertisement often ignores the very sales methods and sales points which enable him to sell goods over his counters. He forgets the salient points he wishes to bring to the attention of his readers. He forgets properly to present and emphasize the vital facts in which they are interested and floats off among the clouds, finally turning out an advertisement absolutely lacking in selling force.

In preparing an ad, it is a good plan to follow the same method a newspaper reporter uses when preparing a story or an article. Put the gist of your news—the most important of your facts—in the first paragraph of your advertisement.

(Continued on page 33)

The Cotton Trade in 1921

Sir Charles W. Macara Summarizes Conditions in 1921—Believes That World Supply Adequate For 1922 And That Price Tendency Will be Upwards
Cost of Production Will Remain Higher Than In Pre-war Days—Difficulties To Be Faced

SIR CHARLES W. Macara is a noted world authority on cotton, and as this material is basic to many of the lines handled by dry goods and men's wear dealers his summary of the conditions affecting the cotton industry during 1921, together with a forecast of conditions in 1922 is well worth considering. He says:—

The year for cotton has been one of the worst we have ever known. In addition to a strike, we have experienced a long spell of short time, due partly to the extremely high prices to which cotton goods soared, causing an unprecedented reduction in consumption. It has always to be borne in mind that cotton fabrics are the clothing of the poorest people all over the world, and consequently the great rise in prices affected the people who could least afford to buy cotton goods.

Then, when trade might have begun to prevail, we had a campaign of "slump," which started in America at the latter end of 1920, and destroyed confidence all over the world. People were given the idea that great reductions in the prices of goods were bound to follow immediately upon reports of cheaper cotton, whereas, had they but known it, there could be no substantial fall owing to the high costs of production and the fact that much time must elapse before the raw material becomes the finished article. In the case of the finer goods, the processes often extend over a period of twelve months or more. These stupid slump reports, therefore, were responsible for leading the trading community and the consumer to cease buying, and many of those in the trade, equally misled, declined to take up goods that had been ordered from the manufacturers and merchants. The result has been chaos, and many noted firms, which from the nature of their business are obliged to carry large stocks and have heavy commitments, have incurred serious losses.

For some time to come, we are not likely to be in any special difficulty with respect to the over-production of machinery; what is troubling the cotton spinner and manufacturer just now is the instability of the prices of the raw material and the uncertainty there is as to the growing of cotton later on. Owing to bad trade and the reduction in the output of our mills during the past twelve months, we have no anxiety as to the cotton available at present, despite the feverish operations that have followed the issue of the disappointing report on the American cotton crop issued by the Washington Bureau of Agriculture

at the beginning of September. There can be no immediate cause for worry, seeing that the cotton in hand and in view is equal to the amount available in the super-year of 1914-15. Then the amount of the American crop was officially reported to be 15,100,000 bales, but I have reason to believe the figure to have been in reality round about 17,500,000 bales. My views are corroborated by the great carry-over we have at present. The Bureau now reports that the crop for the present season, owing to the restriction of acreage of the planters, will be 7,037,000 bales only, but even so, taking these figures as reliable (and I have found that these American cotton figures should always be taken cum grano salis), there would, with the second carry-over of 9,194,000 bales from last season, be no less than 16,231,000 bales disposable. Even should a portion of this be unsuitable for the spinner, we are likely to have enough and to spare of cotton for the next 12 months, seeing that for the last three years the total world's consumption of American cotton has averaged but a little over 11,000,000 bales a year.

Trade in the Future

The disturbing factor is as to the attitude of the planter with regard to the next and subsequent seasons, seeing that he has been so scared by our near-sighted policy of allowing cotton to fall below the cost of production. I have shown over and over again, both before and during the war, how suicidal it must be for the manufacturer to get his cotton at a price which would not pay the grower to produce, and how in the end it would result in cotton not being in sufficient quantity to meet the world's demand for cotton fabrics. To obviate this, I have counselled the storing of cotton in years when, owing to one circumstance or another, we have had a big surplus, but my advice has been disregarded. This season what I prophesied has happened, planters having allowed nearly half their cotton acreage to go out of cultivation. Our big carry-over is our salvation at the moment, but what is to happen if we only get half a crop next year and the year after that? It will be a grim lesson to not only Lancashire but to the whole world. The costs in the plantations, as everywhere else, have been enormously increased of late years, and the growers must either be compensated or go out of business.

Four facts, therefore, emerge with clearness. One is that cotton in future is bound to be dearer than in the past;

VALUE AND QUALITY

January Clearing Sales in many places are already in full swing—some of them began even before Christmas. Not only will they continue throughout this month, but the next; and there will be some fag ends to clear out even when that blustering old month of March comes along. The public mind is ready to absorb January and February clearing sales' advertisements. In some localities they began to absorb it early in December; one of the largest men's wear stores in the city of Montreal began its January clearing sale on December 3rd by sweeping reductions all through the store ranging from 20 to 50 per cent. on the different lines offered.

The condition of the public mind has not changed in any respect with regard to values and quality. Nor is it apt to for some time to come. One of the first essentials of successful merchandising is to know the public mind and taste, and every dealer may rest assured that the public is still trying to make one dollar do the work of two. The stronger the appeal, therefore, on the ground of value and quality—an appeal backed up by realities not illusions—the better will be the response of the consumer.

On the opposite page we have suggested many phrases for showcards that might be used as a series throughout any store during the Clearance Sale. There is something impressive in repetition and the constant repetition of the word "value" in all showcards throughout the store would be a convincing argument to the consumer who is looking after this very thing.

The success of the Clearance Sale this January and February will depend more than ever on values given. A year ago, the consumer was paying a very strict attention to the difference in prices as between December and January. This year, the consumer will do the same thing—and something more. Aside from the price—which will be a big factor—the consumer will look for the quality, the value of the merchandise offered. Thrice blest is that dealer who can offer high quality merchandise at tempting prices.

another, that the cost of the production of cloth will remain much higher than in pre-war days; thirdly, that the world will have to make up its mind to pay a higher figure than formerly for all articles of cotton manufacture, seeing that, with all the "writing down," goods in stock and in process of manufacture

(Continued on page 28)

A Window Without a Showcard

"A Window Without a Show-Card
is Like a Book Without a Title"

JANUARY GALES BRING JANUARY SALES—
OURS IS A VALUE-GIVING EVENT.

CHEAPNESS IS NOT ALWAYS ECONOMY—
YOU GET ECONOMY IN THESE VALUES.

THESE GLOVES GIVE YOU A FIRM GRIP
ON VALUES.

THIS UNDERWEAR HAS TWO VALUES—
WARMTH AND PRICE.

A NEW YEAR'S RESOLUTION—BETTER
VALUES THAN EVER BEFORE.

THE VALUE OF THIS NECKWEAR IS IN
ITS QUALITY AND LOW PRICE.

YOUR TIME CAN BE MADE VALUABLE BY
EXAMINING THESE SPECIAL OFFERS

DURING THIS SALE WE ARE OFFERING
THE BEST VALUES IN OUR HISTORY

THE FIRST BEST NEWS OF THE YEAR—
BETTER VALUES.

WE GIVE PAR VALUE FOR EVERY DOL-
LAR SPENT HERE.

THERE IS ONLY ONE THING WRONG WITH
THIS SUIT—THE VALUE IS TOO GOOD
FOR THE PRICE.

TAILOR-MADE SHIRTS AT MONEY-VALUED
PRICES.

WE ARE REDUCING OUR STOCKS BY THIS
SALE—BUT NOT THE VALUES.

STEP IN—WE HAVE SPECIAL VALUES IN
HOSIERY.

THE PROFIT IN THIS SALE GOES TO YOU—
VALUE.

OUR SALE MOTTO—VALUE, VALUE,
VALUE.

IF THESE DAYS ARE PROFITLESS, THEY
ARE NOT VALUELESS—TO YOU.

VALUE IN THIS SHIRT IS IN ITS PATTERN,
QUALITY, AND LOW PRICE.

THE PRICE IS DOWN BUT THE VALUE IS
THE SAME.

THE VALUE WENT IN THIS SUIT BEFORE
THE PRICE WAS FIXED.

OUR VALUE-GIVING SALE IS IN FULL
SWING.

EXTRAORDINARY CLOTHES VALUES AT
EXTRAORDINARY PRICES

SHIRTS OF QUALITY WITH VALUE-GIVING
PRICES.

OUR GOOD WISHES ARE EXPRESSED IN
OUR SUPREME VALUES

OUR REPUTATION FOR VALUES IS SHOWN
IN THESE OFFERINGS.

IF YOU ARE LOOKING FOR VALUE STEP
INTO A PAIR OF THESE SOCKS.

SUCH EXTRAORDINARY VALUES ARE EX-
TRAORDINARY.

NEW MERCHANDISE AT NEW VALUES.
CLEARING PRICES DO NOT MEAN LOWER
VALUES.

PRICE REDUCTIONS THAT REDUCE THE
STOCKS BUT NOT THE VALUE.

WE HAVE NEVER EQUALLED THESE
VALUES IN A JANUARY SALE.

Co-operative Effort that Succeeded

Merchants of Topeka Unite in Apparel Event Embracing Twenty-seven Stores—Unique Advertising Scheme Handled by Advertising Agency and Prepared by Mr. Voiland—Was Not a Price-Slashing Event—How it Worked Out

A CO-OPERATIVE effort on the part of several merchants is always an interesting event and, when successful, a most instructive one. The success of such an event lies in meeting the competition of mail order houses by such an impressive exhibition that many dollars that might have ordinarily found their way to these houses are spent at home; it also lies in creating a feeling of local pride, backed by real (not imaginary) worth-while merchandise offerings, on which merchants can cash in by a whole-hearted co-operative effort. There is one special reason why merchants, either singly or collectively, can meet the competition of mail order houses at the present time. Their catalogues have to be prepared so long ahead of time that their prices get out of date on a fluctuating market unless frequent supplements are sent out correcting catalogued lists. Merchants, with quick deliveries, can meet these prices very easily and save the customer the trouble of sending out of town for merchandise wanted. There are some merchants throughout the country who actually use catalogue prices in their advertising to show how much better their own prices are than those given by the mail order houses; such merchants claim to be doing a splendid business.

A Topeka Effort

Men's wear merchants in Topeka, Kansas, have apparently embarked upon an annual co-operative effort of this kind, outlined in "Men's Wear" of Chicago. They recently held what they called the "First Annual Co-operative Apparel Event"; the title would suggest that this will be followed by others of a similar nature. The moving spirit in the effort was Fred Voiland of the Voiland Engle Clothing Co. Incidentally, Mr. Voiland is the vice-president of the National Retail Clothiers' Association of the United States and knows, therefore, the value of co-operation on the part of merchants, be it locally or nationally. In this effort some twenty-seven merchants combined, including all the men's wear clothing stores and all other apparel dealers carrying women's and children's ready-to-wear and shoes.

Co-operative Advertising

The outstanding feature was the co-operative advertising campaign which prepared the way for the event itself, in charge of Mr. Voiland. Outlining the plan, "Men's Wear" says:—

Half page advertisements were prepared and turned over to a Topeka

advertising agency which placed them in sixteen country newspapers in as many counties surrounding Topeka. The advertisements were signed by each of the twenty-seven merchants and in a box was listed the various lines of apparel offered. The ads also were run in Topeka dailies. The cost of this campaign was \$700, which made the average cost to each merchant \$26. However, the expenses were pro-rated according to the volume of the various merchants participating.

The publicity campaign also included advertisements run by the various retailers on their own account, describing in detail the merchandise they featured. These were paid for by the merchant carrying them. Some of these also were printed in country papers as well as the dailies.

To further aid in selling, special window displays were made by every store. In these, fashions were emphasized and the event, to this extent, became a fashion show. This fact attracted much attention from the public. The men's clothing stores had very attractive window displays, devoted largely to the Fall lines of suits and overcoats. Furnishings occupied less important positions in the windows but were well represented. Hats and caps were prominently displayed. The object of the clothiers, however, was to chiefly stimulate interest in suits and overcoats as the backwardness of the season had somewhat retarded the sale of these garments.

Not Price Slashing

Another unique feature of this selling event, and one of much importance, was the fact that it was not a price slashing affair. There were no markdowns. All goods were featured at their regular prices with the exception of an occasional leader of minor importance.

The purpose of the sale was not to move goods at a price. The clothiers aimed to stimulate demand and increase volume on a price basis that would return them their normal profits as it was felt a sale that necessitated a markdown would be of little value other than increasing the supply of ready cash. Most special selling events are predicated on the willingness of retailers to reduce prices, sacrifice a part or all of their profits and clear stocks. This Topeka merchants did not wish to do and through this co-operative plan they escaped the necessity.

The copy used in the campaign was unusually well prepared and effective. It was sympathetic with the attitude

of the buying public at present and it emphasized the necessity for thrift and economy, congratulating the public on the fact that it had gotten away from extravagance and trusting that it would remain away from it.

The copy was written by Mr. Voiland and approved by a committee of merchants. The whole plan is applicable to present conditions and capable of fitting into the merchandising program of any group of clothiers.

Was Big Success

"I believe in co-operative effort," said Mr. Voiland. "Our plan proved that it pays to work together. We had good crowds and did a good business and we didn't have to cut prices. The result was that we helped our business and made the path for the future easier to tread.

"Clothiers cannot afford to cut prices this Fall. Most of them are working on too narrow a margin to do so. So we sought and found a means of stimulating business without resorting to markdowns. I believe this type of sale and fashion show will be used again. It is not difficult to put on. The expense is small compared to the results achieved. It helps the town."

THE COTTON TRADE IN 1921

(Continued from page 26)

are still double what they were before the war; and, fourthly, that as England and America, the two principal factors in the cotton industry, have reduced their working hours to 48 per week, and there is a possibility of other cotton countries falling into line, we shall have to face a permanent reduction in output of at least 15 to 20 per cent.

What we in the cotton trade in Lancashire fear more than foreign rivalry is that, when the long overdue revival does come, we shall have a repetition of the conditions of the first few months of 1920, when, owing to the wild state of the markets, it was not a question of price, but a question of delivery. This would be disastrous for everybody, and would prevent the trade from settling down to a long, steady period of work. I must say, however, that, unless the standard of clothing in the world is to be reduced very materially, I cannot see how, when the demand starts, it is to be supplied adequately with the present reduced hours in the mills and a considerable proportion of the cotton machinery on the continent of Europe still out of working order.

Demand is for Better Grade Shirts

Trade Not Looking For Cheap Merchandise — Prices on Better Grades Increasing—Montreal Manufacturer Will Soon Introduce New Soft Collar—Big Increase in Orders for Athletic Underwear and Bathing Suits—Fancy Hosiery Selling Well

“WE ARE not selling any really cheap merchandise where shirts are concerned for next Spring,” remarked a leading Montreal wholesaler to Men's Wear Review this month. “The demand is entirely for better grades but some demer is made at the prices, and most buyers seem to be looking for good stuff at bargain figures. There is a heavy demand for Jap shantung shirts just now though prices have recently advanced on one popular line from \$45 to \$51 a dozen. Stocks of silk shirtings are low and there is even a shortage in some lines. Prices on better grade shirts are fully 30 per cent. higher than they were, so it seems to be pretty definitely established that there cannot be any hope for reduction in prices for some time to come. Notwithstanding the recent fluctuations in the price of cotton, the quotations on piece goods are not showing any great change for the reason that

prices are averaged on former and present quotations, so that in this way a fair basis is reached for Spring. The recent announcement that nearly a million more bales of cotton have come to light than had been previously estimated will not make any difference in cotton prices, which will probably continue to waver around 18 cents.”

Steady Demand For Better Shirts

“As regards the demand from the retail trade in shirts,” continued this wholesaler, “I might say that it is normal and placing is fairly good for this time of year. The leader in domestic printed percales is the line priced at \$13.50 a dozen, which should be retailed for considerably less than \$2 apiece, but which is more often marked at that figure. We are selling striped patterns almost entirely just now, in most colors, but only in quiet shades. The past few weeks have seen an extraordinary de-

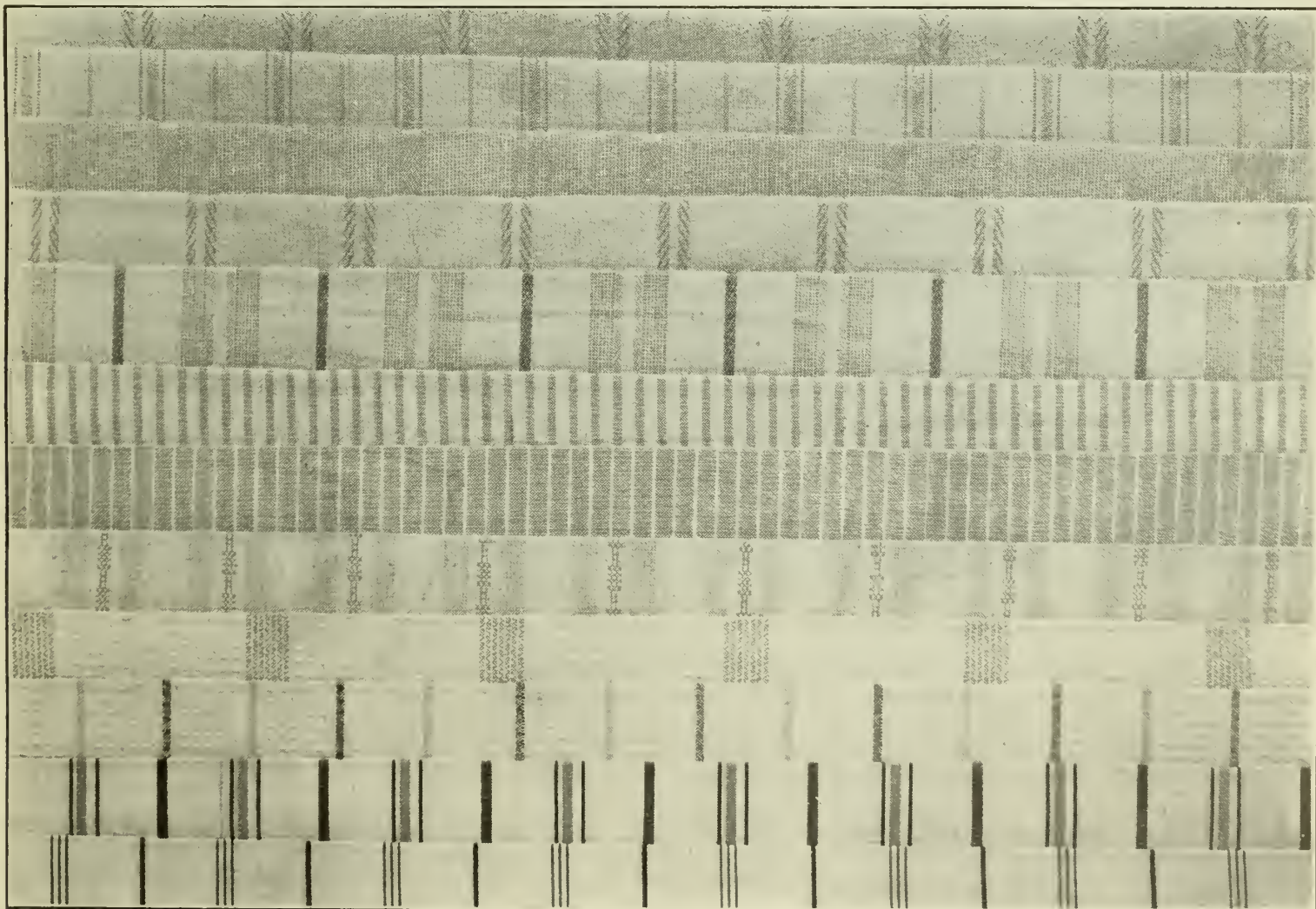
mand for black and white effects, so much so that we are entirely out of these goods at present. Just prior to Christmas there was an impetus in the demand for crepe de chine shirts and all the fancy styles with woven stripes but these were so high-priced that they could only be suitable for gift purposes. The box front pleat is replacing the regulation ‘French front’ to a great extent, as it looks neater and fits better.

“There is quite a brisk call for shirts with attached stiff collars in plain solid colors and white for Spring, and I look for quite a nice business from now on in this style.”

Soft Collar Sales Increase

Touching on the collar business, this wholesaler expressed satisfaction at the way the soft collar had sold for winter wear, and he looks for even better business in the coming summer on the lower

(Continued on page 30)



Spring shirting for 1922 showing the wide variety of stripes being offered to the trade. The satin stripe in white and colors is a leading feature while many grounds are on the honeycomb variety in heavy zephyr. Shown by Alphonse Racine, Montreal.

DEMAND FOR BETTER GRADE SHIRTS

(Continued from page 29)

shapes. Following the announcement in the United States of the latest improvement in collar ideas, a prominent Montreal house will shortly place the same model on the Canadian market. This improved style will embody many remarkable features and will undoubtedly revolutionize the collar business after it is placed on the market early in the year.

Athletic Underwear Orders Doubled

The outstanding feature of the month in men's furnishings is the sudden demand for athletic underwear in nainsook, cotton, etc. A leading wholesaler in Montreal informed Men's Wear Review that whereas 300 dozen of these garments sufficed to satisfy the demand in 1921, it has already required 600 dozen to cope with the demand for Spring selling. It is possible that difficulty may be experienced in securing further deliveries on these goods from the mills, should this be necessary, and retailers are advised to look to their needs as early as possible.

Predict Big Bathing Suit Year

Bathing suits of all descriptions are

likewise being ordered by retailers to a great extent, so much so that repeat orders have already begun to come in to the makers, despite the fact that Spring samples have only just been shown. Anticipations are that the success registered in the selling of bathing suits last summer will be again duplicated, and in view of the absolute shortage of merchandise last year, when everyone got caught sooner or later, the makers are ensuring prompt deliveries and attractive prices to early buyers.

Neckwear has sold well during the pre-Christmas weeks and is still in good demand for Spring, especially in grades priced between \$8.50 and \$10.50 a dozen. Good materials only are wanted and retailers are inclined to select only the quieter and refined patterns in good silks, neglecting the cheap, showy grades entirely. Fibre silk knits have enjoyed an extraordinary vogue which has to some extent slowed up the demand for fancy silks. In the United States an ingenious plan has been successfully tried out by the makers of Jacquard tie silks which have not sold well owing to the same fad for knitted neckwear as prevails here. They have conducted a campaign to interest the trade in these

silks for men's dressing gowns and lounge robes and have succeeded in saving the Winter business from total failure through this means. Most of the darker Jacquard silks are suitable for development as dressing gowns and quite a nice business has resulted.

Fancy Hosiery For Easter Selling

In men's hosiery, the report from wholesale houses is that fancy goods are in best demand for Spring. It seems fairly certain that the pendulum of fashion has swung round in favor of embroidered clocks in contrasting colors, as well as solid fancy effects on all kinds of hosiery, silk and cashmere, etc.

Taking the demand as a whole, wholesalers are agreed that Spring business will be done on goods which are distinctly good in quality and design, but prices will have to remain at steady and moderate levels. It is now a question of careful and judicious purchasing on the part of the retailer who will only buy if he finds just what he knows positively he can sell. He is moreover, on the lookout for bargains if he buys at all, and the manufacturer is aware that Spring business is going to represent close figuring to all concerned.



Above is the new home of Fashion Craft in Winnipeg which is being operated by the Peace Company, Ltd., with W. T. Peace as president. Mr. Peace is one of the pioneers of the clothing trade in Winnipeg, having started in the merchant tailoring business over thirty years ago. Fifteen years ago he took up the ready-to-wear and haberdashery business, during which time he has been a careful student of the development of all lines of men's wear. The front portion of the store is equipped on one side for the furnishings with Pullman fixtures; on the other side for clothing, the same lines being carried out at the rear of the store where the bulk of the clothing is carried. The wood-work is in mahogany finish with rich grey hangings under which are hidden blue lamps, throwing a soft light on the garments and setting out the colors as well as if shown by daylight. This store specializes in full dress clothes which are all carried under glass with accessories in the drawers below, making it very easy to handle customers in this department. The floor in the front portion of the store is tiled in white with maple green leaves, and the back, which widens out to forty feet, is finished with green cork linoleum and has full plate glass windows on a wide paved lane where goods are displayed as in the front windows. Just inside the front door is a place fixed with electric fireplace and equipped with easy chairs; this is made use of by customers who have made appointments to meet friends, or their wives waiting for their husbands to help in the selection of clothing.

The Clothing Markets at a Glance

Belief Among Many Men That Last Six Months of the Year Will Show Decided Improvement—Clothing Manufacturers Fixed Prices for Spring Lines on Anticipated Greater Cut in Garment Workers' Wages—Neckwear Men Busy—Hat Prices May Rise

STANDING at the portals of the new year, keen merchandising men in the men's wear trade look to the closing six months of the year as more indicative of the return to real good times in Canada than the first six will be. They argue that another crop must be either harvested or assured before confidence will have become sufficiently strong throughout the country to warrant a return to more normal buying all along the line. This is not all, however, that goes into the scale to be properly balanced. Some of the world problems are being solved, problems which, when finally solved, will engender greater international confidence and result in more international trading. The Washington Conference, the solution of the age-long Irish trouble, the Genoa conference which seeks to re-establish international credits—these are factors to be reckoned with and counted upon in bringing about better times in Canada. And when the world starts again along normal trading routes, Canada will be one of the first countries to feel the benefit.

The immediate outlook, they say, is also better than it was a year ago. The retailer has pretty well cleaned up his stocks and there is a verification of this in some lines since the turn of the year. Retailers have welcomed the first visits of the travellers or have hurried to the markets themselves to fill in the holes that were left as a result of the Christmas trade. All lines of furnishings have been cleared out pretty well.

Clothing

The results obtained by manufacturers on spring clothing vary a good deal and go all the way from very good to quite poor. Some houses that feel they have very excellent offers to make on spring lines have converted their belief into action and have secured very good results; they are satisfied with their orders received to this date and look for more. Others have received only fair orders from the trade, and some have done very little. They agree that the trade is buying carefully and is looking for values so they can make quick turnovers of their stock. There are some manufacturers who say that the retailer is buying these specials and is selling them at too long a profit to do himself and his business a great deal of good.

Some manufacturers have stated to Men's Wear Review that their prices on spring clothing were arrived at under the impression that there would be a more radical cut in the wages of the garment workers than there has been. The Montreal award leaves the situation with regard to wages in such a condition that they would not be reduced more than from ten to fifteen per cent, and some Toronto manufacturers counted on it being 25 per cent, so that they would have something worth while to offer to the trade. They based their prices on this possibility, and it is probable they will stand to lose by it.

Shirts and Collars

Shirt manufacturers state that there has been only a fair amount of placing for spring. They look for the year to be a sorting year and they recognize that this makes it harder for them but they will meet these difficulties as best they can. With the cancellations of a year ago still fresh in his memory, one manufacturer

stated that he did not regard spring placing orders too seriously and was going ahead really as if they had not been received. Manufacturers are getting out their spring samples and some decidedly attractive showings are being made. They are going to make a showing of these samples at the forthcoming textile show in Toronto during the week of February 13th.

Soft collars are continuing to have a good sale.

Hosiery and Underwear

A buyer who has just returned from a business trip to the English market states that while he was able to secure all the merchandise in hosiery and underwear that he wanted, he was unable to get deliveries until well on into midsummer. Mills that make up the finer lines in both hosiery and underwear have booked heavy business. The stocks had been entirely cleaned up and they did not start operations till orders had been received. Fine cashmere hosiery with clocks is in great demand and English mills have all the orders they can attend to for some months to come on these lines. This buyer who wanted some underwear for himself in a well-known brand of the finest make was unable to get even a twelfth of a dozen for his own needs. Prices, he states, are much lower than they were a year ago, but manufacturing is being done on a profitable basis because there are no distress goods in all of the finer lines. In the coarser lines of underwear and hosiery there is still a considerable surplus of stock in England.

Neckwear

Neckwear men are beginning to reap the results of a good Christmas trade enjoyed by retailers all over the country in their neckwear lines. Stocks were well cleaned up and not a few dealers had to hurry into the market to pick up enough stock with which to carry on until they could place orders that could be filled. Manufacturers had clean shelves on Christmas eve and those who took the view that the first of the year would see them very busy again because the retailer would be cleaned out were correct in their prediction. Many flowered patterns are being shown and are being picked up. The knitted tie is still very popular and had an excellent sale during the holidays.

Hats

Importers take the view that they have nothing to fear from the new government, in fact, they look for better times if the new government implements by legislation the pre-election promises and platforms. They say that with a lowered duty on English lines, particularly, the price will be more favorable to the dealer who has favored American lines because of quicker delivery from the other side. While it would still be necessary for the dealer to place his orders further ahead, they say that the better prices will put them in a much better position as regards competition.

Hat men say that prices are going up with the increased cost of fur. Within the last few months, hatter's fur has advanced between 30 and 40 per cent, and with manufacturing costs practically the same, they hold that prices must soon advance.

Take Stock Of Your Business Methods

Retailers, Particularly in the Smaller Communities, Should Make a Study of Their Ways of Doing Business, in Addition to Taking Inventory of Whatever Stock They Have on Their Shelves—
Greater Profits Will Result If Such a Plan Is Followed

IF business men, especially in the smaller communities, could be induced to take stock of their business methods now and then, in addition to whatever inventory they take of stock or their shelves, merchandising would be the gainer, at the same time that greater profits would begin to show in the cash-drawer, says Frank G. Cramer, Manager Better Business Department, of a large mercantile concern in Minneapolis.

It is a common experience to run into a retailer who has come across some new wrinkle which he is certain will mean a complete revolution in his business. He tries it, concentrates on it, perhaps with considerable success. Even granting that he is altogether successful, how much greater would be the results if he would make a searching analysis of his entire store in an endeavor to supplant time-worn, ineffective methods with up-to-date, business-getting system?

"Believing that we could be of help to retailers in our territory, the Better Business Department of our concern," Mr. Cramer states, "began to work out a questionnaire, the development of which now has reached a point where, in a sense, it may be said to have accumulated information capable of application to any retail business."

The Questions and Comment

Following are some of the questions, together with comment based on answers and the survey made:

1. Does the outside appearance of your store attract attention? Is it painted frequently? Is it free from weather-beaten signs and old fashioned equipment?

A store to attract attention must be in contrast to the others, and this can easily be accomplished by fresh paint, clean windows and attractive displays.

2. Are your windows paying full rent?

If you put your windows to work they will pay you a profit. Your windows advertise you whether you give them attention or not. Untidy, mussy windows advertise unprogressiveness, and to many this means an undesirable place to buy. If they are clean and bright and always well trimmed they have a real pulling power. It pays to change them often and to show goods in season. Lookers become buyers and many sales are made from the sidewalk. Make small individual displays so as to have each department represented as often as possible.

3. Do you have a bull's-eye in the window?

Some one large item to attract attention—something different. In a hunting

window an outdoor display can be made—during Christmas for instance—Christmas delicacies. Manufacturers' cut-outs can be used in most every display, but only one should be used at a time. A moving object, a live animal or a curiosity—something that is entirely different—something that has color or life.

Do Window Displays Talk?

4. Do you make your window displays talk by the use of show cards?

Your windows should not be silent salesmen, and they will not be if in each display you use a show card containing a short description and price. Often show cards bring customers into the store when the merchandise itself will fail.

5. Do you price everything on display so your customers can see for themselves what the articles will cost them?

The success of the Department Store and the Five and Ten Cent Stores has been almost entirely due to the fact that they price everything on display when in the window or in the store. The old-fashioned idea of marking with a secret code leads people to believe that you have more than one price in your store. If your merchandise is marked at a fair price it should be no secret, and if your competitor wants to know the price of any of your merchandise he can find out even if the goods are not marked.

6. Are your windows inclosed?

A closed background will make a display show up to better advantage. An open background presents to the view of the looker the back of the fixtures that are in the store and certainly detracts from the displays themselves. The closed background will add to the appearance of your window displays because it will keep out the flies and dust in the summer time and will prevent frost in the winter time. A window covered with frost is not inviting.

7. Are your windows well lighted—do they attract people to the store after dark?

Concealed lights make it easy for your customers to examine your window displays. The glare from a hanging light not only detracts but casts many shadows, which darken the windows and reduce the value of your window displays.

8. Do you use window fixtures to build up your displays?

Flat displays do not show the merchandise to good advantage. A built-up window takes less merchandise and each article can easily be seen.

9. Do you use window dividers so as to have two displays in place of one?

Small displays can be changed often and only a small amount of merchandise is required. Mixed displays, except at Christmas time, when people are looking for suggestions, are not as effective as small ones.

10. Do you display all of your kindred lines—the many small items that are needed in connection with a larger one?

11. In your store do you make it easy for your customers to buy? Is it attractive? Is it well painted? Is it free from old time-worn signs, or is it just as it was years ago?

Isn't it true that the average store presents but little change from month to month to the patrons who come in almost every day? Isn't it true also that new merchandise can be displayed as often as time will permit? The space just inside the door is important. It is the display space of your store. It is the one space that should contain seasonable articles and the articles should be changed often.

12. Is your store well lighted and is it one of the bright spots in town?

It will pay you to equip your store with new lights, throwing a soft light that will not shine in the eyes of your customers.

Are the tops of your cases a convenient place to store things—or are they clean and well arranged, and is the merchandise priced? Quite a few items can be displayed to advantage on top of your show cases and counters but they should be few and far between and they should be changed often. All shopworn articles should be disposed of.

14. Do your fixtures sell goods for you or are they used merely as storage?

Is your merchandise sampled or is it tucked away out of sight in drawers and boxes? New up-to-date fixtures are an asset to any merchant.

15. Do you have a bargain table?

There are always many odds and ends that can be disposed of on a bargain table. Always use a big price card and have each article marked.

16. Your silent partner is the merchandise on your shelves. Is he as active as you are? Is he on the move or is he a loafer?

If you had a clerk who was a loafer you'd get rid of him. If you have stock loafing on your shelves you should get rid of it. Your goods were bought to be sold at a profit. You cannot afford to carry them on your shelves. Weed out the loafers and sell them at any price

Dead stock means dead capital. Dead stock keeps down turnover. Bear in mind, however, that often so-called dead stock is dead only because you have tucked it away, so that there is no demand for it.

List Called-for Items

17. In your want book do you list the items called for that you do not carry in stock?

It may be that you are turning away many a dollar by not listing such items.

Of course you list the items called for that you happen to be out of, but listing those that you do not carry will indicate to you the necessity of buying them and after they have been received it is also a good plan to notify your customers.

18. Do you let people walk out of your store with your merchandise without having the equivalent in cash or a definite understanding as to the payment?

About Your Advertising

19. Do you make advertising pay?

There was a time when a merchant believed that a satisfied customer was his best advertising. Therefore he thought that was all the advertising he needed. In a way he was right, but think for a minute. How much time do you spend boasting the other fellow? Would you be satisfied with the same amount of advertising? It is true that you should satisfy and keep old customers by delivering the goods and rendering a service, but you cannot grow simply by holding your own. You must sell more merchandise to more people. You can create a demand by telling about usefulness, value and quality, and say less about the price. Price advertising produces one-time results and is a good thing occasionally, but it is generally overworked. Advertising that builds for the future will not always create an instant demand but it will sell the idea and the use of the article—then the sale can be made easily. In your advertising you should not ask for business. You should advertise to educate your customers so that they would know what benefit your merchandise and your store are to them. Advertising is merely doing something and then telling folks about what you are doing. When business is good, advertising is an opportunity. When business is bad, advertising is a necessity. A splurge now and then does not produce results. It is necessary occasionally to have a full page advertisement in a dance program or a page in a cook book, but from an advertising standpoint it is mostly waste of money. It renders good will and should be charged to donation. Part of your advertising should be educational. It should advertise your service and what your store means to the community. There is merit in most every form of advertising. Your problem is to choose the kind best suited to your use—then use it.

Importance of Newspaper Advertising

20. Are you giving your newspaper a chance to get results for you?

Newspaper advertising is of first importance as it reaches out in the community and through it you have an opportunity of telling folks that they can benefit by trading with you. Too much of a load is generally placed upon newspaper advertising. It should be backed up by window and store displays and occasionally a follow-up letter produces real results as it can be sent to a select list of people who actually need the article advertised.

21. Do you make your newspaper copy individual? Does it stand out stronger than your competitor's?

Are you content to run manufacturers' plates to fill up space? You should get a single cut of the article and tell about it in your own language the same as when selling merchandise in the store. You should always carry out your personality by using a distinctive style and by using a regular name plate and in connection with it a trade mark.

22. Do you standardize your merchandise and your advertising by using the trade mark?

A distinctive mark should be used in your newspaper advertising and in all kinds of advertising in which your name appears. Then when the distinctive mark goes out of your store on your merchandise it will carry your advertising even though it is impossible to advertise your name.

23. Do you talk to your customers at their place of business where they can show you the results of their efforts or do you expect them always to come to you?

It is good advertising—it gives you the personal contact—it shows your customers that you are interested in their problems—it gives you something in common to talk about when they are calling at your store—it will take the place of talking politics and about the weather—it yields knowledge of what they need.

24. Do you conduct store demonstrations?

Many manufacturers will work with you and to your advantage. Demonstrations are of interest to all your customers in that they learn a great deal about the equipment and its use in the home.

25. Do you keep an up-to-date mailing list?

You should have a card of information pertaining to each family in your neighborhood. You should make a study of their likes and dislikes, so that you can send them a letter at regular intervals.

PROBLEMS OF RETAIL ADVERTISING

(Continued from page 25)

tisement. Then elaborate on the facts you wish to incorporate in your ad in the order of their importance. Describe

the goods you are offering. State the prices. Explain why they are a good "buy". Avoid the use of superfluous words, but don't make your description too bare—remember, the man or woman who reads your advertisement is not as familiar with the articles you are describing as you are, and it is the purpose of your advertisement to make them so.

Theatre Programs

People go to the theatre to forget ordinary cares and matters and to be entertained. This mental attitude cannot be said to be very favorable to advertising; although the attention given the program before the play or entertainment begins and between the acts is at a time when the mind is impressionable. How far an interesting play or a cheerful entertainment goes towards effacing the impressions made by the advertisement cannot be gauged. The home reading quality of the theatre program is weak, very weak. A restaurant, making a specialty of after-theatre suppers should be able to get good results from this medium, so should an ice cream parlor located near the theatre. Clothing, hats, flowers, jewelry, toilet articles, dancing academies, can also be advertised to advantage on theatre programs, provided the rate is low.

Solicitors

Retail merchants and advertising managers have much to contend with in the way of solicitors that sell space in church and school programs, catalogues, telephone books, directories, etc. In some cities, the conditions are such that the local retail merchants' associations have passed resolutions pledging themselves not to buy space in programs and in such cases a copy of the resolution is usually posted in the store for the benefit of solicitors—rarely is the value of space in such a medium worth anything like the price asked, sometimes the advertising value is practically nothing and the only thing the advertiser receives for his money, is the good will of the solicitor or the one he represents and this may or may not be of service.

Outdoor advertising, street car advertising, circulars, direct mail advertising and various other forms of publicity all have their merits, in some measure, but which we cannot deal with now.

Just one word in closing—let us all strive to live up to the motto or slogan of the Associated Advertising Clubs of the World—TRUTH IN ADVERTISING.

G. F. Donnelly is managing the new King Fashion Tailoring store at 68 James street, Hamilton.

J. E. Boswell who owns a tailoring establishment at 448 Wellington St., Montreal, was recently robbed of \$1,500 worth of cloth.

E. M. Thompson, well known Toronto Tailor for many years, recently died in the Christie hospital, Toronto.

Believes that Simple Courtesy Is the One and Only Real Way of Building up a Business

Payette & Payette Operating a Successful Store in Montreal Suburbs—Get After Trade of Men Driven to Suburbs Because of High Rents—The Avoidance of Costly Decorations—Catering to the Thrift Idea in Store Outlay.

THE most striking thing about the store of Payette of 1771 Notre Dame Street, Montreal, is its appearance. One would not need to look twice at its handsome exterior with three modern and smartly dressed windows, its neat twin doors set at either side of the central window through which a splendidly equipped interior can be glimpsed, in order to come to this conclusion. Even in a busy down-town section of a large city such a store as that of Payette Brothers would attract considerable interest but located as it happens to be, far from the heart of Montreal, out in one of its suburbs, where factories and other commercial houses are more common than retail concerns or dwellings it comes as a distinct surprise to the pedestrian who seeks distraction from the endless thoroughfares of brick and stone, devoid of any interest whatsoever. The pedestrian very naturally wonders what this kind of store is doing in this out of the way locality and his curiosity is piqued as to how its proprietor manages to keep up a show away out there, where there cannot be much opportunity for men to purchase exclusive merchandise. Should he put this query up to either of the Payette Brothers he would receive an enlightening answer.

Rents Drive To Suburbs

"You must remember that very few workingmen or office workers actually reside in Montreal proper," explains A. Payette. "Rents have become so very unreasonable that people have come to the conclusion it is better to move out farther and use the street cars a little more frequently. For this reason, people are now living out in this suburb of St. Henri who never would have considered such a thing had it not been for the ex-

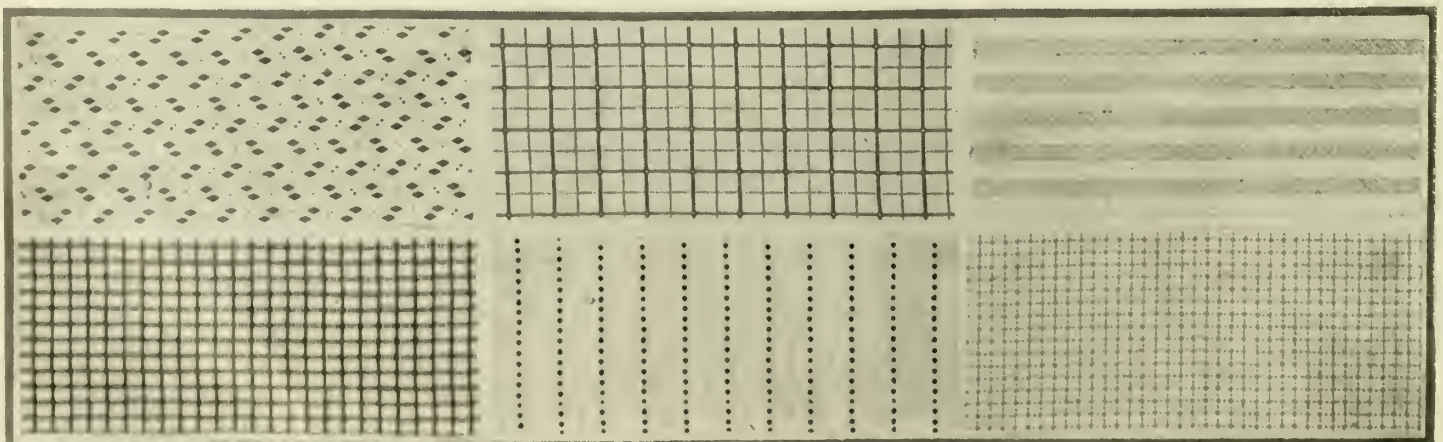
orbitant cost of housing in the central parts of the city. So we found as the years go by, that it is possible to build up a superior class of trade from the population who come to live out here and who are accustomed to buying good merchandise of the better sort. Then, too, owing to the large number of factories of all sorts which are located at about a stone's throw from here, we can always count upon a considerable number of office men and workers dropping in for all kinds of merchandise, from work gloves and overalls to really dressy goods for after hours' wear. This class of trade has not suffered from unemployment this winter and seems to be provided with plenty of money to spend upon good clothes. They are especially appreciative of a neat, well arranged store, and I believe it is due to the fact that we direct our efforts to maintain a smart appearance in the store at all times that we get such a large and varied trade at all times. Friday night and Saturday night are the two busiest times in the store, because most of the workingmen like to spruce up a bit for the weekend and after payday, they are sure to drop in and look over our stock in search of a new muffler or gloves or suspenders, etc. We find that we must use price tags all the time on all merchandise, as it saves time in serving customers and it really sells the goods "on the street," so to speak. But these tags are small and inconspicuous and do not offend the eye by making the windows look untidy and patchy."

Ten years ago, A. Payette opened his first store in this locality, having recognized that Montreal, like the British Empire, was taking the course of its way westward, both industrially and residentially. His prediction proved re-

markably correct and since the founding of the business, one change into larger quarters has been found necessary in order to cope with the rapidity of the growth of the business. About two years ago Mr. Payette took his younger brother into partnership with him, and together they manage the present successful store.

A Successful Policy

"Our policy is a very simple one," said Mr. Payette in reply to a query. "We believe in and practise courtesy in every possible way. It is the one and only real way to build up and keep trade nowadays. Even the customer who has a personal grouch and is never satisfied with anything, is disarmed and pleased when we go out of our way to do a small service or make a refund or exchange which may be considered due to him. We have a fairly even proportion of both French and English customers and we find that the same type of goods are called for by both. As we speak both languages equally well we are glad to serve either nationality. I might say that women constitute the majority of our customers during the greater part of the week, and we find them very satisfactory to deal with. They do not seem to be inclined to waste our time nor their own in aimless shopping, but they are really excellent judges of value and appreciate quick, efficient service. We never hold sales of any kind at any time, but keep prices marked so fairly that we can compete with perfect success with the down town stores. It is a "neighborhood" trade, done with a class of custom seldom met with, for the reason that in most other localities, there is no store similarly planned to ours and the better
(Continued on page 47)



Some of the newest Spring shirtings shown by the John Forsyth Co., Ltd., of Kitchener, Ontario.

Operating on a Narrower Margin of Profit Changed Policy with Regard to Window Display

Experience of Merchandising Manager in Buffalo Specialty House
—Moving Faster Than Ever Before—Dresses Windows Twice a
Day and Displays More Merchandise—The Standard of Sales-
manship—More Advertising

OPERATING on a narrow margin of profit is one of the first reasons why the manager of a specialty house, recently visited by Men's Wear Review, gave as the cause for a bigger volume of business than in 1920. The house visited is one that makes of each department a specialty; the most meticulous care is taken in the selection of merchandise and the air of "hominess" about the place lifts it out of that class of store which is so strictly business-like that salesmanship seems like a machine, and the impression created in the customer's mind of a deep-rooted anxiety to get the customer's money away from him and the customer out of the store to make room for some one else. This store combines aggression with a degree of conservatism that works out satisfactorily to all concerned—not forgetting the members of the sales staff.

Merchandising in Buffalo at this particular time is not an easy task. During a recent visit there, Men's Wear Review found out that the Canadian dealer, in comparison with his brother across the line, has absolutely nothing to complain of. Unemployment there is much worse than here; in fact, that is true of the whole of the United States. Talk with the traveler returning from any country under the sun and he will tell you that Canada is better off today than the country from which he has just come. Our problems are not as complex, nor are they of a nature which is as difficult of solution. Many of our problems are associated with a greater population of the right sort; it is not so in other lands.

Narrower Profits

With the competition in Buffalo as keen as it naturally is, with unemployment as rife as it is, with a certain instability in prices, merchandising successfully is not the easiest job in the world. Yet this house is weathering the storm and coming out on top. In comparison with last year they have increased their sales of units of merchandise by a very large margin. At the same time they have narrowed the margin of their profit. "In some of our departments," said the merchandising manager of this store, "we have reduced the selling price to a very small percentage, in fact, it hardly pays to handle the merchandise. But we know that people are looking for popular-

priced merchandise and it is the fixed policy of the store to give the people what they are looking for. For instance, I could mention one article of merchandise that we buy for \$2.25 and sell for \$2.60. We find out that there is a demand for that article and we get it, display it in the windows and sell it out quickly before others have it. Then we are done with it. Nothing will induce us to buy more of that particular merchandise, even though the demand continues for some time. That would be against our policy of always having the newest thing on the market first. People know that the newest things are to be found here first."

Window Display

Window display is one of the outstanding features of the merchandising of this store's goods. It is distinctly a service store and when they have a service for the people, a service in the nature of new merchandise, their windows are the first to tell the story. "We dress our windows here twice a day very frequently. If some new merchandise comes in it is often displayed in the window immediately. We get limited quantities and before closing time, it is often sold out and we dress the windows for a second time during the day. Our window dressing policy has also changed slightly in one other respect. We are putting more merchandise in the windows, believing that the strictly artistic window is not as effective in selling goods as it was a couple of years ago. People are more bent on prices and qualities and we try to give them a very good idea of both in our window displays." This, in fact, is a growing policy in many cities visited during the last couple of months. More merchandise is being shown and the price ticket is playing a more prominent part than it formerly did. One display man told Men's Wear Review that he always had in mind a man walking on the opposite side of the road when he made his price ticket. In other words, he figured the price in sufficiently large letters that it could be read from across the street. The price, he feels, is the most important factor in merchandising this Fall and may continue for some time to come. Nor does he overlook the factor of quality in his window display; he places the merchandise as close to the window as is possible so that the observer may get a fairly good idea of the quality and the color of the gar-

ment displayed. Artistic arrangement is not being altogether overlooked in window display work; but it is safe to say that it is playing a less conspicuous part in store merchandising than it did a year or two ago.

Helps Reduce Overhead

A window display man whose reputation reaches across the international border line explained to Men's Wear Review that their window dressing policy had changed to some degree along these same lines for the reasons that have been mentioned and—for one other. The artistic display with elaborate backgrounds, soft, delicate colors costs a good deal of money. This firm figured out that, consistent with the changed policy on the part of the general public—that is, that the average consumer is looking for value for his money—they could alter their window displays and save money—cut down overhead. The cutting out of elaborate backgrounds and expensive draperies has resulted for this firm in the saving of a good many dollars in the course of half a year and yet they do not feel that their window displays are losing any of their value as salesmen.

Salesmanship

The type of salesmanship in the store referred to in this article is of a very high standard. It so happened that an expert on salesmanship from New York had visited Buffalo the day before the representative from Men's Wear Review was there. He had visited the large department stores and some of the smaller specialty houses and had unhesitatingly reported in favor of the smaller houses. The merchandising manager in discussing this phase with us pointed out that the present was undoubtedly a time when the smaller store had the advantage of the larger one because of the more personal touch and the better type of salesmanship. It is not of the machine type. The "family" spirit has been worked up in this store, and with splendid results.

Advertising

It seems hardly necessary to point out that one of the reasons for the success attending this store's efforts during the strenuous days of last year is that their advertising has not been dropped. On the other hand, it is being increased. The manager believes in advertising as a business-getter.

Turn Public Opinion on Your Store

Worth While Finding Out What People Think About You—Provides Much Information That Can Serve Useful Purpose in Correcting Sins of Omission and Commission—How it Worked Out In the Case of Brooklyn Firm—Value of Contest Idea in Business

THE WHITE heat of public opinion is usually a very distressing affair for the one on whom the white light is turned. It lays bare faults, weaknesses and indifferences perhaps never dreamed of before. It is a merciless critic of one's deportment and conduct. Happy is that man who has a shred of character left after the white light has been turned upon him with all its searching intensity. If he does not make up his mind to profit by it, it will probably sound the death knell of any ambitions he might have had. Even though there be a good deal about this criticism that is untrue and unjustified, there is something in it by which he can profit.

Know Thyself

It is quite possible for firm to derive benefit from the criticisms of its patrons. The favorable comments with regard to one's business cheer and inspire; the criticisms, if wisely listened to, are for needed corrections and the better conduct of the business generally.

When a sufficiently friendly footing has been established between the head of the firm and his customers it may, perhaps, be a wise move to invite criticisms from the patrons, having in view the better accommodation for shoppers, or better service, or better advertising. There may be a dozen little things about your store, overlooked by you as being trivial, which, if rectified, would make for better service and happier, more contented customers. Little improvements that would cost you next to nothing might bring you hundreds of dollars more each year because of some additional accommodation to those who frequent your store.

Get Customers To Write

Perhaps the easiest way to find out these things is to ask your customers by letter. That, at all events, has been the experience of Charles O. Cooper & Co. of Brooklyn, as told in *The Haberdasher*, New York, by Harold Nichols. This firm figured that they could not only find out wherein their many sins lay but that a direct correspondence established between themselves and their customers would be a good thing and just one more link in the chain of friendship. They, therefore, sent out a letter to their customers asking them four questions.

1. What do you think of us?
2. What do you like about our store?
3. What can you suggest that would help?
4. What can you suggest that would

help us reach our goal of serving you best, all ways, always?

The Result

Many hundreds of letters were received from the questionnaire. Aside altogether from the criticisms contained in them it was a source of satisfaction to this firm to discover the wide interest taken in their store and the really constructive purpose which their correspondents had in view in answering the four questions. The main points suggested in these replies might be summarized as follows:—

1. One woman asked that the store have special accommodation for the children so that mother could find it more convenient to shop.
2. In the event it rains on the day of a special sale continue the sale the next day. A rainy day makes it difficult for the woman who takes her baby along on shopping tour to visit the special sale. This suggestion won first prize.
3. The store should mail circulars to suburban customers announcing dates of special sales. The customer making this suggestion offered to supply mailing list of friends and neighbors who would be interested.
4. Send parcels C. O. D., as it is difficult for customer to lug packages on crowded cars.
5. Sell by mail to out-of-town customers.
6. Have a suitable rest room for woman shoppers.
7. The basement is overcrowded and it is very difficult to pass from aisle to aisle.
8. The suggestion that salespeople do not disturb customers who browse around, just looking at things.
9. Salespeople of the store should have more knowledge of the goods they sell and they should be able to answer questions about merchandise.
10. Store employees are too wasteful with wrapping paper and twine. A small article the customer bought was wrapped with a lot of paper and twine, whereas a small bag could have served the purpose more conveniently.

The Contest Idea

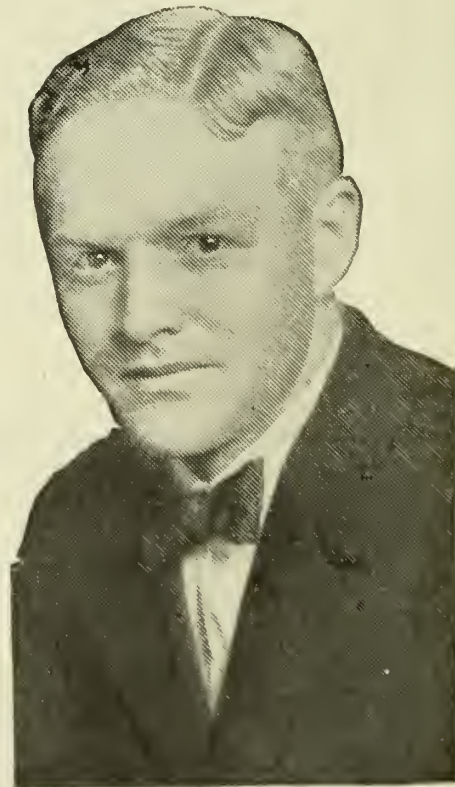
While this letter cannot properly be called a scheme growing out of the contest idea, it is significant that many retailers are adopting the contest idea in their merchandising plans. Just prior to Christmas, there were scores of firms all over the country operating some kind of contest to create greater interest in

their store and its merchandise. There is a noticeable tendency on the part of all firms to get away from that sort of contest which has strings attached to it of one kind and another. Many of these contests centre round children, and in this connection it is worth while observing that the idea is gaining ground in the minds of the retailers in this country that the foundation of successful business is in the hands of the younger generations.

Establishing Contact

The outstanding feature of the successful contest is the direct and personal contact which is established between the firm and the contestants. By such contests, a firm may find out wherein its advertising is at fault, in what respects its service is deficient or insufficient, what are its standards of salesmanship, and a dozen other things that would be invaluable to the firm.

And not the least of the benefits to be derived by the contest is the publicity given the firm. The only way to insure this, however, is to make the contest worth while. If it is a paltry affair, it only brings the firm into disrepute. The successful business man can afford to undertake few schemes that are unsuccessful.



The well-known Frank Stockdale, who will address the Clothiers' Convention on the subject "Making the dollar work faster."

Conducts Four Businesses in One

How F. Therrien Combines Clothing, Furnishings, Footwear and Valet Service and Scores Success With a Capital S—\$25,000 Increase in Four Months—Placing Responsibility on the Staff—Working the Valet for Customer's Benefit

THERE are some men who positively can't be discouraged and pessimistic. It's a habit with them to radiate the "Pollyanna" brand of optimism from January to January and to keep on being successful when others are struggling to make ends meet, and having a stiff time of it in doing so. Nor is the attitude in any way forced or artificial; not by any means. It is just a fortunate possession, a natural gift and an incalculable asset to the retailer who has got it, and such a man will never be anything else but successful because he just naturally loves his work, likes to solve his own problems and beat his own records every once in awhile. Men like this are so busy going after opportunities to do better business that they snatch them from other men's doors before the opportunity gets a chance to register the proverbial knock which is supposed to sound once for every man. And while the public sits back and conjectures how it is that so-and-so keeps on getting ahead every year, so-and-so is on his toes working with his brain, his telephone and his typewriter to devise new schemes to get ahead.

\$25,000 Increase In Four Months

While many retailers have lamented that times were hard and business is about as poor as it can possibly be, one Montreal man is taking the opposite attitude. This merchant is F. Therrien of Mount Royal Avenue, West, whose business is greater by \$25,000 during the past four months than it was in 1920, and whose annual turnover will show an equally great advance. Mr. Therrien is about the busiest man that one can meet anywhere, yet he is always ready to chat with a customer or friend because, as he explains, he has got things so well systematized that he can watch the wheels go round, so to speak, without needing to keep constantly in touch with them. And yet Mr. Therrien conducts two entirely distinct stores and caters to a very wide class of custom. One of the stores is stocked with clothing and furnishings for men and the other comprises a full range of footwear for men, women and children. The two stores are connected, but are staffed individually and operated on distinct policies. And over both, the energetic and progressive manager presides, watching both aspects of his business with a vigilant eye which twinkles with fun and good humor.

System

"You have a very attractive store here," said a staff member of Men's Wear Review to Mr. Therrien recently. "Yes, they tell us that the store has a



Interior view of the clothing and furnishing store of F. Therrien, of Mount Royal Avenue West, Montreal. The "valet" service is handled at the rear of the store.

good appearance," replied the manager, "but it is mostly due to the fact that it is always kept in perfect order, swept, polished, dusted and decorated every day, as if we expected royalty to call. I insist upon scrupulous neatness and as smart a display as possible all the year round, because the public does not like to shop in a shabby, untidy store where the goods look mussy and badly displayed. If every man assumes a definite part in the daily care of the store, it takes little or no time to rearrange displays, bring stock forward, dust the cases and see to any repairs or adjustments that have to be made."

That system is a paramount creed in the Therrien business is plainly visible, and it is a notable tribute to the system that it has developed a spirit of loyalty, enthusiasm and ambition in the sales staff as no other code of business ethics could encourage.

Eleven years ago the business was started, founded by Mr. Therrien on the belief that the junction of four important tramways systems and an ever increasing business and residential district was about the best location for a men's store that could be found. The footwear store came into existence first. "I found that there was a big field up here for this line and also that a great many women came to shop for their husbands as well as for themselves and the children. So gradually the idea came to me to open an additional store next door and carry furnishings and later clothing," explained Mr. Therrien. "At first my customers were all drawn from the neighborhood but as I became more familiar with different methods of publicity I began to

try out circular letters and then newspaper advertising. I figure it out this way, that as I am on the car line, going either north, south, east or west, my customers might just as well come to me from the end of the city limits as a few blocks away. They most always take a car anyway and a ticket more or less will not keep them away from saving money when they could do so." And so by means of a large and up-to-date mailing list, Mr. Therrien sends out fortnightly circulars to a widely separated circle of customers, informing them of the newest goods or of any good bargains to be had at his stores.

Also, space is used in a small local paper published in the suburb of Verdun, which happens to be located at the very farthest end of Montreal from Mount Royal Avenue. Notwithstanding the apparent incongruity of such an action, Mr. Therrien states that his advertising in this newspaper with a limited circulation, away off in a part of the city at least four or five miles away from his store, brings in most surprising results, which all go to prove that the lure of a good bargain will bring purchasers from the north pole if transportation were available for the price of a car ticket. Consequently, the customers at the Therrien stores are numbered among the residents of Outremont, Notre Dame de Graces, Maisonneuve and Verdun, which represent the farthest confines of the city limits in each direction, and supply an interesting testimony in respect to the value of going after business instead of being content to cater to a local or neighborhood trade.

(Continued on page 38)

Aeroplane as a Business-Getter

Ernest Plante Clothing Co. of Montreal Successfully Work Out Novel Plan—A Free Ride in the Air With a Twenty-five Cent Purchase—Getting New Customers and Holding Them—Will Enlarge Upon the Idea—Makes a Good Net Profit During the Time Scheme is in Operation

WHAT is believed to be one of the most original "stunts" used in the men's wear field was that used by the Ernest Plante Clothing Co., 161 Craig St. West, Montreal, P. Q. This idea is taking purchasers of goods in his store for a spin in an aeroplane. At first the offer was made that all purchasers of fifty dollars or more at one time would be given a ten minute trip in the plane but afterwards that arrangement was made that all purchasers of twenty-five cents or more would be entitled to a trip. At first, one might think that this was a foolish move as many would come in and make any kind of a small purchase and then ask to be given a ride, but such was not the case. While there were a few who asked to be taken up who had bought only a small amount of goods, the majority of the sales of would-be joy riders averaged at least two dollars.

The idea of taking up anyone who made a purchase was that if once they started coming to the store they would continue and it was this attractive offer that spread the news around and gave the store such wide advertising. With very few exceptions, customers who started to come to the store while the "stunt" was on and took advantage of the ride have continued to buy there. During the interview with Men's Wear Review, Mr. Plante told of four chaps who had been among the curious and wishing to have a ride had made purchases, which totalled, did not exceed five dollars and yet all had their ride. Since their experience all have returned and are now regular customers and up to the time of the interview had spent over fifty dollars between them in furnishings. "This," said Mr. Plante, "is where the idea pays the returns."

The average cost of each trip was twenty cents and while this was not always covered by the profit on the sale it was a wonderful advertisement. To further stimulate interest, Mr. Plante offered to all purchasers of fifty dollars or more to give them some stunt flying and to wind up the trip by circling under the Victoria Bridge, which spans the St. Lawrence River, the bridge being a mile and a half long and having abutments every few hundred feet. There were only eight during the whole season who would chance this trip. This offer was only made after it had been decided to give the rides to the smaller purchasers also.

A Good Net Profit

The plane used was Canadian built



The aeroplane used by the E. Plante Clothing Company in their scheme to attract custom by giving air-drives with purchases of merchandise at their store.

and cost two thousand dollars at the point of building. Beside the pilot it has seating capacity for two passengers. As a result of the use of this plane the total sales in the Plante store exceeded seventy-five thousand dollars for the time it was in use. After all costs had been figured and twenty per cent. allowed for the deterioration of the machine, there was a net profit of three thousand eight hundred dollars. This result was very pleasing to Mr. Plante.

While Mr. Plante does not personally take his customers for their rides, he is nevertheless, a capable pilot himself. He first took up flying himself in the city with a friend who had a plane and when he bought his own machine he drove it from Toronto to Montreal, himself, after having been up in the air five hours previous to his starting on the trip. When the season closed, Mr. Plante had four machines in operation, these being used for commercial work throughout the city and province. As his first lieutenant, Mr. Plante has, in the person of J. A. Mondor, one of the cleverest pilots that served with the Canadian Air Force in France.

To Expand Scheme

It is Mr. Plante's intention, next year to put a ten passenger flying boat in this service and offer the free trips to the customers of the store as this year. This, in his opinion, will mean bigger business than ever for the store.

Mr. Plante succeeded his father in the business at his death, two years ago. "I am a great believer in these 'stunt' ideas," said Mr. Plante, "for they will

cause people to look at your store when ordinary methods fail." One of the best advertising methods used was to drop pamphlets down occasionally from the plane over the business section of the city. There was no advertisement of this event carried in the daily newspapers, although our representative failed to learn the reason, but each month there was a full page used in an aero paper which is circulated among the Canadian pilots. Aside from this, Mr. Plante relied entirely on his window advertising which played up the scheme to a very large extent. The store is located about twenty-five feet from one of the busiest corners in the city and there are people changing cars here at all hours of the day.

CONDUCTS FOUR BUSINESSES IN ONE

(Continued from page 37)

And besides the successful clothing, furnishings and footwear business carried on by Mr. Therrien, there is still another branch which brings in not a little revenue and is becoming more and more popular with customers each month. This form of service goes by the title of the "Outremont valet service" and is in reality a special department for effecting alterations, cleaning and pressing clothing for men, which is under the charge of an expert tailor. This service is appreciated by a very large number of men, not the least number of whom are married, proving that bachelors are not the only class to whom a valet service is a necessity all the year round!

Are You Picking Location for Store?

Or Are You Selecting The Cheapest Place You Can Get?—
This Article Brings Out Points That Should Be Considered—
Details As To The Definite Proportion Of Gross Receipts
Each Type of Business Can Afford To Pay For Rent.

NOW THAT the necessity of carefully watching every item of our overhead expense is being forced upon us by reduced profits and greater difficulty in securing business, we are beginning to realize that if we are to make a successful showing in the competition for business, we must carefully analyze every item that goes into our expense budget to see that no one item absorbs more than its due proportion of the general charges.

The general complaint therefore of high rentals which is heard at the present time in all parts of Canada renders opportune a discussion on the subject of rentals in relation to the amount of business done by the retailer, of just how and why certain sites are chosen, the average percentage, different types of business set aside for rent and why certain merchants can afford to pay more for certain locations than others.

In a recent issue of "Forbes," C. C. Nichols, president of the Chain Stores Leasing Co., deals with the subject, primarily from the point of view of the chain store, but as a great part of what he says is of general interest to all merchants, our readers will, no doubt, appreciate a resume of the points he brings out. Mr. Nichols is one of the foremost authorities in the United States on the selection of sites for retail chain stores. His remarks will therefore carry weight.

Careful Attention to Details

When I started out in my present business, he writes, I first trained my mind to retain what might also be termed a photograph of given districts. In looking them over I gave close attention to the physical condition of the buildings, the street level, location of show windows and doors, the height of the ceilings, the size of the posts and whether or not the buildings had available basements.

It is an interesting psychological fact that women buyers will walk to a basement more readily than they will take an elevator, and that where you have a broad stairway with a wide opening near the front of the store, as in 5-and-10-cent stores, women will catch sight of the merchandise and walk down without question, either forgetting or ignoring the return trip. Second-floor locations must also be carefully scrutinized, as men will walk up one flight to save money. However, from a standpoint of lowered expenses it is a question whether the merchant saves anything in the long run on a second-floor location, as he must spend much more, proportionately, in advertising.

HIGH RENTS ARE FORCING MEN OUT

The accompanying article is of special interest and importance at the present time on account of the enforced movement of many retailers from their present places of business due to high rents and, in many cases, increasing rents. For instance, a certain retailer on Granville Street, Vancouver, in a published statement not long ago said it was impossible with the present rents in that city to live and deal fairly with the public. He stated that he had paid \$300 per month in 1919, \$475 in 1920, and \$600 in 1921. A new lease which he had been asked to sign demanded \$2,000 per month. He was leaving.

We know of merchants on Yonge Street, Toronto, whose rent is being increased 45 and 60 per cent. Some of them are also moving because they say it is impossible to do business and make profits with such a high rent.

It is in view of the necessity arising to select a new site that this article is run.

Watch Street Car Travelers

Another thing to which I pay the greatest attention is the traveling population. I watch to see where people get on and off cars and analyze the general types. I study them to see whether they are the transient kind which only brings "drop in" business for drug and cigar stores. These I classify differently from the type which comes prepared to purchase. There is also what I call "station traffic," consisting largely of commuters; such persons are always in a hurry and usually add little to the coffers of the adjacent merchants.

In visiting a city or town I study carefully the advertising of local merchants, watching to see what part of this is regular advertising and what part is that of the merchant who is not located desirably and who must spend money in advertising to coax the customers to his store. I also pay particular attention to the difference in the classes of people frequenting different blocks. One block may be popular with the customer buying the cheapest class of goods, the second with those interested in things of moderate price, while the third may draw the highest class of trade. I am also much impressed with the fact that the blocks given over to women's trade are usually shunned by men.

There are two distinct types of location known to real estate men—men's and women's. As a rule the shady side of the street is the women's side, and rentals are about 25 per cent. higher. Where one side of the street develops women's business, the other stands fair to be good for men. It costs more in every way to do business in a woman's shop than in a man's, but women spend much more money in clothes than men do, and, on the other hand, women are more creatures of habit than men, and go in crowds. Department stores being classed as women's stores are usually on the shady side, but in some cases have early located differently and have drawn the trade.

Just as there are two kinds of locations, so there are two divisions in which we may class the merchants. Where a merchant is an advertiser he can afford to take a chance on a location. He may even go on the wrong side of the street or venture a block beyond the business district. Sometimes he even dares to locate on a side street. There are noticeable examples of stores that have done this with great success.

Crowded Streets Not Always Best

Non-advertisers naturally have to be more careful about choosing their locations and must select places where heavy traffic passes their doors. In doing this they must be far-sighted and must anticipate where traffic is going to centre during the entire term of their lease. Being dependent for their business on the passing crowds, a loss of traffic would be disastrous. On the other hand, they should be careful not to commit the fatal error of selecting a place where the traffic moves so swiftly that people do not have time to look in the windows, read signs and deliberate on purchase.

Many progressive merchants continue both soliciting and advertising, reaping excellent results from the justified method. They have carried the study of locations to such a fine point that the psychology of the passing crowd and its purpose in that district is carefully included in their calculations.

Points Which Establish Value

When I start out to establish the value of a given piece of property, the first thing I do is to find out the population. The second is to determine the character of people who purchase their merchandise in that city. Third, I investigate the main industries, to see whether it is a good city for men or for women. Fourth, I investigate the deposits

(Continued on page 47)

French Exhibition at Montreal Introduces New Lines of Men's Furnishings to Buyers

Making a Bid For Leadership in the Men's Wear As in The Women's Wear Field — Shirting Fabrics and New Dress Shirts Described — Some New Pajama Styles — Novelties in Suspenders.

RETAILERS of men's furnishings are quite familiar with the various lines of high grade English haberdashery which are imported in considerable quantities by leading stores and which are regarded by most people as being superior in quality and workmanship to other merchandise. It will come as a distinct surprise therefore, to learn that France is making a bid for leadership in men's furnishings just as she has so successfully accomplished in the matter of feminine wear.

In the very interesting and instructive French Exhibition at present being featured in Montreal at the Ecole Des Hautes Etudes, there is much of value to retailers in the way of demonstrations of style and pattern features in various lines of furnishings. The impression gathered by a study of the goods exhibited is one of unusual merchandise. There is not the slightest tendency to effeminacy nor extremes in colors and patterns, as many judges have been wont to assert. Far from being flashy and loud, the shirtings and tie silks, for example, were almost uniformly of a sombre and neutral description. Tie fabrics were shown in both silk and satin finish, but the grounds were practically all black lightened with the merest fleck of white in a smart spot, stripe or figure, of unusually good design. To be sure, there were plenty of colors, but they also were dull and inconspicuous and featured moires and cords of the more unusual types.

Shirting fabrics showed a preponderance of stripes of different varieties, ranging from closely set pin stripes to wide hair stripings, with combinations of wider bars. Greys, blues and blacks predominated in these fabrics which can now be obtained by the yard in Canada. A novel pure silk shirting striped in black and white is called "Wilbur" and is decidedly smart and very durable.

New Dress Shirts

The exhibit of made-up shirts offers some interesting points of comparison. A leading Parisian house, whose products are shown, is said to be the only firm that produces fine dress shirts with wide pleats on the bosom in $\frac{1}{2}$ and 1 inch widths. These shirts are made of figured pique and have well fitting fronts which are said to be perfectly adjustable, preventing any bulging in front. Preference is shown for the two stud fastening and many models show the new stiffened turnover cuffs which are attached. The latter idea is taking hold

in smart circles in Paris and is proving a practical feature.

Three Piece Sets

Ordinary business and negligee shirts are featured in the same colorings as those featured in the yardage materials. A new idea in this connection was noted, consisting of sets of three pieces matching one another, namely, shirt, drawers and pyjamas. These sets are most effective when developed in white zephyr or silk finished fabric with a contrasting trimming of striped fabric. The pieces may be purchased separately, of course, the entire set being featured merely for the sake of uniformity.

Pyjamas are featured in a large variety of styles with several styles of collar including notched, round and turn down styles with and without fancy frog fasteners. Stripes and plain fabrics are equally well represented, and many distinctive and exclusive features are noticeable on these garments, commonly considered too extreme to be good style.

Novelty Suspender Sets

Among the fancy furnishings there is a considerable number of novelties. A set of suspenders and garters, for example, was made of silk knitted fabric without any elastic whatever, and fitted with white kid attachments. Other sets were made of blue moire ribbon, green brocade and navy blue silk fabric. There were innumerable other styles and colors, combining bright stripes with solid colors and combining all the approved features for greater comfort in wear. Handkerchiefs were another smart accessory noticed, especially the regulation all white linen styles with large embroidered initial in the corner, done in several shades, with a hem fully three inches wide all round. The colored handkerchiefs were decidedly effective and quite different from those usually imported from abroad. Most original effects were achieved by the use of solid squares and circles of color on a white ground, while the all colored lines were cleverly enlivened by the use of white and colored contrasts.

An Educational Exhibit

Vests, mufflers and other small articles were shown in this admirable exposition, which should be visited by everyone during its stay in Montreal this Winter, if only for the purpose of comparing the richness of quality and the high grade of workmanship in these products, which possess an individuality distinctive in themselves. It will be

interesting to note whether or not Paris becomes as famous in masculine accessories as she is in the matter of women's apparel. This initial showing would indicate that an effort is to be made to capture the Canadian market next year.

Lower Duty Helps Imports

If the new Federal government implements by legislation some of its pre-election promises, importers of English hats stand to benefit thereby, according to one of the leading importers of Toronto. It will be recalled that Premier King has promised more favorable tariff arrangements with the Motherland, and with a Progressive wing in parliament on which he will have to depend for some support he may go a considerable way toward knocking down the tariff wall between Canada and the United Kingdom. In discussing the question with Men's Wear Review this importer stated that if the duty on English hats were cut down it would help their lines considerably. At present, he went on to explain, the price of the best English and American hats is about the same. With the price on an equal footing, however, there are still other considerations with which the importer has to contend and which make it harder for him to compete against the well-known American hats coming into this country. By reason of the distance, deliveries are slower. Orders have to be placed some months ahead and with conditions uncertain, commitments for the future are being made on a very conservative basis. For instance, English straws have to be ordered by the first of November and it is impossible for the importer to accept orders after that date.

Lower Price Will Help

If, however, the duty on English hats is so reduced that a better price can be offered to the Canadian retailer it will help considerably to meet American competition. Naturally, therefore, the importer is hopeful that a lower duty will prevail so that he may have a compensating argument to offset the quicker deliveries that can be made over the shorter distances.

Fralick & Co., clothiers of Hamilton, have been the victims of several robberies of late. Not a great deal of merchandise has been taken, but many packing boxes have been taken.

Montreal Clothing Manufacturers Have Booked Very Good Business for Spring

Say the Response of the Retail Trade Better Than They Expected—One Manufacturer Believes Some Small Stores Have Still Stock to Liquidate—Another One Does Not Believe Canadians Will Go to Extremes in Sports Clothing—The Spring Outlook

ACCORDING to several leading manufacturers in Montreal who were interviewed this month by Men's Wear Review, Spring business is opening up with a very encouraging outlook. Although each one agreed that it will take some time yet to bring about normal conditions, still all things considered, the results recorded by travelers just returned from their booking trip, are decidedly promising. One leading manufacturer stated that their orders booked for Spring on clothing alone are just double what was booked for last season, which considering the prevailing tendency to economize, is regarded as a good sign. "It should be a very good season altogether," said this manufacturer, "both for us and for the retailer, although I find that there are still a few stores that have not cleared out their old stock and cut prices to the right figure. We are all taking losses yet and many manufacturers expect to lose thousands of dollars on Spring business too, before things settle down to a regular basis again. One thing that is very noticeable to me about this Spring's business is the fact that retailers are not interested in cheap, ordinary merchandise. They tell us that the consumer wants the best value possible for his money although he has not got much to spend. It seems to be a reaction from the time when clothing brought ultra high prices and the consumer was educated to prefer the better qualities in merchandise and now they cannot get used to wearing any other kind. My opinion regarding prices is that popular priced merchandise will sell more than cheap stuff and the best seller in a regulation suit will be between \$35 and \$40. We shall never see again the days when price was literally no object so long as the merchandise was forthcoming. That period really hurt business in the end and we should not want to see it repeated. Even though it takes a season or two to get back to stable conditions, yet we would rather go on as we are than to repeat past experiences. I believe that the big stores have done their share in clearing out goods at reduced prices in order to start the new season with clean shelves, but there are still a number of smaller concerns that should get busy and stimulate business. The actual manufacturing of Spring goods will commence in January which is about six weeks later than usual but I think this date will become permanent from now on. It should be

remembered that Easter comes later in 1922 than it was last year, being toward the end of April, so that there will be a longer period in which to get ready."

Staple Tweeds Preferred

Another leading clothing manufacturer interviewed a short time ago, gave it as his opinion that the Spring outlook was exceptionally promising and stated that he had booked a nice business, better than he had anticipated. The Eastern provinces in particular, he said, were ordering much more heavily than in the past. Indications are that stocks are now at their lowest level and the trade is now in a good position to buy freely. This manufacturer believes that the favorite price for a hand tailored suit will be \$30 to retail around \$45, next Spring, and he is of the opinion that the vogue for sports styles will not become pronounced to any degree in Canada despite reports to the contrary, as Canadian men are not partial to the wearing of sports clothing to business. The bulk of business booked for Spring is entirely upon staple English or Scotch tweeds in the quieter mixtures, such as are always preferred for ordinary every day wear, and at the same time, there is a perceptible increase in the demand for plain navy serge suits, possibly because serge fabrics are now obtainable in fine grades and qualities, up till now almost impossible to secure.

Hot Weather Clothing Active Already

The same manufacturer was the authority for the statement that hot weather clothing of palm beach cloths is promising to sell better than during any past season and orders already booked are surprisingly large for this date. One of the reasons for this sudden increase in demand is due to the fact that prices are now most moderate and the best grades of palm beach clothing can be retailed for as little as \$18 apiece, a figure within reach of everybody's purse. The great objection to this merchandise in past seasons has been its expensiveness and the fact that only rich men could afford it. During the Summer of 1922, however, there is no reason why a man should not possess at least two such suits and the retail trade is anticipating one of the best seasons ever experienced. There will be little change in design or style in these hot weather suits, the main point emphasized will be easy fit and good wearing qualities, ensuring coolness and comfort.

Montreal retailers are giving clothing special attention this month and are offering attractive inducements to the public in order to reduce their stocks to the lowest possible level. A number of leading retailers featured a clothing sale just prior to Christmas, which was successful in every way, and consequently they do not need to feature clothing to such an extent in their January clearance sales. Most clothing is retailing at present considerably below cost price, although the consumer in many cases, is unaware of the fact. A leading Montreal manufacturer stated this month that they were selling a large quantity of good suits for \$15 apiece which actually cost \$18 to make. They state that it is merely a question of how much they can afford to lose on their output for Spring, not how much profit they can make. Thus the statement that Spring business is considerably larger in volume does not indicate that it will be a profitable one. The opinion is expressed that the outcome of the arbitration between the workers and the manufacturers in the clothing industry will materially assist in clearing the situation. The decrease in cost of production, so long desired by the makers, seems to be coming nearer, and when it is an actual fact, the one retarding influence to stability in prices will have been removed.

FRENCH UNDERWEAR

REAL INDUSTRY

(Continued from page 19)

from which basis, statistics have since been kept. So quickly has manufacturing developed in France that production of men's wear furnishings has had to be greatly increased yearly in order to cope with the demand. At present this industry gives employment to several hundred thousand women. All the necessary raw materials are produced in France, the cotton fabrics are made in the Vosges, in Alsace and in the Department of the Seine-Inferieure. Woolens come from Rheims, Elbeuf, Louviers and Roubaix; piques and twilled silks come from St. Quentin; washable silks from Lyons and the district of Cambrai.

"That French underwear for men has a world-wide reputation is proved by the fact that the yearly export business done in this line has been between 40 and 50 millions of francs.

Workers to Increase Production

Board of Arbitration at Montreal Hands Out Award—If Garment Workers Do Not Increase Production in January by 10 to 15 Per Cent Reduction in Wages of 10 Per Cent Will be Effective

DECLARING that the cost of manufacturing clothing is too high in Montreal, and that there is little possibility for a revival of work until costs are reduced, the board of arbitration appointed to consider wages for the coming season has ruled that the workers shall increase production from 10 to 15 per cent. At the end of one month, if the increase in production is not given, a ten per cent. reduction in wages will come into effect.

The decision of the Board embodying these orders was made public in New York yesterday at the office of its chairman, Dr. Wm. M. Leiserson. The other members of the board are Montrealers. J. H. Hunter, represented the Clothing Manufacturers' Association of Montreal and Peter Bercovitch, K. C., represented the Montreal joint board of the Amalgamated Clothing Workers. Hearings on the demand of the manufacturers for a reduction of 15 per cent. in men's wages and 20 per cent. in women's were held in Montreal on December 11 and 12. Other demands were presented by both sides at the hearing, but the board ruled that they were covered by the existing agreement, which does not expire until June.

The reason given by the board for its decision to order an increase in production rather than a wage cut was that much greater savings in cost and in prices to the consumer can be made by increasing efficiency and production than by cutting wages. Moreover, cutting wages reduced purchasing power, which is bad for the country. If the workers will not increase production, however, there is no other remedy than to cut wages.

Enforcement of the decision is placed in the hands of a production commission, which will compare production next January with production and cost during the past season. Whether a wage cut will be necessary will depend upon the record of the workers.

Standard of Production

In the opinion of Lyon Cohen, a leading Montreal manufacturer, the proposed levelling up of production would be most difficult, if not altogether impossible, to bring about. It would be very difficult in the first place, he said, to prove that the standard of production could be raised; for in the Montreal industry there were so many different lines, between thirty and forty. In the case of the highly technical trade, with only three or four lines, it might be worth the experiment.

Mr. Cohen pointed out that clothing workers were paid better than in any other industry; that operators were earning \$40 a week and girls \$24, also that they have the 44-hour week. For this

reason the manufacturers had been of opinion that it would not be unreasonable to ask them to accept a reduction of 15 per cent. on \$40. In figuring on prices for the coming season, such a wage reduction had been counted on, and if that reduction were not made, the loss would simply fall upon the manufacturers. Prices to the public would not be affected either one way or the other, for a 10 per cent. reduction in prices had been anticipated by manufacturers who would have to bear the difference, if it were not made up by corresponding reduction in cost of production. Mr. Cohen said he had, when examined by the arbitration board, urged the difficulty that there would be in proving that the standard of output was not as high as it might be, as certain styles differed from others in the time required on the work.

Mr. Peter Bercovitch, K. C., M. L. A., who represented the workers on the board, stated that he had no doubt they would accept the award. There was no strike in progress; the arbitration had been arranged in order to avert one. As to the plan proposed, that of first giving the workers a chance of producing more for the wages they are receiving, Mr. Bercovitch was of the opinion that the evidence heard at the meetings of the board of arbitration from manufacturers distinctly showed that there had been a heavy falling off in production of late years, it having been stated that in one case that where there were 1,400 garments made, only about half that number was now produced. After looking at the question all round, the arbitrators had concluded that it would be better if the amount of work done could be increased rather than the wages should be decreased, since the cost of living had not so materially decreased as to justify the lowering of wages, while, on the other hand, with increased output, it might tend to enable manufacturers to lower their prices and do a better trade.

Contest Teaches World Industry

Famous London House Gives Valuable Prizes in Essay Contest—Educational Value

Judging from various advertisements appearing in the daily press from coast to coast, the present year will see a great many contests of various kinds being run under the auspices of department stores or dry goods merchants. Harrods of London, England, have just completed a very novel one in which the educational value was not overlooked. One thousand dollars were given away in prizes to pupils in schools and around London. The contest took the nature

of essay writing, the essays not to exceed 250 words. The questions which were to be discussed in their essays were:

1. What interests a child most at Harrods?

2. What story does it see of ingenuity and skill, of taste and artistry, lying hidden among the wonderful displays in all the different departments?

The Idea Explained

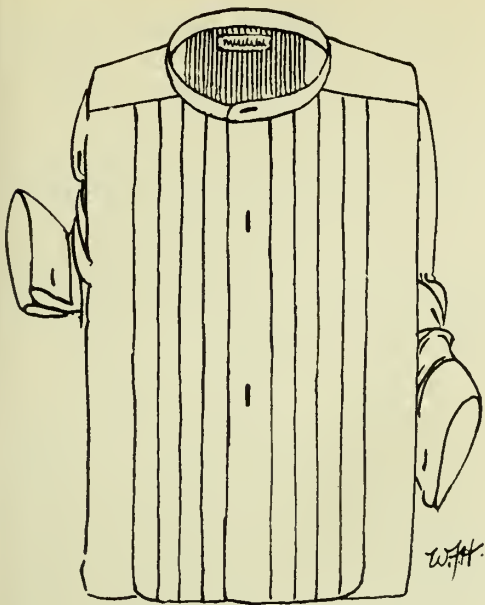
Sir Woodman Burbidge in explaining the idea of the essay prizes said: "When so much interest is being taken in schools in instruction in general knowledge, here it is felt," he said, "is a unique opportunity for bringing children into the closest touch with arts and crafts and the actual products of the world's industry—in fact, with the world's best merchandise. In their lesson-books they learn, for example, that carpets come from India, Persia, Turkey, and that some are made in this country. Here they can see beautiful specimens of carpets from all these places. The fur department offers a lesson in natural history. There are all types of furs, and to any child who wants information we shall be glad to explain what they are and whence they come.

"Many things, too, they will see in their correct environment. Every girl knows that beautiful linen comes from Ireland. Here she will see not only the finest work, but tables spread with exquisite cloths and mats, and with all the accessories of silver, glass and china. She will see, in fact, besides the linen, exactly how tea and dinner tables should be set, and thus gain a knowledge which will be always useful to her.

"Then there are hundreds of different labour-saving devices, from coffee-making machines to special cleaning apparatus. They will hear the wonders of the gramophone, for we have records that almost take the place of a nurse for children, talking to them of fairies, soothing them to sleep, and singing them songs from nursery books. From these fascinating things for young children the records go to the most elaborate classical music, repeating the songs of Chaliapin and Caruso and the violin recitals of Kreisler.

"In the Book Department we have one of the biggest rooms of its kind in London. My idea, in fact, has been that, with so many opportunities for learning as there are here in every department, it would be a really fine education to bring children here during their holidays, and not only let them see this house of business in the ordinary way, but let them observe it carefully, so as to be able to write about it. The prizes are divided in such a way amongst boys and girls as to allow for all ages of children."

In a recent advertisement Blumenthals of Montreal announced that they had had the biggest overcoat year in their history.

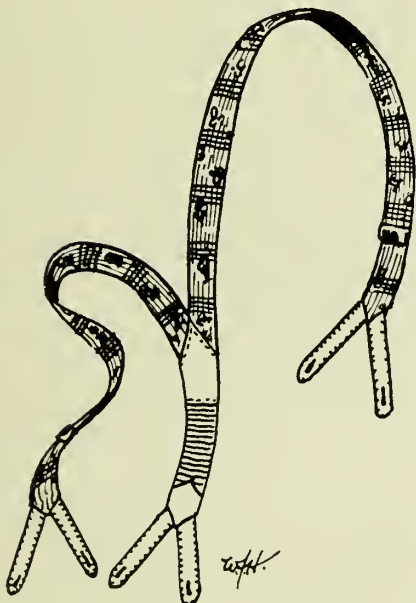


No 1.

Paris Haberdashery In Montreal

Figure 1 illustrates a smart new shirt imported from Paris featuring the new wide tucks and French double cuffs. This shirt is shown in both plain white piqué or in percale with a striped front, and is a popular style with well dressed men of Paris.

Figure 2 shows some novelty braces made of tie silk with fastening tabs of knitted silk. A single piece of elastic at the back provides sufficient stretch and comfort. These come in a variety of colors, mostly gay, as befits Parisian origin.



No 2.

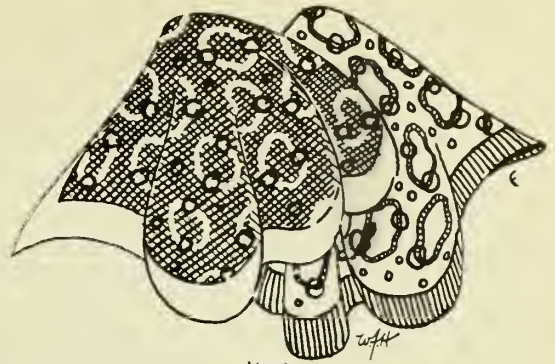
Figure 3 is a new pyjama developed in either silk or linen, striped in blue, fastened with white hand-made frogs. The monogrammed pocket is a novel touch.

Figure 4 represents some startling out extremely artistic novelty handkerchiefs, featuring border and ring designs in a multitude of colors intermingled.

Figure 5 typifies the style of underwear affected by men of France to accompany shirts of the same material, carrying out the "set" idea. Pyjamas may also be obtained in the same patterns. The waisted effect is particularly strong at present in Paris.

Figure 6 depicts two of the newest ideas in silk handkerchiefs for men. The various colors used are blended softly together until blues greens, orange and reds are scarcely distinguishable in a faint blur, like Dresden china. The creators name this novelty the "lava" design.

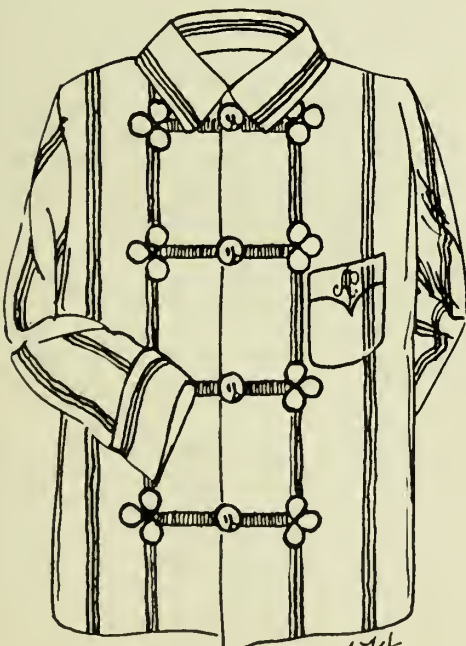
All novelties sketched by our artist at the Exhibit of French Products by courtesy of M. Chassagne of Montreal, who represents the makers, J. Hayem et Cie, of Paris, France.



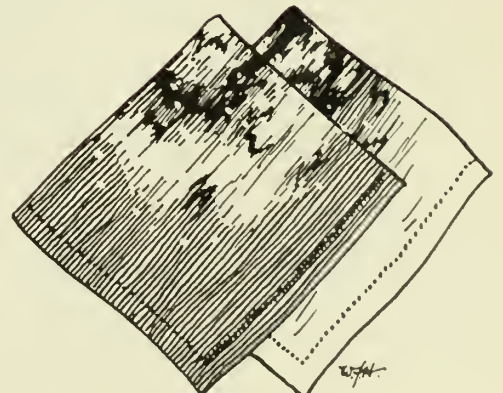
No 4.



No 5



No 3.



No 6.

Business Better than Last Year

Napoleon Jacques of Quebec City is Ahead of the Game—Carries Over Only One Hat Into Next Season—Finds That it Pays to Study Selling When Buying—Good Sales of Small Jewelry.

NAPOLEON JACQUES of 128 St. Joseph St., Quebec City, is one of the merchants of that province whose business is better this year than a year ago. To a representative of Men's Wear Review he stated that his business was actually ahead of last year. That is due, he says, to the fact that he buys only the best lines of merchandise and makes a special effort to concentrate on extreme lines when they first arrive in his store. Moreover, the old adage that the customer is always right is one of the policies of the firm; if there should be any flaws or any mistakes in any way, the customer's word is always taken and the merchandise replaced. The head of the firm believes that this is one of the best ways of cementing the friendship between the firm and the customer.

One Hat Left

In conversation with Mr. Jacques, Jr., he boasted that they had only one hat in the store which would be carried over till the next season as unsalable. He explained that it had always been a policy of the store that as soon as new goods came in they were immediately opened and the lines that were not of a staple character or pattern were immediately pushed so that there would be less chance of their remaining on the shelves of the store as dead stock. Standard lines and patterns, he says, will sell at any time but it is the uncommon and the freak things that a man gets stuck with at the end of the season.

Study Selling When Buying

When buying goods, care is always taken to study the selling of them at the same time. The idea is always kept in mind, "How can I sell them and will they sell readily?" To do this takes a little longer time at the time of pur-

chasing; but Mr. Jacques has proved that it is well worth the effort and is largely responsible for their success in clearing out stocks and not being left with dead stuff at the end of each season, necessitating sacrifice sales that run away with a good deal of the legitimate profit that has been made during the season.

The Store

The store is really two stores connected by an archway. In the one nothing but ready-to-wear clothing is sold, and in the other department, furnishings and hats. All merchandise in the clothing section is kept in closets, so that everything is always clean and neat and fresh. The people of Quebec are considered the most conservative to be found anywhere in the Dominion with regard to the buying of clothes. It is their belief that it is very much out of place to wear light clothes in winter and for this reason the sales are almost entirely restricted to darker colors. During the past summer, this firm, however, sold more light suits than ever before, though the temper of the people seems to be uncertain in this respect and it can not be depended upon that they will approve of the latest novelty lines.

The stock is checked up in this store every Monday morning to see what lines are short and where there is depletion orders are given immediately for new stock. "If you expect to sell goods, you must have them when the people want them," says Mr. Jacques.

A display of many varieties of cuff links, collar buttons and studs and scarf pins is kept in a large display case near the door with the result that many odd amounts of silver that are given back as change find their way back into the cash register again. This display has more than paid for itself.

was arranged by using an electric light and a red crepe paper covering. Another feature in the display and perhaps the one that caused the most interest was the manner in which a number of birds and wild animals were "worked in" the setting. These, of course, were all stuffed but were neatly arranged. Among the animals which the writer was able to identify, were an alligator, mink, squirrel, eagle, a red-headed woodpecker and many other kinds of animals the names of which could not be learned.

Cashing In On Election Results

Mr. Heber is a great believer in window displays as a means of drawing one's attention to the store. As a result of several displays which have been used there have been comments passed by the local papers that were better advertisements than those which one must pay for insertion. "That is the kind of stuff that gets business," said this man.

When the results of the recent Federal election were made known and it was found that Geo. H. Boivin, former deputy speaker of the House of Commons was re-elected in the riding in which Granby is situated, Mr. Hebert immediately started on a window display, the feature of which was a series of pictures showing the local M. P. from his boyhood days up to the present. This display was a "winner" as Mr. Boivin is one of Granby's first citizens but more especially because he had polled such a wonderful vote in the town. It is ideas such as these that are keeping the people's eyes on the Hebert store. When Marshal Foch first landed in the United States, a big window display was built around a large photograph of this famous man and this also "went over big," particularly as this community is largely composed of French Canadians.

In Business Four Years

Mr. Hebert has been in this field only four years. There are other stores in town selling to this trade but the Hebert store is the only exclusively men's wear store. It is quite possible that in the very near future, a tobacco department may be installed. There have been a number of customers who have suggested this innovation and serious thought is being given the idea by Mr. Hebert. The clientele in the store are almost entirely confined to the male sex so that the introduction of smokers' sundries would not affect the sales and drive away some of the ladies, as would be the case in some stores.

Granby Merchant Capitalizes Federal Election Returns

D. Hebert Takes Advantage of Local Events to Promote Unique Window Displays—A Novel Christmas Display That Drew Crowds to See it—Featuring Marshal Foch

D. Hebert, popular men's wear merchant in Granby, Que., recently had a window display in his store that caused a great deal of comment, not only by the citizens of the town but by the local press also. This window was exemplifying the Christmas spirit and in one

corner was displayed a fir tree on which were arrayed a number of articles that would make appropriate Christmas gifts and on the other side was built a very attractive fireplace which, lighted at night, gave forth a nice red glow as though coming from burning coals. This

The contract has been let for the erection of the new Dowler store in the city of Windsor. This store will be erected on the site formerly occupied by the International Hotel which was recently destroyed by fire. It will have a width of 31 feet and will connect with the present Dowler store.

Convention to be a big Affair

Amalgamated Convention And Textile Show Promises Big Influx Of Business Men

PREPARATIONS are well advanced for the Amalgamated Convention of Ontario retailers to be held in Toronto during week of February 13—17 in conjunction with the Textile Products Exhibition. The different branches of the retail trade—Dry Goods, Merchants, Clothiers and Furnishers, Furriers and Hatters, Merchant Tailors—are organizing their conventions, arranging for speakers and for the discussion of topics of practical and current interest to the men of the trade. The dry goods convention will be held on Monday, February 13th; Clothing and Furnishing men will hold their convention on Tuesday and Wednesday, February 14th and 15th; while the Merchant Tailors will meet on Thursday, February 16th. Furriers and Hatters hold their convention on Friday.

Object of Exhibition

The purpose of the forthcoming exhibition primarily is to demonstrate and emphasize the quality and attractiveness of Made-in-Canada textile products to the retailer so that he, in turn, may be in a stronger position to emphasize to the customer the national character of the textile trades.

Eighty-one booths on the mezzanine floor of the King Edward Hotel have been arranged for this exhibit and at this time of going to press more than fifty per cent. of them have been engaged by Canadian manufacturers from many centres of the Dominion. Within twenty-four hours of the launching of the plan, the Hawthorne Mills, Ltd. of Carleton Place had engaged their booth and in quick succession the Forsyth Shirt Co., Ltd. of Kitchener and the Deacon Shirt Co., Ltd. of Belleville had followed suit. Not only fabrics but garments as well will be shown, of all kinds in which fabrics are shown. There will also be ranges of overalls, oiled garments, raincoats, silk goods, hats and caps, fabric gloves, neckware, suspenders, cottons and woollens. Although it will touch but lightly upon the wide field of women's wear, caterers to the costuming requirements of the sex are far from being disinterested in its success. There are reasons on this occasion for the general restriction of displays to men's wear although cloths and other women's suit materials will naturally figure in the showings of representative woolen manufacturers, knitting mills and smallware producers.

Entertainment

Not the least pleasant feature of the

Look Here!!

Look Here!!

Jasper Butcher Successfully Enters the Men's Wear Field—75 Suits a Month

If I were to suggest to some of the representatives of the large clothing houses in Toronto or Montreal that they call off at a town of three or four hundred population and endeavour to interest the local butcher in their line, if the general store could not be sold, they would probably laugh till the tears ran down their faces. Yet—

W. Blewett, proprietor of the Jasper Market, a butcher shop in Jasper, Alberta, on his own initiative, wrote in to a house in Toronto; secured the agency for their made-to-measure garments, and in ONE MONTH sent in orders for 75 suits. That was the biggest month, but he sends in several every month. He saw the need, and GOT ACTION. "The merchant's opportunities in any town, more especially in the smaller towns, are as large as his vision," stated Mr. Blewett to the writer.

Without neglecting his meat business, Mr. Blewett has sold many cars of lumber; mostly by calling on prospective builders in the evenings.

He has also taken the agency for one of the well advertised phonographs, and has a shipment rolling all the time. The day I talked with him, he had just received the advice note of a shipment of five machines, and they were all sold then. He did not have one for stock, and was rushing an order through for some more.

The same merchant was struck with the possibilities of coal—"I have a pile of lumber in the yard now, which you may have noticed," said Mr. Blewett. "That is to build a larger store with; and as soon as I can get at it, I shall have that building put up, and then this will be a general store. Opportunities are so numerous here that I am going after these various lines RIGHT."

Probably those representatives of the clothing houses would concede now that a call on the most obvious prospect does not exhaust the possibilities of even a small town.

Amalgamated convention will be the entertainment for the visiting delegates. It is hoped that between 1,500 and 2,000 business men from all sections of the Province will be in attendance during a part or a whole of the week. Arrangements are being made for their entertainment in such a way that it cannot be said that time hangs dully on their hands when the arduous duties of the day are over. Banquets and theatre parties will be the order of the day.

Scovil Brothers' Competition Was Very Successful

In a previous issue of Men's Wear Review, mention was made of a Scholarship competition featured by the firm of Scovil Brothers of St. John, N. B., in order to advertise the merits of a new line of boy's clothing. The results of this competition have since been made public and in every way were most successful both from the point of view of the store's publicity and from the standard of excellence achieved by the contestants. In the original announcement relative to the contest it was stated that only four prizes would be awarded, ranging from \$40 down to \$10 to the successful winners, but owing to the fact that so many of the essays received were of an unusually high order of ability, the firm of Scovil Brothers decided to present three extra rewards of \$5 each.

In accordance with their custom in other competitions, this firm decided to make the presentation of prizes in a manner partaking of the nature of a ceremonial. Not the least notable feature of the occasion being the fact that the winner of the first prize was the son of one of Canada's popular novelists, namely, the Rev. H. A. Cody, whose stirring stories are widely read. The presentation was made by the manager of one of the local theatres, himself a newspaper man of long experience, who pointed out to the boys in question the future that they might find in publicity work, and told them that the man who writes the advertisements for Wana-maker's of New York, receives a bigger salary than the president of the United States.

The parents and friends of the lucky winners were present in large numbers and the gathering was a happy combination of social and educational elements, which reacted to the renown and reputation of this progressive firm.

To Manufacture Webbed Goods

Canadian dealers will shortly be offered the product of a new manufacturing organization, though not a new firm. E. & S. Currie, Ltd., of Toronto, have installed the very latest machinery for the manufacture of suspenders, garters and arm bands and are bringing into being an organization that promises to be energetic in the prosecution of this new arm of their organization. The trade will soon be offered their new product as models are now well under way and ready for showing.

Currie's have let a contract for webbing for their new factory which is being made to their special order. Special attention is being devoted to trimmings, which will match, and to the metals used, which will be guaranteed rust proof. The standard length of their suspenders will be 38 inches.

NEWS OF THE CLOTHING TRADE

Leo Rogers has opened a men's wear store with a first class stock on Kent street, Lindsay.

M. J. Dedman, of Lindsay, expects to be in his new store about the first of February.

J. S. Hay & Co., of Inglis street, Truro, N.S. has added a full line of men's ready to wear suits and overcoats to his stock.

Fire which broke out in the store of C. V. Cartwright of Meaford early in December did about \$50,000 worth of damage to several stores in that town.

William D. Bews, a member of the well known firm of Bews Bros. of Hamilton died at his home on December 19th. He was born in the Orkney Islands and was for 50 years a resident of Hamilton.

Nelson Harding, a well known Stratford boy has opened a new store with a full line of men's furnishings etc., at 111 Ontario street. He was formerly with J. P. Chiswell.

Fox Limited at Sioux Lookout was destroyed by fire early in December. The stock was valued at \$20,000 and insurance to the amount of \$8,000 was carried on the stock and the building.

R. Leo Watson, with stores in London and Galt, used a novel scheme in connection with Christmas shopping. He engaged the services of a well known dancer and Metro star, Doraldina, and had her assist the purchasers of Christmas presents in the selection of their gifts.

Christian Whale Watson of the Firm of E. & S. Currie, Ltd., Toronto, who died on June 12th left a personal estate valued at \$1,975. During his lifetime he had given one daughter a Ford sedan and 175 shares of E. & S. Currie stock valued at \$10,500; to another his home valued at \$15,000, as well as other property valued at \$17,500.

J. W. Patterson has opened a new Fashion-Craft store in Brantford, Ontario, at 158 Colborne street. The floor space is 92 by 20 feet and the store is equipped in the modern up-to-date manner characteristic of the Fashion-Craft stores. The clothing department is in charge of Russell E. McKillop, formerly with R. H. & J. Dowler of St. Thomas, and Oscar E. Stewart has charge of the furnishings department. He was with the Dowler organization at London. The opening day was December 7th.

Jack Primeau of Peterborough, keeper of the Fashion-Craft store of that city celebrated his third anniversary on December 1st.

The Regal Clothing Store of Port Colborne recently advertised a big sale in which they claimed they would knock "L" of the H.C.L.

Charles E. Johnston who has been head of the boy's department of the firm of Isnor Bros., Halifax, N.S., has severed his connection with that firm and will open an exclusive boys' wear store on Agricola street about January 15th.

Syd. Taylor who has been manager of Tailor-Craft, Ltd., of Belleville, has taken over the business of the Taylor-Craft and will operate it under the name of Syd. Taylor & Co. Both men's and ladies' clothing will be carried.

Gordon Isnor of the firm of Isnor Bros., Halifax, N.S., in expressing confidence that the year 1922 will be a better one than the year 1921 points out that the price of clothing is lower now than it has been during the last five years.

B. W. Zieman, President of the Ontario Retail Merchants Association and Preston's oldest tailor has disposed of his business to Addie Zieman and Harry Beck who took possession on January 3rd. Mr. Zieman expects to spend the winter in the south.

Messrs. Lerner and Merrill opened up a new men's furnishings store in the city of Ottawa as Mile and Eddie, and their new place of business is 32 Sparks street. Associated with them is Jack Habbishaw, formerly with the Ely store in that city.

Damage to the extent of \$1,500 was done to plant of Peabody's Limited of Walkerville on December 7th. At first the employees tried to fight the fire but when it was seen that it was getting beyond their control, the Walkerville brigade was called to their aid.

Two hundred clothing workers from the factory of H. Vineberg and Company, Limited, have gone out on strike as a protest against the firm's determination to introduce the piece-work system, the 49-hour week, and a wage cut of from \$2 to \$6 per week, according to a report received from the Montreal Joint Board of the Amalgamated Clothing Workers of America.

Men and women workers are involved and the factory, which is situated at the corner of St. Lawrence boulevard and

Duluth street, is being picketed by the strikers. The strike is also stated to be a protest against the open shop system declared by the firm.

The company withdrew some time ago from the Clothing Manufacturers' Association and is not therefore bound by the recent decision given by the Arbitration Board which sat in Montreal last month and which declared that unless production increased, a ten per cent. cut in wages would go into force in February.

Bill Mills of Kitchener has issued a neat little schedule containing all the hockey games in the Kitchener Hockey Association this year. He distributes them to those who come into the store and it is a constant reminder to the holder of Bill Mills and his up-to-date store.

A certain Toronto firm was recently fined \$450, (there were three members of the firm and each was fined \$150) for running a lottery. The firm organized what was known as a "48 Club." The plan was simple. Each member of the club—there were 48—was to pay one dollar down and then one dollar a week till they had paid \$48. for either a suit or an overcoat. A "draw" was made once a week by a member of the firm and the customer's name so drawn received his suit or overcoat forthwith without any more payments. Many hundreds of men signed the contract but the police stepped in at the instigation of the Retail Merchants' Association and prosecution followed. A charge of conspiracy to defraud the public was withdrawn but on the lottery charge the above fine was made.

ACQUISITION BY ACME GLOVE WORKS, LTD.

Announcement is made by the Acme Glove Works Limited, Montreal, that they have completed arrangements with the International Duplex Coat Company Inc., New York City, for the manufacture in Montreal of the clothing specialties for which these people are widely known in both the United States and Canada.

Most Canadian buyers are familiar with the "Pelters," (Reversible leather coats,) wool ulsters, fur collared coats, chappie coats, ulsterettes, mackinaws and sheep-lined coats, made by the International Duplex Coat Company.

Moe Solomon, head of the New York concern and originator of Pelter styles will give his personal supervision to the manufacturing done in the Acme factory. The new mode's will be shown simultaneously in Canada and the United States about February 1st.

ARE YOU PICKING LOCATION FOR STORE?

(Continued from page 17)

and the bank clearings, which give an excellent history of business conditions. In doing this, however, great care must be exercised to see that deposits are distributed and that one has a reasonable chance of getting business from depositors. A mere statement of bank clearings and deposits is not sufficient to establish this fact. In Tulsa, Oklahoma, for instance, deposits are large and the earnings tremendous, but out of the 25,000,000 deposits of one bank alone, 10,000,000 is equally divided between two or three men which narrows down the sales possibilities. Fifth, the number of different industries in the city and the proportion of manufacturers in the city and the proportion of manufacturers to clerks. Sixth, after this has been thoroughly studied the proper way to locate a store is to plot the position of the several business blocks in their locations as to traffic, separating the women's from the men's.

When your block has been chosen, secure definite and reliable information on each piece of property in the block and the possibility of securing it, always remembering that a location's value depends only on the volume of actual business that particular site will secure for you. In this connection the same location might be worth \$3,000 to one man and \$4,000 to another. It is like putting a square peg in a round hole to put a cheap store in a valuable location, and vice versa. The drawing power of the surrounding territory must also be taken into consideration.

Analysis of Passersby

Some interesting statistics have been compiled in regard to the estimated percentage of people passing a given point who may be counted on to enter a store. Let us say it is a woman; where a thousand women pass a store in an hour a certain percentage will enter, a certain percentage will buy, and there is an average sale to each one. At this rate the merchant will do a certain amount of business an hour, eight hours a day, or a given amount of business yearly, three hundred days. (I have actually worked out this system for several different lines.) By this plan the merchant can form some estimate of his receipts, and can gauge what he can afford to pay for rent, etc. But, of course, he has to adjust these figures to the locality, traffic passing, type of people, the amount of sales, his particular type of stock, and many other individual conditions, such as competition. However, if he is an experienced man he can easily figure up a close estimate of probable business by this method.

There is a very definite proportion of gross receipts which each type of business can afford to pay for rent. High-class retail stores who are large advertisers can afford to pay six per cent. (as a rule department stores average around three per cent.); non-adver-

tising, small specialty shops about eight per cent; 5- and 10- cent stores who are non-advertisers, five per cent.; high-class theaters and hotels, nine per cent; drug stores and soda water shops, fruit and candy stores, ten per cent.; grocery and provisions, ten per cent.; restaurants and cafeterias which do a long hour business, ten to twelve per cent.; cigar stores, six to eight per cent.; baker shops and shoe shining stands, twelve per cent; moving picture theaters and low-priced amusement places, skating rinks, bowling alleys, pool rooms, etc., twelve per cent. These last depreciate property and, therefore, a higher rental is exacted.

BELIEVES THAT SIMPLE COURTESY IS THE ONE AND ONLY REAL WAY

(Continued from page 34)

class of people have the habit of going all the way down town in order to do shopping which could be just as well attended to a block or so away from home."

Avoid Extravagant Decorations

A theory held by Mr. Payette which merits notice is to the effect that the average retailer should not indulge in too many decorative features in order to make his store look attractive. At Christmas, especially, he thinks it is not necessary to spend money on much display of greenery, etc., since it costs too much in proportion to the effect achieved, and really thrifty customers will prefer to shop where the values are best, not where the most holly and ever-green are used. He is of the opinion that the spirit of any season, be it Christmas or Easter, Summer or Fall, can be just as appropriately expressed by suitable merchandise attractively displayed, with a judicious use of artistic show cards, not forgetting the extreme importance of immaculate fixtures, perfect lighting, convenient chairs to rest on, courteous service from the staff, and a scale of prices marked as low as possible in proportion with good value.

A Striking Appearance

The store in question is over 60 feet in length and is well filled with merchandise ranging from the humble stud button to the elaborate dressing gown. The goods are all under glass and those which are stocked in boxes are all of one uniform yellow shade, which harmonizes well with the oak wood work of the cases. An imposing array of neckwear is displayed on stands all down both sides of the store, creating an impression which is not far from true. That ties of all descriptions are one of the leading features of the business. Ranging from the lowest price up to the ultra exclusive and costly imported tie, there is "something for every man," each group systematically arranged and priced for greater ease in selection. Even friend wife can safely attempt the hazardous and critical task of selecting a tie for any purpose in the Payette store, since her efforts are guided and safe guarded

by Mr. Payette's unerring judgment. "But it is our windows which bring in most business in reality. They are changed constantly and there is always something new in them. They are our very best advertisement," concluded Mr. Payette.

FORTHCOMING CONVENTION

(Continued from page 17)

sident Fitzpatrick. An address of welcome will be tendered by His Worship, Mayor Maguire, to the in-coming delegates at 1.30 p.m.

One of the big attractions of the convention will be the opening address of the afternoon by the well-known expert, Frank Stockdale. His address will be on the subject "Making the dollar work faster," to be followed by a half-hour's discussion by the convention. The second subject will be "Creating business by better window displays." The speaker to handle this subject is not known at this time, but it will be a live subject in which all dealers are interested. "Making your advertising suit your business and locality," is the third subject to be handled by a man who ought to know it thoroughly. The advertising manager of the J. L. Hudson Co. Inc. of Detroit will handle this subject.

Wednesday Program

W. Hern, Stratford, will take charge of an interesting subject during the Wednesday session. "Making difficult sales easy," is something all dealers would like to know about, and Mr. Hern promises some original touches in connection with it. Another subject for whom a definite speaker has not yet been selected is "The Men's Furnishing situation." Two very well known manufacturers of clothing are to take subjects during this day. "Closer cooperation between retailer and wholesaler," will be the subject of an address by Lyon Cohen of Montreal who needs no introduction to Canadian clothing retailers. Neither does William Leishman of Toronto who will speak on the subject "As I see the ready-to-wear clothing business for 1922."

There are other subjects which have not yet been definitely decided upon and cannot be mentioned at this time. Of course, there will be the usual question box, and there will be three or four subjects of current interest to be discussed for ten or fifteen minutes.

Evening Banquet

According to custom, there will be the usual closing banquet in the evening at which there will be a good deal of fun, some good things to eat and a lot of entertainment. This feature of the convention is being handled by energetic men who are leaving no stone unturned to make it a happy and successful termination to the two days' convention.

W. F. Dineen of the Ansley-Dineen Hat & Fur Co. Ltd., Toronto, has left for England on a five weeks' business trip.

New Revolving Tie Rack Helps Sales

Dave Livinson of Montreal Promotes Neckwear Sales By Ingenious And Simple Invention—Shows 168 Ties At Once By Touching One Rack—New Advertising Idea Evolved From Popular Game of Put And Take.

A DISPLAY of neckwear which was notable both from the view point of the arrangement of the various styles and the equipment employed was featured this month by Dave Livinson of Montreal, who is fast earning a reputation for himself in relation to original ideas of merchandising men's wear. The neckwear idea in question was invented for several reasons, first for the easier display of the various styles of ties, second, to prevent the theft of odd neckwear during the crowded hours, and third, to get away from the usual style of display racks, which are always so similar in appearance in most haberdashery stores.

168 Ties at Once

Mr. Livinson decided to make his racks look different and proceeded to place seven of the circular revolving type in a row, upon a low fixture, just high enough to bring the ties at the level of a customer's eyes. The seven racks were then connected by means of a strong but slender cord which was twisted around each one alternately in a connecting endless chain. The cord was kept in an elevated position by means of hooks placed between each rack, so that there was no chance of its slipping down and falling off. The arrangement of the cord was so adjusted that by a mere touch of one rack, the entire seven began revolving and as each rack held 24 ties, this meant that with each revolution of the racks, the customer saw 168 ties at once, and could tell at a glance which rack-full of ties interested him most. One rack for example would hold striped ties, another, dotted ties and so on, and the whole display was priced at \$1 apiece. Mr. Livinson says that when a customer is about to leave the store, and has reached the door, he has only to touch the revolving racks to get that customer interested in a second. He can see and handle the ties so easily and the moderate price is so attractive while the range of styles is so great, that it very rarely happens that a sale is not made.

Used Waste Space

The space occupied by the ties was waste space formerly, being too near the front door to be used for counter fixtures, and so the present arrangement just fits the occasion, since the low fixture underneath can be used for reserve stock, and boxes containing reserves of the ties displayed are used as support for the racks, enabling the staff to replenish vacant spaces in a second.

It is not so easy for those persons who occasionally are quick enough to snatch a tie off a display rack and into

PUT

1

TAKE

2

ALL

ANTE

GET YOUR
PROSPERITY COLLAR
AT
DAVE LIVINSON
HABERDASHER
Gayety Theatre Lobby Montreal

GET YOUR
STRATTON COLLAR
AT
DAVE LIVINSON
HABERDASHER
Gayety Theatre Lobby Montreal

GET YOUR
IDE SHIRTS
AT
DAVE LIVINSON
HABERDASHER
Gayety Theatre Lobby Montreal

TAKE

3

PUT

5

TAKE

THE POT

GET YOUR
IDEPOINT COLLAR
AT
DAVE LIVINSON
HABERDASHER
Gayety Theatre Lobby Montreal

GET YOUR
GLENMORA COLLAR
AT
DAVE LIVINSON
HABERDASHER
Gayety Theatre Lobby Montreal

GET YOUR
CROFUT & KNAPP HAT
AT
DAVE LIVINSON
HABERDASHER
Gayety Theatre Lobby Montreal

Devotees of the exciting game of "put and take" will appreciate the reproduction of six cards shown above, for the game may be played with cards as well as with the little copper cube that is used.

their pockets, to do so unperceived, as each tie is displayed in a section by itself, with no overlapping and therefore the sight of an empty space would indicate that a theft had occurred, because anew tie is always put in place before any sale is made.

The Regular Display

On the opposite side of the Livinson store there is another neckwear display as well, but in this case the outstanding feature is the uniformity of effect created. Down the entire length of the long counters which line the right hand side, are placed the usual "T" stands on which the higher priced ties are arranged. These are of many different types of course and to avoid an appearance of a promiscuous jumble of colors, patterns and shapes, Mr. Livinson has emphasized the uniform note in display, to such an extent that there seems to be a curtain of smart neckwear all down one side of his shop. Neckwear is one of the specialities of the store and the window display during the holiday season was noteworthy by reason of the smart arrangement of the new dotted Irish poplin ties, neatly displayed with

the newest collars and other furnishings. The show card used was hand colored and represented a perfect apple, under which was printed, "A PIPPIN!"

Novel Style of Advertisement

A novel method of getting publicity for the store is being tried out by Mr. Livinson at the present time. With each purchase that is made, a new card game is presented, being a card arrangement of "Put and Take" which is so popular with everybody. There are 15 cards to the set, each about 3 x 2 in size and printed with the various instructions such as "Put Three" and "Take the Pot," and on each card the admonition to "Get your shirts, hats and collars at Dave Livinson's store in the Gayety Theatre Lobby, Montreal," is prominently noticed. Nearly everyone knows how to play the game, says Mr. Livinson, but if they don't, they will telephone in to the store and ask for instructions. Customers often ask if they can have a set and so the staff now places one pack in each envelope used to wrap up goods purchased to be discovered as a sort of surprise when the purchase is opened.



The Home of
“TIGER BRAND”
 Heavy Elastic Rib Underwear
 For Men and Boys

Representatives are now out, featuring our samples for Fall, 1922.

It is a well-known fact that our several lines are the best value on the market and have been for many years.

The Galt Knitting Company, Limited

GALT

Manufacturers of Underwear
 and Knitted Specialties

ONTARIO

Agents:

ONTARIO—

J. E. McClung, Toronto.

QUEBEC—

P. DeGruchy, Montreal.

MARITIME PROVINCES—

Fred S. White,
 St. Stephen, N.B.



TIGER BRAND

WESTERN PROVINCES—

Hanley, MacKay Co.,

Winnipeg.

BRITISH COLUMBIA—

Hanley, MacKay Co.,

Vancouver, B.C.



*For the highest
QUALITY—*

ATHLETIC UNIFORMS

*at the
LOWEST PRICES.*

Place your orders with

A.W. MOYER & CO.

124 KING ST. W. TORONTO.

Manufacturers of

Complete Uniforms for Baseball, Hockey, Soccer and Rugby, also Gymnasium and Basketball Jerseys and Knickers, Boy Scout Uniforms, all wool Bathing Suits and Swimming Trunks, Girls' Middy Blouses and Gymnasium Bloomers, and a full range of White Duck Clothing.

Write for prices

We will give your enquiry prompt and careful attention.

Your Spring Displays

will be many times enhanced by the use of artistic appealing

Dale Wax Forms and Fixtures

There is a DALE form or fixture to display every kind of merchandise.

*Write for our
new catalogue*



Dale Wax Figure Co., Ltd.

86 York Street, Toronto, Ont.

AGENTS:

E. R. Boller & Son, 501 Mercantile Bldg., Vancouver
O'Brien, Allan & Co., Phoenix Bldg., Winnipeg
P. R. Munro, 259 Bleury St., Montreal.

ATLANTIC
UNSHRINKABLE
The **UNDERWEAR**
that Overwears 34
ATLANTIC UNDERWEAR
LIMITED
MONCTON - - N.B.
E. H. Walsh & Company
Montreal & Toronto
Selling Agents for Quebec, Ontario and Western Provinces



ART CLOTHES

COOK BROS & ALLEN LIMITED

Is your investment in ready-to-wear clothing paying you a reasonable return on your investment?

One of our customers writes:—

At no time during this year has my ready-to-wear clothing department shown results that its quality entitles it to either from a point of view of turnover or profit.

I have examined very carefully the causes that seem to have brought this about and have come to the conclusion:—

First:— That my regular and best customers are now buying Art Clothes made to measure —

Secondly:— I am not in a position to carry a sufficiently wide variety of ready-to-wear clothing to give customers a diversified choice —

Thirdly:— My average investment in ready-to-wear clothing is around \$4,000.00 and for the nine months ending October 30th I find the net return on this investment is only 1¼% while other departments show profits from 10 to 20% net, which means that other departments are being starved to finance a department that from a profit-earning point of view is not worth house room. Consequently, I have decided to cut my stock away down or clear it out entirely in favor of Art Clothes made to measure and intend to push your line to the utmost limit —

It may be that an analysis of your business will reveal a similar situation—THINK IT OVER!

Spring, 1922, samples are ready—if you are interested, write us.

COOK BROS. & ALLEN

LIMITED

TORONTO

473-489 College Street

*Builders of
Good-Will*

Good Times Just Ahead

PROSPERITY is within our reach in Canada.

All we need to have and to hold it is a sane, sure grasp on its simple elements.

They are Industry, Integrity, and Faith.

These are the cardinal virtues of human relations. They are the underpinnings of healthy, natural business life and the foundation of a wholesome social system.

They are the fountainhead from which Progress springs. A well-known business economist has called them the "Fundamentals of Prosperity."

Your purchases are an expression of Faith. They are evidence of your Industry. Make them confidently from business institutions of Integrity.

Buying is the backbone of prosperity. An active market means more employment, steadier earnings; benefits are passed around.

Wise spending gives stability to earning and for that reason is far-sighted thrift and sound economy.

The call of to-day is for cheerful thinking, willing working and constructive action by you—everybody—NOW.

To-morrow's change for the better will come about through the combined efforts of each and every one of us.

By sheer force of numbers and co-operation, by the high power of heart and mind, we can put Business on a firm, stable basis.

We can do this because all of the material factors making for better business are right.

Let us link our faith with industry, our vision with courage, and forge ahead.

Let's make an uncommon effort toward a common end—Good Times.



To see the Spring line is to know why Lion Brand will move fast, workmanship, fit, style, quality, every worthwhile selling point is embodied in this line.

You've only to see the line to be enthused with it.

You can beat price competition by Quality Goods.

The JACKSON MFG. CO., LTD.

CLINTON, ONTARIO

Factories at Clinton, Exeter, Goderich and Hensall

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 House

To The Retailers of Canada

Good Clothing
Made in
Toronto

See our Exhibit at Booth 37
King Edward Hotel when at-
tending the Convention.

It will pay you to examine
our products. No obligation
to purchase.



THE PUNCHARD-BIRRELL CO.

549 King Street West
TORONTO

TAYLOR-BRASCO LIMITED

COPPER STORE FRONTS

A store with a Copper Front is unique, attracts customers and suggests sales.

Every ambitious merchant who wishes to increase his business will not neglect his store front which is his best advertisement and best salesman.

Take advantage of the experience of a firm that has made Store Front designs a special study. You only build one or two store fronts in a life time, why take a chance? It will pay you to write us to-day if you are not satisfied with your store front.

Taylor-Brasco Limited

Landed Banking & Loan Bldg.

HAMILTON, ONT.

==
COMBINE

Judicious sales
efforts with a
stock of--

Crown
Pants

For Better
Business

During 1922

==

A Prosperous Year for everyone

Is our sincere wish; but not content to merely sit back and wish it, we have prepared a range of Pants that will compel the class of attention that will result in greater sales. They are made from the finest fabrics faultlessly styled and tailored with the class of workmanship that have created the reputation established by

Crown Pants

for Outing Trousers—Dress Pants—Work Pants as well as a general range of Boys' Bloomers in good strong wearable materials at exceptionally low prices.

Our travellers are now out in their respective territories and will call upon you with a full line of samples. We will be pleased to mail you samples on request.

CROWN PANTS COMPANY

322 Notre Dame West

Montreal, Que.

See Us At The Convention



Dealers who wish to offer their customers the most economical values in shirts, overalls, bloomers, trousers and shopcoats for spring will find the "Arm and Hammer" a sufficient guidepost to satisfactory selling.

See these "Arm & Hammer" lines when you are in the city for the Retailers' Convention to be held at the King Edward Hotel. Our booth is No. 1, Pompeian Room. We also invite you to call around to our showrooms on Bathurst Street and inspect our lines.

The J. A. Haugh Mfg. Co., Ltd.
TORONTO, CANADA

Manufacturers of the famous "Arm and Hammer" Shirts, Overalls, Bloomers, Trousers and Shopcoats



"FOUNTAIN BRAND"

Satisfactory
and
Economical

PURE IRISH LINEN THREAD
Manufactured by
Island Spinning Co., Ltd.
Lisburn, Ireland

Do you not consider your workmanship worthy of the BEST? Then use our strong, non-snarling thread.

One trial will convince you of the wisdom of this advice.

Samples and quotations on request.
Sole Agents for Canada

WALTER WILLIAMS & CO.
LIMITED

MONTREAL, 508 Read Building
TORONTO QUEBEC VANCOUVER
20 Wellington St. W. 553 St. Valer St. 217 Crown Building

Could you retire in 20 years?

Perhaps you don't want to—but all the same it is a very pleasant feeling to have enough gilt-edged securities tucked away that if business does get troublesome you haven't the slightest worry.

The big point is this—profit is not profit until it is safely invested and bearing interest. There is so much of the average merchant's earnings that are frittered away in non-essentials, when he might create an estate separate from his business load.

THE FINANCIAL POST points the way to safe, sane investment in sound securities. Through the Investors' Enquiry Service you get the bed-rock facts behind any and all investments. Before you buy—write.

The \$5.00 invested in **THE FINANCIAL POST** service for a year will mean hundreds of dollars to you, if you follow the hints, tips and suggestions in the investment of your profits. When so many merchants have found its pages valuable to them, will you not fill in the coupon and find out for yourself just how valuable **THE FINANCIAL POST** can be to you?

THE FINANCIAL POST,
143 University Ave.,
Toronto, Ont. 1922

On the understanding that **THE FINANCIAL POST** holds just the facts I need for safe investment, you may send me a recent issue. If I decide not to take it, I will write you within five days—otherwise you may bill me for \$5, subscription price for one year.

Name

Address

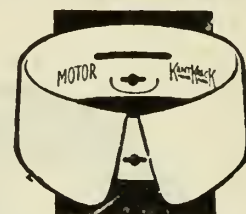
Our Policy

The Golden Rule



12 to 19

Begin The New Year Right



12 to 18½

by always keeping your **KANTKRACK** collars well displayed—their economical features alone make them fast sellers.

A Saving of Three Cents a day in laundry bills is a saving well worth considering these days.

KANTKRACK collars are guaranteed to give satisfaction and linen-like in appearance and always up-to-date in style.

ONE GRADE ONLY AND THAT THE BEST
Made in Canada

Parsons and Parsons Canadian Limited

Est. in U.S.A., 1879

HAMILTON, CANADA

Est. in Canada, 1907

INDEX TO ADVERTISERS

<p>A</p> <p>Acme Glove Works, Limited..... 15-16</p> <p>Atlantic Underwear, Limited..... 50</p> <p>B</p> <p>Beekel, G. A. 56</p> <p>Bradford Dyers' Asso., Ltd., The..... 12</p> <p>C</p> <p>Cluett, Peabody & Co. of Canada, Ltd... 1-2-3-4</p> <p>Cook Bros. & Allen, Limited..... 51</p> <p>Coppely, Noyes & Randall, Limited..... 13</p> <p>Crown Pants Company..... 54</p> <p>D</p> <p>Dale Wax Figure Company, Ltd..... 50</p> <p>Dods Knitting Company, Ltd., The..... 9</p> <p>F</p> <p>Forsyth, John, Limited..... Front Cover</p> <p>G</p> <p>Galt Knitting Company, Limited..... 49</p> <p>H</p> <p>Haugh Mfg. Company, Ltd., J. A..... 55</p> <p>Hickok Mfg. Company, Ltd., Inside Front Cover</p> <p>J</p> <p>Jackson Mfg. Company, Ltd..... 52</p> <p>Jones Bros. & Company, Ltd..... 11</p> <p>L</p> <p>Leishman, Wm. H. & Co., Ltd..... 11</p>	<p>M</p> <p>Moyer, A. W. & Co..... 50</p> <p>N</p> <p>Niagara Neckwear Company, Limited.... 5</p> <p>O</p> <p>Oxford Clothing Company, Ltd..... 10</p> <p>P</p> <p>Palm Beach Mills..... 8</p> <p>Parsons & Parsons Canadian, Ltd..... 10-56</p> <p>Punchard-Birrell Company, The..... 53</p> <p>R</p> <p>Raven, Wm. & Company..... 52</p> <p>S</p> <p>Stifel, J. L. & Sons..... Inside Back Cover</p> <p>T</p> <p>Taylor-Brasco, Limited..... 54</p> <p>Tooke Bros., Limited..... Back Cover</p> <p>Tutt Clothing Company..... 7</p> <p>Turnbull, C. & Company, Ltd..... 6</p> <p>W</p> <p>Walter Williams & Co., Ltd..... 55</p>
--	--

G. A. BEECKEL
REGISTERED
Designer of high grade men's and
young men's patterns to the
clothing trade.
200 Drummond Bldg. Montreal

Make Your Work Clothes Out Of *This* Cloth

Your jobbers and dealers are hungry for any kind of Work Clothes made out of Stifel's Indigo Cloth.

They ask you for them—*because* they know garments made out of this cloth have a faster turnover and hold customers *satisfied*.

All the big Overall and Work Clothes manufacturers use this famous cloth for their famous brands—because it helps sell their line and because its **STRENGTH** of fabric and color has made it the standard for over 75 years.

Another thing about Stifel's Indigo Cloth:
the trade mark is advertised.

This trade mark stamped in the cloth will add *selling power* to your own trade mark on your garments.

Your customers are going to ask you for Work Clothes made of this great cloth. We'll be glad to tell you more about it any time you write.

Look for this boot-shaped trade mark stamped on the back of the cloth. It's your guarantee for *Strength*.



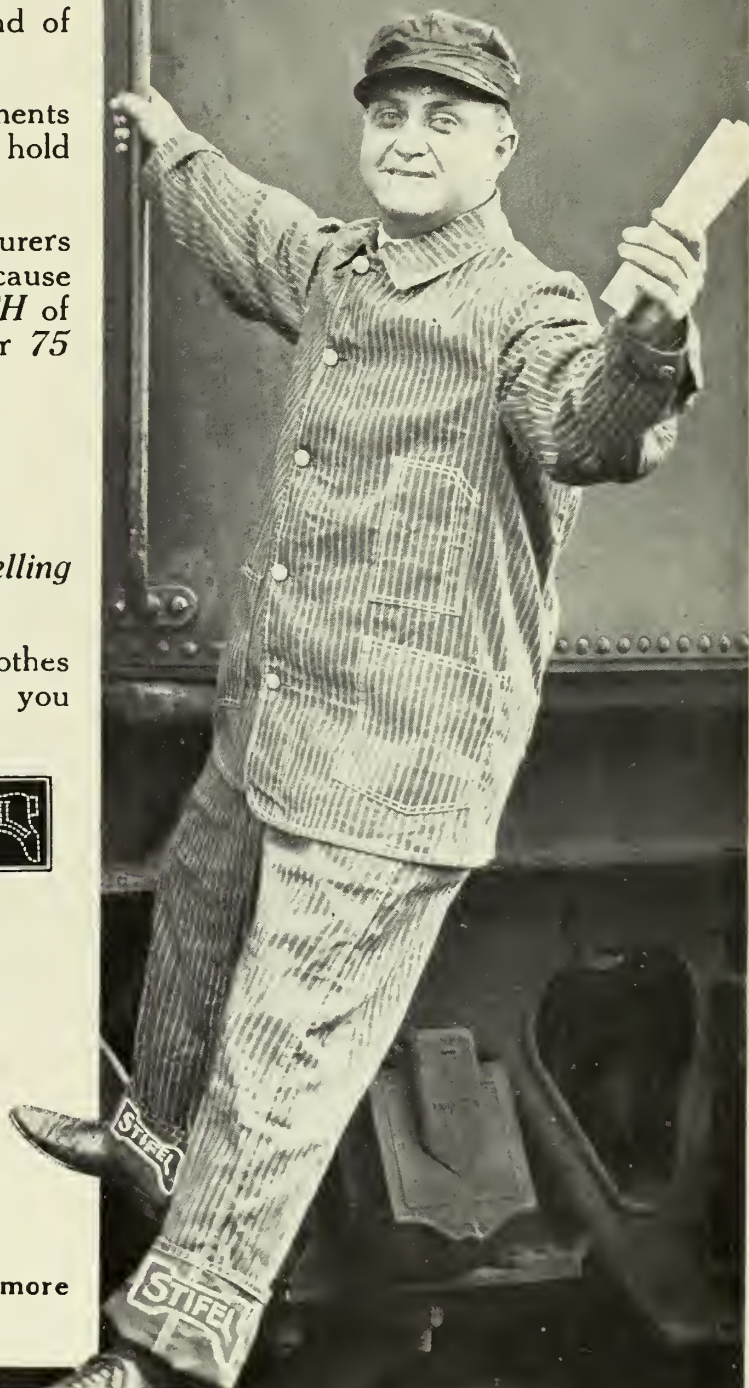
Stifel's Indigo Cloth

A sturdy tough weave dyed a beautiful fast blue. And specially printed so that the white dots of the stripes and other patterns will not break. Write for samples.

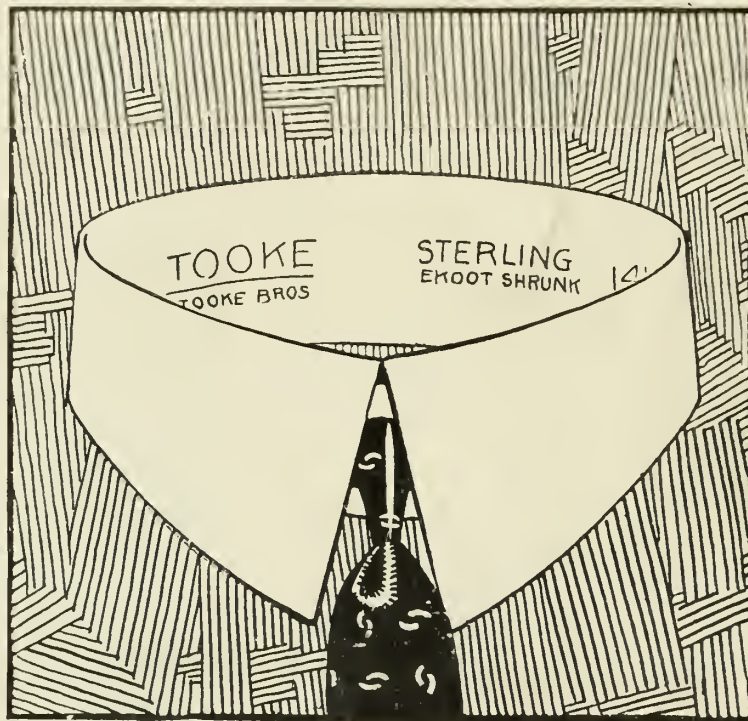
J. L. STIFEL & SONS
Indigo Dyers and Printers
Wheeling, W. Va.

New York

Baltimore



"Look for Tooke"



TOOKE STERLING

An Accepted
Winter Collar

Band 1- $\frac{1}{8}$ Points 2- $\frac{3}{4}$ $\frac{1}{4}$ Sizes

It's about as hard to keep Sterling in the back-ground as it is to keep a good man down.

Sterling has all the style, comfort and wearing qualities a real Winter collar must possess.

Immediate Delivery from all Branches

Priced \$1.90 the Dozen.

TOOKE BROS., LIMITED

Shirts, Collars and Neckwear

MONTREAL

Toronto

Winnipeg

Vancouver

MEN'S WEAR REVIEW

Vol. XII. No. 2

THE MACLEAN PUBLISHING COMPANY, LIMITED
PUBLICATION OFFICE: TORONTO, CANADA

February, 1922



The Guaranteed

Forsyth

Shirt

The logo for Peck's, featuring the word "Peck's" in a stylized, black, cursive font. The letter "e" is replaced by a solid orange circle.

DUE to conditions prevailing last Fall your Spring placing order may not have been large enough to cover your requirements. Let us help you out. We carry large stocks in Montreal, Winnipeg and Vancouver and can make immediate delivery of wanted goods.

John W. Peck & Company

LIMITED

Montreal Winnipeg Vancouver

C L O T H I N G

MEN'S

YOUNG MEN'S

BOYS'



NOW!

“KING” SUMMER
SUSPENDERS

To Retail Profitably at 50c

Last year many were disappointed
because of late deliveries.

Order now and make sure this year.

SOLID BRASS, RUST-PROOF METAL PARTS.
EXTRA QUALITY SWEAT-PROOF WEB.

Packed Individually in Striking Counter Display Box.

NATIONALLY ADVERTISED.

Two or Four Point Style

LOOK FOR NAME “KING” ON BUCKLES!

The KING SUSPENDER & NECKWEAR Co.
TORONTO CANADA



In the Keen Competition of 1922

The Shirt business will go to the man who can offer the triple combination of *Newest Fabrics, Authoritative Styles* at an *Economical Price*.

The "LANG" Line for Spring

embraces fast-moving numbers, which are designed to be as popular as their price—and that's the very pinnacle of popularity.

Particular attention is called to the numbers which have separate collars or attached collars, the collars will fit the shirts, the shirts will fit the collars—and the complete garment perfectly fit the wearer.

In all sleeve lengths, with your label, if so desired.

The Lang Shirt Co. Limited
Kitchener, Canada

Newest Styles : : Greatest Values



Hand Tailoring

Superior Quality

Men's and Young Men's Hand Tailored Suits that will secure you a reputation for smart apparel at reasonable prices.

Our men are now showing our range for Spring. Be sure to see our samples and place your order early.

TUTT CLOTHING CO.

MAKERS OF FINE CLOTHES



21 Dundas Street East
Toronto, Ontario

BUYERS SHOULD VISIT
 THE TWO
**GREAT BRITISH
 TEXTILE
 EXHIBITIONS**
 TO BE HELD IN THE
 SPRING of 1922 in
LONDON
 ENG.

Tickets of admission can be
 obtained from the office of
 this paper.

at the
 ❖ ROYAL ❖
 AGRICULTURAL
 HALL, LONDON

CLOTHING & WOOLLEN TRADES
 CLOTHING & WOOLLEN TRADES
MAR. 28-AP. 7
 DRAPERY & TEXTILE TRADES
APR. 24-MAY 5

ORGANISERS :-
 INTERNATIONAL TRADE EXHIBITIONS LTD
 BROAD STREET HOUSE, NEW BROAD STREET LONDON, E.C.4

CABLES : PROMENADE, AVE. LONDON
 ESTABLISHED 1894

Dods-Knit Beaver Fleece

For Men, Women and Children



*See this Trade Mark on
every garment*

Selling Agents

Ontario and Western Canada:

R. Reade Davis,
Manchester Building,
33 Melinda Street,
Toronto, Ontario.

Quebec and Maritime Provinces:

William C. Forster,
128 Bleury St.
Montreal, Quebec

AS A RESULT of many suggestions from the trade, that we extend our Dods-Knit Beaver Fleece lines, we are pleased to announce that our selling agents are out in their territories, with a full line of Dods-Knit Beaver Fleece, which includes—vests, drawers, combinations and bloomers for ladies, and waists, bloomers, vests, drawers, combinations and sleepers for children.

The samples being shown also include the usual Beaver Fleece quality lines in two-piece and combinations for boys and men.

Our representatives are also showing very fine samples of Dods Scotch and Elastic Knit, guaranteed 100% pure wool, and Dods Merino.

You would do well to see them. Every garment will carry the new trade-mark—our guarantee that the quality is there as always.

(Sold Wholesale Only)

The Dods Knitting Co. Limited

Orangeville

-

Ontario



There is only one make of knitted underwear made in Canada that is *reinforced at all wearing parts.*

That is

“CEETEE”

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK



Our travellers are now on the road with new samples and prices—with a full line of CEETEE and Turnbull's Ladies', Children's and Infants' garments.

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

Made only by *Turnbull's* of Galt, Canada





Make sure that you get the Genuine in order that you may give your Customers the Genuine

It is well to remind Merchants and Manufacturers that "Cravenette" Regd. is a *process—not a fabric*.

Any cloth which has been made *shower-proof* by the "Cravenette" Regd. process is a "Cravenette" Regd. cloth.

Any coat made of cloth shower-proofed by the "Cravenette" Regd. process is a "Cravenette" Regd. coat.

All genuine "Cravenette" Regd. goods bear this mark—either on every yard or inside the garment. When you order "Cravenette" Regd. Cloth or Coats, see that they carry the "Cravenette" Regd. trade mark.



THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER
6 OXFORD ST.
5^T PETERS SQ.

BRADFORD
DEPT. 43
39 WELL ST.

LONDON
128 & 129
CHEAPSIDE, E.C.2

BDA
(COPYRIGHT)



Start Right Now

LEISHMAN MADE TO MEASURE
CLOTHING IS RIGHT IN EVERY
PARTICULAR AND WILL SATISFY
PARTICULAR MEN.

In every community there are men who prefer to wear clothes that are specially tailored to meet their individual tastes.

Leishman Made-To-Measure System makes it easy to give every man the sort of style and fit he requires.

*A few points yet open for
special order Agencies.*

Wm. H. Leishman & Co.,

Limited

192 Spadina Avenue - Toronto, Ontario

Makers of the Best Tailored Garments for Men

Men's Wear Review

VOL. XII.

FEBRUARY, 1922

No. 2

Unique Method of Cutting Overhead

Problem Of Overhead Is Problem Of Maintaining Efficiency And Morale Of Sales' Organizations—Present Conditions Survival Of Salesmanship As It Is Survival Of Individual Businesses—An Extra Week Of Holidays A Month Without Pay

PUTTING down overhead expenses without striking at the effectiveness of the sales' organization or interfering with their morale is one of the problems being faced by the retailer during this year. It is not the easiest thing in the world to do; yet most dealers recognize that it is a year when overhead has to be reduced if the balance sheet at the end of the year is to show a fair percentage of profit on the year's business. There are many ways of reducing this overhead. Not a few dealers are scanning their premises to see if there are not some waste spots here and there that might be turned to useful purpose, such as adding a couple of new lines that will bring profit without any additional, or much additional expense in the way of a sales' staff. Some are cutting down the salaries of their staffs, explaining to them that the surest way to get back to normal times is to reduce the costs of production so that the selling price may be more appealing to the customer and he will come into the market to purchase his legitimate requirements. One way of doing this, they say, is to reduce salaries commensurate with the lowering cost of living. Again, dealers who have been giving bonuses are discontinuing them; or others who have been granting commissions on sales are either reducing the commission percentage or cutting them off altogether. Some are reducing the cost of an extravagant delivery service that developed during the very prosperous years of 1919 and 1920; others are making the fatal mistake of cutting down their advertising to such an extent that it is almost extinct. It is safe to say that this problem of overhead will be one of the outstanding, if not the outstanding problem of the year 1922.

Extra Holidays

With the first of the year, a certain dealer known to us decided to confront this problem, keeping in view the desirability of maintaining the efficiency of his sales' force as well as the personnel. He did not want to cut salaries; he did not care to dismiss any of the members of his organization because, naturally, he believed it to be a good one, built up

with extreme care. At the same time, he felt that something had to be done to cut down overhead and he knew that the members of the sales' force would listen to reasonable propositions and would assist in every possible way to meet an outstanding problem of the year.

A Conference

The head of this firm believes that the most successful way to get at a problem is to come to close grips with it.

He, therefore, called the members of the sales' force together in conference. He talked to them. He told them he had always felt kindly disposed toward every member of the staff. He said it was obvious to all of them that business was much harder to get at the present time than it had been during the prosperous years of a couple of years ago. Reducing overhead, he said, was one of the big problems and, naturally, they were looking to him to meet this responsibility and wondering in what way he would meet it.

They Must Share It

He wanted to make the point a strong one, however, that they must help face this responsibility as well as he. Business could not be conducted as it had been during the years 1918-19-20. If it were, they must go under. Such methods had to be gotten away from. Business to-day was the survival of the fittest. It was not only the survival of the fittest for firms but for salesmen as well. He told the members of the staff that he received frequent telephone calls from people who wanted their jobs and who would take them at a smaller salary than he was giving them. This, he did not want to do; but he still pointed out that overhead had to be reduced. It was either a case of reducing the staff by dismissals or coming to some arrangement whereby the present staff could be maintained on the same standard of wages.

How it Was Done

Not only the head of the firm, but every member of the staff was anxious to maintain the personnel of the sales' organization. Dismissals are disorganizing and demoralizing. An atmosphere

of uncertainty, of "what's coming next," is created. A nervousness creeps into the work of the organization that is harmful and may lead to disaster. This must be avoided.

The arrangement arrived at satisfied all the members of the staff. It was arranged that every member of the staff should have a week's holiday for each of the three months of January, February and March. The schedule was arranged in such a way that seasonal departments were not handicapped by an inadequate staff. Of course, these holidays—unlike the regular summer holidays—were without pay.

By this method, the firm is able to cut down its overhead expenses on salaries a good deal during the year. It represents a considerable saving where there is a store with many departments in it. At the same time, the sales' organization is entirely satisfied with this method. And that is a good deal to be thought of these days. They not only feel that they are doing something to help their employer meet a perplexing problem, but they feel that they are making a slight sacrifice that helps another keep his or her job during the twelve months of the year. They are getting a rest that does not hurt them. They put extra "ginger" into their efforts when they come back from their week's rest. The plan seems to be a good one because it does all that it is intended to do—cuts down overhead and maintains the efficiency and morale of the entire sales' organization.

BELLEVILLE MERCHANT

GENEROUS TO CHARITIES

Belleville, Jan. 12—Thomas Ritchie, a Belleville merchant, who died some weeks ago, left an estate valued at \$126,547, from which he made unusually large bequests to charity.

The sum of \$40,000 is given to the Women's Christian Association to erect a nurses' home in connection with the local hospital, and \$20,000 to extend the work of the hospital; \$15,000 to the Children's Aid Society; \$10,000 to Albert College; \$12,000 to the city for playgrounds; and \$100 each to twelve employes, and part of the residue to the aforementioned charities.

Gives Full Account of Stewardship

President R. F. Fitzpatrick Reviews Work of The Executive of Clothing Section of R. M. A. at Annual Convention—Says Year Has Been One of Liquidation of Stocks—The Matter of Taxation Recalled—Various Matters Dealt With Helped Retailers All Over Province

IN OPENING the convention of the Clothing Section of the Retail Merchants' Association held at the King Edward Hotel on February 14th and 15th, President R. F. Fitzpatrick gave an account of the stewardship of the executive during the year. He spoke as follows:—

Gentlemen:

As president of your association it is my privilege this morning to welcome you here to take part in the deliberations of our convention, which is the third in the history of our association. Toronto because of its central location, has been favored with all three conventions and we appreciate the honor. It was, however, particularly desirable to meet here this year in conjunction with the textile manufacturers who are staging an exhibition of their products which is really a credit to their different associations.

Liquidated Stocks

These firms who are associated in the manufacture of Canadian-made products are desirous of demonstrating to the trade the high standard of quality and style of their goods and they have spared no expense, as you have seen, in displaying their merchandise on this entire floor for our inspection. Eighty-five firms are co-operating in this great undertaking which promises to reach very large proportions in years to come and it is up to us as retailers to make the most of this opportunity to visit the different exhibits and obtain first-hand information as to the styles and fabrics that will be worn during the coming seasons. A year ago the average retail merchant was not so interested as he is to-day. We all had heavy stocks and we were not in a position to buy largely, but from all reports it has been a year of liquidation of surplus stocks—winter overcoat business in the majority of towns and cities was extremely good and very few of these garments will be carried over with the result that the majority of merchants find themselves in a position to go out and do their regular placing for fall merchandise which will necessitate the factories running at full speed to cope with the demand. This is our contribution to this great co-operative plan inaugurated by the advisory committee to the government on unemployment on which I have had the honor to represent you during the past eight months. That committee felt that the only sane way to deal with unemployment was through normal channels. It simply means that if business generally is to get back to normal within a reasonable length of time all branches of trade and industry

must co-operate; labor must co-operate by giving greater production or by taking a reduction in wages; wholesalers and manufacturers must co-operate by marketing their product at the lowest possible cost; banks and financial institutions must co-operate by lending money more freely and at a moderate rate of interest and which is, perhaps, most important; banks, insurance companies' corporations, firms and individuals can co-operate by going ahead with their building plans in 1922 that have been held up indefinitely owing to excessive costs of building materials. We all feel satisfied that prices in the majority of cases are down now to a reasonable basis, particularly so, in regard to most lines of retail merchandise. Good clothing can be bought to-day at fifty per cent. less than the peak price of 1920. The retail merchants of this province and in the whole Dominion acted very wisely by taking their losses and reducing their stocks to a minimum and have been rewarded by increased buying on the part of the public. You can easily see the ultimate effect of this co-operative movement and I personally feel the government was justified in granting an appropriation to carry on their recent advertising campaign which clearly showed us our responsibilities as citizens of this great province. It has helped to restore confidence in the minds of the public and point out to them that they too, had a duty to perform by buying their normal requirements now, thus creating a fresh demand for manufactured articles which would ultimately start the wheels of industry turning.

The clothing and mens' furnishing branch of the Retail Merchants' Association is one of the most active in this Province, and through our most energetic secretary, W. C. Miller, much needed legislation has been brought about in the interests of the association.

I should like to refer for a moment to a few of the more general activities in which your executive has been engaged during the past year:

Matter of Taxation

A matter that came up early in the year was that of taxation. Our association appointed representatives to present their views at a joint meeting of wholesalers, manufacturers and retailers held at the Prince George Hotel, Toronto, and so well was the retail point of view presented at this meeting which was held at the suggestion of the Ottawa Government that our point of view was carried in respect to the collection of the Sales Tax. There was a concerted effort

made to shoulder the retail trade of this country with the responsibility of collecting this tax. It would have meant that two hundred thousand retailers in Canada would have been put to vast inconveniences and expense in collecting this tax instead of collecting it by the simple system that was adopted largely through the efforts of our association in conjunction with other branches of the retail trade.

Underwear

Let me say that one of the earliest difficulties that came before us was the result of over-loaded stocks of underwear, and the price-cutting on certain branded lines. After retailers had been supplied with their full stocks for the winter of 1920-21, radical cuts in prices were made by certain manufacturers in Canada. This action caused serious losses all over the country. Then again, price-cutting on branded lines has always been an evil. A prominent Ontario retailer asked the executive to take the matter in hand with a view to securing a fairer price that would guarantee a fair profit. The executive felt that a suggested retail price would ultimately weed out the price-cutter, and they sought an assurance from manufacturers that they would co-operate with the organized clothiers and furnishers before fixing this suggested price for next season. Assurance from one of Canada's leading manufacturers of underwear that this concession will be granted has been practically received and I think the retail trade will shortly see the end of a difficulty that has been confronting them for some years back.

Price of Collars

Many complaints reached us early in the year regarding the price of collars. Retailers said they could not make a fair profit on the price charged by Canadian manufacturers. We immediately took the matter up with the different manufacturers and in a short time, as you all know, the price was reduced and a fairer margin of profit allowed the retailer.

Four Season Buying.

An important matter handed to us by the retiring executive of last year was that of the four season buying plan. Our esteemed friend and past president, Mr. Ed. Mack, was sponsor of this movement. Following his address at the last convention of Ontario clothiers, we sent out a questionnaire on the matter; we conferred with manufacturers both here and in Montreal, and we urged upon retailers the advisability of careful buying during the year so that stocks might be reduced and the retail shelves cleared for the incoming merchandise at the lower prices. I believe I am right in saying that the agitation carried on by your executive has had beneficial results. Stocks to-day are very clean and the retailer in a much better position to carry on his business during the present year than he was at the beginning of 1921.

Manufacturers Selling Retail.

An outstanding and vexatious evil in the trade for many years has been the practice of clothing manufacturers to sell retail, thus coming into conflict with legi-

(Continued on page 32)

“Up to Standard Not Down to Price”

W. Thow Munro, Chairman of Scottish Woollen Trade Mark Association Delegation Outlines Objects of Association And Their American Visit—Visitors Given Complimentary Banquet by Canadian National Newspapers and Periodicals Association at King Edward Hotel

WHAT the Scottish Woollen Trade Mark Association have in view in sending representatives of their membership on a tour through Canada and the United States was told by their chairman, Thow Munro, of Munro & Co., Ltd., Edinburgh, at a complimentary banquet tendered the delegates at the King Edward Hotel on January 27th, by the Canadian National Newspapers and Periodicals Association. This delegation has been on this side of the water for several weeks and at this banquet met representative members of manufacturing, wholesale and retail organizations of Toronto. In the absence of the president of the C. N.N. & P.A., H.T. Hunter, vice-president, occupied the chair. In a few introductory remarks he pointed out that the objects of the two associations were the same—to create a certain standard to which members must subscribe before they were eligible to membership in the association. He regretted that their tour in Canada did not take in many of the smaller and more representative sections of the country where there were towns of three to five thousand people and where the volume of business done reflected very well the general prosperity of the country as a whole.

Visit Will Do Good

“I believe your visit to this country will have some effect,” said Mr. Hunter, “on the men who are handling your goods. In handling them, they will associate your personalities with these goods that they are handling. I think it is an advance step in business methods that you have gone to the trouble and expense to make a tour of this country for the sake of protecting the name you have so carefully made for yourselves as manufacturers of woollens.”

W. Thow Munro

The chairman of the delegation, W. Thow Munro, after referring in grateful terms to the hospitality with which the delegation had been met since arriving on this side of the water, proceeded to outline the aims and objects which they had in view in making this trip to America. The Scotch trade, he said, was a trade with a great deal of tradition behind it. They all had a great pride in that tradition and they now had a reputation for producing a very high class and quality of goods. In their activities, they had stretched out into the far corners of the earth, but perhaps they had spent too much of their time in the manufacturing end of it and not enough on the men who actually sell their product. The time



Reading from left to right, front row—Robert S. Hayward, G. W. Gray, Mrs. Hayward, C. J. Glenny, Gilbert Patterson, Jr., W. Thow Munro, Robert Sim and Mrs. Sim.

Behind—F. H. Bisset.

Rear—George Rae, Robert Christie, Robert White, A. J. Sanderson, Tom Ballantyne, W. R. Ovens, Geo. A. Hunter.

—Photo by the “International”—New York.

had come when they realized that this must now be done.

It was the object of the delegation, he said, to find out the exact needs of the Canadian trade and to do so they believed it was far better for them to come here than to find out by correspondence. He felt that the visit of such a delegation would do good. The Scotch trade for the moment may seem dark and gloomy and uncertain and it was difficult to discern the outcome of the slump that had hit them. But so far as this trade was concerned, he believed they had seen the turn of the road and they were around the corner. He would not deny that there were difficult times ahead but felt sure that they had finally reached a stable basis.

Suffered from Imitation

The Scotch woollen trade, continued the speaker, has suffered a good deal from imitations that had been put on

the market. Thousands of yards of materials were sold as Scotch tweeds that were not even made in Scotland. This association has been formed for the purpose of protecting the good name of Scottish woollen manufacturers and while they were not sure that they could overcome this evil altogether, believed that the greater part of it would be stamped out. “We are not going to tamper with any quality,” said Mr. Munro. “We are going to keep up our standards. We have been told that if we would only make something a little cheaper we would do better in this country but I think the English manufacturer has made a mistake in working down to price rather than up to standards. No sane man can meet the competition of some of the firms that have made a settlement and are throwing goods upon the market far below their economic

(Continued on page 19)

Eliminating Lateness in Store Life

The Time Clock Is A Faithful Recorder, As Faithful To The Prompt As To Those Who Are Not—Imposing A Fine For Lateness And How It Worked—Fines Paid By Half Of The Members Of The Organization—A Prize To The Punctual Worth Having

THESE are many clerks who regard the "time clock" as a rigorous schoolmaster whose dismissal by those in authority would not be received with any perceptible evidence of regret. This time clock has the most unpleasant way of always telling the exact truth about their "comings" and "goings." If they are ten, fifteen or twenty minutes late in the morning or after luncheon, the fact is recorded as inexorably as fate itself carries out the will of destiny. There is no escape from its moving hand; its records are exact to the second, and they come before the firm's executive once a week as sure as pay-day arrives.

Also Records the Good

But, like all other faithful chroniclers of events as they move across the stage of life, this time clock also records the good deeds of those whose actions are traced by a moving hand. A clerk who is on time twelve or thirteen times a week is not overlooked any more than the one who is late that number of times. The faithfulness of the clock's record is not divided. And this record, at the end of the week, is also noted by the executive in charge of the making up of the pay envelope. It is also marked by the efficiency branch of the firm; punctuality in the discharge of one's duty is, perhaps, the first step on the ladder of success.

The Firm's Right

We know of a certain firm in Ontario which believed—like many another firm, no doubt—that it had the right to expect the members of the sales' force to be reasonably punctual at their work. Not many of them were dependent upon a street car service to get to their work and, barring accidents or sickness, there was no reason why they should not adhere strictly to their prescribed hours. Yet, a certain carelessness crept in. It was noted that certain members were habitually late—members who had been with the firm for some years. Naturally, such members are regarded by newcomers to the sales' organization as "stalwarts" of the firm and their actions are taken to reflect the spirit of the firm in many matters. The executives of the firm thought the time had come to take action in the matter and to "jerk up," so to speak, some of the members who were taking too great liberties with the time clock and getting away with it without any objections from the firm.

It was decided to impose a fine for lateness. The firm did not wish to

make anything out of this unfortunate habit of some of its salespersons and, therefore, did not decide to deduct this fine from their pay envelope. The staff have a flower and sick committee and it was decided to turn over the fines to this committee to do with it as they pleased. Each member of the staff was allowed to be late once a week; that might happen to the most punctual person in the world and the firm was willing to give the members of the staff the benefit of any doubt. But after that the following schedule of fines was arranged:—

Second time late 10 cents.
Third time late 20 cents.
Fourth time late 40 cents.
Fifth time late 80 cents.
Sixth time late \$1.60
Seventh time late \$3.20
Eighth time late \$6.40.

How it Has Worked

This scheme was started by this firm late in the year 1920. After it had been thoroughly explained to the members of the staff, the official date for the commencement of the plan was an-

nounced. It came into operation shortly before Christmas of that year. For the first week, the firm decided to be generous rather than strictly just and in the pay envelope simply enclosed a little statement telling each member of the staff how it would have worked out in their particular case. One member was told that her fines for the week would amount to \$6.40. But after this one week of grace, the plan has worked out, good or bad for the member of the staff, as the case may be.

It has decidedly improved this habit of lateness that was so apparent before the plan was adopted. A little bit of rivalry has been engendered between all the salespersons and there is a disposition on the part of those who are habitually on time to criticize those who are habitually late. The fines during the last year amounted to about \$75.00, all of which was handed over to the Sick Committee and administered by them as they saw fit. It is noted that the fines are paid by only about half of the members of the staff—these are the real offenders of the law.

To The Good

But while there is a penalty attached to an infraction of this store regulation, there is also a prize to the faithful. The firm has not overlooked the member or members of the staff who are habitually on time at their work. To the person whose record is clean over a given period an extra week's holiday is given with full pay. The records of the store go to show that this coveted prize has been won by members of the staff.

"It has been the best thing of its kind I have ever got hold of," said the head of the firm to Men's Wear Review in summing it up, after he had thoroughly outlined the plan for us.

Fred Farmer, for many years a merchant tailor of Claremont, dropped dead on his way home from the Post Office on February 6th. He came to Claremont forty-five years ago from England.

A convention lasting one week was held by the salesmen of the W. E. Sanford Mfg. Co. in Hamilton, Ont. Salesmen of the firm from Prince Edward Island to Vancouver were present.

Frank R. Newberry, a former furnishings man of Hamilton, dropped dead on his way home on January 23rd. He gave up the men's furnishings business ten years ago to take the agency for the Cadillac motor car.



New garment shown by the Monarch Knitting Co., Ltd. This coat is so full that the weave is not seen at all and it may be used either as an out-door coat or a house coat.

Delegate Says Conditions Improve

F. H. Bisset, Secretary of Scottish Woollen Trade Mark Association, Outlines Conditions in Woollen Industry—Says Scottish Mills Now Running 60 Per Cent. Capacity—Serious Losses Have Been Taken on Account of Cancellations—Promoting Trade In Canada

THE VISIT of the seventeen Scottish woollen manufacturers to Canada and the United States for the purpose of investigating these markets on behalf of the Scottish Woollen Trade Mark Association, which they represent officially, has been duly announced in the press in both countries. The object of the visit of this delegation was in reality for a still greater purpose, namely, to promote more cordial relations between the Old Country and the two great nations on this side of the Atlantic as well as to study the needs of the various markets in order to increase the volume of business in seasons to come.

The scope of the Scottish Woollen Trademark Association is well known, comprising as it does 80 per cent. of the woollen and worsted trade in Scotland, and including 35 manufacturers and 5 important yarn spinners.

British manufacturers have suffered severely from imitators in recent years, and one of the purposes of the delegation is to familiarize buyers on this side with the trade-mark stamped on all cloth manufactured by members of the association. Cloth thus marked is guaranteed "Made in Scotland of Pure New Wool."

Conditions Improved

In discussing the present situation in the Scotch trade with a staff member of Men's Wear Review, the Secretary, F. H. Bisset, pointed out that conditions have materially improved since last May and mills are now running about 60 per cent capacity. Wool prices and labor rates appear stabilized and two wage cuts have been made. British woollen manufacturers suffered more than American producers because over 75 per cent. of their goods are taken by export trade, and the home market never consumes more than 50 per cent of the product. Though few losses were sustained in this country, many merchants lost heavily in South America and other markets where their liabilities were much heavier than those of American houses. British mills were also caught by the slump while at full production, and manufacturers and merchants were loaded with large stocks bought at high prices, whereas American mills had their depression between seasons and the curtailed production resulted in the rapid improvement at the beginning of the year. There have been no failures among the large woollen mills and few of importance in the jobbing trade in Great Britain.

Due to the large export trade British warehousemen and jobbers had large amounts in frozen credits on standing, besides being compelled to carry over the clothing manufacturers who got into difficulties. Mills are compelled to grant long extensions to merchants and are themselves being carried by banks. An example of difficulties in export trade is the situation of one large firm of jobbers which had £800,000 in cancellations from South America. The result of all this is to restrict working capital available for new operations.

Orders during the year from Australia and New Zealand have been excellent and Japan has also bought large quantities for shipment to China. Good business was also done with United States early in 1921. British manufacturers like Americans, are at present shut out of Germany and Austria by the rate of exchange.

"The brightest spot of the year," concluded Mr. Bisset, "was the woollen hosiery trade, which has greatly aided in stabilizing raw wool prices due to unusually large consumptions. Mills are running full time and are booked up to the end of next May."

The delegation arrived in New York on January 10th last and since that time have been in Philadelphia, Washington, Boston, etc., in the States, as well as in Montreal, Toronto, Hamilton, Niagara in Canada. The trip concluded by a visit to Rochester, Cleveland and Chicago while the party sailed from New York on February 14th for home. During their stay in Montreal the party were entertained by the Canadian Association of British Manufacturers and the Montreal Board of Trade as well as the Association of British agents and His Majesty's Senior Trade Commissioner, Mr. Milne.

During the course of the dinner tendered to the delegates by the Association of British Agents in Montreal, W. Thow Munro, the Chairman gave an address which was listened to with unusual interest.

Mr. Munro said that the two main purposes of the delegation in Canada were to become acquainted with business men, and to become acquainted with trade conditions here. He thought it most important that business men from both sides of the Atlantic were getting to know each other more intimately.

"We are, no doubt, insular," said Mr. Munro, "and possibly a little egotistical; and for these reasons we have probably

suffered from insufficiency in supplying the foreign markets. I maintain, however, that the greatest factor in selling is trust in the seller, and I would a thousand times rather be regarded as slow and insular, than not maintain that reputation for integrity which the British business man enjoys."

John H. Shaw, one of the original founders of the British Agents' Association, outlined the work performed by that body during the twenty years of its existence. It was felt that such an institution was necessary on account of the absurd jealousies then rampant among the agents representing British firms in this country. They were now, he said, in close touch with each other, and were able, through concerted action to deal with laws considered unjust or not in the interests of inter-Empire trade. He instanced several cases where the association had protested in this manner, and obtained concessions which had been a great benefit to general trade. In one case—that of the Banking Act—he said that the association had not been successful in its attempts at amending this law. He thought that the shipper of goods should have the priority of right of payment, and that the hypothecation of goods by the banks was not a fair measure.

Black Eye to Credit

"It is no good mincing matters," said the speaker, "there are some of our laws which give a great big black eye to Canada's credit."

F. H. Bisset, secretary of the Scottish delegation, in a witty speech, said that the clothing industry, which his group was representing, was as necessary as food—even though the opposite sex seemed doubtful about it just now. He was glad to be among countrymen after two strenuous weeks in the United States, but he felt that good relations between all the English-speaking peoples were essential to the trade and the civilization of the world.

Brief addresses were made by Mr. G. T. Milne, H. M. senior trade commissioner in Canada; Messrs. C. J. Glenny and J. Laffoley, president of the Dry Goods Association of Montreal. The arrangements were in the hands of J. Hugh Peattie, honorary secretary of the British Agents' Association. Mr. W. M. Capper presided.

The Delegates

The delegation is composed of the following:

(Continued on page 28)

Unique Store in Historic Spot

Dorval & Frere of the "Main," Montreal, Find Business Exceedingly Good During The Spring and Summer Months—Six Other Men's Wear Stores In the Same Block—Have Handsome Store Fronts And Are Careful Of Display—Don't Use Printers' Ink Because Customers Can't Read

MOST retailers of men's wear are of the opinion that the Fall and Winter months are by far the most profitable of the year and they accept the inevitable sluggishness of summer with resignation born of habit. It was, in consequence, a distinct surprise to Men's Wear Review to come across a retailer who held the opposite view. In an interview recently with the head of the firm in question, Major Dorval, of Dorval & Frere of Montreal, quite an interesting sidelight was thrown upon the question of seasonable trade.

"The Spring and Summer months are extremely busy with us, and the Fall and Winter business is also quite satisfactory, but the former seasons surpass the rest of the year in point of volume of trade done. This is simple to explain, however, because it must be understood that our location is the secret of the whole matter. You have noticed perhaps, that there are nearly half a dozen men's wear stores in this block and you may have wondered how we all manage to get any business competing against one another this way. It's quite simple, although rather unusual, I believe, in the annals of the trade."

Historical Location

In order to explain the nature of his business more clearly, Major Dorval first of all pointed out the fact that he was located on that old and famous thoroughfare named by Montrealers as the "Main" but known to strangers by its grandiloquent title of St. Lawrence Boulevard. This street runs practically from the harbour front, right through the heart of Montreal, up to the eastern slopes of the Mountain and beyond. This thoroughfare dates back over 300 years and as all growth and development of the port of Montreal originated from its waterfront, naturally, the densest population and largest variety of business centred about the "Main" as this principal street became entitled. Together with the seafaring element also there was established an important public market to which twice a week the country people for miles around Montreal came to sell their produce, and thus the locality near the Main became celebrated for its market, known abroad as the Bonsecours. The appointed days for the market are Tuesdays and Fridays, and on these days the stores in the vicinity reap a rich harvest from the farmers who dispose of their products successfully and desire to purchase the wherewithal to clothe their families.

No Women Customers

"Everybody comes up here," continued Major Dorval, "but it is entirely a man's trade. Never a woman enters our stores in this block. Some say it is a rough district and the women will not come for that reason, but I attribute it to the fact that this is the district of purely transient business, that is

to say, men go and come continually who are here to-day and gone to-morrow, and although I have been in business for years in this spot, yet I never recognize a customer as having called before. There are sailors from every country, farmers, and every sort of itinerant tradesman. Generally they do not speak English or French but manage to make their wants known in the best way they can. By keeping all my goods out in an accessible position they are almost always enabled to point to the thing they want and then I can judge their requirements myself."

Competition An Advantage

Asked whether so many stores dealing in men's wear in the same block was not a disadvantage, Major Dorval replied in the negative. "Even if there were a million dollars' worth of stock in any one store, the owner could not satisfy everybody," he explained. "The class of trade we cater to wants value for its cash and will go from shop to shop until the right price is found. So, generally, we secure the benefit of this tendency to thrift as we are located farther up in the block. We sell enormous quantities of underwear all the time, especially the heavier sorts, and this one is of our leading lines. Good, plain, heavy wool undergarments made in Canada are exceedingly popular. Collars, especially the celluloid or washable varieties are another much wanted article. We have to consider value, warmth or service rather than novelty or style, you see."

The Spring and Summer naturally are the busy months for the reason that the market is then in full swing, the harbour is again open, and all kinds of business temporarily suspended during the cold Winter months is again resumed. The ordinary store considers Easter and Spring as the culminating point of the winter's business, but down in this cosmopolitan corner of Montreal, it means the end of the quiet season and the beginning of "the Summer rush."

Window Display Attracts

It should not be taken for granted that these stores which cater to the working class and transients who may never call again, are lacking in the usual forms of service such as modern equipment, good display work, etc. On the contrary, it is said that the greater part of this trade is captured by reason of the fact that the store fronts are imposing and even handsome in appearance, the displays are striking and the interiors are elaborate to the point of luxury. Every one of the stores along this block of the Main are equipped with splendid window fronts, behind which displays of merchandise are arranged with unusual care. It is a characteristic of this locality that all windows are dressed alike to a great extent, for the reason that transient trade likes to see

everything in the window at once and cares nothing for the unit display that ranks as art nowadays. Consequently, the majority of windows will feature row upon row of soft collars, for example, with shirts piled in neat heaps below, gloves forming a border around the sides of the window, and hosiery placed wherever there is a corner left. Yet all this is done in such a manner as to convey a rather pleasing impression of regularity, symmetry and precision that does not confuse the eye and the mind, but rather aids selection. Price tags naturally are very prominent, and are uniform, neat and clearly marked, and much care is used to ensure their being placed in proper positions.

In the case of Major Dorval's store, the arrangement of the stock calls for no little praise. No clothing is carried but every possible sort of furnishings which could be wanted by the seafaring man or the farmer is displayed. Much of the goods are placed out on the counters in neat piles, plainly priced, so that customers may handle if they like and judge qualities. Socks are thus featured all over the store, in piles at different prices.

Printers' Ink No Use Here

Sales are held from time to time, but no attempt is made to feature the store by means of publicity for the reason that few of the customers read papers and the majority only purchase when they absolutely require merchandise.

Major Dorval was formerly attached to the 22nd Battalion and saw protracted service overseas. He took over the present store upon his return from the front three years ago, and has proceeded to make a success of his business, while at the same time, he has a share in managing another store in the north of Montreal.

FINE QUALITY WOOL

MADE IN BRITISH COLUMBIA

The statement has been made that clothing of the finest quality is now being manufactured in the city of Vancouver from cloth woven in mills in the British Columbia wool.

During the past year, upwards of 21,000 sheep were clipped for this industry alone.

In addition to making clothes of fine material, rougher qualities of materials are being utilized in the manufacture of mackintoshes and overalls for lumbermen.

The Merchant Tailors of America have decided that cuffs on trousers must be abandoned "except for country wear." And in the country they gather up so much sand and dirt that no one will want to wear them.

Hints on Retailing Hosiery

Knowledge of Basic Conditions Affecting Industry is First Step in Successful Salesmanship—Customers' Wants Must be Carefully Analyzed—Table Showing Sales of Hosiery—Selling More Hosiery

THE SELLING of hosiery is a subject which receives much less attention by the retailer than should be the case, partly because salesmen are very rarely enthusiastic about this line of merchandise and also because there never seems to be any data available regarding the selling points of the different lines of silk, wool, lisle or cotton hose.

Men's hosiery is made in a great variety of fabrics among which should be included cotton, lisle, silk, cashmere, wool, cotton and silk mixed, lisle and cotton mixed, silk and lisle, wool and silk, silk faced, cashmere and lisle and wool and lisle mixed. This list of course covers the entire field, which is rarely attempted by the average retailer, who confines his stock to the four primary lines mentioned above, but many of the mixtures are becoming yearly more and more popular for the reason that they provide a smart appearance at a low price.

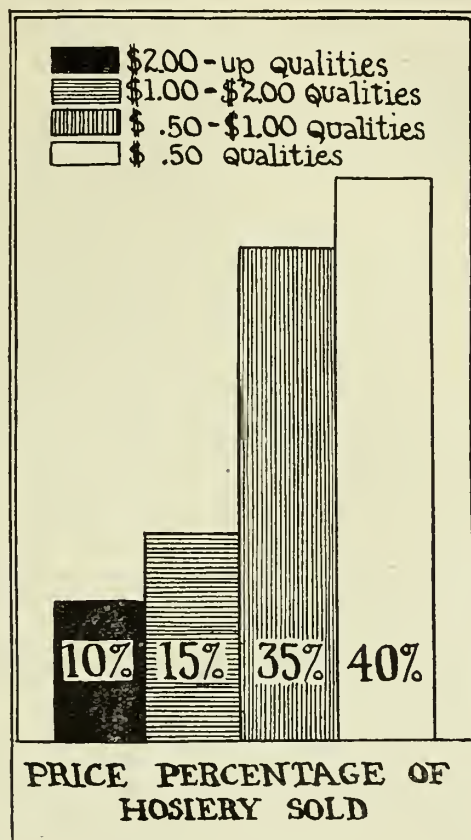
The First Step

The salesman who intends to make a real success of his work will do well to ascertain what these materials really are and how they are made, which can be readily done by anyone who has access to an encyclopedia or a library. Although this information is fairly technical in character yet it does no harm to mention and takes little or no time to secure, and in the final analysis may win for the store a reputation of knowing all there is to know about hosiery.

The further the student goes into the subject of hosiery selling, the more he will find that practically all his success hinges upon just how much he knows about these basic commodities for there are plenty of cranks at large who pride themselves on their knowledge of the proper kinds of hosiery to wear if you suffer from tender feet, chilblains, perspiring soles, etc. So, after the resolution is made to study the subject of hosiery selling, the very first thing to do next is study the stock carried, in order to familiarize yourself with its entire range of possibilities. Even a small store is obliged to carry quite a range of weights and sizes in order to meet the demands of the various types of men who drop in. Usually however, the clerk lets a valuable opportunity slip past him because he is content to sell one or two pairs of hose at a time instead of pushing twice or three times this quantity.

Study Customer's Wants

Occasionally a salesman wakes up to the possibilities latent in his hosiery section and takes an enthusiastic pride in keeping it perfectly arranged and



stocked in a wide variety of merchandise. Such a man is aware that customers usually have a reason for their individual preferences and he soon finds out that some cannot wear silk hosiery under any circumstances while others dislike all black and prefer light colored hose, etc. Every man is a law to himself in the matter of selection and he rarely desires interference in making a choice. However, if the salesman is fortunate enough to glean any tips from the customer relative to his foot troubles, he becomes possessed of a valuable opportunity to make that customer a permanent friend. To get right down to the fundamentals of why certain types of hosiery are best for certain feet, it would be advisable to consult a doctor or a chiropodist who will give you a classification of men's feet and recommend for you a list of different materials which are helpful in cases of foot trouble. The list of ills to which the human foot is heir is a lengthy one, but practically everyone suffers from one form or another which can be quickly alleviated by the use of proper hosiery. The man who suffers with cold feet, needs wool or cashmere hose while the man whose feet perspire should try lisle hose. Many men are wearing shoes which impede circulation without knowing it and consequently are victims of

corns and chilblains. A half size larger will quickly remedy matters permitting the sufferer to wear heavier hose for added warmth if desired.

Careful Sizing Necessary in Hosiery

Another very important point to study is correct sizing in the hosiery itself. Sizing has become largely a matter of standardization in all the leading manufacturing plants to-day but now and again it happens that a certain line runs small, while another is apt to be a fraction of a degree larger for the same size. Hosiery that is too small, as well as its opposite, wears out quicker than hosiery which fits correctly, and leads to returns and dissatisfaction on the part of the purchaser. Badly fitted shoes, of course, have a great deal to do with the wearing out of hose, and it cannot be emphasized too strongly that the first need is to instruct the customer in his correct size in hosiery, pointing out as well that his type of foot would be best in a broad toe, or rounded shoe as the case might be. Men who persist in wearing a half size too large will inevitably suffer from foot trouble; it is safer to advise a lighter weight variety rather than incur displeasure by telling the straight truth.

How Hosiery Sells on Average

The chart shown on this page illustrates the percentage of hose sold in each of four price categories, ranging from a minimum basis of 50 cents retail to \$2.00 a pair and upwards. These groups are rated by a leading Montreal haberdasher in the following order:

1. About 40 per cent. of hosiery business is done on merchandise costing up to 50 cents.
2. About 35 per cent. of hosiery business is done on merchandise costing up to \$1.00.
3. About 15 per cent. of hosiery business is done on merchandise costing up to \$2.00.
4. About 10 per cent. of hosiery business is done on merchandise costing above \$2.00.

It would be a good plan for the sales clerk to find out just how much of each group of cotton, lisle, silk and wool hose is sold in the store throughout the year, in order to ascertain which is the "best seller" and indirectly to discover which lines are not selling quickly. It will not then be difficult to find out why the latter are failing off nor what the remedy is. It should not be overlooked that certain lines of hosiery show a larger net profit than others and these consequently deserve greater attention than less profitable lines.

(Continued on page 20)

Men's Wear Review

Issued on the first of each month

Published by

THE MACLEAN PUBLISHING CO., Ltd.
143-153 University Avenue - - Toronto Canada

Branch Offices:

MONTREAL—128 Bleury St.
WINNIPEG—901 Confederation Life Building.
VANCOUVER—314 Carter-Cotton Building.
LONDON, England—88 Fleet St. E. C.
NEW YORK—1606 St. James Bldg., 1133 Broadway.
CHICAGO—1401 Lytton Bldg., 14 E. Jackson St.
BOSTON—734 Old South Building.

Subscription Rates

In Canada per year \$2.00
Outside Canada, per year \$3.00
Single Copies 25 cents

Vol. XII. FEBRUARY, 1922 No. 2

Facing The Issues

A DELEGATION representing the Scottish Woolen Trade Mark Assn. has been touring Canada and the U. S. We take for granted that they had in view other matters than a pleasant time; in other words, they came to this country—and quite properly so—to improve their business associations and, if possible, to create new business connections. We are sure that anything that tends to a greater development of trade within the Empire meets with the approval of the vast majority of Canadian business men. These representatives of the best woolen manufacturers of Scotland came to spy out the land, to get a close-up view of the business situation, and to see what could be done to create a bigger market for their merchandise.

There are certain fundamental facts to be considered, looking at this whole question through the eyes of the Canadian retailer. For, in the last analysis it is the Canadian retailer who has to be convinced of the wisdom of purchasing a certain brand of merchandise, whether it be Scottish tweeds or anything else, before a successful effort can be made to develop a market for that particular brand of merchandise which an association of manufacturers may think desirable. The retailer must be thoroughly sold before he, in turn, can sell either in piece goods or the finished garment the product of a manufacturer. And to be sold thoroughly involves quality and price first, with other considerations following in order of their importance. Scottish woolen manufacturers have been competitors in the Canadian market, competitors of both domestic and foreign origin. To better their condition in this market, therefore, they must be prepared to meet price with price and quality with quality.

These delegates, we assume, are thoroughly convinced of the superiority of Scotch tweeds. Their salesmen who enter the wholesale houses in this country are probably possessed of the greater part of the information necessary to carry this same conviction to their immediate customers. And the travellers of the wholesale houses who handle many other lines as well, are, perhaps not as enthusiastic as the men whose names stand behind these goods. But what about the retailer, who after all, is the pivotal point of the whole matter? What education is he receiving relative to the merits of Scottish tweeds? Is he in possession of the necessary arguments that will convince the consumer that, while he

pays more for a suit made of Scottish tweed, it will pay him to do so—and we assume that this is what these delegates honestly feel with regard to their merchandise.

If the Scottish woolen manufacturers are to widen their market in this country—and there is not the slightest reason in the world why they should not—the Canadian retailer is the man who must be thoroughly convinced of what the Scottish woolen manufacturers actually believe themselves.

Protecting a Name

ASIDE from the pleasure it has given many Canadians to meet and entertain delegates of the Scottish Woolen Trade Mark Association, their visit to this continent emphasizes a lesson that should not be lost to every dealer who depends upon the good will of the public—and who solicits that good will—for a living. The Association is composed of thirty-five members whose interests represent the bulk of the output of Scottish wools that go into many countries of the earth. The object which the Association had in view in organizing was a simple one, but a very important one. It was merely to protect a name. Scottish wools are known the world over for their superior quality. When the old adage is repeated that "imitation is the highest form of flattery," the whole ground is not covered. It can also be the means of doing harm. It has been so in the case of Scottish woolen manufacturers who have had to contend with a competition of imitation of their own wares, a competition that has done them a good deal of harm and has cast some shadows across a good name.

And so, this Association was formed merely to protect a name. And a name is worth protecting. And the thing that makes the name for a business man is his methods, the character of his business and the personal guarantee he places behind the merchandise he sells. As Lincoln said, you can fool all of the people some of the time and some of the people all of the time, but you can't fool all the people all the time. Advertising that does not stick strictly to the truth, sales that are not bona fide sales, shoddy that is sold as all wool, seconds that pass over the counter as first-class merchandise—these are the things that finally destroy the good name if persisted in. You can't fool all the people all the time and the dealer who is really anxious to make a name that will stand the test of time cannot afford to trifle with the most sacred thing he has—his name. A name is worth protecting. That is why the the Scottish Woolen Trade Mark Association visited this continent.

The President's Address

THE ANNUAL address of President Fitzpatrick is illuminating for the light it throws upon the activities of the executive during the past year. There are too many dealers who have the impression that this body does not function except at the formal conventions of the year; this is, perhaps, the reason they assign for not being members of the Association.

The matters which have been dealt with during the year and which are reviewed in the president's address show that valuable things have been done since the executive assumed the reigns of office. Evils that daily infest the trade all over the country have been attacked with vigor and some of them will soon pass into oblivion. The interests of the trade have not only been safeguarded but have been promoted during the past year.

Retiring R. M. A. President is Honored

B. W. Ziemann, President of the Ontario Branch of the Retail Merchants' Association, is Recipient of a Presentation on His Retirement at the Closing Session of the Annual Convention—
The New Officers

TORONTO, Feb. 13.—Following the visit of the deputation of the executive of the Ontario Retail Merchants' Association to the office of the Hon. H. C. Nixon, provincial secretary, at the parliament buildings on Wednesday morning, the convention of the association was called together in the auditorium of the Prince George Hotel. President B. W. Ziemann was in the chair. Reference was made in last week's issue to the hearing before the Provincial Secretary and the various questions there brought up, were dealt with.

One of the Best Years

Opening the first regular session on Wednesday afternoon, Mr. Ziemann stated that 1921 had been one of the best years in the organization despite the fact that it had been a hard year for many retailers. He referred to the newspaper statements alleging that the retailers were responsible for holding up prices, stating that the buyers' strike did not bring down prices, but on the other hand brought about a disorganization of business, and that as a result retailers could not sell goods and so could not give business to wholesalers. In turn the manufacturer was forced to curtail with the result that unemployment resulted in a large measure.

"No one body can act alone in the commercial world," said Mr. Ziemann, "and what affects one affects every branch, and the worker, who is the ulti-



B. W. ZIEMANN

Of Preston, who has retired from the presidency of the Ontario R. M. A.

ONTARIO R.M.A. OFFICERS FOR 1922

The following officers were elected by the Ontario R.M.A. for the ensuing year: president, W. J. McCully, Stratford; first vice-president, Wilfred Hodgins, London; second vice-president, T. A. Sharp, Midland; third vice-president, R. A. Stephens, Ottawa; treasurer, D. W. Clark; secretary, W. C. Miller. Officers to the Dominion executive council, Henry Watters and R. A. Stephens, Ottawa; representatives on the National Exhibition Board, D. W. Clark and T. Bartram, Toronto; and auditor, W. S. Ball, Toronto.

mate consumer, is going to feel it just the same as the retailer, wholesaler and manufacturer. The people by this time have come to the conclusion that the retailer is not responsible for high prices and the retailer cannot break away by himself from the situation. I venture to say that there is not a retailer who is not taking his loss day after day and not saying anything about it. We have had high priced goods on our shelves and the only way to take advantage of lower prices has been to clear out the old goods at any price and stock up on the new. This process has been general throughout the country and retailers are not in league to keep up prices. There are so many retailers, and all anxious to do business, that this competition regulates prices to a large extent. I believe we have reached the turning point in the road. I believe from now on we will find the people throughout the country are gaining confidence. We find that factories are beginning to operate more steadily than in the past year."

Increased Membership

Secretary Miller's report showed a total of 3,995 members, a net increase of 685 for the past year. He briefly reviewed legislative matters taken up during the year including the eight hour day, transient traders, motor vehicles, amendments to minimum wage law, female help, damage to stores from riots, trade section meetings, auto dealers' delegation to Ottawa concerning the tax on automobiles, etc. In regard to this latter matter he stated that the manufacturers had agreed to absorb 50% of the tax which was demanded by the Government from dealers on cars in stock at time of application, but the adjustment had not been satisfactory and a full refund of the amount was asked. Concerning the minimum wage regulations Mr. Miller

pointed out that in most cases the wages paid by retailers are higher than the minimum wage suggested.

His report showed that five new trade sections had been organized in Toronto in the year. Assessment matters were also being taken up and it was stated that in future more care would be exercised in assessing retailers' properties. The help which the association had been to merchants in connection with the Income Tax was also dealt with, it being pointed out that whereas some merchants had been penalized \$50 for laxity in making returns, representations had been made and this fine reduced to \$10 in most cases.

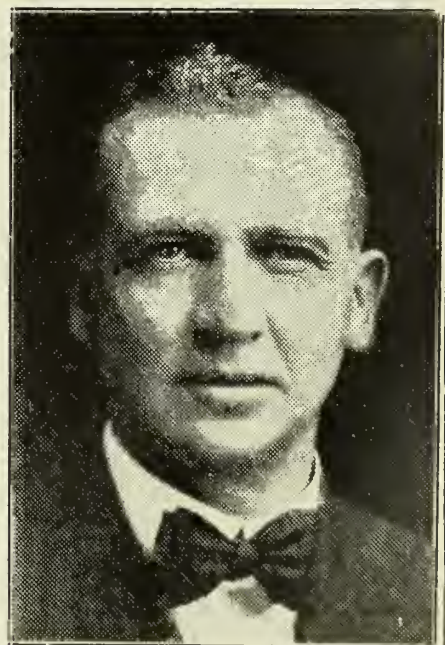
The report of the Treasurer, D. C. Clark, showed a very substantial balance on hand.

Henry Watters, Dominion treasurer, speaking for E. M. Trowern, Dominion secretary, pointed out that it was the plan to appoint provincial advisory committees to bring pressure on the Dominion Government in connection with national problems. He stated that an assistant secretary had been appointed on the Dominion Board for the purpose of keeping in close touch with various Government departments.

Govt. Should Pay Inspection Fees

Referring to the fees charged for the inspection of weights and measures, he

(Continued on page 27)



W. J. McCULLY

Of Stratford, Ont., who is the new president of the Ontario Retail Merchants' Association

Equipment De Luxe In Store

Dorval & Co. of Montreal Have Installed About \$10,000 Worth and Believe They Have Invested Wisely—Attractive Setting For The Goods, Careful Method of Handling, System That Encourages Expedition

IT HAS BEEN said that equipment in men's stores has advanced to a greater degree than in any other line of trade. Certainly the effect of a completely modern and attractively equipped men's store conveys an atmosphere of distinction and dignity seldom achieved in any other line of business. It is usual to find stores thus equipped situated in the heart of the busy shopping or business districts and conversely, it is very unusual to discover them in the out of the way residential parts of a city. However, just such a store made its debut early in 1921 on the cosmopolitan thoroughfare of Montreal known as Mount Royal Avenue East, one of the important traffic arteries of the northern section of the city, and is known to the trade by the name of one of the proprietors, as Dorval & Company.

Expediting Service

One would travel far to find anything more attractive, complete, and in every way abreast of the times than is this new store, the equipment of which as a means of storing goods, of displaying their best qualities and enabling a prompt and efficient handling, has

reached about the nth degree of completeness. The idea behind all this up-to-date scheme of furnishing has been the convenience and satisfaction of the customer—to display everything to its best advantage and to have everything on display. The old era of utilizing the original stock boxes as receptacles for goods is a thing of the past so far as this store is concerned. Service is demanded—rapid, prompt and efficient service, and the store is arranged with this idea in view. To please the patrons by an attractive stock perfectly displayed and a service as nearly faultless as may be in its efficiency, is the store's policy.

Tempt the Shopper to Linger

It is true that attractive surroundings have a drawing power of their own, a neat roomy store, that has about it something of a hospitable atmosphere, tempts the buyer to linger. No matter how willing or how attentive the staff of a store may be, if they are hampered by poor equipment, their efforts are in a great measure dissipated by poor display methods, and old fashioned systems of handling, so that it stands to

reason they are doing business at a disadvantage.

In this respect every assistance that mechanical contrivances can give to the human element has been provided in this store. To begin with, there is ample room, the ground space being 75 x 23 feet in area. The ceilings and what is apparent of the walls are deep cream color while the woodwork and the show cases are of solid oak. A large quantity of plate glass is used for the silent salesmen which line the entire right hand side on which furnishings only are featured. To have the stock carefully arranged and protected from the dust all the time, yet always on display and readily accessible is the constant aim of the management.

Uniformity Prevails Throughout

Behind the display cases the wall is lined with row upon row of uniform stock cases, all made to correspond and covered in neutral colored canvas, with a name plate at the end to show the contents. Thus collars are arranged neatly and systematically first, each box bearing the name of the style within, together with the sizes carried. Each



Interior view of the well equipped men's wear store of Dorval and Co., Mt. Royal Avenue, East, Montreal. Note the upper row of glass cases for storing reserve stock at the left of the picture.

February, 1922

ow, glancing up and down vertically, bears one name only, the sizes ranging in the usual manner from the smaller above down to the largest below. Underneath the collar cases are found a row of deep drawers in which the underwear is kept, likewise readily accessible. Still further down the store, the hosiery, shirts, etc., are located, each in its appointed series of neat canvas covered boxes. With the exception of some new neckwear and various odd small cases of jewelry, the tops of the glass cases are kept free from merchandise. In the rear is found the alteration and pressing rooms which are managed by Albert A. Roy, who has a half interest in the business. The latter also is justly proud of the extensive range of fine clothing which he displays in large and convenient wardrobes the entire length and height of the store. These wardrobes are double, that is to say, there are two rows, one being placed above the other. This creates an unusual effect, which many people might consider impractical, but as the upper wardrobes are used to hold reserve stock only, and merely fill space which otherwise would be entirely wasted, this idea proves in the end to be quite the reverse of impractical. Several small unit stands fill the centre of the store, dividing it into two aisles with decidedly good effect.

Fixtures Play an Important Role

Of course, no one will argue that fixtures are the making of any store. To do business on that basis would be an impossibility, but it may be urged that of all the material benefits that may be brought to the assistance of the personal element in salesmanship, three things are absolutely essential. These are, an attractive setting for the goods, a careful method of handling, and a system that encourages expeditious service.

According to the proprietors are fixtures in the store cost in the vicinity of \$10,000 yet when it is remembered that such equipment shows off the goods to the very best advantage, and furthermore that merchandise which retails at a moderate figure looks infinitely better when displayed in a setting de luxe, as this undoubtedly is, justifiable excuse is apparent for so large an outlay. That these new show cases bring out the very best that is latent in the clothing or furnishings is a well known fact, and is one of the most cogent reasons in favor of the plan of employing up-to-date equipment in the store which caters to the masses.

"UP TO STANDARD NOT DOWN TO PRICE"

(Continued from page 11)

cost of production. The business we do is in the very highest class of Scottish woollens and if the market is not ready for this kind of merchandise at the present time we will have to au revoir and come back again at a later date. We cannot come down to mass production first, because we are not in a position to do so; and second, because it is not

in the blood to do so and with us that is the more important point." In conclusion, Mr. Munro referred to some of the difficulties they were experiencing in the different markets of the world.

Sir James Woods

Prior to Mr. Munro's reply to the various speakers of the afternoon, Sir James Woods, President of the Gordon MacKay Co., Ltd., Toronto, spoke on behalf of the wholesale Dry Goods Trade of Toronto. He said he was glad to welcome the delegation on behalf of the Dry Goods trade, particularly because of the relationships that existed between two parts of a great empire. He hoped this would not be the last delegation of business men from the old land to visit Canada to strengthen the hands of trade across seas. Referring to trade conditions, Sir James referred to the Fordney Bill that has recently been passed by the congress of the United States; during the last seven months, he said, there had been an alarming falling off in exports from Canada to the United States. The Motherland, on the other hand, was the one sure customer; but it could not be expected that we would receive a great deal of trade from there if we, in turn, did not trade more extensively with the United Kingdom.

"Your coming here in the prosecution of a campaign to protect a name," said Sir James, "is, along the lines of advertising, one of the best things I have ever known. You are building up to a standard and not coming down to a price. The fact that you will not allow any one to become a member of your association who does not agree to live up to a high standard is an assurance, I think, that your trade mark will not suffer."

T. W. Learie

T. W. Learie of the W. R. Johnston Co., Ltd., of Toronto spoke on behalf of the clothing manufacturers of the city and, in their name extended a welcome to the delegates. He highly commended the banding together of these Scottish manufacturers for the simple purpose of protecting a trade mark and all it meant to the quality of their merchandise. He felt that such a step would not fail to enlist the active interest of Canadian business men.

As an indication to the visitors of the extent of the Canadian clothing trade, Mr. Learie referred to some statistics that would be worth while their considering. In 1910, the investment in the clothing industry in Canada amounted to \$16,350,000, and in 1919 it was \$38,629,000. In 1910, they had manufactured goods to the value of \$33,745,000 and in 1919, \$70,498,000. Seventy per cent. of the clothing trade was the ready-to-wear in comparison with the tailor made clothes. In 1918, Canadian clothing manufacturers purchased in the raw material state \$25,422,000 worth of goods while in 1919 it was \$36,836,000, "We have a market here worth developing," said Mr. Learie.

John O'Connor

Speaking for the retail trade, John O'Connor of the Murray Kay, Co., Ltd.,

of Toronto, commended the traditional policy of the Scottish woollen manufacturer represented—that of giving 16 ounces to the pound and twenty shillings to the pound sterling.

He said that had been the policy of the firm he had the honor to represent for years. There was no other trade that had the hazards of the retail trade. He believed that to a very large degree the retail trade of this country was conducted on a very high plane. There had been propaganda that called the retailers profiteers but the fact remained that an investigation by Harvard University of 305 retail establishments in the United States and Canada of firms doing business ranging from a few thousand dollars to over \$29,000,000 had shown that the average net profit on turnover was less than 5 per cent. "He has been cuffed about and put to sleep perhaps; and maybe when he wakes up he will be a giant force."

At the conclusion of the program a film was thrown upon the screen showing the manufacturing process of tweeds from the sheep's back to the finished article.

IMPORTANT CHANGE IN DIRECTORATE

Announcement is made of an important change in the directorate of the Van Allen Company of Montreal, manufacturers of shirts, collars, neckwear and underwear. This firm was established in 1868 and taken over in 1907 by the present owners under the presidency of Jas. Rodger. Mr. A. Hamilton Gault was then vice-president and the directors were Leslie H. Kault, S. H. Bethune, and V. de V. Dowker.

At the annual general meeting of the shareholders of the Van Allen Company held on the 29th of December last, the old board of directors retired and a new board composed as follows was elected: President, V. de V. Dowker.

Vice-president, James Ramsey.

Directors, Thomas Allen, Lawrence H. Allen, J. H. McAfee.

Secretary-treasurer, W. H. Walkley.

The capital stock of the company has now been acquired by Mr. V. Dowker and four of his associates, and Mr. Dowker is president of the new company as well as manager. The business will be continued as heretofore, the products known as "Delpark," including silk neckwear, pyjamas, soft collars and shirts.

Suffocation, the result of inhaling a quantity of talcum powder, caused the death of Miriam Hendley, 8-months-old daughter of Charles J. Hendley, a teacher in the George Washington High School in Manhattan, Yonkers. Mrs. Hendley was powdering the baby after her bath when the little one seized the box of powder and upset the contents into her mouth. She choked and Mrs. Hendley called on Dr. Z. Waldron. The infant grew steadily worse and it was found that the powder had entered her lungs, clogging them and causing suffocation.

The Modern Store Must Have a Slogan

The Purpose of The Store Slogan—Derivation Goes Back To Gaelic War Cry—The Alliteration Not Always The Best Slogan—Types Used By Exclusive Stores—A Suggested List to Choose From

IF A MODERN Rip Van Winkle were to come alive after twenty years sleep and were asked what changes in the business world had come to his attention, he would reply in all probability that the modern store has taken on much more character and individuality than its predecessors possessed a quarter of a century ago. And while he would stand amazed at the marvels of scientific equipment and the art lavished upon the interiors and the windows of the stores of to-day, he would perceive quite readily that apart from all this exterior display, the art of merchandising also has progressed far beyond the crude methods then employed, and instead of regarding stores as places where people gave money and received the necessaries of life, he would discover that to-day the public is entirely guided by the highly specialized knowledge and skill of the merchant to whom it goes in its eternal search for what is new, smart and unusual.

This evolution on the part of retail merchants and more particularly on the part of clothiers and haberdashers has been particularly marked of late years, during which many refinements and improved methods have come into general use. One of the latter especially, despite its apparent insignificance and lack of importance, has not a little to do with the shaping of the destiny and character of certain stores. The particular refinement in question is the catch word or slogan which is now almost universally used by stores to describe laconically but expressively the type of service they desire to render. Such little slogans are very often confused with trade marks, so familiar do they become through the medium of the advertisement, and there are very few firms of any description which do not feature such a phrase upon their letter heads, their labels or in their advertising.

Its Derivation

The origin of the slogan is an interesting study. Derived in the first place from the Gaelic war cry of ancient Highland clans, and indicating in its form, the name of the clan together with its place of meeting, the word "slogan" has kept closely to its original meaning even in its adaptation to modern business needs. Just how such slogans came to be called into service by stores and by paid publicity agents in connection with their work on behalf of national campaigns, is thus easily comprehended. The purpose of advertising is, after all, no less than the fixing of a trade name upon the mind of the average person.

SUGGESTED SLOGANS

On the opposite page will be found a list of slogans gathered from advertisements appearing in Canadian papers from Halifax to Vancouver. This article was suggested by an inquiry from a reader asking for a list of slogans that might be used in connection with a men's wear store. Believing that these slogans might be of use to others of our readers we give them space on the opposite page.

And in order that any advertisement may leave a lasting impression upon anyone's mind, it must first of all focus attention by reason of its attractive appearance. Thus, in order to fix the name of a given firm upon the minds of the general public, the idea of employing a short but expressive phrase significant of the store ideals grew rapidly in popular favor, until now few stores of any claim to importance are without this small symbol of publicity.

Many stores employ a business slogan more after the manner of a motto, in conjunction with a coat of arms of more or less dignified character. A motto is similar to a slogan in that it expresses in few words a significant sentiment. But instead of referring to the art of war or material things in general, it was more generally employed to express a favorite principle or to emphasize the symbolism of the emblem known as a crest.

Men's Wear Trade Needs Slogans

However, whatever the character of the device employed by a store may be, its object is universally the same, namely, the desire to impress itself upon the public's mind. In the case of men's wear stores with which we are more directly concerned, the use of such slogans or mottoes is widespread. We do not find that grocers or hardware merchants, for example, feature slogans in their advertising to any great extent, but on the other hand dry goods stores, druggists and men's wear dealers make use of them in the vast majority of cases.

Types in Common Usage

In selecting the type of slogan to use, the merchant is often guided by the idea that alliteration or the successive use of the same letter in several words, is the best form to employ. This is by no means the case, and the more exclusive firms which cater to the highest type of trade, are inclined to the opposite view, mere-

ly using an unpretentious phrase in conjunction with a neat shield containing their monogram. A study of the retail advertisements featured in any of the newspapers in large cities, such as Toronto or Montreal, will demonstrate that to be true, but many of the stores which do a very large business of a general nature throughout Canada have adopted slogans displaying considerable originality and thought.

Descriptive Slogans Popular

In analysing a large number of such slogans taken from the advertisements of stores across Canada, it was found that the majority of retailers prefer to select a slogan because of its descriptive character, such as "Exclusive Attire for Particular Men," irrespective of its alliterative qualities, etc. A great many others who cater to a wider field prefer to be known as "Head to Foot Outfitters." Another large class choose their slogan for the purpose of identifying the locality of the store more closely, such as the "Busy Corner" store, or "The Downtown Business Man's Store."

Contests for a Good Slogan

Thus it is seen that the selection of a good slogan for a men's wear store is not as simple a matter as it at first appears, and the retailer is very often completely at a loss to determine exactly what type of motto to adopt. In many cases it is a good plan to let your customers decide for you by means of a competition through which much valuable publicity may be obtained. By announcing the fact that a suitable slogan for the store is desired, hundreds of suggestions can be secured. The offer of a prize or reward for the most appropriate will stimulate nimble minds into work, at the same time causing a great many persons to think about your store and to consider its character and type of service.

HINTS ON RETAILING HOSIERY

(Continued from page 15)

Women Buy For Men

Women buy a great percentage of the hosiery in men's shops and thus there is still another factor to consider in studying the hosiery question. Women after all are not going to shop according to masculine standards but after their own established custom, and in their opinion price and color rank about as much in importance as does the fabric of which the hosiery is made. The fit of the hose is another thing which will interest her as well. So if you can inform her upon all these points, and in addition ex-

(Continued on page 31)

Slogans and Descriptive Titles

for Aggressive Men's Wear Stores

Slogans Relating to Clothing in Particular:

YOU'LL LIKE OUR CLOTHES.
YOUR TAILOR.
LET US CLOTHE YOU.
WE SELL CLOTHES THAT DON'T COME
BACK TO MEN WHO DO.
ONE PRICE CLOTHIERS.
LONDON'S LARGEST CLOTHING HOUSE
(USE NAME OF YOUR TOWN).
WHERE THE GOOD CLOTHES COME FROM.
BLANK & SON—OUTFITTERS TO MEN
WHO KNOW.
BLANK—THE RELIABLE CLOTHIER.
BLANK—MEN'S CLOTHING SPECIALIST.
YOU CAN GET IT AT BLANK & CO'S,
MEN'S WEAR
YOUR BOY'S CLOTHES SHOP.
TAILORS TO THE CANADIAN MAN.
BLANK & COMPANY—WHERE BOYS'
CLOTHES COST YOU LESS.

Slogans Relating to Furnishings in Particular:

HABERDASHERS DE LUXE.
FURNISHERS FOR MEN.
BLANK'S—THE GENTLEMAN'S HABER-
DASHER.
SMART HABERDASHERY FOR PARTICULAR
MEN.

Slogans Suitable for Both:

THE FASHION SHOP.
A STORE FOR MEN AND WOMEN WHO
BUY FOR MEN.
FOR DAD AND HIS LAD.
STYLE AND SERVICE HEADQUARTERS.
WE SELL WHAT MEN WEAR.
THE NOVELTY SHOP FOR MEN.
IF IT'S NEW WE HAVE IT
THE STORE WITH THE STOCK.
MEN'S AND BOYS' OUTFITTERS.
THE ECONOMY STORE FOR FATHER AND
SON.
BLANKVILLE'S SPECIALTY SHOP FOR OUT-
FITTING MEN EFFICIENTLY—EFFECT-
IVELY—ECONOMICALLY.

WHAT'S CORRECT IS HERE.

THE BEST STORE FOR DAD AND THE
BOYS.
BLANK'S—HEAD TO TOE OUTFITTERS.
JOHN BLANK—THE MAN'S MAN.
THE QUALITY SHOP FOR MEN.

Slogans Referring to Location or Character:

ON THE POST-OFFICE CORNER.
THE LUCKY CORNER.
THE TRAVELERS' AID (IF NEAR A
STATION).
FIFTEEN YEARS ON THIS CORNER.
OUT OF THE WAY BUT IT PAYS TO WALK.
THE OLD RELIABLE CORNER STORE.
THE ALWAYS RELIABLE DOWNTOWN
STORE.
THE BLUE STORE ON THE SQUARE.
THE STORE WHERE GRANDFATHER
TRADED.
YE WORKINGMAN'S SHOPPE.
YOUNG MEN'S TRADE.

Slogans of a General Character:

THE MERIT STORE.
A SQUARE DEAL THE YEAR ROUND.
THE HOUSE OF SATISFACTION.
THE HOUSE THAT QUALITY BUILT.
SATISFACTION PLUS SERVICE.
IT PAYS TO PAY CASH AT BLANK'S.
QUALITY FIRST AT THE BLANK STORE.
THE STORE WITH A CONSCIENCE.
THE STORE WHERE QUALITY FIRST
PREVAILS.
BLANK & CO.—A YOUNG MAN'S ORGAN-
IZATION—PROGRESSIVE AND AGGRES-
SIVE.
QUALITY, STYLE, CHARACTER, TASTE.
VALUE, QUALITY, SERVICE.
QUALITY COUPLED WITH COURTESY.
QUALITY, SERVICE AND PRICE.
QUALITY, FIT AND STYLE AT THE PRICE
YOU WANT TO PAY.

Success Due to Being on Job all the Time And Never buying Goods on Advanced Credit

L. Bleau of Montreal, Started Out With \$1,000 and All the Knowledge He Could Gather—Now Runs Two Stores With \$100,000 Assets—Has Confidence in Young Salesmen—Description of Store

NOT ALL THE stories of puck and perseverance are contained inside the covers of the Henty or Alger books. The well-worn bromide which relates that "truth is stranger than fiction" is frequently surprisingly correct, the only trouble is that we do not usually find enough romance about the particular story which arouses our admiration and attracts widespread interest, and in consequence we are too apt to dismiss the remarkable achievement from our minds with the comment, "It sounds like something out of a book." But after all, most of the romance of life is to be found in business nowadays, since business has grown to dominate the lives of the greater number of people, and although it is often a very difficult task to get at the facts in the case of a particular story, one is obliged to admit that modesty and the quality of self-effacement are all the more likely to add a touch of human interest which would be entirely lacking were the hero of the tale to proclaim his achievements from the housetops.

Far from comparing himself with any imaginary hero, and totally free from any sense of complacent satisfaction at the result of his personal efforts, is the hero of the present little narrative, namely, L. Bleau, a well known furrier and men's furnishings retailer of Montreal. Mr. Bleau's story is related merely that those men who feel that the difficulties of the present times are too much for them, shall take a less despondent view. He recounted his personal experiences to a staff member of Men's Wear Review more with a view to disproving the theory that a retailer has to have "pull" and "money behind him" in order to become a success, than to boast of his unique personal accomplishments.

"I started business for myself on y nine years ago," explained Mr. Bleau, "and I had very little money, not much over \$1,000. I had learned all about furs that I could possibly pick up, how to manufacture garments and small pieces, how to repair them and how to sell them. After I had studied this branch of business for a good many years I felt that I ought to be earning more money; I was discouraged to be still making so little and still being dependent upon another man for my living. I am a native of Montreal and I speak French as my mother tongue, so when the chance came for me to open a little store of my own I chose Mount Royal Ave. East, as its location, for it was sufficiently far away from big stores downtown to ensure quite a few customers who are almost entirely French speaking in this section of Montreal. This part is a new business sec-

tion and is densely settled by all kinds of people, including working people, office men, professional men, etc. I decided to concentrate upon my fur business at the beginning, just handling men's hats as a side line. I soon found that there was an exceptionally good demand for the best grade of merchandise in both lines and this decided me to go after this type of trade as hard as I could. It was soon necessary for me to enlarge my store and to have it finished attractively inside. Season after season rolled around and I had to engage more and more workpeople in my workroom to cope with the demand for furs and repairs. I found my winter business kept us busy day and night but the summer season was slack as the majority of residents of this quarter are not especially partial to the wearing of furs in summer. Thus I decided to go in for men's furnishings on a large scale and a year or so after the store opened I announced that my store would stock everything in furnishings for men hence-forward.

Two Faults Retailers Should Avoid

"This proved to be a very wise move, for the new section became one of the most popular resorts for men and women shoppers who preferred goods of the better sort, and I was obliged to open a second store a few blocks away for the same purpose. This was opened in 1917 and it also has done so well that to-day I own assets in both stores worth above \$100,000, which is entirely due to two things. I am a firm believer in being on the job all the time myself and I do not believe in borrowing money or in getting goods advanced on credit. These are the two great faults of the young merchant who is too apt to think things can get along without him or that he can borrow right and left without worrying about how he is going to repay the amount borrowed."

Mr. Bleau looked around his large store as he uttered these words and he repeated the last words for emphasis. "Yes, one must be on the job all the time and must pay as one goes along. For myself, I do not owe anyone a cent, and that is what I am most proud of."

Young Salesmen Are Best

Asked whether he had developed any particular methods of salesmanship during his career as a retailer of furnishings, he reflected upon the matter. "Yes," he said, "I have found that it pays to have none but very young clerks in my business. I take them fresh from school and train them myself thoroughly educating them in the different lines car-

ried in the store and the best methods of selling them according to my experience. The greater number of my customers are young men and they like to be waited on by salesmen their own age. The latter are trained to judge customers quickly and to serve with promptness and this suits the young men of today who expect to do their buying without any waste of time and delay. But when the ladies come to buy furs I attend to them myself for they do not purchase much of the men's merchandise but rather come to me for their own needs."

French Demand Best Qualities

Although sales of all sorts are the order of the day in Montreal none have as yet been featured in the Bleau stores, but the proprietor pointed out that he would probably hold one in February to clear out any odd lines. "But I do not hold sales as a usual thing, because my customers do not seem to want sale goods and are quite willing to pay for the best goods the year round. You may be surprised to hear that I sell men's hats at \$15 still and neckwear which costs between \$2 and \$3 apiece. I do not think that this means extravagance on the part of my customers, but rather that they have been educated to want few things but of good quality. This is French Montreal, you must remember and my store is located quite a few miles away from the regular shopping district. My windows in both stores are constantly changed by my display manager and I consider them my best advertisement."

An Unusually Fine Interior

The interior of the main store is rather unusual. It is large and finished in hardwood with a number of handsome display cases lining the walls and on the floor. At the farther end a broad staircase leads up to a mezzanine floor and here are kept reserves of stock as well as the workrooms. The many different lines of haberdashery are well displayed under glass, the headwear alone filling several tall cases along the walls. The atmosphere is that of a specialty shop in which only high class merchandise is sold.

This is the achievement of L. Bleau during nine years of experience in selling merchandise. Although the men's wear end is the younger branch of the business, it is proving to be the more lusty of the two. Emphasizing the note of exclusiveness in his goods always has kept the character of the store up to a high standard both in point of quality and character according to Mr. Bleau.

Find It Necessary To "Keep On Our Toes" So Say Scott & Foster Of Smiths Falls

Large Part of Their Business Is With the Railway Men—Do Not Find That Sensational Methods Have Much Effect With This Class of Trade—Conservative Methods Preferred

THERE is only one worth while location for the men's wear shop in a small town and that is close to the post office and the movies. If located conveniently to both places the retailer gets the benefit of a steady stream of pedestrians at all hours of the day and evening, and many of these will be glad of the opportunity to study a good display of new merchandise if they have a few minutes to put in before the mail arrives or the second show commences." Such is the opinion of H. G. Scott, of the firm of Scott & Foster of Smiths Falls, Ont., expressed during an interview with a member of the staff of Dry Goods Review.

Caters to Railway Men

In a town such as Smiths Falls which is a prominent railway centre through which pass daily transcontinental lines in four directions, there is naturally a large population of railway men who require a considerable amount of merchandise suited to their individual needs, both for work and leisure requirements. How to cater most satisfactorily to this important class of customers is the question which Scott & Foster have set themselves to answer in a practical manner.

Keeping Up Turnover

"We are finding business good," explained Mr. Scott, "but we must keep on our toes constantly to give the best service demanded. This place is known as a 'mail-order terminal' which means that it is a distributing point for the many thousands of catalogues which come through for this section of the country, and consequently, we have our strongest competitor right in the freight cars which unload their contents into our local post office. As may be imagined the advent of the catalog is the signal for local merchants to speed up their efforts to offer exceptional prices, and that we have not yet gone behind in turnover is proof of the fact that our efforts are not in vain. Our most successful plan of combating the problem is merely to supply the self-same merchandise at a few cents less and lay the goods before the customer as proof. The catalogue pictures always look so inviting and attractive, yet the merchandise never seems to come up to expectations somehow."

"Railway men are good spenders," continued Mr. Scott, "and they want the best, whether it is for work or for play. They also appreciate truthful advertising in any form and are quick to criticise any attempt at misrepresentation. They are not like the farmers

who want more value than ever for their dollar but ask merely for a square deal, that is to say, the best kind of goods procurable and they make no kick about the price but prefer to look over things themselves. We have found the best way of selling working gloves, for example, is to keep a full range of the wanted kinds in a small fixture right beside the front door, where a man can see at a glance the kind he wants, can try them on himself and has only to bring them over to be wrapped and change given if necessary. There is scarcely a day that this convenient little salesman does not dispose of several pairs of gloves and the idea of 'help yourself' is probably the reason."

"We have found that sensational stunts carry no weight with this class of custom," continued Mr. Scott, "and for this reason we do not feature sales of any sort, any clearances that may be desired being effected by sharp price cutting in the ordinary way."

Ties and Jewellery Accessible

Appearance counts for much in the store also, and a cheery bright atmosphere fairly radiates from it. The walls are calsomined a soft green with a conventional border stencilled in black. Table displays of bright scarlet sweaters here and there picked out in yellow or white provide a note of striking contrast as well. All the merchandise is under glass with the exception of neckwear and jewellery articles, which are displayed upon the usual racks easily accessible to the customer who desires to try the effect of several different kinds. The partners believe that ties should be close to the hands of customers not to be admired at a distance, and they also feel that such small articles as studs, cuff links or collar pins are twice as interesting when they can be picked up and examined closely than they are when viewed through glass. These are goods which appeal to a man's sense of vanity if you will, and are not so much necessities as impulse merchandise, bought without previous thought being given to the need for the article. When a shirt is being sold, how easy it is to slip one of the new monogrammed cuff buttons into the buttonhole and let the customer judge of the effect. Few men can resist an additional purchase presented in this way, be they railway men or business men. There is no need to say much in introducing goods in this manner, for the mere act of showing the combination of the studs with the shirt or a tie-clip with a cravat, or a silk muffler inside an overcoat should be sufficient. In fact

there is no class of merchandise which cannot be effectively supplemented with some little extra, and it is the total cost of these little extras which help to roll up a goodly amount in dollars and cents in the course of the year.

The Friendly Spirit

Friendliness wins customers in a railway town, too, explained Mr. Scott, because most of the men like to be called by their first names and dislike the term "Mister" as savoring of "high-browness." Even though customer and store-keeper may not be friends of life-long standing, they are usually "Tom" or "Jack" to one another before very long. Courtesy to customers is insisted on as one of the primary principles of merchandising in the Scott & Foster store and although familiarity is encouraged, there is not the slightest fear that its attendant failing of lack of respect may become noticeable in the relations between customers and sales staff.

Conservative Methods Preferred

As an example of the rare efforts made by Scott & Foster to employ methods savoring of the unusual was cited an instance when they gave away fountain pens with boys' suits. The pens were exceptionally good, yet no greater business was done than would have been ordinarily the case and ever since the firm has found it unnecessary to stimulate their particular class of trade by such means. "The wives of railway men are thrifty and capable buyers but are among the best customers any store can wish for," said Mr. Scott. "They want smart, good quality merchandise whether it is for son, father or brother, and they are willing to pay for it without quibbling over prices."

In the fiscal year 1921, wool export shipments from Canada totalled in value \$2,168,256, and in 1920, \$5,472,236. In 1921, 7,128,065 pounds went to the United States, 130,169 to the United Kingdom, and 29,689 to Newfoundland. In the year previous 8,859,682 pounds were exported to the United States, 195,081 to the United Kingdom, and 29,964 to Newfoundland. Canada has, however, always been the principal market and consumer of her own wool products and still remains so. It is worthy of note that up to the Middle of October, sales of the Canadian Co-operative Wool Growers to the Canadian trade exceeded the total sales of last season by some 500,000 pounds.

W. H. Cole has opened up a men's wear store at Bowmanville, Ontario.

Suggestions for Showcards for Seasonable Merchandise

"A Window Without a Show-Card
is Like a Book Without a Title"

SPRING IS COMING—WHAT ABOUT A NEW
SUIT?

NO SPRING ZEPHYR MORE WELCOME
THAN A NEW SHIRT

GRENADINES IN SPARKLING NOVELTIES
COMFORT AND ECONOMY IN SPRING
UNDERWEAR

IF YOU ARE A CAREFUL BUYER THIS GAR-
MENT WILL MEET YOUR REQUIRE-
MENTS

SHIRTS OF SUPERIOR GRADE AND SPRING-
LIKE PATTERNS

KNITTED NECKWEAR FOR SMART
DRESSERS

ECONOMY HOSIERY IN THE LATEST
DESIGNS

MADE TO MEASURE AND MADE TO WEAR
A SPRING TWEED FOR YOUR "COMING
OUT" DRESS

THIS SPRING HAT IS MAKING ITS INITIAL
BOW IN OUR STORE

A SMART LOOKING CAP FOR THE WELL
DRESSED MAN

A COLLAR FOR EVERY OCCASION

STYLE, DISTINCTION AND GOOD TASTE
ARE COMBINED IN THESE SPRING
HATS

HOSE WITH A GUARANTEE—FROM
SCOTLAND

THE LATEST WEAVES AND PATTERNS IN
SILK SHIRTS

A CAP THAT FITS EVERY HEAD

SNAPPY STYLES FOR SNAPPY WEATHER

GOLF HOSE THAT ARE DISTINCTIVE AND
EXCLUSIVE

IF YOU ARE STYLISH YOU WILL WEAR A
DERBY

AN EXCEPTIONAL SUIT VALUE FOR THE
CAREFUL BUYER

QUALITY FIRST, LAST, AND ALWAYS

FASHION AND FINE FABRICS COMPOSE
OUR SPRING SHOWING

OUR 1922 MOTTO IS QUALITY—VALUE—
SERVICE

TOPCOATS IN FANCY AND STAPLE
MODELS

NOT "ALL WOOL" OR "PURE WOOL" BUT
VIRGIN WOOL—THERE IS A
DIFFERENCE

STYLE—BUT MORE THAN STYLE

OUR STORE IS THE STYLE AUTHORITY OF
THE CITY

MASTER WEAVES IN SPRING SHIRTINGS
THE VERY LATEST IN PYJAMA CREATIONS

HIGH STANDARD NECKWEAR AT LOW
PRICES

OUR REPUTATION STANDS BEHIND OUR
MERCHANDISE

RAINCOATS FOR THE FIRST SPRING
SHOWERS

Men's Wear Markets at A Glance

Stock-Taking Interferes With Retailers Buying But Manufacturers And Wholesalers Believe Trade To Be In Healthy Condition Because Stocks Are Clean—Looking For Good Seasonal Business—Hat Trade Reports Activity—Neckwear Men Expect Good Spring Buying

FEBRUARY is not a big buying month from the retailer's point of view and this February is no exception. Merchants are taking stock and the wise ones are still taking what losses are necessary to meet the current market prices. These losses are not heavy ones by any means, but they are being taken nevertheless. And during the month they take stock, they are tardy buyers of all lines. When they see what they need they will buy, but they want to know that need first. The manufacturers and the wholesalers are feeling this off-month, naturally, but there is a good feeling amongst them. Most of them seem convinced that the general condition of the retailer's business is healthy, that he is ready to buy when the necessity arises—the consumer being “the necessity.” We know this to be largely the case. In conversation with many merchants during the past week, Men's Wear Review took occasion to see many of the reserve stocks of merchants. In comparison with the volume of business we know these firms to be doing, their reserve stocks are surprisingly small—almost insignificant in quantity. They state that with the usual seasonal Spring trade opening up they will have to go to the market for more goods. They will buy carefully, only what they need to carry them along, but they will buy. An illustration of this kind of buying recently came to our notice. A certain retailer was in Toronto visiting a wholesale house. Naturally, he was urged to buy certain lines but refused. Two days after he got home he called up this same house by long-distance and placed a big order of the very things he had refused to buy two days before. He had seen the market for these goods and he bought them; but he would not buy till he saw the market. That is characteristic of the trade.

Clothing

Manufacturers are looking ahead to the Fall season of clothing. Their buyers have been overseas selecting fall merchandise. Prices, they state, are for the most part very firm, especially when the order has to be placed for goods to be made up. Prices are not any easier than they were for Spring; some of the finest cloths have shown an increase during the past few months. Local manufacturers are not doing a great deal of speculating on prices for the fall because they are uncertain yet with regard to the cost of production. Their general opinion is, however, that clothing prices during the year will be fairly stable unless more distress merchandise is thrown on the market. So far as manufacturing is concerned, it can be assumed that any further price changes will be of a minor nature.

Buyers say that they have purchased a good deal of light grey for the coming Fall and Winter season. Even the overcoatings are being shown in lighter greys and plaids and checks seem to be very pop-

ular. It begins to look like a continuation of the light grey cloths with the young men, with conservative patterns for the older.

Neckwear

While neckwear men are not very busy at the present time, they have confidence that Spring trade is going to be good with them. They know that the retailer has not bought a great deal since the turn of the year, pending his stock taking. Some of them have taken to the road to see for themselves the actual condition of furnishing stocks and they come back satisfied that the retailer has got to go in the market and very soon at that. With Easter still some distance away and with Spring trade about to open up, they are looking for good orders. They believe that the year will be a good one for them. While there were heavy stocks in Canadian houses a year ago, they say, these have been largely liquidated and they are looking for the slaughter of prices during 1922 that they saw in 1921.

Shapes for Spring are about where they were somewhat over a year ago. With the Spring season of 1921, the narrow shape became popular. This held well during the Summer and early Fall. The holiday season brought with it the demand for wider shape and the floral pattern. Now the demand is going back to the medium shape in neat figures or smaller floral designs. For Easter trade some nice creations will be shown that can retail for \$1.00; manufacturers feel that the popular price during the year will be around \$1.00 and they are preparing to meet that demand. The tendency of silk prices is very firm, the only changes being upward to some extent.

Hats

Some of the Canadian hat manufacturers are enjoying a very good business and it sounded like old times to be told, as Men's Wear Review was recently told by a manufacturer's agent, that his factory would not accept any orders for deliveries until after the 15th of March. Some of the factories making up summer straws also state that they have all they can handle for the time being; they have booked very good business for the Summer trade on account of the hot summer last year consuming all the stocks the retailer had or could get hold of.

Some of the more aggressive firms across the line who have made a big thing of their hat department have announced a new policy with regard to the manner in which they will conduct their business during this year. They feel that it is a year when they should keep away from “sales” altogether and merchandise along the regular lines. They feel that the constant sales have and continue to have a demoralizing effect on the consumer's mind

(Continued on page 27)

A Churches and Charities Contest

Successfully Operated By The Arcade Of Hamilton—Giving Away \$5,000 To Churches And Charities—The Nature Of The Awards—An Important Change In The Nature Of The Contest—Over 5,000,000 Votes Secured—Closing Date An Important Factor

MAKING it worth while to the churches and charities of Hamilton and vicinity to interest themselves and their friends in a contest has been the effort of The Arcade, Limited, of Hamilton for a couple of years. Incidentally, it has been worth while to The Arcade as well. Along with various other activities of this progressive organization they conceived this plan whereby the members of many of the city and vicinity churches would become salesmen and saleswomen for The Arcade. In other words, the interest which could be created in this contest would result in actual purchasing at The Arcade because the various contesting churches would not only enlist their own membership in a campaign of buying at this store, but would get after other church members as well whose own church might not be a contestant in the Church and Charities Contest. The Arcade has recently finished the third contest of this nature and an evidence of the manner in which it has grown is shown by the number of votes cast. In the first contest there were over 2,500,000 votes cast; in the second over 3,000,000, and in the one just closed over 5,000,000. The large increase during the last contest may be explained, partially, by a new regulation adopted which encouraged the smaller churches to stay with the campaign til the end. Formerly, it was noted that some of the smaller churches dropped out before the contest ended.

How It was Launched

The original contest of The Arcade called for the dispensing of \$5,000 to the churches and charities in Hamilton and vicinity by this firm. Of this amount \$2,000 was for charities; \$1,500 to the churches of Hamilton, and \$1,500 to the churches in the vicinity of Hamilton, and within a radius of 25 miles. The sales' check made out with each purchase of merchandise acted as the pivotal point of the contest. A ten cent check or any multiple of ten cents entitled the church member (who must be fifteen years or over) to either one vote or to the number equal to the division of ten into the multiple of ten. Thus, if \$1.00 worth of merchandise was bought, it entitled the church member to ten votes. The contest ran for a number of months and closed about the middle of December during the last contest, but even later than this during the first contest. This closing date is rather an important feature of the contest which will be mentioned later in this article.

A HINT TO ADVERTISERS

In a new text-book on the psychology of advertising an interesting paragraph occurs of interest to the men's wear trade in particular. It is headed "Men and Women as Purchasers" and states that "the only article of clothing bought by men exclusively is collars, whereas 80% of men buy their own shoes and hats. In 50% of the cases of purchases of men's wear, women are the buyers of handkerchiefs, socks, underwear and jewelry, not the men themselves. In a third of the cases where shirts are bought, women help to pick them out. To sum up these general statistics, it has been found that women buy men's things exclusively eleven times as often as men buy women's things. This information should materially assist the advertisement writer in selecting his view-point and should be especially recalled during the weeks preceding Christmas and Easter when more than the usual amount of purchasing of wearing apparel is done."

The awards of the contest were as follows:—

10 AWARDS TO CHARITIES

- \$500 to the charitable institution receiving the largest vote.
- \$500 to the charitable institution receiving the second largest.
- \$300 to the charitable institution receiving the third largest.
- \$200 to the charitable institution receiving the fourth largest.
- \$100 to the next six charitable institutions.

10 AWARDS TO CHURCHES IN HAMILTON

- \$500 to the church receiving the largest vote.
- \$300 to the church receiving the second largest vote.
- \$200 to the church receiving the third largest vote.
- \$100 to the next three churches receiving the largest vote.
- \$50 to the next four churches receiving the largest vote.

10 AWARDS TO CHURCHES NEAR HAMILTON

- \$500. to the church receiving the largest vote.
- \$300. to the church receiving the second largest vote.
- \$200 to the church receiving the third largest vote.
- \$100 to the next three churches receiving the largest vote.

\$50 to the next four churches receiving the largest vote.

A Change in Last Contest

A change was made in the last contest, due to the fact that it was found that smaller churches that entered the contest dropped out before it was finished because they felt they had no chance against the larger ones. In the contest of 1921, therefore, the churches were classified as follows:—

CLASS A

Shall consist of churches having over 750 members

7 AWARDS

- \$300 to the church receiving the largest number of votes.
- \$200 to the church receiving the second largest number of votes.
- \$100 to the church receiving the third largest number of votes.
- \$50 each to the four churches receiving the next largest number of votes.

CLASS B

Shall consist of churches having over 500 and not more than 750 members

5 AWARDS

- \$300 to the church receiving the largest number of votes.
- \$200 to the church receiving the second largest number of votes.
- \$100 to the church receiving the third largest number of votes.
- \$50 each to the two churches receiving the next largest number of votes.

CLASS C

Shall consist of churches having over 250 and not more than 500 members

7 AWARDS

- \$300 to the church receiving the largest number of votes.
- \$200 to the church receiving the second largest number of votes.
- \$100 to the church receiving the third largest number of votes.
- \$50 each to the four churches receiving the next largest number of votes.

CLASS D

Shall consist of all churches with a Membership of not over 250

13 AWARDS

- \$300 to the church receiving the largest number of votes.
- \$200 to the Church receiving the second largest number of votes.
- \$100 to the church receiving the third largest number of votes.
- \$50 each to the ten churches receiving the next largest number of votes.

In addition to this, \$1,600 was given to charities directed by the voter. \$500 was the capital award, \$400 the second; \$250 the third; \$150 the fourth, and \$50

(Continued on page 30)

CHURCHES AND CHARITIES

(Continued from page 26)

each to the next six. By the re-classification many more hundreds of thousands of votes were added to the contest. Between the 1920 contest and the one in 1921, there was a difference of about 2,000,000 votes.

An Additional Feature

One of the features of this contest was the value of the sales' check to the holder. As a matter of fact, it was worth two and a half per cent. of its face value. If a person presented \$50.00 worth of checks, he not only received a coupon entitling him to 500 votes in the contest but a merchandise coupon as well which entitled him to \$1.25 worth of merchandise in the store. The Arcade encouraged their customers to save up these coupons and present them in December as an aid to the fund for Christmas presents. It is at this point that mention may be made of the closing date of the contest. The Arcade feel that the closing date should be made early in December—at least not later than the 10th of the month—so that early Christmas buying would result. It can be understood that the presentation of hundreds of thousands of votes in a very busy month would entail a good deal of time when that time might be better spent. It is for this reason that they believe the contest would be of more benefit to the organization attempting it if the closing date were made early in December. They found out that fully 90 per cent. of these checks were presented during the month of December.

RETIRING R. M. A.

(Continued from page 17)

expressed the opinion that this should be borne by the government as such inspection was in the interests of the people. Postage rates on mail order catalogues was also taken up and it was suggested that the government investigate the subject to ascertain the cost to the country of this service which enabled the distribution of merchandise under such circumstances as gave little opportunity for competition by retailers. In giving an argument for branch associations, Mr. Watters stated that the Eastern Ontario and Ottawa District Ass'n had increased its membership to 442 this year and had a surplus of \$927 on hand.

Thursday's Session

The feature of the convention on Thursday was the presentation to the retiring president, B. W. Ziemann, Preston. D. R. Clark, treasurer of the Ontario association and an active worker in the Toronto grocers' section, in making the presentation of a handsome club bag, referred to the great interest that Mr. Ziemann had taken in the work of the association. He had been untiring always in his activities on behalf of retailers. His abilities of leadership, and his advice had always been at the service of the organization. For the past twenty years he had given a great deal of his time to the work, and it was

(Continued on page 30)



Complete suit of jersey cloth made for children up to seven years. It is light in weight and washable. Made in navy, brown, green and the heather mixtures.—SHOWN BY THE ALBION KNITTING CO., PETERBORO, ONTARIO.

During a fire in Hawkesbury on January 6th. W. D. Chantal, men's furnisher, and M. Lapointe, dry goods mer-

chant, sustained several thousand dollars' loss. Mr. Chantal's loss is estimated at \$3,500.

Advertises by Means of Hand Bills Distributed To Worshippers as They Come Out of Church

Only Available Method Used By St. Hyacinthe Merchant—Big Bulk of Trade Friday and Saturday And Weekly Papers No Good For Advertising Sales For These Days—Church Sextons Distribute Hand Bills

ABOUT an hour's journey from Montreal is situated the town of St. Hyacinthe which as everybody knows is a very important manufacturing centre, famous as the home of nationally advertised goods of all sorts. The population of this town is given by various authorities as between 11,000 and 13,000, which denotes a population of considerable size as Canadian towns go. Owing to the presence of so many important factories in the town, there is little unemployment among the people and even in these hard times all the industries have operated on half time or more continually. Still, in the face of these facts, it is notable that there is but one men's furnishing store in the place and the bulk of the haberdashery purchased in the town is bought at a small department store in which nothing costs more than \$1. Nobody can account for this state of affairs, still less the manager of the department store in question, who is on intimate terms with the proprietor of the shop which caters exclusively to men and who has no desire to take away his trade.

75% of Men's Wear Bought by Women

To a staff member of Men's Wear Review the former explained his views on the subject. "Since I began business here I have found that over 75% of the women of St. Hyacinthe buy men's things. And the other 25% do the actual purchasing when accompanied by their husbands or sons. The men apparently have nothing to say in the matter, standing back and merely paying for the article selected. When this store was opened last year, we quickly discovered that it would pay us to concentrate more upon men's lines, so we transferred the section to the front door in the hope that men might feel more inclined to shop for themselves without feeling embarrassed in the presence of women. But though sales of underwear, hose, shirts, etc. have gone on increasing, I cannot say that the men themselves are doing any more shopping than they did. This disposition to pay so little for their furnishings is due, I think, to an innate spirit of thrift. The French Canadian of these parts is careful of his money, and only spends so much of what he earns, saving as much as he can. If he finds that a suit of underwear of heavy wool can be brought at our store for one dollar, he would not dream of going to another and paying a few cents more for it. Consequently, our business is becoming very popular with the people of the place and the outside farming community simply because we sell the kind of goods they want at the lowest price possible."

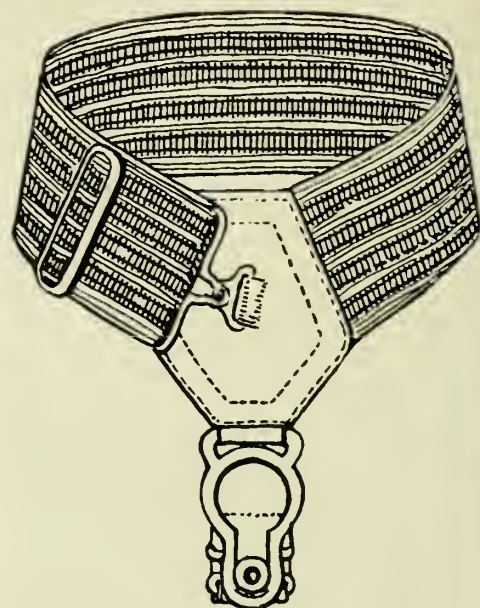
Ties Sell Best

Asked what lines sold best, the manager

of this store said that ties were probably the best sellers. "I am told that we sell more ties than all the other shops put together here," he remarked, "and I attribute it to the fact that we can sell a really good flowing-end tie for as low as 59 cents, in neat color combinations which appeal to French tastes. The bow-tie also, is very popular and we can scarcely get enough of them to satisfy us. Heavy underwear is another very good seller as well as socks of the heavier wool sorts and as for overalls, I imagine we must have sold practically all that are worn here, as we have none left and unfortunately cannot secure any more at the former low price." Negligee shirts priced at \$1.00 apiece are sold rapidly in half dozen lots, to the women purchasers who consider them excellent bargains. It is seldom that a French Canadian woman buys anything singly, she always likes to buy in bulk, either three or half dozens."

Church Sextons Distribute Handbills

"We have a curious way of securing our publicity in this town," continued the manager. "Owing to the fact that our three newspapers are only published weekly, they are not much good to us as advertising mediums. The great business days here are Friday and Saturday when the market is open and swarms of country people for some 20 miles around come to town with their produce. The papers appear on Saturdays, too late to reach the country people until the following Monday, and too late to feature any sales or bargains for the Friday, so we are obliged to find other ways to get the necessary publicity. However, it is an established custom down here to engage a man to distribute 'dodgers' or handbills throughout the different villages, these being entrusted to the sextons of the different parish churches, who in turn distribute them to the farmers and their families as they come out of church each Sunday morning. The farmer is a man who never throws anything away. He puts the handbill into his pocket and when he arrives home, the family study it and compare notes on the different bargains printed thereon, so that when they arrive in town on the following Friday, they know exactly what they want to get. Our windows, of course, have to be filled with all sorts and varieties of merchandise, because quantity appeals to them rather than artistic display. It all simmers down to the price asked, and if that is right then it makes no difference whatever about the atmosphere of the store, the service or anything which is usually understood to affect the successful selling of merchandise. On this account, I expect to develop our men's furnishings department by degrees, since I have found the secret of catering to the habitants' needs."



NEW MODEL MEN'S PAD GARTER
RECENTLY INTRODUCED
INTO CANADA

The extra wide width of this garter, together with the new style of fastening which can be adjusted in a second command it to the consideration of trade.
SHOWN BY COURTESY OF THE ARROW GARTER MFG. CO., OF MONTREAL.

DELEGATE SAYS CONDITIONS IMPROVE

(Continued from Page 13)

W. Thow Munro, of Munro & Co., Ltd., Edinburgh; C. J. Glenny, of Wilson & Glenny, Ltd., Hawick; Tom H. Ballantyne, of D. Ballantyne Bros. & Co., Ltd., Peebles; A. L. Brown, of Brown Bros., Galashiels; M. M. Thorburn of Edward Gardiner & Sons, Ltd., Selkirk; Robert White, of Gibson & Lumbair, Ltd., Selkirk; Robert Sim, of Heather Mills Co., Selkirk; Geo. Alex. Hunter, of Hunter & Co., Galashiels; W. R. Ovens, of Ovens & Shaw, Galashiels; Gilbert Paterson, jr., of J. & D. Paton & Co., Ltd., Tillicoultry; A. J. Sanderson, of P. & R. Sanderson, Galashiels; Robert S. Hayward, of R. & A. Sanderson & Co., Galashiels; Charles P. Sanderson, of Sime, Sanderson & Co., Ltd., Galashiels; George Rae, of Sime, Williamson & Co., Ltd., Hawick; Robert Christie of Simpson & Fairburn, Ltd., Earlston; G. Washington Gray, of Blenkhorn, Richardson & Co., Ltd., Hawick, and F. H. Bisset, secretary of the Association.

Display Will Play Big Part in Spring Openings And in Usual Celebration of St. Patrick's Day

Methods of Getting Results Suggested—Don't Delay The Spring Opening Too Long—How a Window Can be Dressed for St. Patrick's Day—Featuring Different Spring Displays—Use of Price Tickets

OWING to the fact that Easter occurs somewhat later than usual this year, namely, in the middle of April, the retailer of men's wear will have to reckon with an "in between" period following upon the January clearance sales. It is felt to be inadvisable to begin preparations for the Easter trade too early, and yet should the weather man take it into his head to send along several weeks of glorious sunshine in late March, the retailer is apt to be caught napping. There's no reason whatever for leaving preparations for Spring trade until the last ten days before Easter. The preceding week before this season is a very short one, and every man finds out almost in the same week that his suit looks worn and his last season's top-coat is in the same condition or else that he will need a new hat or shirt or gloves. Hence the rush during one short week or two.

According to a display manager in one of Montreal's largest department stores, a new policy will be followed this Spring in this regard. Instead of saving up the new goods until the last of March, they intend to feature displays at the beginning of the month. Their plan will be to begin to interest the public in the new styles and novelties by degrees until the regular formal Spring opening is announced around the 20th of March.

St. Patrick's Day

According to the display manager of this store, he intends to pay more attention to special displays than formerly, even through the goods featured are neither exclusive nor expensive. He mentioned the fact that St. Patrick's Day will practically coincide with the dates selected for the Spring openings and he advocated the lavish use of green along with other Spring decorations in order to link up the idea and emphasize the color note in displays. "We have more reason than ever to be wearing the green this year, since things have improved over there," he added.

Everyone is familiar with the type of accessories appropriate to the day, but it may be worth while to reiterate some of them. First and foremost, there should be a harp, a real Irish harp if such can be borrowed for the occasion. This instrument should centre the display of clothing or furnishings, tied with a large bow of emerald ribbon. Such a trim as this was featured by the R. J. Tooke store on St. Catherine St. West, and was a source of great interest to pedestrians.

This is an excellent occasion upon which to feature Irish-made goods in window displays. Coupled with the date and the decorations, the merchandise will take on an added significance, especially Irish linen handkerchiefs or Donegal tweeds or even green neckwear. Linen collars are also properly included in such a display. The idea underlying the display should not be mere show but to make sales.

Suitable Decorations

The minor accessories which belong properly to such displays as this are shamrocks, Irish flags, clay pipes—the Irishman's Dudeen, silk hats, pigs, potatoes, shil'elaghs and pictures of Paddy and his colleen. The phrases "Erin-Go-Bragh" and "Erin Mavourneen" are appropriate for showcards.

For the Spring opening proper, the consensus of opinion among Montreal men this year, tends to the belief that they must exert themselves more than usual in order to get results. The less demand there is for merchandise the greater the effort that must be put forward to make sales. An attractive background or setting gains the attention of the possible buyer, they say, and the charm of a setting enhances the value of the merchandise in the eyes of the beholder. There will be a general overhauling of display windows, fresh varnish and paint will be applied and any leaks, cracks or scratches eliminated. If floors are too high or too low this will be remedied, while the lighting will also be examined. In many cases new fronts are going to be constructed in the smaller stores. The store's name will be repainted or a new brass sign ordered. Rejuvenation will be the order of the day.

Then, when the Easter season arrives the store will be in readiness for a big Spring campaign. One Montreal man is planning to feature a different display in each of his windows appropriate to a different class of goods. One window will include sports clothes, showing a golfer, a fisherman and a figure in riding habit, together with the correct accessories for the Winter sports. Another will show formal dress for Easter Day, including the correct morning coat, silk hat, grey trousers and haberdashery. A third window is to show ordinary business clothes for Spring, 1922, among which it is said the staple navy blue suit will be very prominent. These three windows are to be featured for the Spring opening with no other decorative note than the use of quantities

of real flowers. Most display men are of the opinion that artificial flowers are out of place in the men's stores but agree that potted plants such as lilies, tulips, daffodils or azaleas are good, when in conjunction with pieces of furniture or a pedestal.

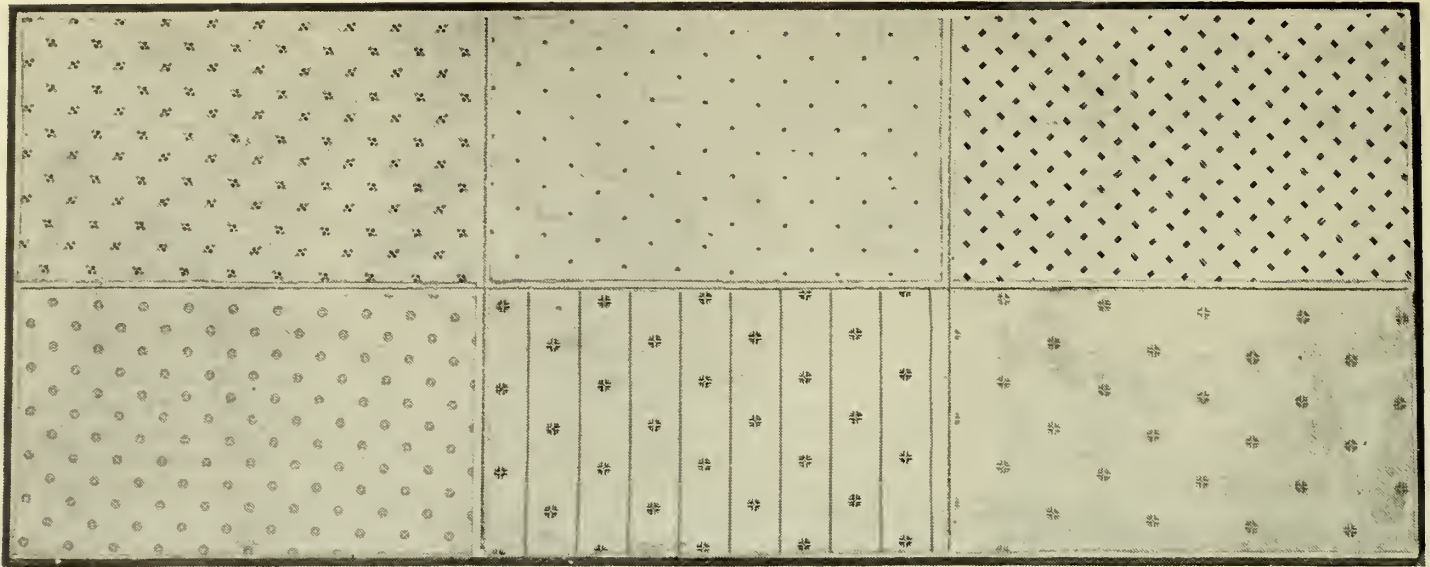
The more exclusive men's wear stores of Montreal will not alter their regular plans for displays in honor of the Easter season, but will continue to show smart merchandise in the usual manner, without the aid of more than an artistic show card announcing the "Spring Showing." The colors that will predominate will be white and purple or white and mauve, and neckwear, shirts, socks, etc., will be featured in these combinations almost exclusively.

The use of wax forms for showing men's clothing is growing slowly in Montreal, although confined to very few stores as yet. One or two display managers have a decided antipathy to using them, stating that they prefer to employ a headless form with the necks softly draped. With the recent introduction to this country of French and other wax figures representing men of life-like appearance, it is likely, however, that these aids to better display will become more widely used in stores which possess sufficient window space to show them to advantage. In this connection it might be noted that at the recent Exposition of French products in Montreal, several persons were completely deceived regarding a striking figure clad in a luxurious lounging robe, and actually touched him to see if he were alive or not.

"Easter" and "Spring" Openings

The main thing to remember in connection with Easter displays as apart and distinct from ordinary Spring openings, is the fact that Easter is a religious festival, and that the ideas used to accentuate the season must not be overdone, nor exaggerated so as to be extreme and even ridiculous. Rabbits and chickens are appropriate enough but are out of place in the men's store, whereas the simple use of flowers, soft draperies of purple velours or ribbon, or a background suggesting a stained glass window are dignified and suitable for both clothing and furnishings.

Finally, the use of the price ticket is highly recommended in the average store for the Easter opening although for the formal Spring showing it may be omitted, an artistic show card sufficing. Let them be small, however, and inconspicuous.



Spring Shirts.—SHOWN BY LANG SHIRT COMPANY, LIMITED, KITCHENER.

Men's Wear Markets at a Glance

(Continued from page 25)

and only further upset him with regard to the future of prices. This has been true of the hat department in Canada during the past year; it has been true to an even greater degree of the shirt department. If manufacturers' prices in hats and shirts can be stabilized, it will make for better business all round. We believe it to be the case of one Canadian hat manufacturer, whose price has remained the same after having once announced it, that he has done a very good business and has gained the confidence of many retailers by his consistent policy.

Other Lines

Silk hosiery men have booked very good business and some of their lines have taken a 10 per cent. advance since the first of the year. For the time being, wholesalers are not very busy; February,

they say, is a poor month for them on account of the stock taking. Some buying has been done by them for Fall and the prices have been very firm, generally speaking. Some of the very fine botany lines show a slight advance but the wholesaler is buying carefully until he gets a better idea of the demand that will be made on him for Fall merchandise. They state that they are operating at a difficulty because the retailer will not book ahead and that if more than an ordinary demand begins to arise there will be difficulty in giving quick deliveries.

In spite of the fact that cotton prices have been very firm for some months and have shown some upward tendencies, overall prices have been reduced by some of the Canadian manufacturers since the first of the year.



A new Spring 1922 cap for young men which embodies many unusual features. Developed in soft American tweed in various new shades, it features three invisible back pleats, a soft unbreakable stitched peak, and a front sweat protector. This model is exceedingly comfortable and is designed to be a smart "all purpose" cap.—SHOWN BY COURTESY OF THE BOSTON CAP COMPANY, MONTREAL.

RETIRING R. M. A.

(Continued from page 27)

pleasing to know that with his retirement from the office of president, he was not ceasing to be as interested in the work. It was fitting that his services should be appreciated in some tangible form and it was with a real sense of appreciation of what Mr. Ziemann had done, that he made the presentation.

The retiring president in expressing his gratitude, declared that he had always tried to serve the best interests of the retail merchants of Ontario and the Dominion. He had enjoyed the work, and he had formed friendships that would endure as long as he lived. He had always had the co-operation of his fellow officers, and while at times, the work represented a thankless job, there were compensating features. He would ever be ready to serve, even though not as president, the interests of the Retailers' Association.

Thaell & Risk of Lethbridge are advertising a \$50,000 sale which started January 17th.

Early February Display of Spring Merchandise Can be Made Arresting and Good Business-Getter

Why Feature Winter Merchandise When Necessity Will Sell It?—
If Early Display Does Not Get Immediate Sales It Is The Herald
Of A Harvest Later On—Even A Touch of Summer in February
Can be Turned to Good Account

OPINION is growing in this country that the first showing of Spring merchandise should be made at a much earlier date than is usually the case. With the vast majority of men's wear dealers, however, the fact remains that Spring openings are arranged according to the calendar. It seems to us that this is a mistake. When the official weather man was arranging the seasons many years ago, he seems to have selected about the 21st or the 22nd of March as the first day of Spring. In other words, as the scientist would say, that is the day when the sun starts on his return journey northward and crosses the Tropic of Capricorn. From that time onward, we may expect the sun's rays to get warmer, the Winter weather to break up and the glorious Spring to overtake us. This is the program eagerly watched by people who are glad to see the last of Winter.

To the men's wear dealer, however, Spring is not a day that is marked on a calendar. It marks a season. Just as the well-managed theatrical company is heralded by advance notices that appear weeks before the company itself puts in an appearance, so the dealer should begin to shape the minds of his customers with regard to Spring merchandise. It is only grim necessity that brings a man into a store to buy an overcoat, a suit of Winter underwear or a pair of heavy gloves in the month of March. He does so because there is not a chance of making his old ones hang out till warmer weather releases him from the necessity of wearing Winter clothes. That being so, there is no use in filling the windows with Winter coats, underwear, mufflers and other Winter toggery. Men are no longer interested in these and it is a waste of effort to try to induce them to buy a thing that only necessity prompts them to buy at all. Unless a sale is being held, therefore, Winter merchandise should not figure in window displays much after the great volume of Winter buying has been done. Window display is a constant drawing power for the store and if deterioration sets in, the consistent drawing power of the window is impaired. If, therefore, three or four weeks are taken up with display of merchandise that necessity would sell in any case, valuable time is lost in getting the thoughts of customers directed toward the coming Spring season.

The psychological time for the men's

wear dealer to begin to show Spring lines is when the average customer has stopped thinking about Winter clothes. That, perhaps, is about the middle of February. A strong suggestion of Spring should feature in such a display; the very fact that it is still in the midst of Winter weather can be turned to good purpose. In the first place it permits of that sort of display that becomes arresting because of contrast. With the snows deep upon the ground outside an effective and attractive display can be arranged by the use of a good deal of nature's green. The very contrast will halt the passer-by and draw an interested attention to your merchandise. And, after all, that is one of the main purposes of window display—to stop the passer-by and create an interest that will later develop into inquiry and sale.

May Not Bring Sales

The very fact that such a window will not bring many sales should be no discouragement to the display man. The idea behind such a display is to give the first showing of Spring models and to create a curiosity that leads to inquiry and, later, to sales. If it does not bring immediate sales, it can be made the forerunner of a vast number when the necessity for Spring merchandise forces men to buy. Even if there be no actual inquiry, the effort is not wasted. The passer-by who sees a Spring display of suits, overcoats, hats or other merchandise, even when there is a strong breath of Winter in the air will not forget this display when he comes to the time of his Spring buying. The very sight of it suggests an inventory of his wardrobe and he knows that you have a good selection from which to choose when he has to buy. But don't take it for granted that there will be no immediate returns for such an effort. There are a few Canadian retailers who have, during the last couple of years, shown Spring merchandise not later than the 15th of February and they have had splendid results from it. We know of a certain firm that had its best sale of Winter overcoats in the month of August. There is no reason why February should not be turned into a month of good sales of Spring clothing and accessories.

Might Herald Summer

The window that pays for itself in any aggressive organization is a herald as well as a silent salesman. It

should announce what is to come. In displaying, for the first time, the Spring merchandise, no harm would be done by adding a touch of Summer to the window. It would be a pleasant reminder that, though Wintry winds still bring with them chill and cold, the warmer days are not far away. It still further emphasizes the strong contrast between the present season and the one to come and gives a greater "punch" to window display. A few straw hats, here and there, amongst Spring models of suits and overcoats could be displayed without any impairment to the artistic setting of the whole window. It would certainly add to the attraction of the window and, in doing so, serve one of the first essentials of successful window display work.

United States Leads

It is worth while noting that our friends to the South of us lead in the matter of early displays of Spring merchandise. One may see displays of this nature in many of the American cities shortly after the first of February. Their display men realize that the backbone of the Winter display is gone. Then why use Winter merchandise any longer? They feel that it is making the best use of window space during a period when the immediate selling power of the window is at a premium because the demand for Winter merchandise is prompted only by necessity.

THE MODERN STORE MUST HAVE A SLOGAN

(Continued from page 20)

plain plainly the wearing possibilities of the four different lines. Such information will build up a clientele of feminine custom which will mean exceptionally good profit in the end.

The main point to remember besides bearing in mind the construction of the hosiery, its wearing qualities and comfort giving attributes is the still more important fact that armed with all these you can induce the customer to increase his or her purchases two fold by intelligent salesmanship.

For the benefit of those who are not certain regarding the correct sizing of hosiery for men, the following table is quoted:

Shoe Size	Hose Size
5½ or 6	9½
6½ or 7	10
7½ or 8	10½
8½ or 9	11
9½ or 10	11½

Firm Starts Educational Department

Manchester Robertson Allison Co. of St. John Inaugurated New Policy Few Months Ago—A Year's Course of Weekly Lectures on Salesmanship—No Interference With Internal Management—An Additional Feature—A Forward Step

ONE way of cutting down overhead expenses in connection with the cost of selling is to be sure that salesmen are thoroughly equipped salesmen and saleswomen. And one very effective way to thoroughly equip the members of the sales staff is to train them in the art of salesmanship. Salesmanship today is a science; it is no longer the simple act of wrapping up a parcel, making out a bill and taking the customer's money. Those days have gone.

And since their passing, a number of progressive firms, realizing the first importance of expert salesmanship, have undertaken to provide their sales staff with courses in salesmanship. Nothing but the highest praise can be spoken for this action on the part of a number of Canadian firms. Experience shows that the returns from such a venture are well worth while from many angles. It makes for better, happier, more proficient salespeople and it creates a team-spirit in the organization that works out to the decided benefit of the firm and all who work for it.

M. R. A. of St. John, N. B.

One of the latest firms to fall in line in this respect is Manchester Robertson Allison, Limited, of St. John, N.B., one of the progressive firms of the eastern section of this country. Referring to it to a staff member of *Dry Goods Review*, Walter Allison stated that they had formed an educational department a few months ago for the purpose of giving better service to their patrons through a better sales staff. "We inaugurated a course of lessons in salesmanship," he said, "which includes instruction in the better knowledge of goods which we sell, treatment of customers, general deportment, and everything else that goes to make for better service to our customers and more efficient salesmanship on the part of our sales people.

A One Year's Course

"This particular method," he continued, "adopted by the company, consists of a year's course of weekly lectures and for the carrying out of the scheme the staff has been divided into four groups having two leaders who are generally department heads. The groups are selected in such a way from the various departments so that, while they are absent from the department taking the half-hourly weekly lessons, there is the least possible weakness felt by their respective departments. The whole

scheme is under the direction of Mr. Morrison, the store superintendent.

"These lessons are held once a week from nine to nine-thirty in the Lunch and Recreation rooms. Four and five days previous to the date on which a special group is to meet the lesson to be discussed is handed on mimeographed sheets to each member of that group, which gives each member of the group an opportunity for study for several days before the meeting for the discussion of it.

"Saturday morning from nine to nine-thirty is reserved for a meeting of the group leaders, eight in all, for mutual exchange of ideas tending to making them more efficient as leaders.

Regular Meeting Days

"The regular meeting days for the groups are Monday, Tuesday, Wednesday and Thursday mornings from nine to nine-thirty. So far, all of these participating in these lessons are very much pleased. The scheme has produced increased interest in their work and both employees and the management are well satisfied with the progress made.

Additional Features

"In addition to this course of lectures, there are four bulletin boards posted in conspicuous places throughout the store on which is posted each week some photos of actual scenes of incidents in store selling, which are very much more illuminating in pressing home an effective point in salesmanship than any printed matter would be.

"This bulletin board also contains a hint sometimes as to deportment such as 'Smile and keep smiling' and such trite phrases. Also a space on the board is devoted to a description of some popular textile showing a sample of it and a brief history of its origin, name, uses and probable weakness and strong points. Also another paragraph describing the photo incident.

Public May See Them

"These are on view to the public as well as to the staff and tend towards a better mutual understanding on the part of the salespeople and customers by creating a more sympathetic feeling between these two very important factors in the selling of merchandise, and incidentally, by being in plain view of the public, generally suggest to our customers that we are striving always to give them better service, the moral effect of which is more far-reaching than is generally realized.

"There is no doubt in our minds but that this is a decided forward step of great benefit and will make for efficiency in the future which will be greatly appreciated as the time goes on."

GIVES FULL ACCOUNT OF STEWARDSHIP

(Continued from page 10)

timat profit of the retailer. Your executive during the past year has been very active in the prosecution of this evil and we have succeeded in securing the discontinuance of the practice in several instances, thus affording a much-needed measure of protection to many retailers in the province. There is still a good deal of work to be done in connection with this whole matter and may I take the liberty of urging upon the in-coming executive the necessity of following up the work we have done during 1921. If this is done, I believe the results accomplished during 1922 will be even greater than we have accomplished since we were installed in office a year ago.

Another Evil

The decline in prices during the last eighteen months introduced an evil with which we have coped for some months. I refer to the practice of manufacturers or their agents going to members of the retail trade in certain towns and cities and securing from them the right to conduct a sale over their counters in consideration for which privilege they paid a certain fixed percentage of sales to the retailer. This is not only unfair competition to other retailers in the town or city but it is an evasion of the spirit of the Transient Traders Act. Representations will be made to the Ontario Government within a few weeks to have the fee for Transient Traders so increased that this evil will be wiped out entirely and manufacturers will not be able to take refuge behind the retail trade in their efforts to unload stock.

Fraudulent advertising has been constantly before us and we have initiated many prosecutions under this Act and secured convictions. I think I may venture to speak for the in-coming executive and ask members of the association to continue to lay before them all cases of false advertising.

These are a few of the things we have done during the year it has been our privilege to direct the affairs of the association. I wish to thank the members of the executive for the loyal support they have given me and they, in turn, I know, wish to thank you for the co-operation you have given them from time to time.

Better Organization

Before concluding I feel like again emphasizing the necessity of a more complete organization of the clothing men of this province. It is only through concerted effort that we will be able to accomplish through legislative enactment those things which are necessary to a legitimate and unrestricted operation of our business; it is only by the weight of a well organized association that we can successfully overcome the difficulties and combat the evils that crop up from time to time. Only insofar as men in the trade give us their active co-operation will these things be possible.



ART CLOTHES
COOK BROS & ALLEN LIMITED

QUALITY

Webster says:—

QUALITY is the degree of excellence—
THE distinguishing characteristic.

The creativeness of style and the skill of workmanship would be but wasted without materials to sustain their excellence.


Roman roads built 2000 years ago are still good roads because of the "Quality Materials" and the care that went into their making, so with Art Clothes—materials always the Quality kind that ensure style and workmanship permanency—good appearance and long service.

"There's a difference."

COOK BROS. & ALLEN

LIMITED
TORONTO

473-489 College Street



*Builders of
Good-Will*

OXFORD CLOTHING CO., Limited

King Street and Spadina Ave., TORONTO

EACH and every garment, whether for Men, Young Men or Boys, comprises the latest in refinements worth featuring.

Provide yourself with a line distinguished for **QUALITY** and secure your share of this important trade.

Our travellers are on the road with a complete range of New Styles for Spring. A post card will bring samples, prompt deliveries assured.

Oxford Clothing Co., Limited

King Street and Spadina Ave.
TORONTO



Why Jobbers and Retailers WANT WORK CLOTHES MADE OF THIS CLOTH

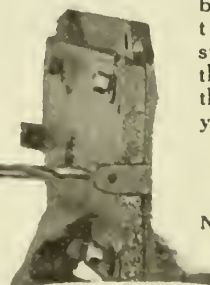
Because it *sells*. That's why—and there's no better reason known to business.

All the big Overall and Work Clothes manufacturers use this famous cloth—because it helps sell their line and because its **STRENGTH** of fabric and color has made it the standard for over 75 years.

Your customers are going to ask you for Work Clothes made of this great cloth. Write for samples.

Look for this boot-shaped trademark stamped on the back of the cloth. It's your guarantee for *Strength*.

J. L. STIFEL & SONS
Indigo Dyers and Printers
Wheeling, W. Va. Baltimore
New York



Stifel's Indigo Cloth

Standard for over 75 years





NEW KNITTED EFFECTS

In Pure Silk and Fibre Scarves and Cravats

Samples are in the Hands of Our Representatives

WRITE US TO BE SURE YOU SEE THEM

HOULDING & COLEMAN, Limited

474 Bathurst St.

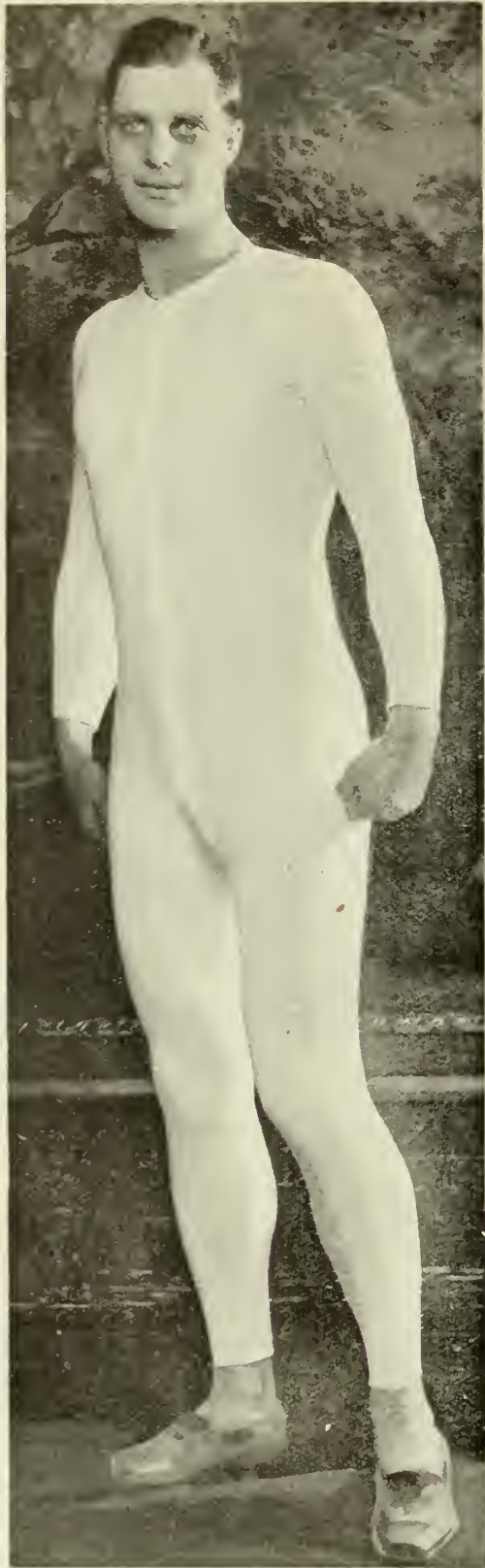
TORONTO

Cor. College

SILK KNITTED
DRESS FABRICS

MANUFACTURERS OF
SILK KNITTED SCARFS
AND MUFFLERS FOR
MEN'S & LADIES' WEAR

SILK KNITTED
NECKWEAR FOR MEN



UNSHRINKABLE
The UNDERWEAR
that Overwears

ATLANTIC UNDERWEAR
LIMITED

MONCTON - - N.B.

E. H. Walsh & Company
Montreal & Toronto

Selling Agents for
Quebec, Ontario and Western Provinces

For the highest
QUALITY—

ATHLETIC UNIFORMS

at the
LOWEST PRICES.

Place your orders with

A. W. MOYER & CO.

124 KING ST. W. TORONTO

Manufacturers of

Complete Uniforms for Baseball, Hockey, Soccer and Rugby, also Gymnasium and Basketball Jerseys and Knickers, Boy Scout Uniforms, All Wool Bathing Suits and Swimming Trunks, Girls' Middy Blouses and Gymnasium Bloomers, and a full range of White Duck Clothing.

Write for prices

We will give your enquiry prompt and careful attention.

"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 House



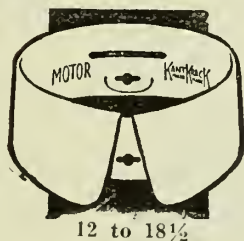
New Headquarters FOR Campbell's Clothing

For greater convenience to our customers and better service we have moved our show-rooms and offices to the

NEW BIRKS BUILDING
Phillips Square

We are preparing a range of special order samples such as it has not been possible to show since before the war.

The Campbell Manufacturing Co.
LIMITED
Montreal



12 to 18½

Meeting the demand for Economy without destroying a reputation for Quality and Appearance.

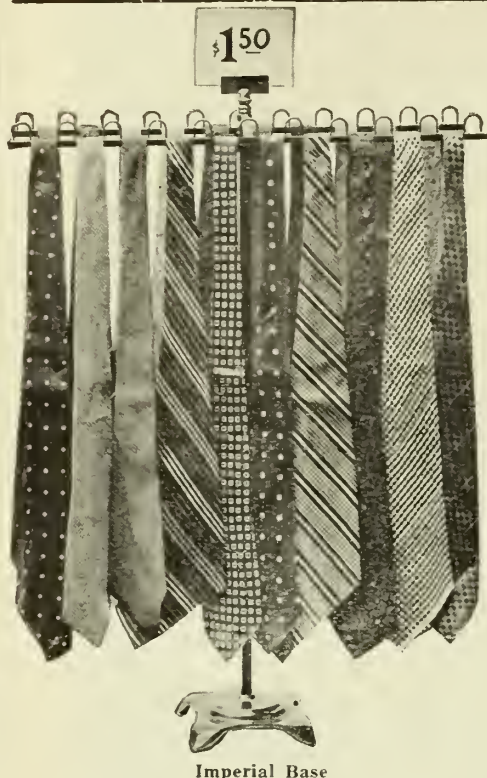
TWELVE dollars and twenty cents a year is saved by the man who wears **KANTKRACK** Collars and he still has a clean collar every morning—that is economy. The saving amounts to eight-ninths of the cost of a clean collar every morning.

The exclusive patented features of **KANTKRACK** Collars insure double wear—made in One Grade Only and That the Best.

Next to satisfactory merchandise you are interested in the service that the manufacturer is prepared to give to you. By service in this instance we mean the maintaining of stock of all sizes and styles at points in close proximity to your place of business. The makers of KantKrack collars provide the kind of service you like.

Parsons and Parsons Canadian Limited
Est. in U. S. A. 1879 HAMILTON, CANADA Est. in Canada, 1907

CANADA'S LEADING DISPLAY FIXTURE HOUSE



Imperial Base

The New Dale Revolving Double Bar Tie Rack

Price with square Standard mounted on square Colonial base—each \$9.00.

Price with round Standard on Imperial base, each \$8.00.

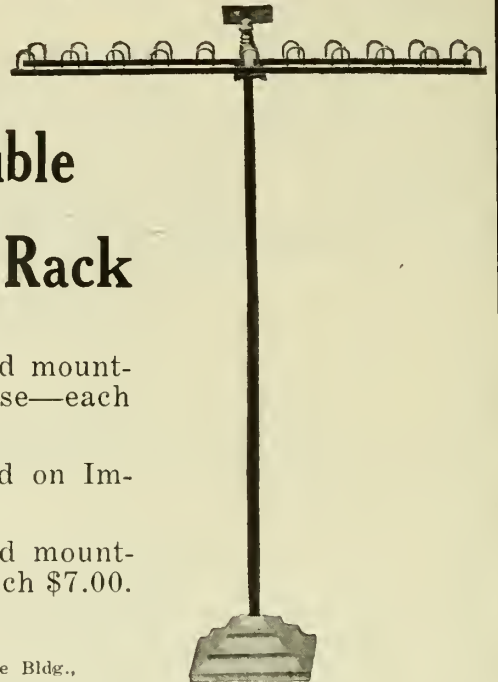
Price with round Standard mounted on heavy round base, each \$7.00.

AGENTS:

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

O'Brien, Allan & Co., Phoenix Blk., Winnipeg.

P. R. Munro, 259 Bleury St., Montreal.



Colonial Base

Dale Wax Figure Company, Limited,
86 York St. - - - Toronto.

Men's Wear Ads. That Pull

Mr. Clothier, are you satisfied with the percentage of customers who visit your store as a result of your advertisement in the daily or weekly newspaper? Would you like some new, practical ideas to help you get more people into your store?

Perhaps you can present your goods to the public through the newspaper in a more effective style that will get you ten, twenty, or a hundred more customers, by using the best ideas of successful clothiers.

We read all newspapers published in Canada as a business and can collect for you the cleverest and most striking ads.—those with new selling points and new ideas—and send them to you. A scrap book with 50 or 100 of these advertisements kept for reference would be of real practical use to you. The price is 5c a clipping for collections of 50 or over.

**CANADIAN
PRESS CLIPPING SERVICE**

143-153 UNIVERSITY AVENUE

TORONTO

Profits From
Quick Action



Trade Mark Reg. Patented 1916

No rubber to spoil or die on your shelves. Do not pull off buttons. Guaranteed against all defects. Get our invisibles. Best in the market. Mail orders promptly taken care of.

Nu-Way Strech Suspender
Company

MANUFACTURERS

St. Thomas - Ontario

"FOUNTAIN BRAND"

Manufactured by
Island Spinning Co. Limited
Lisburn Ireland



Use the strongest and best non-snarling thread and gain a reputation for producing garments of the most durable quality.

To use "Fountain Brand" once, is to use it all the time.

May we send you samples and prices?

Sole Agents for Canada:

WALTER WILLIAMS & CO.

Limited

MONTREAL, 508 Read Building

TORONTO QUEBEC VANCOUVER
20 Wellington St. W. 553 St. Valier St. 217 Crown Bldg.



We are well equipped to meet the demand this Spring for Boys' Clothing. We manufacture boys' suits of dependable quality and correct style at popular prices. These we are sure will meet the requirements of your trade on every point.

Feature them and you will get the Trade.

You can beat price competition by Quality Goods.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

Factories at:

Clinton, Goderich, Exeter and Hensall

Money-Saving Information

"The most useful information contained in any paper I get"—so a Western banker writes in to-day's mail, renewing his subscription for FINANCIAL POST.

"Very often," his letter goes on to say, "I am called on to suggest investments for small amounts, sometimes as low as a few hundreds, and I find your Investors' Inquiry Service a reliable partner to consult. If every investor knew there was such a service at his call it would surely lessen the losses of many of these people."

The Investors' Inquiry Service fills just that need. Unless you are perfectly sure of your investments, write us before you buy. It costs FINANCIAL POST subscribers nothing to be sure before placing hard-earned savings in stocks that may never have a chance of paying dividends.

Trained service men will give you the benefit of keen analysis based on the facts behind the securities you are considering. This is one of many features enjoyed by our readers.

THE FINANCIAL POST

143 UNIVERSITY AVE., TORONTO, CAN.

Send me for one year (52 issues) The Financial Post. I attached \$5.00. Commence at once.

WHEN IN TORONTO AT THE CONVENTION
DON'T MISS THE
DEACON LINE of MEN'S SHIRTS
IN THE TEXTILE EXHIBIT.

The Deacon Shirt Co.
Belleville Ontario

INDEX TO ADVERTISERS

A		L	
Atlantic Underwear, Limited.....	36	Lang Shirt Company, Limited.....	2
B		Leishman, Wm. H. & Company, Limited..	8
Bradford Dyers' Association, Ltd.....	7	M	
Bellaire, Florence	40	Moyer, A. W. & Company.....	36
C		McMartin, E. W.....	40
Campbell Manufacturing Co., Limited....	37	Mitchell, G.....	40
Cook Bros. & Allen, Limited.....	33	N	
D		Nu-Way Stretch Suspender Company....	39
Dale Wax Figure Company, Limited.....	38	O	
Deacon Shirt Company.....	40	Oxford Clothing Company, Limited.....	34
Dods Knitting Company, Limited.....	5	P	
F		Parsons & Parsons Canadian Limited....	37
Forsyth, John, Limited.....	Front Cover	Peck, John W. & Co., Ltd... Inside Front Cover	
Franklin Manufacturing Company.....	34	R	
H		Raven, Wm. & Company.....	36
Hickok Mfg. Company, Ltd. Inside Back Cover		S	
Houlding & Coleman, Limited.....	35	Stifel, J. L. & Sons.....	34
I		Shorey's	40
International Trade Exhibitions Ltd., The.	4	T	
J		Tooke Bros. Limited.....	Back Cover
Jackson Manufacturing Company, Ltd....	39	Tutt Clothing Company.....	3
K		Turnbull, C. & Company, Limited.....	6
King Suspender & Neckwear Company...	1	W	
		Walter Williams & Company, Limited...	39
		Box 90	40

LONESOME?

Men, Women, Girls,
Bachelors, Widows, etc.

Join our Correspondence Club and make many interesting friends. Get acquainted throughout the world through our medium. Marry Wealth, Happiness. Hundreds rich, attractive and congenial, willing to wed. Photos Free. Send 50 cents for four months' subscription; \$1.00 for one year.

FLORENCE BELLAIRE

200 Montague Street, Brooklyn, N. Y.

GIMP YOUR PATTERNS

With Hardaker's "EASICUT" Machines
Economical, Fast, Practical, Neat.
E. W. McMARTIN,
45 St. Alexander Street - Montreal

**SHOREY'S
BROCKVILLE, ONTARIO**

Successor to
Hall's Limited
Manufacturers of
MEN'S and BOYS' GLOVES and MITTS,
ALSO LADIES' GLOVES.

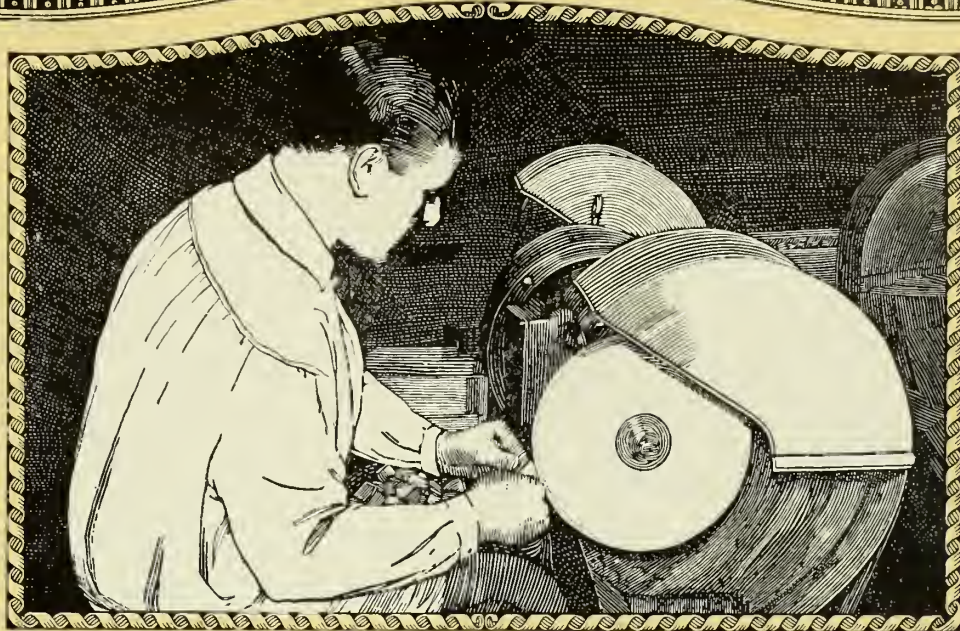
FREE "HOOTCH"

A Sparkling Stimulant. Full of Wit and Humor. Free copy will be sent upon receipt of your name with address complete. Write to G. Mitchell, 397 Pearl Street, Brooklyn, N.Y.

WANTED:—Young married man desires position with a reliable firm where he could buy an interest in business. Have ten years' experience in Men's & Boys' clothing and Furnishings. Am at present employed as head salesman and window trimmer of large Western Ont. store, capable of taking full charge of buying etc. Apply to Box 90, Men's Wear Review, 143 University Ave., Toronto.

The Famous
HICKOK
 Belt
 Makers

The BUFFER



The 1922 Line of
HICKOK BELTS & BUCKLES

The 1922 Line of HICKOK BELTS and BUCKLES includes a greater number of exclusive designs and features than the line of any previous year.

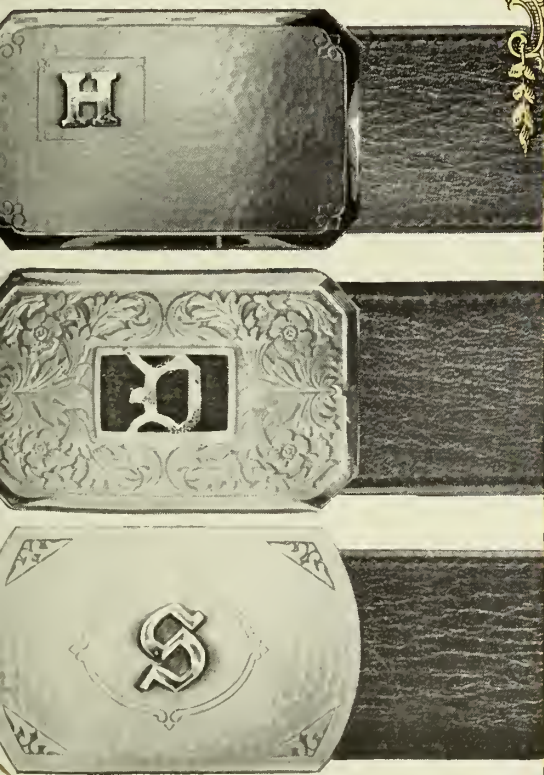
HICKOK BELTS and BUCKLES of 1922 are so unusually attractive in design, finish and price that every store carrying them is assured of a tremendous volume of sales on the merits of HICKOK QUALITY alone. But back of HICKOK products stands also a powerful, far-reaching advertising campaign—certain to produce sales for every HICKOK dealer in Canada. The HICKOK Line assures dealers of greater volume and bigger profits.

When our salesman calls, he will have with him a practical plan to increase your volume of sales and thereby multiply your profits on HICKOK products. SEE ALL he has to show and be prepared to "cash in" on HICKOK QUALITY plus HICKOK ADVERTISING by ORDERING EARLY and ENOUGH.

The HICKOK MFG. CO., Ltd., 33 Richmond St., W., Toronto, Ont.

*Combined Canadian and U. S. Factories Largest in the World
 Manufacturing Belts and Buckles*

ROCHESTER, N. Y., U. S. A.



HICKOK
 Belts & Buckles

T O O K E

from
PELT
to
BELT

NOTHING BETTER ON ANY MARKET.
REAL LEATHER. BEST WORKMANSHIP.
LARGEST PROFITS FOR YOU.

Buckles in more than two hundred designs of nickel,
brass, silver and gold plate.

See our Buckle Cabinet given with belt or buckle orders
of \$45.00 or more.

MADE IN CANADA
BY

TOOKE BROS. LIMITED
MONTREAL

Toronto

Winnipeg

Vancouver

MENS WEAR REVIEW

Vol. XII. No. 3

THE MACLEAN PUBLISHING COMPANY, LIMITED
PUBLICATION OFFICE: TORONTO, CANADA

March, 1922

The Guaranteed *Forsyth* Athletic Underwear





A. ARMAND
Mgr. and Buyer Depts. "F" and "I"



P. S. HARDY
Mgr. and Buyer Factories
Depts. "L" and "M."

An Insight

INTO THE

Working Methods and Service

of our organization—and the careful details watched by the heads of these departments—assures you of the very best in merchandise and service.

These are the Men—Four-square

Behind the big distribution of our Men's Wear Products.

These are the Four-square Departments

F. I. L. M.

Men's
Heavy
Furnishings

Men's
Fancy
Furnishings

"Strand"
Shirts
and Pyjamas

Working
Men's
Wearables

*All over the Land goes the Fame
of the "Strand"*

Alphonse Racine Limited

60-98 ST. PAUL ST. W., MONTREAL

Men's Wear Specialists

FACTORIES: BEAUBIEN ST., MONTREAL;
ST. DENIS, QUE.; ST. HYACINTHE, QUE.

18 Permanent Sales Offices



J. BREBNER
Production Manager Depts. "L" and "M"



WM. STRAIN
Superintendent "Strand" factory.



Coppley, Hoyer & Randall, Limited

*Manufacturers of Men's and Young Men's Clothing, Golf, Sporting
and Palm Beach Suits,*

READY-TO-WEAR also MADE-TO-MEASURE

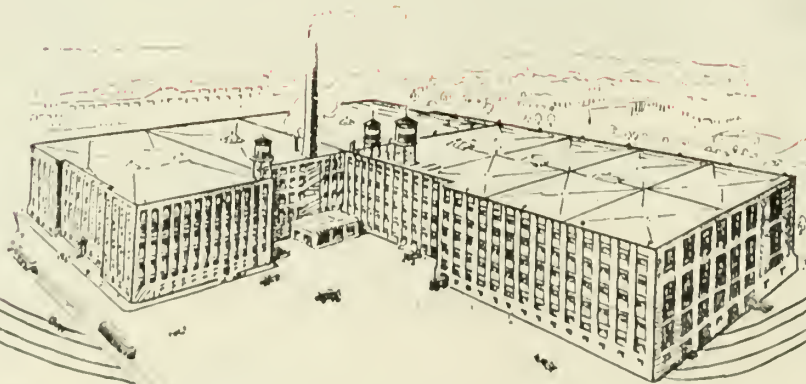
Hamilton - Canada

Peck'sFor
MEN**CLOTHING**For
BOYS

FALL 1922

It is most profitable to follow the line of least resistance in selling—to handle the line of clothing that dominates in Style, Fabric and Workmanship—Peck's Clothing.

JOHN W. PECK & COMPANY
Limited
Montreal Winnipeg Vancouver

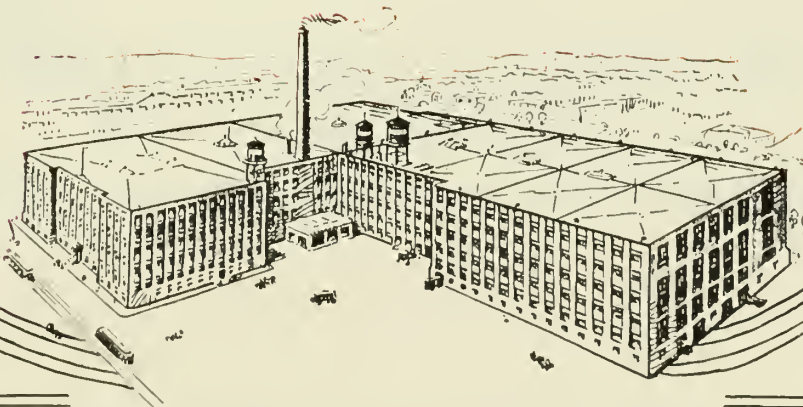


The logo for Peck's, featuring the word "Peck's" in a stylized, black, cursive font. The letter "o" is replaced by a solid orange circle. The logo is positioned at the top center of the page, within a decorative border.

SHIRTS-CAPS

Designs that are new—materials that are of the finest quality—workmanship that is highly specialized—so may be summarized the Peck range of Shirts and Caps for Fall, now being shown. Quite up to what you expect of this firm. Be sure to see them.

JOHN W. PECK & COMPANY
Limited
Montreal Winnipeg Vancouver





We, the members of the Official Delegation representing the Scottish Woollen Trade Mark Association, wish we could express—fittingly and adequately—our appreciation of the warmth of the welcomes and the whole-hearted hospitality received by us during our stay in Canada.

Were we Bobby Burns, we would write you a poem. Were we Sir Walter Scott, we could paint you a story in words.

But being just plain business men, we can only say—though we say it right from the heart—“Canada, we thank you.”

**THE MEMBERS OF THE DELEGATION
REPRESENTING
THE SCOTTISH WOOLLEN TRADE MARK ASSOCIATION**

Broadway

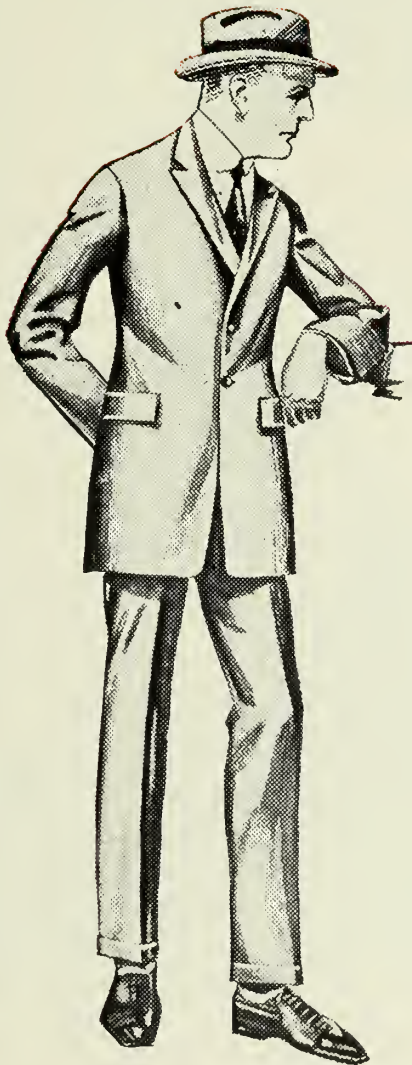
BRAND

Clothes
for exacting men

Co-operation

Value

Profits



Make Sure It's Broadway Quality

Our ability to maintain the high standard of quality established by **Broadway Ready-Made Clothes** is well demonstrated in our new assortment now ready for your inspection.

Did you ever consider the importance of correct measurements?

Broadway Clothing Made-to-Measure has always been and still is, in a class by itself. There is a quality, a distinctiveness, a perfect fitting, comfortable, well-dressed feeling about one of these suits that pleases as no other garment can.

No better clothing made to retail at popular prices.

Special attention given to Mail Orders.

RANDALL & JOHNSTON, LIMITED
TORONTO

McGregor Caps



It takes A
McGregor
to make him smile



They have the right combination of Style, Value and Price.

For Spring 1922

Your customers are seeking this combination and are seeking it at a moderate price. The materials in the McGregor line are worth while and the workmanship substantial. We have a complete assortment of the whole crown and eight piece style in all patterns and designs. Upwards of 2,000 doz. on the floor.

Our prices are adjusted to influence the conservative merchant to provide his needs without hesitation.

Full range of Men's All Wool Cashmere half hose on the floor.

We invite comparison and defy competition.

Representing
Messrs. J. Woolfenden & Co.,
Dane Bank,
Denton,
England

The Record
Hat
Velours & Felts

Messrs. N. Bertish & Co., Ltd.,
Sun Court,
Golden Lane,
London, E.C.,
England

The Consulate
Shirts,
Collars & Pyjamas

Hyde & Halliwell

Importers & Wholesale Jobbers.

43 Scott Street = = = - Toronto

KITCHENER COATLESS



SUSPENDERS

RUSTLESS FITTINGS

KITCHENER SUSPENDER COMPANY LIMITED
Kitchener, Ontario

QUALITY WILL COUNT



Illustration of our
"Steve" Model

Your inspection and comparison of FELS' LIMITED OVERCOAT VALUES are cordially invited.

Special Announcement

Fall 1922 of

FELS LTD.

Overcoats and Raincoats

We will show for the Fall season of 1922 a range of fall and winter weight medium priced overcoats in a large assortment of Canadian and English fabrics, splendidly tailored in the season's prevailing styles at two ranges of prices only. Cravenetted linings will be a feature.

"Our aim to specialize at a price."

RIGHT FABRICS RIGHT QUALITY
RIGHT TAILORING RIGHT PRICE

are the Important Factors combined
in Fels' Coats

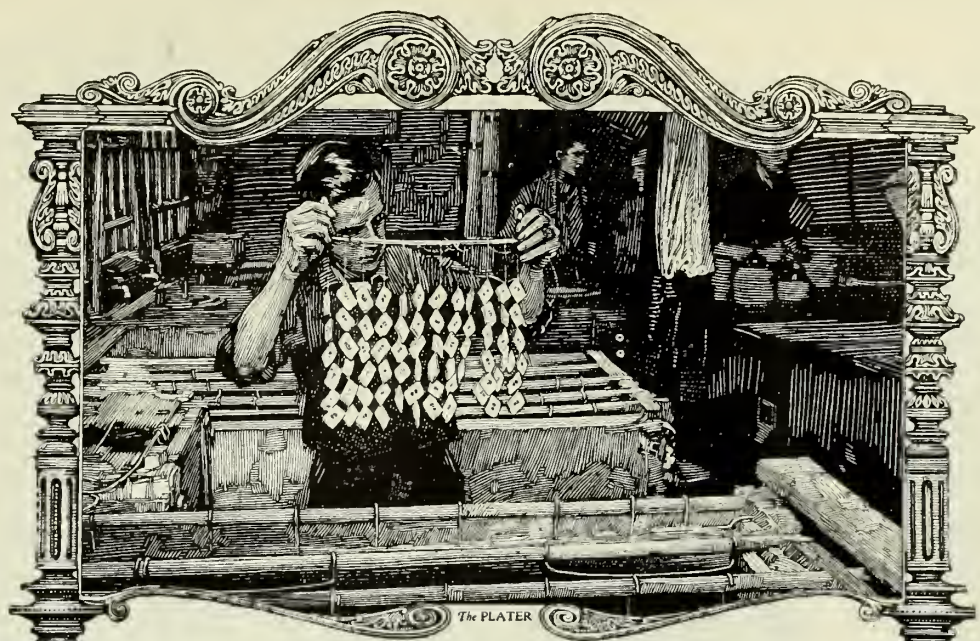
We have an attractive line of English Gabardines and Cravenetted Topcoats for the coming season. They possess our usual features—styles, elegance, and money value above the average. If you have not seen our double protection "Rudge" Model, write us for information.

FELS LIMITED

Dubrulle Building
MONTREAL

"If It's from Fels it Sells."

THE FAMOUS HICKOK BELT MAKERS



Spring Belts and Buckles

Many new and strikingly attractive, popularly priced patterns go to make up the Spring Line of HICKOK Belts and Buckles, made by "The Famous HICKOK Belt Makers." Beautifully designed buckles in hammered patterns, with hand-burnished initials and borders, and distinctive engine-turned designs with cut-out initials, are but a few of the many fascinating HICKOK creations that will build volume sales for HICKOK retailers.

The New BELTOGRAMS

Don't fail to see the new HICKOK belt watch chains. Every one bears the mark of HICKOK QUALITY, in both design and workmanship. Many of the patterns match HICKOK buckle designs perfectly. Carry BELTOGRAMS with your regular line of HICKOK Belts and Buckles and double your HICKOK business this year.

Our salesmen will show you the complete HICKOK Spring Line. WAIT to see it — and you will be glad you did. ORDER ENOUGH.

HICKOK MANUFACTURING CO., LTD.
 Combined Factories Largest in the World
 Manufacturing Belts and Buckles
 33 Richmond St., W., TORONTO, ONTARIO
 New York 200 Fifth Ave. Chicago 424 So. Wells St.
 U. S. Factory
 Hickok Mfg. Co., Rochester, N. Y.



HICKOK Belts & Buckles

THE NEW WAY SYSTEM



The New Way store of R. H. & J. Dowler Co., Windsor, illustrating how perfect stock keeping is induced.

The Sensation of the Textile Products Exhibition

The New Way system of Store Fixtures as shown by samples, slides and films at the recent exhibition, was an education to the Retail Trade in making profits and saving expense.

We will be glad to send literature explaining same to any one desirous of increasing sales or reducing expense.

JONES BROS. & CO., LIMITED

29-31 Adelaide St. W.

TORONTO, ONTARIO

ART CLOTHES

COOK BROS. & ALLEN LIMITED

Sir Charles Gordon, Frank Stockdale, F. W. Stewart—every speaker on business conditions and merchandising methods at the recent Retail Clothier Convention and Textile Products Exhibition in Toronto had this one big message to deliver.

“Reduce your Overhead”

Various methods of doing this were proposed but they were unanimous on this one point, that one of the biggest necessities of business today is that the excessive cost of distribution be reduced.

The one sure way to reduce the cost of doing business in your clothing department is to sell Art Clothes made to measure and eliminate the burden of stock carrying costs.

If you are interested write us.

COOK BROS. & ALLEN
LIMITED

Wholesale Tailors

TORONTO

*Builders of
Good-Will*



Make sure that you get the Genuine in order that you may give your Customers the Genuine

It is well to remind Merchants and Manufacturers that "Cravenette" Regd. is a *process—not a fabric*.

Any cloth which has been made *shower-proof* by the "Cravenette" Regd. process is a "Cravenette" Regd. cloth.

Any coat made of cloth shower-proofed by the "Cravenette" Regd. process is a "Cravenette" Regd. coat.

All genuine "Cravenette" Regd. goods bear this mark—either on every yard or inside the garment. When you order "Cravenette" Regd. Cloth or Coats, see that they carry the "Cravenette" Regd. trade mark.



THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER

6 OXFORD ST
ST PETERS SQ

BRADFORD

LONDON

128 & 129
CHEAPSIDE E C 2.

BDA

(COPYRIGHT)

Make Your Work Clothes Out Of *This* Cloth

Your jobbers and dealers are hungry for any kind of Work Clothes made out of Stifel's Indigo Cloth.

They ask you for them—*because* they know garments made out of this cloth have a faster turnover and hold customers *satisfied*.

All the big Overall and Work Clothes manufacturers use this famous cloth for their famous brands—because it helps sell their line and because its *STRENGTH* of fabric and color has made it the standard for over 75 years.

Another thing about Stifel's Indigo Cloth:
the trade mark is advertised.

This trade mark stamped in the cloth will add *selling power* to your own trade mark on your garments.

Your customers are going to ask you for Work Clothes made of this great cloth. We'll be glad to tell you more about it any time you write.

Look for this boot-shaped trade mark stamped on the back of the cloth. It's your guarantee for *Strength*.



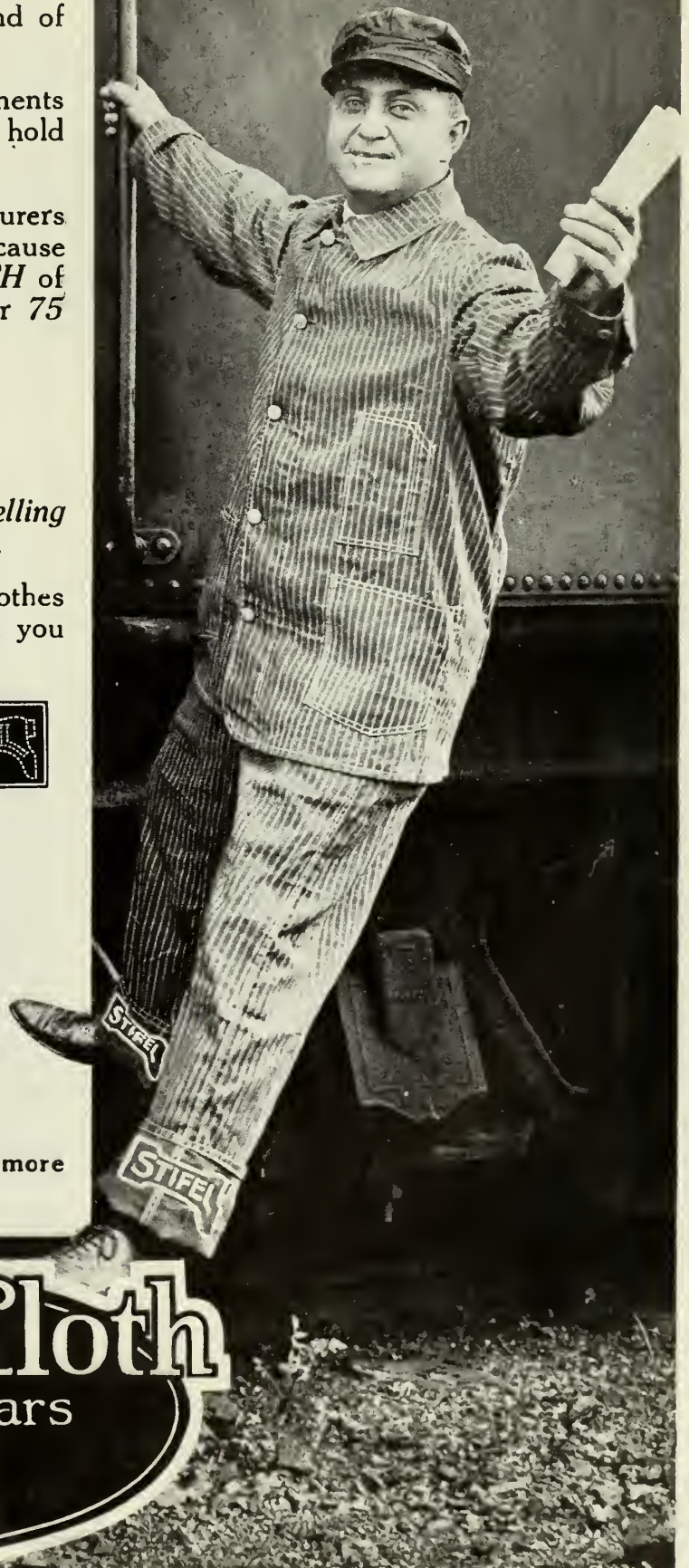
Stifel's Indigo Cloth

A sturdy tough weave dyed a beautiful fast blue. And specially printed so that the white dots of the stripes and other patterns will not break. Write for samples.

J. L. STIFEL & SONS
Indigo Dyers and Printers
Wheeling, W. Va.

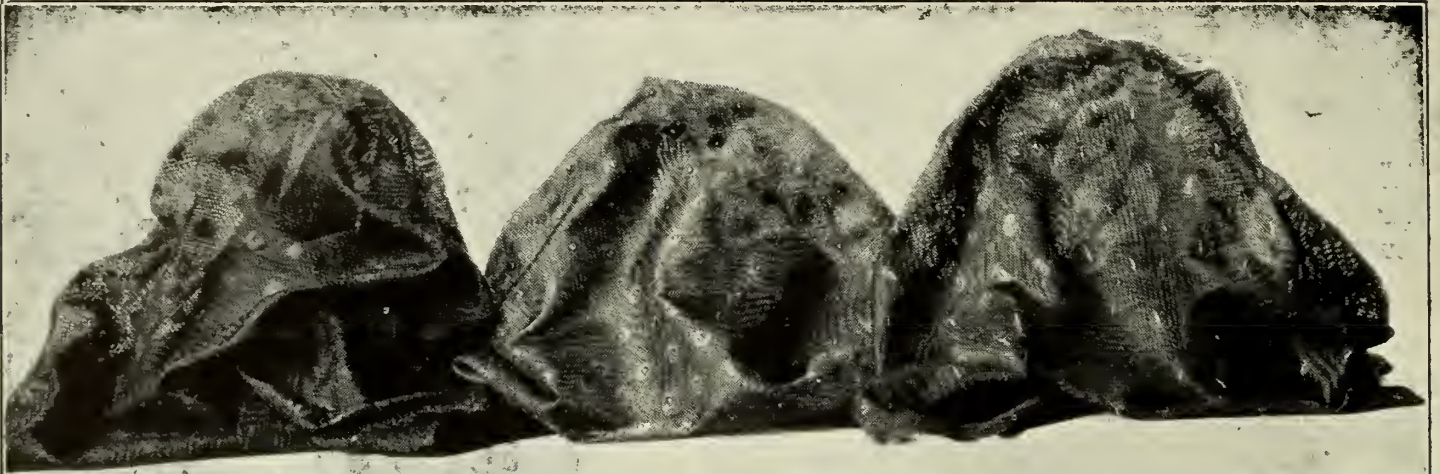
New York

Baltimore



Grenadine

The Season's Most Fashionable Cravat Silk



Pure silk grenadine weave with contrasting colored figures forming neat rich handsome effects.



On black, navy, and green grounds made into the correct shape, priced at \$14.00 the dozen.

A. T. Reid Company
TORONTO

Makers of Neckwear of th



Service

Your first consideration is style and quality, then the service that the manufacturer is prepared to give you. By this we mean—delivery on time; fit guaranteed; finished garments, worth the price; character in every garment; square treatment; mail or rush orders receive special attention.

We still have a few openings for agencies. If you are interested write us at once.

**WM. H.
LEISHMAN & CO.
LIMITED**

192-4 Spadina Ave.
TORONTO

*Makers of the Best Tailored Garments
for Men*

Lang for Shirts Spring

OUR idea of service this season is to have in stock ready to ship at a moment's notice the snappy new patterns and colorings. We are doing this and doing it right, so if you are in need of shirts for immediate selling we can assure you we have the right stuff.

There are neat checks so much desired, with collar to match and some very new things for better class trade in French percales and of course an abundance of stripe patterns in all colorings.

An excellent assortment of collar attached outing shirts for summer trade. This is the style you were short of last season. Order now to insure your stock for season's business. Look over your stock of Boys' shirts and blouses. Then let us know your wants; we have a nifty range for the boys.

The Lang Shirt Co., Limited
KITCHENER -- CANADA



The Master Hat of Canada

We wish to draw to your attention the

Biltmore Velour

We were forced to work our factory overtime all last fall. In our range of samples this trip we are showing many new shades that are fast to light. We are anticipating double the business on this class of hat for the Fall and will equip our plant to take care of your wants. Our exhibit in February at the King Edward Hotel, Toronto, has been the talk of all merchants.

Biltmore Hats Limited
GUELPH - ONTARIO



THE ARROW

INTRODUCTION for SPRING

ARCHER

A NEW KIND OF ARROW COLLAR

A new style and new construction
A comfortable wearable good looking collar
that just snuggles the knot

READY APRIL 1ST

CLUETT PEABODY & CO. OF CANADA LIMITED



ACME
TRADE MARK



A Smart
Model
for
Boys

MACKINAWS

The line on which our salesmen are now booking orders for Fall is the finest ever produced in Canada—greater variety of patterns, better materials, finer workmanship—and yet priced more attractively than ever before. These Mackinaws are taking the trade by Storm!

Also carrying



Chappie Coats

Ulsters

Ulsterettes

Sheeplined Coats

ACME GLOVE WORKS
LIMITED
MONTREAL

That distinctive touch of
Style



is there in
The BROCK Hat
MADE IN BROCKVILLE, CANADA.

A Canadian Achievement

THE WOLTHAUSEN HAT CORPORATION LIMITED

Head Office and Factory: BROCKVILLE, ONT.

SALESROOMS:

Montreal, Mappin and Webb Bldg.
Toronto, Cosgrave Bldg.

Vancouver, 315 Bower Block.
Winnipeg, 228 Curry Block.

If you want the Combination of:

Quality Economy & Beauty



In your stock for Spring selling--or special orders see the "Tutt" line before placing. It includes every worth while style of the hour.

Inspect our lines; they cannot fail to interest you.

Ready Tailored

Tailored-to-Measure

TUTT CLOTHING CO.

MAKERS OF FINE CLOTHES



WHOLESALE CUSTOM TAILORS
21 DUNDAS STREET EAST
TORONTO

Place Your Order Now For MOYER BASEBALL UNIFORMS



Style No. 1
V Neck with silk braid trim-
ming and felt inset collar



Style No. 4
Military collar with felt trim



Style No. 5
V Neck with felt trim and col-
lar inset



Style No. 12
Felt peak and button
with eyelets

Write For Folder of Complete Range



Style No. 13
Felt peak and button;
no eyelets



Style No. 14
Any Two Colors

You can easily get the worth-while profits which come from selling uniforms to local baseball teams.

Our styles and patterns appeal to the players. We supply shirts with any monogram or lettering desired. Our complete illustrated folder shows all our various designs. The special order blank and measurement chart which we send with the folder make it easy for you to get everything just right.

We will also send, on request, samples of the materials.

Keep in touch with us. Any inquiries from your vicinity will be referred to you.

Our range includes three grades — Junior, Intermediate and Senior.



Style No. 10
Any Two Colors

A. W. MOYER & CO.

Also Manufacturers of

Bathing Suits - Soccer Uniforms - Boy Scout Uniforms

124 KING ST. W., TORONTO

Announcing

SKALCRAFT

**Made - to - Measure Department
Service — Value**

These two essential features are the foundation of our newly organized Made-to-Measure Department.

For **DISTINCTIVE HIGH GRADE VALUES**—at medium prices—we have an enviable reputation which is strengthened with each season's business.

Our idea of **SERVICE** is to keep a constant and careful watch on the material market so that our **AGENTS** can always depend upon receiving samples of the best in values and newest designs in colorings.

SPRING AND SUMMER OUTFITS are ready for shipment.

We are open to appoint selling agents where we are not already represented; we would be glad to have your enquiries.

Our travellers will soon be on their Respective Territories with newest models for the Fall Ready-Made Business.

THE PUNCHARD-BIRRELL CO.

549 King Street West
TORONTO



“Consistency”

—a factor in business-building

IN ITS business relations with the public, this institution has ever been consistent—sensing keenly the obligation to the dealer, and the dealer’s customer—the ultimate consumer; and though prices may vary as the result of world-wide readjustment, the high standard of Society Brand tailoring remains consistently the same.

Society Brand Regular Advertising Campaign is now appearing throughout Canada.

Society Brand Clothes

**FOR YOUNG MEN AND
MEN WHO STAY YOUNG**

SOCIETY BRAND CLOTHES, LIMITED,
MAKERS MONTREAL

Men's Wear Review

VOL. XII.

MARCH, 1922

No. 3

"Making the Dollar Work Faster"

Frank Stockdale, Business Counsel of Chicago, Mentions Forts That Should be Used to Fortify Profits in Business—Man Who is Waiting for Conditions to Right His Business Will Get Left—Too Many Merchants Wrap up Their Merchandise With Reputation and Both Leave Store at Same Time

"**M**AKING the dollar work faster" was the subject of the address given by Frank Stockdale, the well-known business expert of Chicago, at the afternoon session of the clothiers' convention on Tuesday afternoon, February 14th. Mr. Stockdale built a number of "forts" around that which every merchant was seeking to protect during these days, namely, "profits." These "forts" he roughly divided into two classes—buying and selling—and in the course of an address which was listened to with rapt attention, he sought to show how "profits" could be protected by the adoption of wise buying and selling policies.

Look Out For Yourself

Certain organizations were getting out after business and were getting it, said Mr. Stockdale. In his opinion we were in an era when it was up to each individual to look after himself so far as business was concerned, and the man who waited for conditions to right his business would find out that he had something else in store for him. Some men seemed to think there was a password to the secret of getting business; as a matter of fact this secret was the widest open book that had ever been laid before men.

Volume

The first essential under present conditions was to get volume. There were two ways open to the merchant, either step backward or step into the breach and go forward. There were many retail merchants who were, doubtless, staying away from this convention to save their expense money. He agreed that it was all right to cut expenses, but some merchants might be missing the opportunity to discover the very means they were seeking to meet their problems.

The speaker cited the case of the man who was doing \$100,000 business with an overhead of 25 per cent, or \$25,000. In this store only one thing has happened; instead of doing \$100,000 business he is getting only \$80,000, while his expenses have remained the same. This meant that it was costing him

MEN'S WEAR REVIEW TO RUN ARTICLES ON CARD WRITING

Card writing to-day is an art. To properly convey the message that should go with the show card, it will no longer do to roughly cut off a piece of cardboard and scribble a few words and figures on it. Such a card with delicate fabrics, the season's latest fashions in a dozen lines of merchandise is almost as destructive of this merchandise, in the eyes of the passerby, as if a bottle of ink had been splattered over it. Not only must the show card convey an appropriate message, but it must convey it in an artistic, well-wrought style, if the merchandise is to be enhanced in value rather than detracted from by the show card.

Believing that Men's Wear Review can serve its readers in a very practical way and be of service to many clerks throughout Canada, we have made arrangements to run a series of articles on show-card writing. This series will be extended over a number of months, and will begin with the very fundamental of card-writing, how to hold the brush, how to make strokes, how to do the simplest things that finally lead to proficiency and expertness in the art of card-writing. The series will be accompanied by illustrations that emphasize the message to be conveyed to the reader on this very important subject.

WRITTEN BY EXPERT

The writer of these articles will be known as "Jalexo." His fitness for the task can be briefly told. He is on the advisory staff of the Kwik School of Show-card Writing of Toronto, and gives instruction and prepares lettering for the courses that are taken up at this school. A few months ago, he gave a series of lectures at the Toronto Y.M.C.A. on show-card writing, a series that was enthusiastically received by those who took advantage of it. He has made a professional study of this subject and is well qualified to take hold of a beginner and make a skilled workman of him in show-card writing. While this course is running, any reader of the paper who wishes to ask questions of "Jalexo" is invited to do so through Men's Wear Review. A letter addressed to "Jalexo" in care of Men's Wear Review, University Avenue, Toronto, will reach his hands and receive his immediate attention.

This course will commence in the April issue of this trade paper. There is an article from his pen in this issue on Easter cards, but it is not one of the series. In view of the desirability of having appropriate cards for Easter windows, we have asked him to prepare this special article.

31¼ per cent. to do business, as opposed to a former 25 per cent., or a difference of 6¼ per cent., or 6¼ cents on every dollar's worth of business done. Nothing has happened in this business except that volume has fallen off. Fixed expenses have little to do with volume; items such as rent, insurance, taxes, heat, light, depreciation, interest on investment could not be cut down and when this was said practically all was said with regard to cutting down fixed expenses. Salaries, advertising, display, the cost of selling—these could be cut down if the merchant was willing to take the consequences. But if the

selling cost were cut what would happen to volume? In this man's store there was as much work involved in selling \$80,000 worth of merchandise as when they sold \$100,000 worth. Now, the merchant had either to cut the selling costs or go out after more business, greater volume. The wise merchant did not want to cut his selling costs; therefore, he had to get out after greater volume.

Sales Quota

Mr. Stockdale advised that every merchant should use a sales quota in running his business. There should be a definite objective; there should be a de-

finite objective for the same reason that a football team on the field had an objective every ten yards of the way down the field. There should be a tentative quota for the whole store. If last year's quota was high enough set it at that; if not, set it higher so that sufficient profit would be in sight at the end of the year. A definite quota should be fixed for every line of merchandise carried; if there were two lines, have twenty quotas. Then if sales fall down, you know when they fall down and how much.

The second step in carrying out the sales quota was to call the senior salesmen around and give them, say, each five lines to look after. Tell them it is their job to hold up the quota and to see that they get it during the year. Suppose, for instance, the quota says there shall be \$8,000 worth of shirts sold during the year. That should be divided into months. If it falls down any one month, there will be no question then about window display, about advertising. If this quota falls \$1,000 the duty before the merchandising man is to get after shirts in advertising and window display so that the quota may be maintained.

Stock Limits

One of the forts necessary to protect profits was the stock limit which meant that there should be an absolute control of the stock in the store. To illustrate his point, the speaker cited the case of a stock of shirts. This department was supposed to do \$8,000 worth of business during the year, which would mean an expenditure for stock of approximately \$5,600. Taking it for granted that this stock would turn over three times during the year, it would mean an average stock of \$1,700; in other words, it should never be lower than \$1,200 and not higher than \$2,400. Stressing the necessity of a definite limit on stocks at all times, Mr. Stockdale pointed out that the profits at the end of the year were not always represented by a figure in the bank book, but by merchandise on the shelves which might shrink materially if the time came when ready cash had to be secured for them.

Still another fort to protect profits was expense. There should be an expense fixed for each line. If the total margin was \$25,000 and the total cost of doing business was \$20,000, this left \$5,000, or a net of 5 per cent. If the expenses came up to near \$25,000, with a \$25,000 margin, it would be necessary to go back to examine the margins very carefully to where they were falling down.

Selling Forts

The first selling fort mentioned by Mr. Stockdale was "buying." Goods well bought were half sold and he pointed out that the buyer had a good deal to do with the selling of the merchandise in any store. By means of a chart, the speaker showed that the average stock was high at each end and low in the

THE NEW ASSOCIATION OFFICERS

President—R. F. Fitzpatrick, Toronto.

Vice-President—J. C. Begg, Hamilton.

2nd Vice-President—George Gray, Chatham.

3rd Vice-President—Dan Johnson, Ottawa.

Honorary Secretary-Treasurer—H. Brimmell, Lindsay.

Provincial Secretary—W. C. Miller, Toronto.

Advisory Committee—R. S. Cull, Guelph; R. A. Stevens, Barrie; C. W. Doane, Niagara Falls; Walley Hern, Stratford; J. Picard, Peterboro; Mr. Trull, St. Thomas.

Special Representative on Dominion Committee of Retail Clothiers—Ed. Mack, Toronto.

middle; in other words, when the greatest selling was in progress the stock was nearest its low mark. His contention was that this chart, representing buying and selling during a given period of months should show parallel lines both up to and receding from the highest point which showed the greatest selling period.

Another fort was display. He believed too many merchants gave disproportionate attention to window and interior display. Glass, he said, was a poor conductor of sales, and he warned merchants not to be afraid to get too many goods out on the counter for customers to see.

Advertising was another fort. There was only one defence against advertising, that was, the offensive. Nothing could be done to keep the outside advertiser out. The only defensive was the offensive. If the advertiser solicited trade from your customers meet him on his own ground; that was the only way to do.

If advertising was the artillery of business, personal selling was the infantry. In war, if a point is not taken by the infantry and then consolidated, it can't be held. The same holds good in business. If the selling force does not consolidate the point taken by the advertising manager, business cannot be held.

Policy was the last fort mentioned by the speaker—the broad policy on which the business was founded. Responsibility should be apportioned; this would bring out the best in any man. But this should not be given unless there was a system of checking it. Proper division of responsibility made for better cooperation in the store.

In conclusion, Mr. Stockdale spoke of the honest reputation merchants should build up in their business. Too many merchants, he said, wrapped up their merchandise in their reputation—both went out of the store together.

The Thorold Tailors have commenced business in Thorold, Ont.



"THE MALL"

The "Mall" is one of the new fall styles created by Cook Bros. and Allen, Ltd., of Toronto. It is a very large, roomy overcoat, adapted for either street or motor wear. It is made up in a reversible cloth and is very effective in a large over-check which gives it an even larger appearance on the wearer. Note the very wide lapels and the patch pocket. It is a thoroughly English style, even to the method of turning the end of the belt underneath as shown in the illustration.

The Style Tendencies for Fall 1922

In Suits and Overcoats a Little More Jazz Will be Seen—Some of the More Conservative Houses Are Taking It Up—Think the Cuffless Trouser Will Not Have Much Chance Here—A Kimona Development in Overcoats—Costs Not Likely to Vary Much

WHILE a number of designers in the Toronto clothing houses are not very far advanced with their fall models at this time of writing, their ideas have assumed a sufficiently definite form to get a pretty fair idea of the outlook for the fall and winter season. As usual, any new development in the world of style has in view particularly the young man. For formal dress or for men as differentiated from "young men," innovations are not very noticeable from one season to the next. This is a reliable quantity from one season to the next, year in and year out. Conservatism in dress is, after all, a matter of years; when a man has said good-bye to his "twenties" he still wants to be fashionable but it is that type of fashion that does not draw attention because of some extreme cut, a new waist line, or a different seam or shoulder. He wants to be "well dressed" without being at all conspicuous.

Developing Jazz

Fall and winter of 1922-23 will not vary in its offerings of style from this well known principle of dress. The things that are particularly new are for this particular young man. The indications are that "jazz" will have its innings to some extent. It is going a little farther than the last season, this jazz idea in clothes for young men, and some of the very conservative houses are showing some rather extreme jazz models. In suits, there are some coats that begin to break away into a skirt effect almost from the shoulders, that is, looking at them from the front view. Button decorations figure on them. There are others that have pleats at the back of the coat, with a slit of considerable length. There are little variations here and there in the jazz models that give them a distinctiveness and are designed to appeal in a particular way to the young man of fashion. Whether or not the jazz model will reach its height during the next season remains to be seen. A very conservative designer stated to Men's Wear Review that it was hard to tell how styles are going to develop during the next year. "When well-known conservative houses are putting out jazz models where will it end?" was his indefinite conclusion of the whole matter. One thing is certain—retailers will see a variety of jazz models and it will be for them to analyze their respective fields to find out what the market is for these extremes in style.

The Cuffless Trouser

Designers are not of the opinion that the cuffless trouser will make much headway, at least for some time. They question if it is good business either for the retailer or for them. Orders for two pairs of trousers usually include one of each. While there is a difference of opinion as to whether or not two-pant trousers are good business, the fact remains that customers seem to like them and, in the United States, there are retailers who claim that they get better business out of this custom than if they sell only one pair. The view of the customer cannot be overlooked, and especially at this time when he is looking for wear in his clothes. Another designer pointed out that pressing and cleaning parlors were springing up all over the country to cater to the man who is having his clothes pressed oftener, patched oftener (it may be.) With constant pressing, there is bound to be a certain shrinkage of the trouser leg. With a cuff pant this shrinkage, even though it reaches nearly an inch, does not materially affect the appearance of the trousers. That would not be the case with a cuffless trouser. It could not stand the shrinkage and still retain its appearance. Toronto houses are not figuring much on the cuffless trouser.

A Kimona Overcoat

One of the developments in the overcoat model is the kimona coat, though it will parade under different names. But it is well named a kimona coat, for it slopes away from the shoulder, looks broad at the seat and is made of a soft texture in cloth. Some of the models have the one seam running off the shoulder down the arm with none in the back of the coat at all. Others have no seam in the back but one just a trifle in front of the shoulder. This overcoat will best suit a man with sloping shoulders rather than the squarely built man. But the general style tendency closely follows those of last year. There are some variations in lapels, though not many. Big coats with Raglan shoulders will be seen in profusion and, in the long run, will probably be the best sellers. The large, loose overcoat will have a big call.

In Materials

In both suits and overcoats, materials are drifting to lighter shades. Many over-checks will be shown in overcoatings and shades of brown will be more familiar than they have been. Cinnamon brown will be seen in a number of

patterns. The large overcheck will feature prominently. In suits, colors are distinctly on the lighter shade.

The Cost

There will not be a great difference in the cost for the fall and winter season. In serges and botany cloths there have been recent advances and manufacturers have paid more than they paid six months ago. But the tendency is to keep the prices as stable as possible. There is practically no change in the labor situation with the garment workers. Out of recent meetings has developed a very amicable relationship between the garment workers in Toronto and the Amalgamated Clothing Manufacturers' Associations, so amicable, indeed, that it is not expected there will be any noticeable change in the scale of wages for another year. Some of the manufacturers state they will fight any further decreases in the workers' wages with living conditions as they are at the present time. They are definitely committed to the idea that they do not want the standard of living amongst the workers to go back to anything like it was before the war. They think the present wage paid is as it should be with living costs as they are now. Any further change in the scale, they say, will depend upon the fluctuations of the index of the cost of living.

INAUGURATED FREE INSURANCE POLICIES

Society Brand Clothes of Montreal have recently inaugurated a free life insurance policy for the benefit of their employees who complete a period of continuous service varying from three months upwards. That this type of welfare work is vitally essential to all large concerns is now widely recognized and its real value was put to a concrete test in January last, when a valued employee of Society Brand Clothes died, leaving a widow and family almost destitute. The firm immediately had a policy amounting to nearly \$1,000 over to the widow, who knew nothing of this insurance scheme and who was in consequence relieved of much anxiety and misery.

According to the firm, the scheme is arranged in this manner, all premiums being paid by the company.

Three months and less than six months	\$500.
Six months and less than 1 year..	600.
1 year and less than 2 years....	700.
Continuing to 9 years and over..	1,500.
	(maximum).

Lord & Taylor's, New York, Get Golfer's Trade: Ideas That Have Brought Success to "Man's Shop"

The Golfer Must be Reached by Unusual Methods—A Circular Designed Especially For the Golfer—Special Appeals For the Changing Seasons—the Appeal to Style—Do Not Advise Carrying Accessories

ONE OF THE most talked about and much frequented men's shops in New York City, is "The Man's Shop" at Lord & Taylor's on Fifth Avenue. Nobody can place a finger on any one branch of its manifold services and say "Here is the reason why this business is successful," because its success has been built up by entirely different methods than those which are most familiar to us in Canada. They have a theory in the Lord & Taylor store that "style" is the one thing paramount, the one element that makes merchandise desirable, and they insist that men's clothing and furnishings can be sold to men on precisely the same basis upon which women's trade is founded, namely showing only what is newest and most fashionable and merchandized in a way to reach that bump of vanity common to both men and women.

A very celebrated authority on men's wear merchandising has defined style as follows: "Style is a harmonious combination of something new in line, design, weave, pattern or color with what is already accepted as correct in dress—and to be correct, style must have an authoritative source." This is part of the creed of the Lord & Taylor Man's Shop and from the tiniest collar button to the most complete outfit of clothing an atmosphere redolent of correctness in masculine attire is hall-marked on everything.

On Tenth Floor

In order to describe fittingly the various forms of service rendered by this store, which by the way, is located away up on the tenth floor of the Lord & Taylor Building, and reached by swift express elevators which do not stop on the way, mention should first be made of the publicity methods employed to interest customers in the merchandise. The newspaper is of course the first and foremost medium employed each day to keep the "Man's Shop" prominent before the masculine eye, wherein is to be found copy of more than unusual merit and individuality, characterized by the idea that style is vitally interesting to men, and that goods will be bought by men because they are new, smart and correct, not merely because they are actually needed. This type of advertising has an irresistible appeal to New Yorkers, who awoke with a start from a life-long apathy regarding style criterions as advocated by stores in general, and began to sit up and watch what Lord & Taylor had to say about clothes and to govern themselves accordingly.

When you stop to consider the ques-

We have frequently written articles pointing out the desirability of getting after the golfer's trade and assuring retailers that good profits were to be had if the business were properly gone after. The accompanying article written by our Montreal correspondent after a personal visit to Lord and Taylor's of New York, contains many useful suggestions for the Canadian retailer. Their methods of getting in touch with golfers, of giving special service to these busy men, of catering to their vanities in connection with the proper dress on the golf course—these are points that can be digested and utilized by many Canadian retailers who are looking for new ideas of getting after the golfer's trade.

tion, it does seem extraordinary that a mere department of a woman's store could, almost overnight, assume a position of prominence in such a city as New York, where styles are really born and where the standards of correct dress are created by the frequenters of Wall Street and upper Fifth Avenue. And it is still more remarkable that it could become noted as a style mentor throughout America within the short space of a year, the sum total of its existence. But the fact is undoubtedly true and proves conclusively that if a store can build up a reputation as an authority on the correct in men's dress, it will be successful beyond all expectation.

How Golfers' Needs Are Supplied

With such a sound foundation for all round success, the Man's Shop has sought still further ways of strengthening and elaborating its various forms of service. During the spring of 1921 it decided to go after golfers and to feature the requisite merchandise needed by devotees of the links in the same manner which they so successfully put over in a general way are, of course, peculiarly suitable to large cities, but modified methods are easily worked out to apply to smaller towns as well. Here is the story of how it was done, as related by Charles Joseph Dunn, the manager of the Man's Shop, to a staff member of Men's Wear Review.

Unusual Merchandising

"Golfers in general are wealthy men,"

explained Mr. Dunn, "and in our particular clientele, the usual forms of merchandising would not do at all. If, for instance, we sent out ordinary circulars relative to golfing attire, they would be probably destroyed by the secretary of the man we had written to, before he saw the message. The commonplace is avoided in our business in every instance. We decided last spring upon something rather unusual, based upon the fact that all of us have a weakness to see our name in print, and so we evolved the idea of preparing individual personal circulars based upon a mailing list of selected names chosen from the membership lists of as many clubs in and about New York as we could obtain. This was very difficult to do, for the reason that membership lists are not easy to obtain, as members do not loan them or permit them to be used for any purpose connected with business. It does occasionally happen, however, that a customer or a personal friend is quite willing to allow us to have such a list on condition that it is quite confidential. And as the average list comprises about 350 names of active golfers, it is practically priceless to us. It is calculated that we sent out about 12,000 such circulars last season, each of which bore the printed name of the recipient on the front page with an inscription as follows:

Mr. John James Smith
Golfer

As a golfer, you will appreciate the character of the full line of golf clothes and accessories of golf attire, shown by the Man's Shop, atop the Lord & Taylor Store. We invite your early inspection of our

Golf Suits	Golf Hose
Golf Shoes	Golf Neckerchiefs
Golf Shirts	Golf Balls

Advertising Circular

"This circular," continued Mr. Dunn, "also featured a real 'close-up' of Walter Hagen, our Open Champion golfer, an original cartoon by Briggs, which was done especially for us, entitled 'And then he took up golf,' and a two page article on 'The Old Days of Golf,' by Grantland Rice, also exclusive to us. The rest of the folder was profusely illustrated by sepia half tones showing various items of apparel and accessories, together with a brief essay on the subject of our special service for golfers.

"Now as you may imagine these folders were very expensive and elaborate but I can say that they were the most successful idea we have yet thought of.

I feel sure that we have got back 100 per cent. results and our golfing department is now a firmly established, unqualified success. The whole idea hinges on the fact that the man's own name, linked up with his favorite game, and the whole presented in an artistic and interesting manner, will arrest the attention of the most conservative personality.

A Mailing List of 30,000 Golfers

"This spring we are planning to issue about 30,000 of these folders which are handled for us by a concern which relieves us of the trouble of securing the written and pictorial matter, but which of course receives full instructions from us in the matter. We are also featuring this personalized circular in our other departments as well, sending out one regarding our footwear, another on our Christmas gifts (addressed to women only,) and a general one in between times. We never use the same mailing list for these various circulars, but obtain membership lists from such other clubs as the Engineers' and Bankers' Club, and the various smart uptown men's clubs. We follow the same plan in these folders as in the golfers' circular, namely, to begin by printing the recipient's own name, such as 'Some Shoe Hints for Mr. William Henry Blank,' and illustrating it by photographs of real merit, using prices occasionally.

A Fall Leaflet to Golfers Too

"But to return to the golfers' circular, I should have said that we also issue another leaflet in the early fall, which is generally done in a simpler style and mailed to the same list of golf players. This folder is entitled 'How is Your Golf Wardrobe for Early Fall Playing?' and alongside we quote a suggestion list of articles which will probably be required when cooler days arrive. Hot weather attire then becomes very unsuitable and as enthusiasts keep up play until away along in November, heavier apparel becomes a necessity.

Be Ready in March

"I would advise retailers to be all prepared with their campaign for golfers' trade by the end of March, if the weather appears to be at all seasonable, beginning by a good showing of window displays and pointed advertising in the papers.

Few Accessories

"We do not advocate the carrying of any other accessories or equipment other than golf balls in the Man's Shop for that properly belongs to sporting goods departments, but the balls are such a necessity and are more often needed than any other item, that we feature them prominently in show case displays throughout our golf apparel section. Four-piece suits are exceedingly popular with well dressed New Yorkers, for the reason that the knickers can be left out at the club or in a club bag at the office while the rest of the suit is worn at business. Knickers are not worn

REAL SERVICE TO GOLFERS

Lord & Taylor's of New York aim at giving real service to golfers in that city who look to them for clothes for the links. Here is their service ambition:

The golfer appreciates service. Though a man may subject himself to severe stress and discomfort in business, that same man, for perhaps that very reason, indulges himself in extreme mental ease in everything pertaining to his game of golf. He wants his mind free; he wants to think of one thing only: the ball. That is golf.

This ease should start at the store at which he buys his golf things.

Therefore knowing the mood of the male golfer, we make an unusual effort, even for The Man's Shop, to extend a royal service to the man who buys his golf clothes and accessories of us. First, by offering selections from which quick and satisfactory choice can be made; stocks, in fact, which are already choice.

Second, by prompt attention, wrapping, and prompt return of change. Or by instant delivery by special messenger, should you wish to telephone your order. One of our boys will, if you wish, meet you at your train, in uniform, with what you want on your way to the course. Or we will leave what you say at your club house, wherever it may be.

Increase the pleasure of your game this season by playing it in new clothes of unquestionable correctness and comfort. Compromise in golf attire is unthinkable to the genuine golfer. Let The Man's Shop serve as your counsellor in these things, and then rest assured that you are wearing apparel above criticism—in which ease is inherent, and sturdiness assured.

Make The Man's Shop a part of your golf pleasure! Remember that express elevators add to the convenience of The Man's Shop, placing it within a few seconds of the street.

down town by the best dressed men. We have a dressing room of course, also, for the convenience of customers who wish to make a change into golf clothes here, before catching the train."

Style is Essential on Links

No comparative prices are permitted to appear in any of the publicity matter appertaining to this shop. Prices are used at ordinary times and omitted for special occasions. Another point brought out by Mr. Dunn was that golfers in general nowadays pride themselves upon dressing correctly upon the

links and no longer go "the round" clad in any old cast-off garments. There is undoubtedly a style recognized upon the links in connection with golfing apparel, just as in clubs or balls, and the keynote of this style is correctness. Golfing attire is not necessarily loud, peculiar and unconventional but the contrary, the best dressed men on the links in New York prefer clothes which are inconspicuous but absolutely comfortable, such as Scotch tweeds, shaggy sweaters or knitted jackets, neckerchiefs instead of collars and regulation "Tom Logan" shoes. Such customers likewise want prompt attention and service, for moments are few and precious.

Special Delivery Service

The Man's Shop has originated a splendid plan which saves innumerable minutes to busy men and is proving to be an important business getter. This idea consists of an instant delivery service upon receipt of a telephone order, by special messenger, either to a given address or else the messenger will meet the customer at his train with the parcel ready. Again, the merchandise will be sent direct to the club house no matter where it is located. The messenger at the train has proved to be a really valuable idea and possibly the sight of a smart boy in Lord & Taylor's uniform waiting with a well wrapped box at the gate, has something to do with the popularity of the plan. At any rate, telephone calls from golfers are one of the biggest parts of the daily routine of the Man's Shop, and admirably carry out the store's policy to render "royal service" to the man who buys his golf clothes there.



R. F. FITZPATRICK

Re-elected for a second term to the office of President of the Clothing Section of the Ontario Branch R. M. A.

Taking Advantage of One Festive Day of Lent: Truly Warner Uses Mi-Careme For Spring

Novel Window Displays of New York Hat Man Attract Much Attention—the Five-Foot Style Shelf—Making the Most of the Spring Carnival—is Opening New Store on 42nd Street This Month

By a Staff Member

THE Lenten season was ushered in this year on March the first, just at the psychological period to begin thinking about lighter clothing and new hats. Furthermore, the weather has been exceptionally mild and sunny in New York, with more than an imperceptible hint of spring in the air. There is something about the first sunny spring days as restless as the glare of a spot-light in showing up the ravages of winter in one's apparel, and one's fancy lightly turns to thoughts of something new from sheer necessity rather than from motives of vanity. Easter, however, is still a long way off and stores are not as yet featuring their pre-Easter displays lest the merchandise be an old story when the Lenten days draw to a close.

There is one retailer, however, who has discovered an original way of getting over this difficulty and manages to present to the hurrying crowds along Broadway and elsewhere the latest spring styles in headwear under a very original guise. He does not overlook the fact that winter is still lingering in the lap of spring and that Lent is not exactly the time in which to feature festive raiment, but he cleverly turns this very season to good account by featuring the one day out of the forty, which can be properly termed festive, namely,

Mi-Careme or else Mardi-Gras, which ushers in the Lenten season. So one comes across his windows with a distinct shock of surprise and pleasure and stops dead to study the carnival effect of scarlet, gold, blue, green, purple and all the rest, as reflected by confetti, balls, masks, paper serpentines, and big colored balloons floating lightly in clusters here and there. A gorgeous show card lettered in black upon gold board announces that "the color and spirit of Mardi-Gras is revealed in these new spring styles," while another card heralds the display as being one of "Spring 1922 Style Secrets."

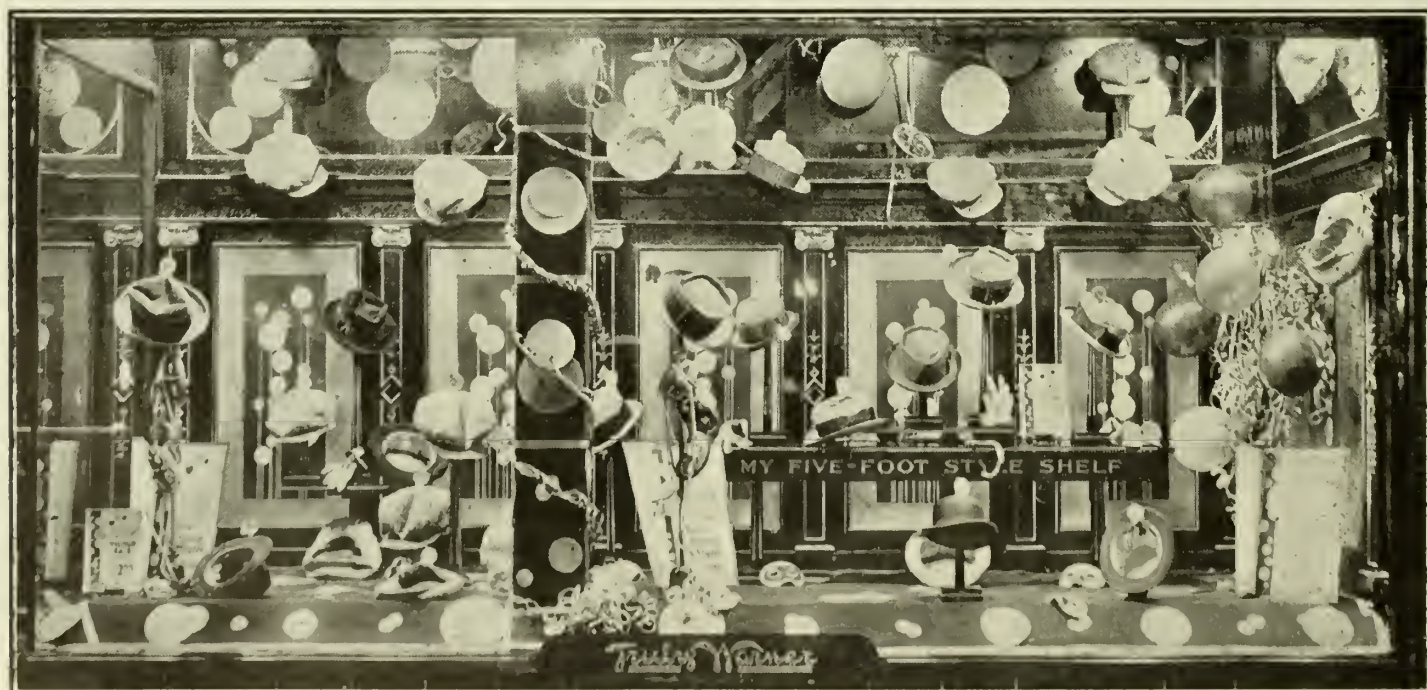
A 5-ft. Style Shelf

In the centre of this interesting window is placed a black and gold shelf exactly five feet long, upon which five ultra new models of spring felt hats are displayed upon stands. A small card announces the fact that these are "Five Style Classics on my Five Foot Shelf," and the name beneath tells the onlooker who is responsible for all this originality. Truly Warner is the name of this enterprising firm, known throughout New York, as the foremost hatter to men, and the public is thoroughly used to finding unusual, picturesque and arresting ideas shown weekly in his window displays.

In the accompanying picture some idea of how these displays were arranged may be obtained. It should be pointed out that the same idea is used throughout all the Truly Warner stores both in New York, Detroit, Pittsburgh and elsewhere, the Spring Style Carnival is being held contemporaneously in each of the shops.

Mardi-Gras—The Spring Carnival

In answer to a question put by some one interested in the why and wherefore of this type of display, one of the firm explained its origin after this manner: "The only notable days in February as a rule which can be played up in window displays in this country are Valentine's Day and Washington's Birthday. The former is not appropriate for a man's shop, savoring too much of children's festivities or purely social events. The latter in common with other anniversaries is purely a sentimental occasion and is not an appropriate choice to link up with such a showing as a spring hat display. But with the fete of Mardi-Gras or Mi-Careme, there are no such objections, and they are ideally suited for the initial displays of new merchandise. The blaze of bright colors, the carnival spirit and the hint of coming summer are just the right combination to feature during the pre-Easter



How Truly Warner celebrates the spring style carnival in New York which signalizes the mid Lenten season. Note the famous Five Foot Shelf to the right of the picture.

season and do not offend good taste nor in any way spoil the effect of the real spring opening a little later

"A spring style carnival should be a feature of every store in mid-Lent and the accessories essential to such a display are neither elaborate nor costly. Two dozen or so masques in varied colors, a quantity of colored paper serpentes, about a hundred colored and gilded disks of cardboard in different sizes, a half a dozen or so toy balloons and several well executed show cards, are all that is necessary to dress up a large window and carry out the atmosphere of revelry and gaiety."

Double Brown Diamond "Telescope" Crown

Truly Warner maintains his five foot shelf as a permanent display, upon which from time to time, he shows the newest arrivals in headwear. As will be noticed the leading novelty in this display is the "telescope crown" felt hat, which is insidiously gaining a foothold with frequenters of the gay white way. A very small and inconspicuous price ticket announces the fact that all hats are \$2.85 each.

Mr. Warner is opening a new store on 42nd street this month which he says is to be the finest hat store in America and he intends to hold a housewarming as soon as it is completed. Even though the store is not yet ready, the carnival window is there just the same and a show card directs the would-be purchaser to the nearest shop in the vicinity.

A Display Which Startled Broadway

To Men's Wear Review, a representative of this firm stated that they had never yet featured a display which had called forth so many interested comments nor as much hearty praise as this one, and he felt sure that it opened up a new channel in connection with ideas for displays which would be seasonable but not in any way costly or difficult to execute.



H. BRIMMELL

Honorary secretary-treasurer of Clothing Section of Ontario Branch of R. M. A., elected for a second term of office at the recent convention.

Hickok Launches New Product

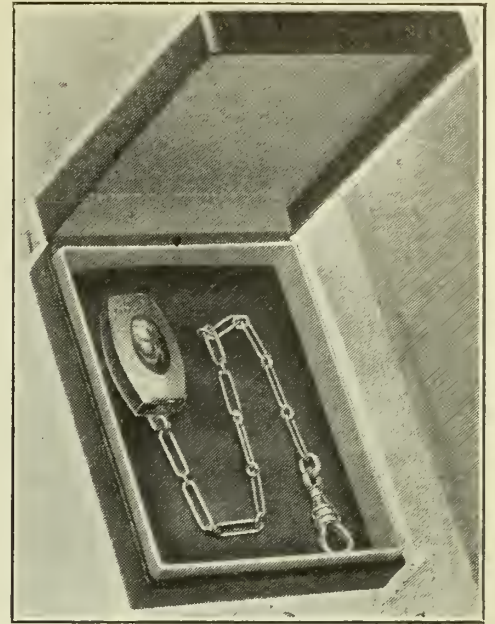
The Hickok Manufacturing Co. of Rochester, New York, makers of Hickok belts and buckles, have launched a new product—the Hickok Beltogram.

The beltogram is a watch chain that attaches to the belt and firmly secures the watch when worn in the small trousers pocket. The chain is attached to the belt by means of a slide device which encircles the belt and makes it absolutely impossible for the chain to become detached when worn. This feature affords a perfect means of protection to the watch, and especially when the vest is not worn.

The slide part of the chain that encircles the belt has much the same appearance as a Hickok belt buckle and the designs are similar, many being made to match Hickok buckle numbers. The same distinction of design and finish which has characterized Hickok belts and buckles for years is decidedly in evidence in Hickok beltograms.

A series of chains with initial, silver front slides is now ready for distribution, as well as a series with plain sterling silver slides, designed for the application of monograms, and a series with fraternal emblems. There are hammered patterns with hand-burnished initials and borders, and many engraved and engine-turned designs in the line.

The beltograms will be packed in attractively designed and finished, satin-lined boxes and retail for \$1.50 and \$2.00 each.



The new Hickok Beltogram being shown by the Hickok Manufacturing Co., Inc., of Rochester, N. Y.

A new Hickok novelty is the tan belt soon to be offered at retail. This line, being lighter in color, is regarded as thoroughly in keeping with the spring season. A buffalo hide belt made from leather imported from the East Indies is also to be offered for spring. One of the newest novelties just at this time is the lodge emblem buckle, introduced late in the holiday season. Although this novelty got away to a late start in the stores it gained immediate popularity it is said, and has since continued to gain strength.

"CO-OPERATION IN ALL BRANCHES OF PRODUCTION"

A happy thought found expression in cordial words of greeting on the evening of the manufacturers' banquet to the retail clothiers of Ontario, Wednesday, February 15. The toastmaster, F. W. Stewart, of Montreal, asked the banqueters to endorse a message which they proposed to send to the stock breeders of Canada who were meeting in another part of the King Edward, the guests of the Canadian National Exhibition Board. This was the message:—

"Happy circumstances has brought together tonight under one and the same roof the representatives of two great departments of national industry—the stalwart and substantial sons of the farm and ranch, whose persistent effort over a long period of years has built up a reputation for pure-bred stock that places Canada in the forefront of the great agricultural nations of the world, and the producers and distributors of the varied products of the rapidly-expanding textile industries of the Dominion.

"Tonight we come in close contact personally; we unite in loyalty and devotion to our King and country; we applaud the same sentiments of faith in the future of Canada, hope for its prosperity, and charity toward one another and all men.

"Soon we shall return to farm and factories, warehouse and store, and points of contact will become farther removed. Yet our interests and associations will continue to touch and overlap in many places. May we not hope that a broad and generous spirit of friendliness and toleration will remain as at least one outcome of tonight's brief intercourse?

"Co-operation in all branches of production will build up a great nation in this vast Dominion. We are consumers of your products; you are consumers of our products. Let there be continued unity in our support, the one of the other.

"In your further deliberations we hope that much will be accomplished for the welfare of the great stock-breeding industry, and that you will all return home refreshed in mind and body and encouraged to go ahead toward still better and greater achievements."

Clothing Men Hold a Successful Convention: Hundreds Gather From All Parts of the Province

Many Subjects of Vital Interest are Discussed by Speakers—President is Given Second Term of Office—Talks on Advertising, Window Display, Outlook in Clothing and Furnishings For the Year—Place and Date of Next Convention Left for New Executive

THE annual convention of the Clothiers' branch of Retail Merchants' Association was held in the King Edward, Toronto, on February 14th and 15th. Every effort was made by the executive to secure a large attendance of retail merchants from all over the province and their efforts were considerably strengthened by the holding of the textile exhibition during that week. The list of delegates who registered (given in another part of this issue) shows that many hundreds of retailers came to the city, though some regret was expressed that they did not all avail themselves of the opportunity to participate in the deliberations of the convention hall. This constitutes one of the problems of the new executive—to co-operate in every way with the manufacturers in the holding of their textile show without impairing the success of either the show or the convention. Throughout the entire convention, President R. F. Fitzpatrick occupied the chair; and so well did the convention feel he had done his work that they elected him to a second term of office as president. Delegates expressed the opinion that one year was too short for a presiding officer in that he only had a sufficient grasp at the end of the first term to make him of much more benefit to the association during the second.

In the past, Men's Wear Review has usually given the full report of the various addresses in the first issue after the convention. Believing this is, perhaps, too much for that careful perusal of our readers, we are adopting a somewhat different course this year. We are dividing the convention report into two issues, giving verbatim reports of about half of the addresses in this issue and reserving till the next the other half. Those addresses being held over are briefly summarized in this issue so that nothing will be missed by the reader in getting a general summary of the whole convention. In this one article, therefore, the addresses reported in other parts of this issue are not referred to.

Advertising

One of the very helpful addresses of the convention was given on Wednesday morning by Edgar V. M. Gilbert of Montreal, advertising manager of Blumenthals Sons. In the course of his address, Mr. Gilbert pointed out that the first consideration of the retailer should be to find out the target at which he was aiming with his advertising and he outlined several ways this might be done. Having found the target, he advised shooting direct at that target with the different kinds of advertising that would bring the best results. These he outlined. He discounted the use of adver-

tising "stunts" and slogans. These were days, he said, when every inch of advertising should be made to pay.

Frank Stockdale

At the Tuesday noon luncheon, Frank Stockdale gave a brief address in which he cautioned merchants to have faith with understanding. He spoke of wise and foolish optimism during the present period which, he said, certainly did not lend itself to the pessimist. He pointed out that the right time to be steady in any crisis was just before the end; that was a very good reason why retailers should be steady just now.

Frank Worth

Of interest to every retailer was the address by Frank Worth, general manager of Canadian Woollens, of Peterboro, in which he spoke of the development of Canadian woollen textiles and their possibility in this country. He claimed that if they were given a fair chance, they could produce not only a quality but a range of patterns equal to any shown by foreign manufacturers.

R. P. Sparks

R. P. Sparks of Ottawa, chairman of the committee of manufacturers who promoted the textile exhibition, spoke at the Tuesday luncheon on the idea of the trade fair. At the closing banquet on Wednesday night he made an appeal for



The luncheon given on Tuesday, February 14th, was tendered by the Clothing Section of the Ontario branch R. the luncheon hour. Between three and four

Canadian-made goods, an appeal based on the high quality of Canadian goods rather than on mere sentiment. He quoted figures to show what it would mean to Canadian homes and Canadian industry if many of the textile products purchased outside of Canada were purchased here.

At this same banquet, addresses were given by J. S. McKinnon, past president of the Canadian Manufacturers' Association who expressed the opinion that the question of taxation in this province was becoming intensive almost to the point of ferocity; by R. F. Fitzpatrick who carried word to the manufacturers from the retail clothiers' convention that they were willing to co-operate in every way in the holding of future textile exhibitions; and by E. M. Trowern, Dominion secretary of the R. M. A., who remarked on the spirit of co-operation manifested throughout the exhibition and suggested that the wider application of it would solve many of the problems that arose from time to time.

Deputy Minister of Labor

At the noon-day luncheon on Tuesday, the deputy-minister of Labor, Mr. Ballantyne, spoke of the part which clothiers had played in bringing down costs to the consumer during the last few months. He cited the fact that the index figure of clothing had dropped appreciably in the last few months, and outlined what the government had tried to do to effect this same thing in all gradations of commerce within the province.

Walley Hern

A very timely address was given by Walley Hern of Stratford in "Making Sales Easy," a subject which he handled in a very able manner. He outlined several methods that might be tried out by retail merchants in their respective communities and suggested that the

present time was one when merchants should be energetic in their methods if they expected to reap the reward of a business career.

Mr. Barker

Mr. Barker, of Jones Bros., Toronto, favored the convention with a moving picture film showing better methods in merchandising by the use of up-to-date fixtures. His collection of stores was selected from many Canadian and American cities. They showed what could be done in the way of conservation of space, the better care of stock, the more efficient selling by the clerks in saving time, the better salesmanship throughout because of the added display of merchandise by the use of new glass fixtures that gave the customer a full view of all the stock carried. In contrasting this new system with the old, Mr. Barker cited many instances where greater business had resulted and overhead had been cut down to a considerable degree.

The Question Box

One of the most interesting features of the convention was the Question Box which proved to be the largest of any previous convention. There were over thirty questions asked regarding topics of great interest to every retailer and some lively discussions arose as a result of the answers given by the committee.

Dan Ross

Dan Ross of Toronto addressed the merchant tailors on conditions in the woollen industry. Mr. Ross does not see any lowering of prices for the present time, in fact, the arrow seems to point the other way. He does not advise heavy buying, however, on the part of merchants; on the other hand, he advises frequent buying in small quantities.

The new Two-Tone Double Brown with Contrast Band and Binding

The Styltickler

Spring Style Carnival

The Color and Spirit of Mardi Gras is revealed in the new Double Brown Diamond Telescope Crown.

The Styltickler is the Style Leader on my 5 ft. Style Shelf.

Look in my windows today

Style Classics on my 5 foot Style Shelf

All One Price 2.85

Truly Warner
Headquarters For Hats

HOW TRULY WARNER ANNOUNCES THE NEW STYLES
This is a poster which is issued monthly by the Truly Warner stores to show what is new. This poster is linked up with the idea of the carnival windows, and the leading model is named "styltickler." The five foot shelf is designed in the form of a swing.



M. A. to the manufacturers who participated in the Textile Products Exhibition. Here is a picture taken during hundred sat down to the tables.

Men's Wear Review

Issued on the first of each month

Published by

THE MACLEAN PUBLISHING CO., Ltd.
143-153 University Avenue - - Toronto Canada

Branch Offices:

MONTREAL—128 Bleury St.
WINNIPEG—901 Confederation Life Building.
VANCOUVER—314 Carter-Cotton Building.
LONDON, England—88 Fleet St. E. C.
NEW YORK—1606 St. James Bldg., 1133 Broadway.
CHICAGO—1401 Lytton Bldg., 14 E. Jackson St.
BOSTON—734 Old South Building.

Subscription Rates

In Canada per year \$2.00
Outside Canada, per year \$3.00
Single Copies 25 cents

Vol. XII MARCH, 1922 No. 3

FOR BETTER TIMES

A short time ago, the managing director of one of the large wholesale houses in Toronto expressed the view to Men's Wear Review that the turn on the road had come and that we were again on the upgrade. He did not encourage the view that the recovery would be a rapid one, but he was convinced that the turn for the better was apparent. His opinion was based on reports reaching him from many of the rural districts, reports which, to use his own words, indicated that the farmer "had come out of his sulks." There is no doubt that the farmer has been "in the sulks" for some time, so far as buying is concerned. His attitude is not hard to understand. He has been receiving for his "finished product" a price much nearer pre-war levels than the "finished product" that he had to buy from the retailer. Premier Drury stated a year ago that the farmer was in need of many things he would not buy till convinced that prices were down to a more reasonable basis.

It appears that this time has now been reached, the farmer is beginning to buy more freely. Reports from the United States indicate that business conditions over there are improving slowly but surely, and, sooner or later, Canada responds to that feeling. The retailer who is in good condition with his stocks stands to make profit this year, better than he did last year. He can keep step with consumer demand very easily by going to the market frequently. He may not sell the same quantity of merchandise that he sold in 1921 but he should make profit on nearly everything he sells.

DON'T SHOUT

Edgar V. M. Gilbert used a phrase during his talk on advertising at the convention worth remembering. "Don't shout" at your prospect, was Mr. Gilbert's advice. It is good and sound advice. During the last eighteen months there has been a good deal of shouting on the part of many retailers all over the country; as we have said before, it has been of a kind that has made it very hard to revive confidence in the mind of the consumer. It has been the shouting, that, too often, has destroyed confidence. Mr. Gilbert gave an illustration of this when he stated that their firm had refrained from

using prices they were entitled to use during their reduction sales because they knew the public would not believe them. And the result of their unbelief would be the raising of the cry of "profiteer;" why, they would say, the great reduction unless exorbitant profits had been asked?

If an insurance agent came in your front door and started to shout at you, if the traveling salesman used the full strength of his lungs on you, if any of a hundred salesmen who call on you began yelling at you to sell you merchandise you would speedily show him the front door. It is just as easy to shout in print as with the human voice. There are, of course, times to shout; but when you shout have something really worth while to shout about. If you shout all the time with your voice, the voice soon gives out and you are unable to make those even very close to you understand what you are talking about. You have lost the power of emphasis through too much shouting. It is the same in advertising. If you shout all the time, if you constantly make use of the superlative, the superlatives lose their power to convince. And, at the same time, you have lost your power to drive a message home when you really want to.

THE CONVENTION

The attendance at the convention this year was more encouraging than a year ago, though executive officers agree there is still something to be desired in this respect. There were more out-of-town delegates, drawn to the city by the double attraction of the convention and the textile exhibition. The list of delegates who registered with the provincial office of the R. M. A. shows that many hundreds gathered from widely separated points, reaching even beyond the limits of the province. Not all of them attended the convention, which is to be regretted. In this fact there is cause for consideration. It would be, perhaps, wide of the mark to say that either one or other of these events took precedence over the other in their minds. They are busy men. They came to the city wanting to see the textile exhibition, to do some buying, to attend the convention if they could. Is there any reason why they could not do all three if the proper arrangements were made between the retailers on the one hand and the manufacturers on the other? That is a question which should receive a good deal of attention from the in-coming executive.

There is absolute agreement that the textile exhibition was the drawing card for the convention; the convention was also a drawing card for the textile exhibition. Yet, when they got together under the same roof they were, in a measure, opposing forces. That was the opinion of the retailers, yet they want to co-operate in the textile exhibition and have their convention at the same time if it is possible to do so without making it a side issue. We are sure the manufacturers have no desire to detract from the retailer's convention. It is a matter for joint consideration and mutual agreement. Both institutions serve a most useful purpose; both should be continued.

The general opinion is that the space devoted to the textile exhibition was too small and we are glad to learn that it has been practically decided to secure large quarters for the next one. A questionnaire is being sent to manufacturers with regard to this phase of the exhibition.

Building Windows That Get Dollars

Clement Keiffer, Jr., of Kleinhams, Buffalo, Outlines Some Essentials of Successful Window Display Work—Supplementing National Advertising and Billboard Advertising—Novel Opening Windows—Boosting Civic or National Campaigns

DELEGATES at the convention of clothiers held at the King Edward Hotel were most enthusiastic in their praise of an address given by Clement Keiffer, Jr., display manager of Kleinhams, Ltd. of Buffalo, N. Y. Mr. Keiffer has an international reputation as a window display manager. He has entered 130 contests and has carried away 132 prizes from them, due to the fact that he won two prizes in two of the contests. It is unfortunate that his address was not the kind that could be reduced to paper at any length because it consisted mostly of lantern slides of about fifty of the windows that he had created during his career as a window display man. He called his address "Building Dollar-Getting Into Window Displays" and after seeing the splendid range of windows which he showed, it could be understood how they were "dollar-getting" windows.

Object of Windows

He laid down a few general principles in window display work. Their main object was to create attention, arouse interest, and create a desire to buy. Mr. Keiffer then showed a series of windows designed to create a good deal of attention on the part of the passerby. He showed windows where whole departments of the store were portrayed. For instance, a clothing section was shown with the salesman trying on a garment on a customer that gave him a perfect fit. This same idea might be carried out with hats or any other line of men's wear. This was something that would immediately attract the attention of people passing the window and, in so doing, was accomplishing a part of the purpose for which it was created.

Opening Windows

Mr. Keiffer showed several windows he had used as opening windows. One was a man just emerging from a very large hat box with one of the newest hat creations held in his hand. Rich settings were given to this window and it carried with it very definitely the idea of introducing something altogether new to the customer.

Supplementing Billboards

An interesting series which he showed illustrated how the window could be used as supplementary to billboard advertising. Many merchants are going more extensively into billboard advertising just now and these would be of use to him in window display. The same figures used on the billboards were used in the windows, carrying the same message with them. Immediately, the passerby would recognize the store doing the billboard advertising.

Novel Clothing Window

One of the very novel and effective win-

THE NEXT CLOTHING CONVENTION

As formerly, the matter of the place and date of the next clothing convention has been left with the new executive officers of the association. When this matter came up for discussion, there was some feeling of uncertainty in the minds of the members with regard to the wisdom of meeting at the same time the textile exhibition was held. "This year's meeting shows that we have lost our identity," said one of the members of the association although he stated that the executive had done quite right in trying it out this year. It was felt that many of the members of the association were spending their time with the manufacturers when they should be on the floor of the convention hall assisting with the deliberations in progress.

That this feeling was more or less shared by all was evidenced by the resolution that was passed with regard to the next convention. This resolution stated that the place and date be left with the next executive "particularly with regard to holding the same in conjunction with the textile show."

Needless to say, the banqueters gave rousing applause after Mr. Stewart had read the message.

In a few minutes, T. A. Russell, on behalf of the stock breeders, came into the banquet hall and in suitable words responded to the greetings of the manufacturers and retailers, and, in turn, conveyed the best wishes of the stock breeders for the success of the textile exhibition and the amalgamated conventions.

dows was an opening clothing window display. In this display in the background the fashions of a hundred years ago were shown. In strong contrast to these, the fashions of to-day were shown and so powerful was the contrast that immediate attention was riveted on the window. Mr. Keiffer said that this had been a splendid advertising window and had resulted in a number of good sales.

National Advertising

Mr. Keiffer said that it was good business for both the retailer and the manufacturer that national advertising should be supplemented both in store advertising and in window display. The display man, he said, had a wide scope in this respect and could do some very effective work through the medium of his window. He showed several windows where this had been done. Underwear, he said, was a display that most men disliked but it afforded many good opportunities for special appeals to young men. In national advertising of lines of underwear athletic figures or sporting scenes were frequently used and these could be reproduced in the windows very effectively and at a low cost. The manufacturer would always be very glad to assist with such display work. From the standpoint of the display man, good money could often be made by the winning of prizes offered by live manufacturers who realized the value of display work in the selling of their products.

Summer Windows

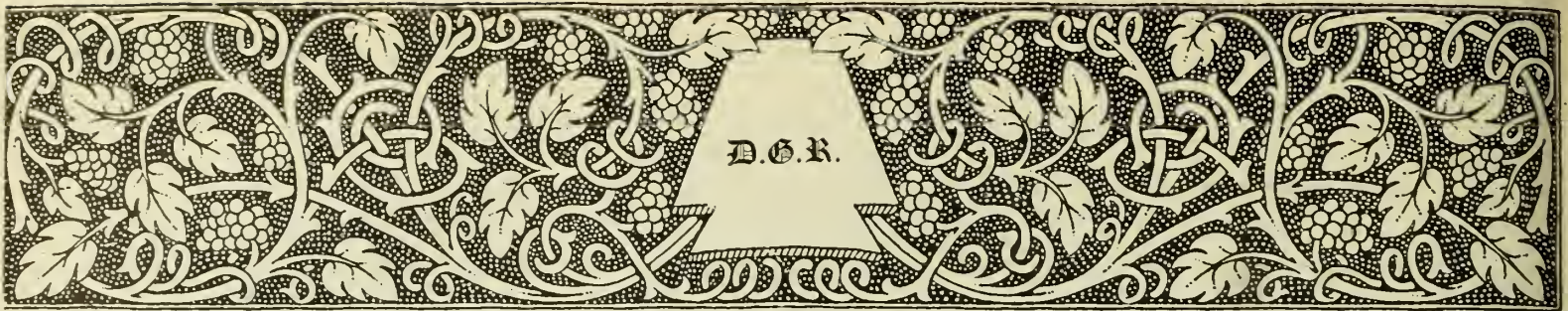
Many merchants find summer days are more or less dog days in the trade. Mr.

Keiffer showed how interest could be created and sales made by effective display work in the windows. Summer scenes could be reproduced. He showed two as contrasting the marked difference in effect by the use of a single figure. They were tennis windows. In the one a tennis net was used, tennis balls were seen lying on the grass, and one or two racquets, were featured in the display. This same setting was used but the figure of a man inserted, the man in the attitude of delivering a ball across the tennis net. Many summer scenes could be used in display work and the object of each merchant should be to feature scenes particularly suitable to his locality.

Patriotic Windows

Local or national events, said Mr. Keiffer, offered a very fruitful and profitable field for window display work. Not only could interest be created in the subject dealt with in the display, but the prestige of the store could be enhanced and, in the end, more merchandise would be sold. Several of these were shown by Mr. Keiffer, windows that he had used during the war. Recruiting, saving food, and other objects that became of national or international importance during the conflict were reflected in the displays of that intense period in the world's history. Mr. Keiffer stressed the point that such windows could be effectively used for building up a store name, generating a real public interest in the store life, and, in the end, building up better and bigger business for that store.

At the conclusion of this illustrated talk, Mr. Keiffer was voted a very hearty vote of thanks by the convention.



The Part the Showcard Plays

Surrounding your store with the atmosphere of springtime is largely a matter of accompanying the displays with attractive showcards.

In Springtime

By Jalexo

out which call for the talent of a high artistic order. The Easter card will be attractive just in the degree that the

typographical display reflects care and thought in preparation.

Nothing so hinders the best intentions of the cardwriter at this spring season so much as the idea that lettering per se is the big thing. Given the correct setting for the lettering, the carefully ap-

NOW, when Spring and Easter displays in store windows and interiors are marked by a rare discrimination in their selection, expressing distinction and individuality, surely it is fitting that an appropriate Showcard should add some happy commentary.

The practical message conveyed by the hand-lettered Showcard, can be made to tell a fascinating tale to ears attuned to the spirit of the season. The arrangement of the merchandise displays is directly affected by the Showcard. The card with a real meaning, executed in a pleasing, artistic (though not fanciful or freakish) manner, presents the merchandise and the store more favorably to the onlooker.

A Distinguishing Mark

In the making of Spring and Easter Showcards, it is the little niceties of wording, display, color, layout and size, that by their very exactness, distinguish the store of good taste. Good taste in the Showcard bespeaks good taste in the merchandise. The "tout ensemble" reflects the ideals of the establishment.

Lettering Or Layout?

The writer has frequently been confronted with the much-mooted question, "Is lettering or layout the more important feature of the showcard?" Cardwriters there are who put every effort into the formation of the individual letter or figure to obtain a scrupulous perfection from the standpoint of lettering, yet in so doing seem to be unmindful of the principles of layout.

The spring-time phrase of the window showcard requires more consideration in the layout than it does in the actual lettering. The seasoned cardwriter knows for himself that the art of lettering so far as it concerns him is a mere mechanical process compared to the selection of the one best layout for a particular phrase on the card. Problems arise in the mental process of visualizing a lay-



The above showcards are typical examples of cards much in demand for stores of the better sort. The shadowscript effect is obtained with the aid of an air brush. Proclaimed the most attractive work in vogue to-day the shadowscript is in evidence wherever good showcards are used. Being so much reduced from the original sizes, the full beauty of lettering and decoration is somewhat lost in the accompanying illustrations.

The card reading "Authentic styles" is on pale green stock, showing air brush design edged with dark green line, the lettering is done in Roman.

The card reading "The newest in hats" is on white stock, showing lettering in Roman and red-line border.

The card reading "Easter Blouses" is on purple stock, showing lettering in old English and deep blue line border.

The card reading "Easter styles" is on white stock, showing lettering in cursive, daffodils in natural colors and dark green line border.

portioned spacing for display lines and body matter, the task of lettering in the message becomes comparatively simple. The effect produced will be out of all proportion to the little extra effort expended. This observation on layout and lettering is, perhaps, not irrelevant here. If it throws out a hint to some card-writer whose Spring and Easter cards will be the better for it, the allusion to the subject will be quite permissible.

Observe Continuity

Originality is oftentimes delightful in the Spring and Easter Showcard, but in the general dry goods or men's wear store, convention holds some sway. Here it behooves the Cardwriter to formulate a style which will apply to the multifarious lines of goods. This is necessary in order to preserve a continuity in every department.

The Cardwriter, however, may easily put individuality into the store cards, since no rules are so rigid as to stifle originality. Uniformity in alphabets should permeate the work. This need not occasion a strict adherence to any particular style of lettering. Two or three harmonizing alphabets may be used on the Showcard with the same pleasing effect produced by two or three allied fonts of type in a newspaper advertisement.

Two alphabets are generally conceded most advantageous for store cards where the announcement must be at once clean-cut and legible.

The extent to which the atmosphere of Springtime will surround your store will depend largely upon the liberal use of seasonable Showcards.

Illustrated herewith are several attractive Showcards showing black lettering on white cardboard. These alphabets are appropriate, yet withal, are comparatively easy to execute.

The Showcard No. 1, measures 22 x 14 inches. The display lines and body matter are done in modified Roman. The margin is two inches.

Showcard No. 2, measures 11 x 14 inches. The display lines are in Egyp-

tian block. The body matter is in Roman italics. Margin 1½ inches.

Showcard No. 3 measures 14 x 11 inches. The lettering is Cardwriter's Script. Margin 2 inches.

Showcard No. 4 measures 8½ x 16 inches. The display lines are in modified Old English. The body matter is Kwik italic.

It will be noticed that these Showcards feature alphabets which boast a freedom of outline rather than a severe mechanical effect. The Cards were lettered in a few minutes and without any attempt at ostentatious display.

About ten or twelve years ago, showcards were plentiful which required long and painstaking effort to reproduce. Cardwriters employed nearly every known expedient in the decoration and embellishment of their work. The finished article in those days was more of a painting than a showcard. The modern requirements of speed, economy, neatness and readableness have somewhat revolutionized the Showcard craft. The accompanying illustrations are typical examples of the styles in demand to-day.

Adding Prestige

It must be remembered that, in making attractive Showcards, while they have a direct appeal to the exclusive, highly-cultured buyers in the community, they also indirectly influence all classes of customers, because they establish a certain standing or association for the store which customers of limited means look for.

Every merchant who would present his merchandise and store more favorably to the public, at this promising period of the year, will do well to study the potential sales value of Spring and Easter Showcards. They will inject more direct salesmanship into the goods, and that, if for no other reason, ought to assure their immediate adoption.

Directors of Tooke Bros., Ltd., have decided to defer payment of the quarterly dividend on the 7 per cent. deferred stock till the end of the year's operations.

Hamilton Boosts Home Industries

In the recent made-in-Hamilton week Hamilton clothing and shoe manufacturers combined to demonstrate that every article of men's apparel was made in their own city. A young man was engaged and outfitted from shoes to cap, with made-in-Hamilton goods; during the week he called on business houses and left a card on which was his name and the names of the manufacturers whose products he was wearing. In the local papers large space was used in which photos of this young man appeared and the names of the manufacturers.

The manufacturers whose products constituted the outfit of Mr. Bethune were the W. E. Sandford Mfg. Co.; Zimmerman Reliance Ltd.; the Van Allen Co., Ltd.; John McPherson Co., Ltd.; Superior Cap Co., Ltd.



ALLEN BETHUNE

Who acted as the advertising model for a number of Hamilton firms during the Made-in-Hamilton week.



Left—Imported high grade English fur felt mixed hat. This hat is made in 9 different combinations of colors and in the smooth as well as the rough finish, as illustrated. This is the first showing of this hat since the war. Centre—Pearl grey fine fur felt hat, soft, with 2 3-8 brim and 3-8th welt. For shape, this is Christie feature fall hat. Right—Chantilly (deep tan) soft hat with contrast band, coming in a variety of light and dark tan effects. This is one of the newest fall shades.—SHOWN BY AINSLEY-DINEEN HAT AND FUR COMPANY, LIMITED, TORONTO.

The Textile Products Exhibition

Making the Appeal on a Sound Basis of Quality First—Over Eighty Manufacturers Participate—Keen Competition Throughout—the Retailer Appreciates Idea of Seeing Under One Roof the Products of Canadian Textile Manufacturers—all are Satisfied

THERE is one branch of the Canadian Manufacturers' Association which, we believe, has developed a new conception of its possibilities in Canadian industry—the textile branch. The recent Canadian Textile Products Exhibition held at the King Edward Hotel in Toronto during the week of February 13th-17th was a revelation to the manufacturers themselves. And through their exhibition, retailers from all over the province and not a few from other provinces also received a revelation. One outstanding thing remains—the Canadian consumer must hear the excellent story that the textile manufacturers of this country have to tell. They have too long hidden their light under a bushel. Through the Canadian retailer and to the Canadian consumer, propaganda can be made so effective that a better understanding and appreciation of the textiles produced in this country will result.

Sound Basis of Appeal

"Made-in-Canada" was the spirit which moved throughout the entire exhibition. But the basis of the appeal to buy Made-in-Canada merchandise was sound throughout. It is no longer an empty appeal to patriotism. That is not left out of the appeal but it, no

longer, constitutes the whole appeal. It is now on the basis of quality—the only sound basis on which any appeal to patronage can ever be made. Textile manufacturers seem thoroughly sold on this idea at the present time, if their spokesmen at the exhibition luncheons voiced the opinion of this branch of the C. M. A. If, with their intention to maintain the high standard of efficiency in the manufacture of Canadian textile, they link up a lively propaganda amongst retailers and consumers, the goal they have set out to reach will be reached with much less difficulty.

The Trade Fair Idea

The original intention of this exhibition, as we understand it, was to make it more of a show or an opening than a selling medium to the trade. The date selected was not very favorable to either; it was too late for the showing of Spring models and too early for Spring sorting business. The reason for holding it at that time, of course, was obvious. Hundreds of retailers were to gather here for convention purposes and it seemed a good time to launch the proposition. We believe the results have justified the inauguration of this exhibition. The idea of making it a trade fair was a development of the

exhibition rather than a part of the original conception. Only time can tell whether the event will be known as a fashion show or a trade fair, or a combination of both. And whether or not it is in the best interests of the manufacturer and the retailer to hold the two events—the exhibition and the convention—at the same time is a debatable question, a question which, we understand, will be considered at a joint meeting of retailers and manufacturers. There are certainly arguments both pro and con, though there is no feeling on either side that the co-operative spirit as manifested so splendidly in these concurrent events should be set aside.

From the standpoint of the retailer there is certainly something—a good deal—to be said in favor of the exhibition end of the affair. It puts before him within a few hours, the product of all the lines in which he deals. He can see them all at once and the manufacturers themselves will not object to the spirit of competition that is engendered by such an exhibition. The best of feeling obtained throughout, and the interests of the whole are promoted thereby. We believe the retailers are thoroughly in accord with and will heartily support the exhibition idea. Whether



A very handsome spring display of the latest models shown by Fitzpatrick and O'Connell, Ltd., of Toronto. This display appeared about the middle of February and J. J. Cain arranged it.

it is to be made a buying centre with distinct advantages to the retailer is for the manufacturers themselves to demonstrate.

As a Fashion Show

In all, some eighty Canadian manufacturers made exhibits at this show. There were between thirty-five and forty others who sought admission to the limited space at their disposal, but were unable to secure. Most of the exhibitors showed men's wear lines. As a complete theatre of Canadian products in men's wear lines, it was most commendable, indeed. Clothing, neckwear, shirts, overall, knit goods, hat and cap, hosiery, webbed goods, these and other manufacturers of men's wear lines combined to show in a most forcible way what can be done in this country to meet the needs of the Canadian consumer. The booths devoted to the lines carried in dry goods stores were few but very effective. Canadian woolen manufacturers of yardage were well to the front with the scope and quality of their exhibition. A particularly good showing of linens was made, developing the idea of manufacture from the raw material to the finished product.

That competition is very keen in these various lines was very evident, competition in both selling and in the excellence of manufacture. It is so keen in fact, that the tariff is no longer much of a protection to the Canadian manufacturer of clothing or allied lines. The models exhibited by manufacturers show that the development of clothing manufacturing in Canada has reached a point of excellence beyond which it is hardly possible to go. Retailers were surprised at the point to which this has gone in the industrial life of this country. The same can be said of shirts, hats and caps, knit goods, hosiery, webbed goods and all other lines. As an evidence of the growth and possibilities of manufacturing clothing and allied lines in Canada, it might be cited that one booth was devoted to a showing of merchandise entirely for children's wear—high quality hosiery. Indeed, the knit goods men in hosiery lines are beginning to feel the result of their industry in a very practical way; many of them are reaching the point where their output is insufficient to meet their orders.

Are Well Satisfied

During the exhibition we talked with many of the manufacturers present. Whether or not they did a great amount of selling, we did not hear one say that he was not thoroughly satisfied with the exhibition. The amount of advertising they have received from it, the number of new prospects they have met, the new accounts they have opened—these have made it well worth while to all. Repeatedly, manufacturers stated that they had come in contact with buyers they had never seen before and had never reached. The spirit of "get together" in itself was an asset of the fair that will result in business relations in the future. For instance, one manufacturer stated that, while he did not make a certain sale at the show, he got in touch

Exhibitors At Textile Show

The following is the official list of firms exhibiting at the Canadian Textile Products Exhibition during the week of February 13th-17th:—

Overalls and Work Shirts—

Hamilton-Carhartt Cotton Mills Ltd.,
J. A. Haugh Mfg. Co.,
Premier Shirt Co.,
Kitchen Overall Co.,
Maple Leaf Overall Co.,
Larned Carter Co.,
Peabodys.

Hats and Caps—

Anderson-MacBeth,
Boltmore Hats Ltd.,
Canadian Panama and Straw Hats Co.,
Cooper Cap Co.,
Wolthausen Hat Corp.
G. & C. Cap Co.,
John W. Peck & Co.,
J. Samuels & Sons.

Linens—

Dominion Linens.

Haberdashery—

Brophy Suspender Co.,
Cluett, Peabody & Co., (of Canada)
Hickok Mfg., Co.,
William Milne,
Niagara Neckwear Co.,
Alphonse Racine,
Tooke Bros., Ltd.,
R. M. Ballantyne.

Woolens and Knit Goods —

Bird Woollen Mills Co.,
Barrymore Cloth Co.,
Bates & Innes
Canadian Woollens,
Circle-Bar Knitting Co.,
Hawthorn Mills,
Mercury Knitting Co.,
Rosamond Woollen Co.,
Richard L. Baker & Co.,

Houlding & Coleman,
Perfect-Knit Mills,
Henry Davis & Co.,
Cottons—
The Canadian Cottons,
The Dominion Textiles Co.,
The Montreal Cottons.

Clothing—

Berger Tailoring Co.,
College Brand Clothes Co.,
Cook Bros. & Allen,
Copley, Noyes & Randall,
Crown Tailoring Co.,
Freedman Co.,
B. Gardner & Co.,
W. R. Johnston & Co.,
Lailey-Trimble,
Wm. H. Leishman Co.,
Levin & Sons,
Lowndes Co.,
John W. Peck & Co.,
The Punchard-Birrell Co.,
Randall & Johnston,
W. E. Sanford Co.,
Semi-ready Ltd.,
Sparks-Harrison,
Thornton & Douglas,
Toronto Clothing Mfg. Co.,
S. Wener & Co.
Young Men's Tailoring Co.,
Shirts, etc.
Cluett, Peabody & Co. (of Canada)
Deacon Shirt Co.,
John Forsyth,
Regal Shirt Co.,
Alphonse Racine,
Tooke Bros.,
Van Allen Shirt Co.,
Lion Shirt Co.,
Miscellaneous—
Jones Bros. & Co.,
Tower-Canadian,
Winchester Dye Co.,
Kitchener Buttons,
Institute for the Blind,
Ribboncraft,
Hyde & Halliwell,
Color-Craft Ltd.,
Refinite Co. of Canada, Ltd.

with a buyer who subsequently booked business amounting to nearly \$20,000. This is only one of many such cases on record.

The Amount of Selling

The amount of selling that actually went on during the exhibition is not known. One manufacturer who was largely instrumental in the whole affair estimated, after many inquiries, that it approached near to a million dollars. More of this will probably be known later on, for the manufacturers are sending out a questionnaire to exhibitors asking them what amount of business they did.

On Friday morning, February 17th, the manufacturers held a breakfast at which general satisfaction was expressed by all. Various suggestions were made with regard to another similar show as result of which a questionnaire is being sent to all manufacturers ask-

ing them their opinion with regard to the time, place and conditions under which another exhibition should be held. In appreciation of the excellent work done by the manager, C. H. Gibbons, a liberal honorarium was granted him.

DEATH OF R. J. TOOKE

A few days ago, Montreal lost one of her prominent business men and the men's wear trade one of its oldest members in the death of R. J. Tooke. He was 78 years of age and death was due to pneumonia. Mr. Tooke who was of the firm of R. J. Tooke, Ltd., retired from business some years ago. Shortly after this, he underwent an operation which resulted in the loss of his sight. Prior to this he was an ardent sportsman, becoming particularly noted in motor boat circles.

New York Likes Shirt Novelties

Big Bulk of Business There Being Done With Novelty Lines—
Reversible Cuff Proves a Good Feature—Demand is Growing
For Plain Colors—Patterns Being Used Are Quiet—Shirt, Collar
and Tie to Match

NEXT to collars, shirts seem to be enjoying a greater amount of prestige in public opinion than many other lines of men's wear this Spring. One of the reasons for this existing condition is the fact that patterns have begun to show a decidedly different trend, and styles, too, are more varied and novel than has been noticed for many a year. Shirts are no longer just shirts, to be ordered as such, but must now be classified under such heads as "collar attached" or "collar to match" or "horizontal stripe bosoms" or "reversible cuff" shirts, and so on. The outstanding feature of the season is the fact that novelty shirts are much more in demand than they ever were, and even men of conservative taste have awakened to the fact that novelty need not necessarily signify eccentricity or freakishness.

Few Staples Selling in New York

Discussing the shirt question with a representative of one of New York's most important stores, a staff member of Men's Wear Review was informed this month that there is an unprecedented demand for novelty shirts at present. Novelties are the biggest item of the shirt business, he said, and men are not buying staples to any extent. "If you want to create new business for the shirt department you have to be ready with something fresh and new all the time," remarked this man, "but when I say novelties, I am referring to the cut of the shirt, not to the pattern of the fabric. The pattern must be quiet, and up till the present, the all-white shirt has been by far the biggest seller. The public has been offered so many stripe combinations that it turned to all white for relief, and possibly the demand for solid colors will become the predominating feature of next summer's business for a similar reason. In the very highest grade shirts fine stripes have continued to sell well, especially in custom-made garments, the size varying from fine pin stripes to the one inch apart effects that lend themselves to horizontal usage. But I feel sure that the plain color shirt is coming in soon to stay for quite a while, particularly in soft blues or pearl greys."

A representative of a chain of shirt shops which stretches across New York from the Battery to the Bronx told Men's Wear Review that they were searching the market for shirt novelties which incorporated practical features. "Shirts have shown little variety in the past," pointed out this man, "but men seem to have suddenly waked up to discover

the latent comfort in 'collar to match' or 'collar attached' shirts, while the newest line we are showing with an attached semi-rigid collar and cuffs has proved the best yet."

New Cuff Styles Attract Buyers

Several retailers emphasized the point that the cuffs are the most important part of the shirt to most men who are actively employed and dislike to roll up their sleeves for the sake of economy. The new reversible style of cuffs just introduced by an American manufacturer promises to satisfy a growing demand for this practical feature.

The Horizontal Stripe Bosom

The horizontal stripe bosom shirt has had quite a vogue in New York but not with everyone. However, this type of shirt was noticed in every haberdashery store along Broadway, and is sure to be in demand here this season.

New York haberdashers are reaping quite a little harvest by selling shirt, collar and tie to match, as an outfit. That is to say, if a customer merely asks for shirts, he is shown the new "collar to match" style with a cravat in a correct width, knotted in place, in a pattern resembling the background of the shirt. "I never failed to sell the three together," remarked a retailer who has introduced this idea recently. This applies perhaps more strongly to striped shirts than to plain styles, but as every-

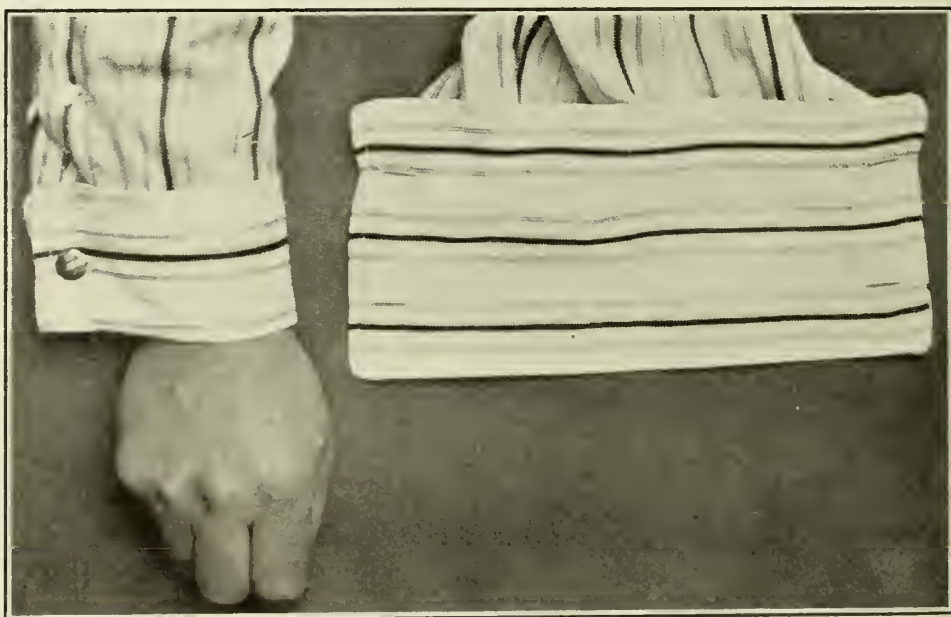
one knows, striped shirts look best when worn with striped ties which carry out the same effect, such as small stripes on small, or wide stripes on wide. Likewise, it requires judicious care to match up a bias stripe on a vertical effect in the shirt.

According to this man, the fabrics wanted this spring vary according to the class of trade. White madras with self stripe or figures sells most freely as well as plain white silk; woven stripe cottons and mercerized fabrics likewise sell well.

Plain Colors This Season

Discussing the question of Spring shirts with a leading Canadian manufacturer, much the same opinion was expressed as by leading American dealers. This man expects a big season of plain colors, including lavender, tan and blue and spoke of mercerized soisette in neat printed patterns as being good for the staple trade.

This same manufacturer emphasized the fact that there can be no further drop in the price of shirts, July 1921 having recorded the lowest possible price level. The only fluctuation possible will occur after the next crop of cotton is marketed. Until then retailers may feel safe to place orders without fear of a reduction in price. Stocks seem to be low at present, he pointed out, and for this reason, there has been a brisk revival of trade of late.



THE DOUBLE CUFF

The above illustration will show how the Lion Shirt Company of Toronto, are making the double cuff shirt. The illustration to the left of the picture shows how the cuff looks when folded. The one to the right shows how it is "doubled." It can be folded either way, making a perfect cuff when folded. The new cuff is a very desirable thing on a shirt these days.

Good Business in Hotel Lobby Store

Eddie, Mike and Jack Meet the Traveller With a Glad Hand and Painlessly Relieve Them of Money for Accessories—Utilize Every Inch of Space in Well Laid-out Store—Getting After Sportsmen's Trade

HOTEL LOBBIES are by no means a novel background for up-to-date stores nowadays. Everywhere that one goes in Canada or the United States, the ubiquitous gift shop, news stand or beauty parlor greets the eye even before the register is autographed, and holds out tempting suggestions in the way of souvenirs, local newspapers or shampoos to the weary traveller. Of late years we have become accustomed to the sight of another business in addition to the aforementioned types which fit up the odd corners of the lobby, lounge or entrance hall to our larger caravanserais, and that is the men's store where furnishings and certain kinds of clothing may be purchased just as though it were a regular "down-town" establishment.

In fact, retailers who have once tried this location as an experiment, now claim that they will have none of the common or garden type of business and commend the hotel lobby as the setting par excellence for merchandising the smarter varieties of haberdashery.

Hotel Lobby Store

Just why travellers should feel so kindly disposed towards the store located in the hotel lobby is not definitely known, but it does not take a psychologist to discover the probable reason for the satisfying volume of sales which are yearly handled. It is just possible that the friendly welcome extended by the managers of these stores, and the mere fact that a much-needed clean collar or shirt can be got quickly before a still more needed hot tub restores the traveller to his wonted feeling of ease and well-being, has something to do with the case.

At any rate this is the reason given by three young men who just recently opened a compact and comprehensive little shop in the lobby of the Russel Hotel in Ottawa. This shop which is little more than 42 x 17 in size, possesses so many unique features, that it is fairly entitled to more than a passing word of comment. Although it boasts a regular front, resplendent in plate glass and burnished copper, with windows slanting inwards in the newest approved manner, and a neat tiled entrance, etc., yet the store is nothing more or less than one of the entrances to the Hotel Russel, which is located towards the back. No matter whether the hotel guest wishes to enter the elevators or pass through into the main lounge, or out into the street, he is bound to see display windows of smart furnishings or clothing confronting him at every point. The store is literally bounded by display windows of the interior sort and

these form a very effective screen in the lounge proper as they are brightly lighted and filled with colorful merchandise.

Known By Their Nicknames

The proprietors are known to their customers as Eddie Merrill, Mike Lerner and Jack Habbishaw, or still more familiarly as Eddie, Mike and Jack. All three are very young, but are considerably versed in the men's wear trade, so that they combine the duties of salesmanship, management, display and publicity between them with considerable efficiency.

Their slogan is particularly apt for the type of business which they attract namely, "Clothing Styled for Young Fellows—Worn by all Fellows."

The interior of the shop is striking and is in good taste yet designed to give the utmost service. The ceiling and upper walls are of a deep cream tone that blends admirably with the solid oak woodwork which is used throughout for showcases and fixtures. The lighting system is said to be one of the most powerful in Ottawa, and as electricity is very cheap in the Capital, this store is lit up brightly all night long both inside and out.

An Unusual Lay-out

The lay-out of the store strikes the observer as somewhat unusual owing to the fact that every inch of space has been so well utilized. A specially made fixture centres the ground floor, combining a display case and serving counter in one. It is kept lighted underneath so that the goods under glass may be easily seen, and the polished top is used for wrapping or showing goods to customers. All round the walls are seen glassed-in shelves containing neat piles of furnishings of all sorts as well as headwear. Large sections fitted with sliding doors of glass are visible beneath these shelves and here are kept reserves of stock. Even this reserve is kept lighted so that practically every item of merchandise in the store is plainly in view. A large triple mirror fills an alcove half way down the store.

Cater to Tourists and Sportsmen

With regard to the specialized forms of publicity featured by this store, the owners informed Men's Wear Review that they have decided to concentrate upon the hotel trade and the various local sports clubs as the two best sources of business. To attract the former they make it a practice to consult the hotel register regularly and to send up personal letters to recently arrived guests inviting them to call at the "Men's Furnishing Shop" while stopping at the Russel. Their invitations may

be a mere formal card or else a letter of a less stereotyped nature, according to the type of trade which responds as time goes on.

Reaching Sportsmen

The sportsmen are catered to through the secretaries of the different clubs located in and near Ottawa, which include hockey, skating, skiing, snowshoeing, boating, cricket, tennis and golf clubs. Every one of these many organizations has a very large membership and furthermore, the proper dress worn by these various clubs is accorded much more attention than is the case in most cities. All boast their own club colors and many insist that members wear a certain distinctive uniform. Until the present, several of the clubs have found it a difficult matter to secure just the right type of outfits for either summer or winter sports and the officers have been glad of the opportunity to put business in the way of the Lerner & Merrill store, because all three young men thoroughly understand the art of correct dress for each and all of the sports in question, being ardent devotees of sports themselves.

English Goods Featured

English haberdashery is likewise accorded a prominent place in the Lerner & Merrill store, because Ottawa is the home of many English families as well as the resort of many tourists to whom English goods of any sort have a strong appeal. Striped blazers for cricket are an interesting item, exclusive to the store, shown among other lines of merchandise.

Window displays are changed on an average three times a week because the store is located on the busiest section of Sparks Street, not far from the Union Station and the Chateau Laurier. Displays are arranged to include a varied assortment of smart merchandise rather than to feature unit effects of less sales compelling character.

To cater successfully to the sportsman, the traveller and the ordinary business man is quite a large order for any store, but given a lobby which seethes with humanity twenty-four hours a day and display windows all round, featuring effective displays of haberdashery, it should be possible to sell all things to all men, even though the store be small.

TO MAKE NECKWEAR

The firm of J. Samuels & Son of Toronto have recently added to their lines of manufacture that of neckwear. They have secured some high class silks and expect to place on the market a popular-priced line of neckwear.

Men's Wear Markets at a Glance

Seasonal Quietness Prevails in Many Lines—Delayed Spring Buying Causes Activity in Some—The Jazz Element in Fall Clothing is Advancing a Stage—Future of Hat Prices Seems to Point Upward—Some New Neckwear Being Shown But Little Buying for Spring

TRADER IN general during the last few weeks has slackened off somewhat. In the retail trade, the first nibblings at Spring stocks are beginning to be felt with satisfactory results. Early buyers are looking at the Spring selections of suits and overcoats and a few of them have already made their decisions in the matter. But the lateness of the Easter season is creating an unusually long period between the close of the winter season and the opening of the Spring. Retailers are doing some delayed Spring buying and, to some manufacturers, this has brought a good deal of momentary activity. But for the most part, the buying policy of the trade is of that same careful kind that has been practised for several months past.

Few travelers have been out with fall lines. Hardly any buying has been done in the clothing line for Fall. Some hat men have been out and one wholesaler who handles imported lines stated that, so far, he had sold more merchandise than he did a year ago, though lower prices did not bring in as much money. There is no indication that the trade will depart from its habit of ordering cautiously for some time to come. There are some manufacturers and wholesalers who are desirous of seeing collections a little better before they accept too many orders for new merchandise. Collections are still not any too good, though some financial men state they believe the worst is past in this respect and that conditions will not get worse before they begin to show an improvement.

CLOTHING

There is some delayed Spring buying which is creating some business but, for the most part, clothing lines are not very active at this time. This is the off-season so far as active buying is concerned. Some Spring orders are being filled and shipments are heavy. But little or nothing has been shown for Fall as yet. Designers are busy getting their Fall models in shape and there promises to be the usual number of extreme models on the market, particularly for the young men. The element of jazz will advance a stage and some of the very conservative houses are showing some very un-conservative models in this respect.

Negotiations between the Amalgamated Clothing Manufacturers Association of Toronto and the garment workers in this district have recently been in progress and we are assured that a very satisfactory arrangement has been reached. Relationships are said to be of the most amicable and the assurance is given that there will be little or no change in the wage scale for the next year. Many of the manufacturers are of the opinion that the cost of living does not warrant any substantial reduction in the wages of the workers and until the index figure of the cost of living does show a substantial drop, no action is likely to be taken to alter the present scale.

HATS AND CAPS

Hat men are persistent in their statement that prices have got to advance within a reasonably short time. A wholesaler who handles a number of imported lines stated a few days ago that lower grades of hatters fur have advanced 40 per cent. in the last few months and the higher grades 80 per cent. Trimmings are double what they were three months ago while labor is the same. While English manufacturers are said to be very anxious for orders, the fact remains that it is hard to get immediate delivery on any lines from that source. They have not manufactured for stock and will gladly accept orders, then go ahead with the manufacture; in other words, they will only work on a legitimate profit basis. Prices for Fall show a considerable decrease in comparison with a year ago. A certain line that was first quoted \$72 a year ago is now quoted at \$48.

Canadian hat men are quite busy on Spring orders, some of them have all they can attend to at the present time and would even be glad if their capacity were a little greater. To some of them, export business has been offered and an effort will, undoubtedly, be made to cultivate this trade. So far as we know, none of the Fall lines have yet been shown by the Canadian hatters.

The leading American authority on hats does not encourage the view that 1922 will see any lowering of prices. It points out that the cost of all materials going into hats is either firm or on the upgrade, materials such as furs, shellac, hat bands, dyes, leathers, etc. Labor costs will be about the same. Practically the same conditions obtain in the Canadian field. Unless business conditions become such that business has to be forced, prices are likely to maintain a pretty even level.

NECKWEAR

Though business was brisk immediately after the Christmas holiday season on account of stocks being cleaned up, there is a lull in the trade at the present time. This is due to the lateness of the Easter season. Not a great many Easter novelties have been shown and the retailer seems disposed to leave his buying, even for this season, to the very last minute.

Some very neat grenadines are being shown at very reasonable prices. These were formerly obtainable only at a high price but now a very nice line is being shown around \$14.00. These are hand loom silk grenadines and are non-creasable. They are shown in black grounds with contrasting swivel figures, also in navy and green ground. All black with fancy figures are also shown.

SHIRTS AND COLLARS

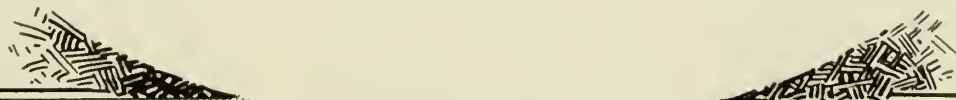
A staff member of Men's Wear Review, recently in New York, states that a demand is increasing there for shirts with collars and ties to match. The plain colored shirt seems to be gaining in favor, or

a shirt with a very neat little figure in it. A good sale in the Canadian field of plain colored shirts or shirts with the small, neat figures is progressing. Interest is growing in the semi-rigid collar which is described very fully in another part of this issue. Manufacturers seem to regard it as a serious competitor for business and are making similar lines themselves so that any losses in starched collar orders may be made up for in the sale of the others.

So far as the prices of raw materials and labor costs are concerned, it looks as if prices on shirts and collars are to be fairly firm for some time. While it is always hard to tell what effect general business conditions may have on prices, the fact remains that cotton prices are firm with an upward tendency, a fact that is bound to send prices up if these conditions remain.



Tower Canadian, Ltd., have just put on the market a new raincoat which they call "Tower Touncoat." It is light in weight and made only in the dark brown color. While designed for street wear, it is represented as being good for automobile use as well, being windproof as well as rainproof. The rainproofing in this material is woven right through the fabric so that it makes no difference to its effectiveness as a protector from rain if it wears off on the one side. Another feature of it is the snappy style in which it is developed. The collar can either be turned up or worn down as shown in these pictures. The belted back is an additional feature.



R. P. Sparks Outlines Idea of Trade Fair: Says Can Save Millions in Distributing Costs

Points Out That the Idea is as Old as Civilization—Present Method a Very Expensive One—Believes Could Cut Cost of Distributing Textiles From 10 to 2 or 3 Per Cent.—How it Would Help Unemployment—Situation in Cotton Industry

I HAVE BEEN asked to say something in reference to the objects and ideals which inspired the organization of this exhibition. There were three principal reasons, one of which was that the holding of such an exhibition was urged very strongly by representatives of your association and of the other groups of retailers, who are holding conventions this week. It was pointed out that the holding of this exhibition would add to the interest and perhaps help to attract a larger attendance to your convention. The manufacturers felt that this was something which in itself constituted a definite reason for holding the exhibition at this time and place.

A further object was to give an impetus to the sale of Canadian-made goods and by an exhibition representative of the whole textile industry to call attention to the variety and excellence of Canadian-made products. The third reason, which is the one to which I wish to particularly call your attention, was the development of the trade fair as a method of merchandizing goods.

Old As Civilization

The trade fair idea is as old as civilization. For centuries it was the only means of distributing merchandise. The bazaars of the East, which attracted the traders of the whole world, constituted practically the sole medium through which the distribution of goods was carried on. Even up to the present time the trade fair is an important factor in European commerce. The idea has also been largely developed in the United States and is gaining strength year by year. It is, however, an innovation in Canada. Whether it can be developed in this country in so far as the textile industry is concerned will to a large extent be determined by the success or failure of this exhibition.

Present Method Expensive

There has been considerable difference of opinion ever since this organization was instituted as to whether buyers could be induced to do their purchasing at an exhibition such as this. The opinion of many was that those attending conventions and exhibitions came more for pleasure than for business and that they would not be in the proper frame of mind to seriously consider the question of purchasing goods. The established method of selling in this country is through the medium of travelling salesmen. Any one who gives even casual study to the problem of selling goods in Canada will recognize

the fact that it is a tremendously expensive method. The scattered population and long distances, combined at the present time with the high cost of transportation and hotel rates, add very materially to the distribution cost. The cost of selling will vary considerably in the different industries, ranging anywhere from 5 per cent. to 15 per cent. I think 10 per cent. might be accepted as an average figure as applied to the textile trade.

A Hypothetical Case

As I have stated, there has been some doubt if the merchants could be induced to do their purchasing at exhibitions such as this but I would like to make a hypothetical calculation which I think will demonstrate that if the idea could be developed there would be a tremendous saving in the cost of merchandise. I expect that this exhibition will cost the manufacturers in the neighborhood of \$25,000.00. This will include the cost of the exhibition itself and in addition the personal expenses of those who attend for the purpose of exhibiting goods. This is a rough calculation but I think will be approximately correct. We anticipate that there will be an at-

tendance of not less than 2,500 buyers, representing the various lines displayed here. Let us assume that each of these buyers would or could purchase \$1,000.00 worth of goods. This would appear to be a very low figure as there are undoubtedly gentlemen here who could and will, within the next month, purchase five, ten or twenty thousands dollars' worth. The average purchase of \$1,000.00 each would mean orders to the amount of two and a half million dollars, with an expenditure by manufacturers of \$25,000.00 or a total 1 per cent selling cost, whereas if this same merchandise was sold through the medium of travelling salesmen it would cost approximately \$250,000.00.

You will perhaps say that to the manufacturers' costs should be added the expenses of buyers in attendance. In this regard I might point out that many of you have occasion to come to Toronto at times in any event. In a large city such as Toronto there are hundreds who can attend at no additional cost to themselves, but even allowing an additional \$25,000.00 to cover the expenses of those who would not have come in any event, or even \$50,000.00, the selling cost will be reduced to 2 or 3 per cent. instead of 10 per cent.

Buyers' Advantages

In addition to the actual saving of immense sums of money we should consider the advantage to the buyer of having collected in one place for convenient comparison many lines of the same commodities. I have always felt that a large part of the expenditure necessary in selling through the medium of travelling salesmen was economic waste. There is great duplication of effort with no compensating advantage. To illustrate—I do not suppose there is a merchant here who sells overalls who does not have three or four, or perhaps a half dozen, salesmen call on him each week offering to sell him overalls. I venture to say you rarely stop to consider that the salaries and expenses of all these gentlemen are of necessity added to the price of the overalls as part of the cost, and of necessity a margin of profit on top of that. If it were possible to arrange, say twice a year, for an exhibition centrally located to which all overall manufacturers could bring their lines and which you could attend to select your requirements, it would be the means of saving hundreds of thousands of dollars each year on overalls alone. Apply this to all textile lines and the saving runs into millions.



DAN JOHNSON

By reason of an amendment to the constitution, the Clothing Section of the Ontario Branch of R. M. A., is now given a third vice-president. Mr. Johnson, a former Honorary secretary-treasurer of the Association was elected to the position.

"In buying, it occurs to me, that the virtue of looking ahead has proven somewhat of a boomerang," he said. "We have been anticipating an entire season's needs, whereas it possibly would have been more profitable had we distributed our purchases and forever kept ourselves in position to take advantage of any break in the market. To do this requires an absolute and constant knowledge of what's on hand, what has been sold and what the future demand is most apt to be. I am speaking not so much in terms of dollars or quantities as I am in units, the individual article and sizes, and the relation they bear to stock sold and stock in hand. There are being devised one or more systems of business control which cover this point thoroughly.

"As for sales, it is perhaps needless for me to dwell on the necessity of keeping an exacting finger on the pulse of your trade—of studying every plan or avenue that may lead to increased volume and lending every ounce of both your proprietorship and your enthusiasm to this end.

"The 1921 balance sheet was a disappointment to most of us and that disappointment was intensified through our inability to see any measurable degree of relief which 1922 might bring. However, we cannot say that the past year was wholly unprofitable, because profit consists of knowledge as well as money. And who will say he is not wiser for having gone through the experience?"

Let me also point out that the development of an idea of this kind depends almost entirely on the attitude of the retailer. The clothing market is always a buyer's market and the sales policy of manufacturers will be whatever the retailers make it. If in your judgment it is desirable that you have six men call on you each week to sell you overalls, and if you are quite satisfied to pay their salaries and expenses, which of course are added to the prices which you pay, and to pass these expenses along to the consumer with another profit added, why, of course, we will go on sending these gentlemen out to call on you. If, however, it were possible by a co-operative effort to institute a series of trade fairs, I think you will easily appreciate the fact that there would be a great saving in the ultimate price to the consumer.

Because I believe that this is a practical idea and because the development of it will to a large extent depend on the success of this exhibition, and if you agree with the principle it is intended to work out, I hope you will demonstrate your approval by purchasing at this time.

Help Unemployment

There is another reason why it is desirable that as far as possible your requirements for Spring should be placed now, and that is the very acute unemployment situation in this country. Insofar as many lines of industry are concerned this cannot be improved until the opening up of Spring. This applies to the building trades and many other lines of activity which employ men. The textile industry, however, largely employs women, many of whom come from families of mechanics who are now unemployed. It rests with retail merchants of this country as to whether many thousands of female operatives are given employment. The whole industry could be started within a week if retailers would anticipate their requirements for Spring business and place them now.

I mentioned a moment ago the possibility of doing two and a half million dollars' business at this exhibition. On a rough calculation I estimate that the production of goods to this value would employ four

or five hundred people for a year or two or three thousand for the next two months, which are the critical months, and two and a half million represents a small part of the total which the retailers must buy to take care of a normal Spring and Summer business. I will go further and say that it is in the direct interest of the retailer that he does make purchases of his normal spring requirements at the earliest possible moment. I base this statement on the fact that if even normal trade develops this Spring there will not be enough goods to go around.

The delay by merchants in purchasing their requirements for Spring and Summer is no doubt largely occasioned by the uncertainty existing in the minds of many as to the trend of prices. I realize the danger of making any prophecies in this regard, as I have seen men much more capable than I am of giving opinions as to market conditions, make very great miscalculations. Insofar as the cotton situation is concerned there are two factors which largely determine prices—the factors of production and consumption.

Let me give you a few facts regarding the cotton situation. It is an established fact that an acute famine existed in cotton in August, 1910. During the next four years, just prior to the World War, crops, including linters, aggregated slightly less than 57,000,000 bales and consumption just short of 56,000,000; so that the war opened with a reserve stock, above the famine basis of 1,000,000 bales. The war broke out on July 31st, 1914. The succeeding seven years produced crops (including linters) of 92,100,000 while the world consumed 88,900,000, thus causing an accumulation of 3,200,000 to add to the 1914 surplus of 1,000,000, making a total over the famine basis of 4,200,000. Add this season's yield of 8,300,000, plus linters, say 500,000. Total available supply this year, 13,000,000.

Such a situation threatens to wipe out the available supply and leave nothing for surplus, thus bringing the world's supply of American cotton back to the famine basis of August, 1910.

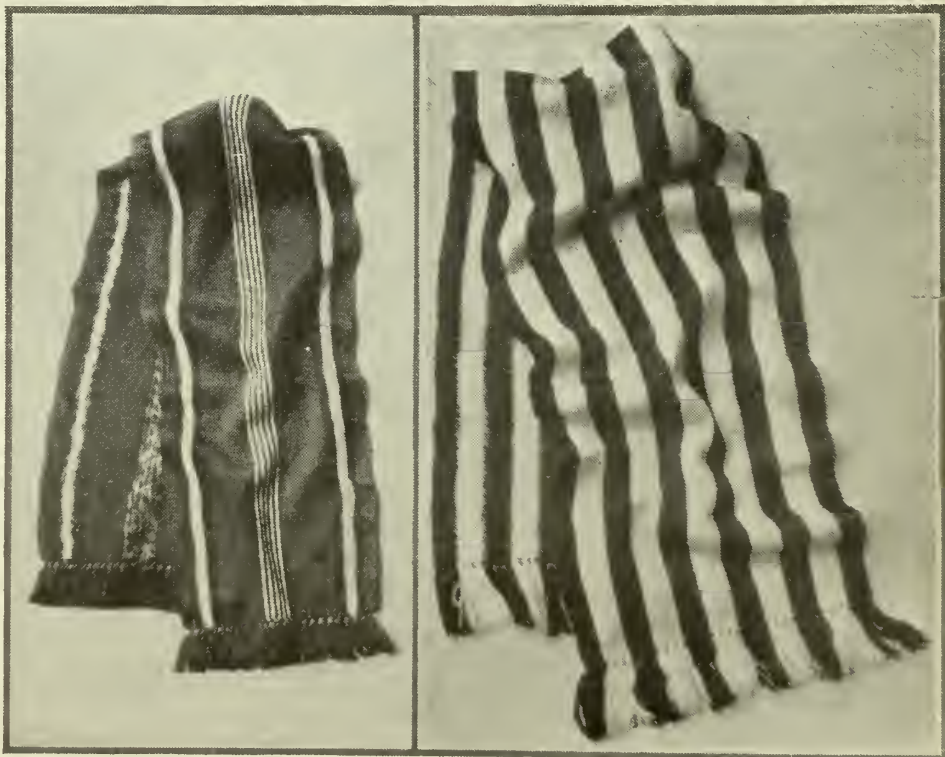
It is therefore, imperative that the next American crop be a full one—13,000,000 or more—to meet the wants of a world

steadily working towards normal. And apparently the price between now and the end of planting time—mid-June—must be high enough to accomplish this. Spinners, at least in Europe, will not oppose a rising market, but may be trusted to lay in extra supplies, as far as their financial resources will permit. Then, if fear of scarcity should seize the public mind, prices will respond to the point where abundant acreage will be actually planted. After that, the outcome rests on the knees of the gods. Weather, more than acreage, makes the yield. 37¼ million acres produced (without linters) in 1918 less than 12,000,000 bales; and in 1916, 36,000,000 acres yielded under 11½ millions.

There is no industry in which the price of finished goods is so immediately affected by the price of raw material as the cotton industry. Any change in the price of raw cotton is almost immediately reflected in the manufacturers' price of finished garments. It was my privilege to visit the Southern States recently when I had the opportunity to discuss the cotton situation with planters, manufacturers and bankers, and the unanimous opinion of those on the ground is that we are going to see higher raw cotton prices. This attitude of mind on the part of the Southern people may be somewhat affected by the desire to see higher prices, but it appears to be almost the unanimous opinion of those whose judgment might be regarded as valuable that we are going to see higher priced cotton with consequent higher priced finished goods.

Insofar as the woollen market is concerned I do not feel like offering any very definite opinion, but I do know that from even a casual reading of the daily reports of conditions in the woollen industry that the general tendency of raw wool is upward. It would seem, therefore, that there is perfect safety in purchasing goods fairly well up to what you might estimate your ordinary requirements to be.

Alfred M. McIntyre, who has been with R. H. & J. Dowers for fifteen years, has assumed the managership of the Dowler store at St. Thomas.



Two lovely scarfs for sports wear. They are of silk on one side and brushed wool on the other. The scarf on the left has a bright red ground with stripes of black and white. The other is black and white. The lustre of the silk is very effective.—SHOWN BY THE MONARCH KNITTING COMPANY, DUNNVILLE, ONTARIO.

Better Dressed Men in the Easter Parade: Fastidious Formal Dress Makes Good Business

A Chance to Stage Two Openings—One The Middle of March and the Other a Distinctly Easter Showing—Sartorial Correctness This Year More Than For Years Back—Coat, Neckwear, Silk Hat and Trousers Must be Carefully Selected

RETAILERS in certain leading Canadian cities say that much more attention is now being paid to correct details of formal attire such as is requisite for weddings, receptions and such daytime functions. The man who is in the habit of attending such affairs has not been quite as fastidious in the past few years as he has become to-day, possibly because military uniforms had spoiled him somewhat and it seemed unnecessary to spend much trouble over such things as the correct cut of a vest or the shape of the new silk hats.

According to several prominent retailers in Ottawa and Montreal, there will be certain marked changes this year in masculine attire as decreed for the Easter Day parade. Sartorial correctness will be more in evidence this spring than in many seasons past.

The general consensus of opinion inclines to the belief that men will wear more formal dress than has been the case since 1914. Outlining some of the niceties which must be observed, an authority mentioned the following points to be carefully observed where the selection of afternoon dress is concerned.

The Choice of a Coat

"There is a distinct feeling in favour of the braided morning coat," he said, "either in one or two button models. Of course some men prefer the perfectly plain styles, but the braided effect is rather more dressy and has nothing of the effeminate about it. The principal change in cut will be in the lapel which will be just a little narrower. The vest should have a slightly lower gorge than last year's style, to show a fine quality of material in the white shirt, and a little more of the cravat, which must be a quiet tone of grey brocade or jacquard silk.

Easter Neckwear

"Careful attention should be paid to the choice of a collar this season, as heights are most important to consider where the final effect is concerned. Of course the wing collar is the only choice, but it must be selected and tried on with the greatest care, to ensure that the points and the height are just right. The low wing collar and bowtie are growing in favour with many smart men at present.

Trousers

"For the remainder of the costume, the trousers must of course be of the conventional grey stripe, the socks should be of heavy black silk, while spats will undoubtedly be worn right up to the warmer days because men in general do not care for the fancier styles of footwear such as patent leather, etc. Grey suede or silk gloves will be correct, and the latter are becoming most popular for dress wear and will probably be worn



Here is a window which P. J. Kelly, of Stratford, arranged a few days before a big Masonic ball in that city. Evening clothes and accessories are featured and additional interest is created by the use of Masonic figures and dress. The large showcard in the centre of the window reads, "Ere, Beer and Spirits," while the one to the right of the picture says, "Big doings; we have everything you'll require except your lady." The window, Mr. Kelly says, not only sold a lot of merchandise but created favorable comment and considerable interest.

much more widely than are the kid or leather styles.

The 1922 Silk Hat

"The 1922 model in silk hats is a little straighter in outline with less bell to the crown. This narrower effect across the top is very smart and decidedly better than the broader effects of a year or so ago.

"Should Easter be stormy, then a Chesterfield and white silk scarf will be correct, but if the day be sunny, the only needful accessory to complete the costume would be a good looking cane of light wood, simply finished with plain crook and silver band. Handkerchiefs should be of plain white linen to accompany this costume, initialled or otherwise."

Two "Openings" This Year

According to this authority, retailers will be advised to go after spring business earlier than usual this year.

With Easter coming so late it is possible that the weather may become quite warm and sunny towards the latter part of March, necessitating the purchase of a new suit as well as various other items of furnishings. The best plan would be to feature the spring opening not later than the 25th of March,

or better still earlier, for the reason that the man who needs new things will then have an opportunity to consider what he needs, being guided by the suggestions in the store window, and will have sufficient time to place his order, allow for any alterations which must be made and yet have time to wear the clothes before Easter if desired. "By following this plan," said an Ottawa retailer, "one obtains about three weeks of pre-Easter business and also a week of regular Easter business in the way of furnishings and accessories or gifts. I intend to feature two distinct spring displays, one about the 13th of March which will be merely spring attire of a general sort, and another about April the 3rd which will be distinctly Easter-like in character, in which plenty of fresh flowers and purple and white colors will be used and only the nicer kinds of haberdashery will be shown. I believe we should do more business than usual by means of this double opening."

The store of W. E. Preston and Co., Midland, Ont. was destroyed by fire on Feb. 2. The loss is estimated at \$100,000.

Suggestions for Showcards for Seasonable Merchandise

"A Window Without a Show-Card
is Like a Book Without a Title"

STYLE CLOTHES FOR MEN, YOUNG MEN,
AND STUDENTS

WE SPECIALIZE ON STYLISH SUITS MADE
OF HIGH GRADE WOOLLENS

GOLF HOSIERY—STYLISH AND DURABLE

DEPENDABLE QUALITY CLOTHES AT MOD-
ERATE PRICES

AUTHENTIC STYLE IS AN OUTSTANDING
FEATURE OF THESE CLOTHES

WE HAVE QUALITY CLOTHES FOR ALL
MEN

STERLING VALUES—SUPERB WORKMAN-
SHIP—MODERATE PRICES

THE NEWEST IN JAZZ MODELS FOR
YOUNG MEN

A STYLISH TOPCOAT FOR EARLY SPRING

IT WILL PAY YOU TO LOOK AT OUR
CLOTHES BEFORE MAKING A
PURCHASE

AN EXCEPTIONAL RAINCOAT AT AN EX-
CEPTIONAL PRICE

SPRING SHIRTS THAT DO NOT FEAR COM-
PETITION

WE ARE MEETING THE SITUATION WITH
SPECIAL VALUES FOR THE
CAREFUL BUYER

OUR SHOWING OF SPRING MERCHANDISE
IS READY FOR YOUR INSPECTION

WE ARE CASHING IN ON THESE CHECKED
SHIRTS

THE SPRING'S NEWEST IN FELT HATS

THE COLOR, THE SHAPE, AND THE PRICE
OF THIS HAT ARE RIGHT

CLOTHES THAT CREATE A BUYING MOOD

EASTER NOVELTIES IN NATTY NECKWEAR

EASTER SUNDAY WILL BE BRIGHTER
WITH ONE OF THESE TIES

FANCY HOSIERY FOR THE WELL DRESSED
MAN

SHIRTS WITH FOUR VIRTUES—FIT, QUAL-
ITY, PERFECTION, PRICE

WORSTEDS HAVE ADVANCED BUT OUR
PRICES ARE THE SAME

THE CROWNING FEATURE OF THE EASTER
PARADE

NEW TOPCOATS AT SUPER-VALUES

COLLARS WITH A FAULTLESS FIT

SEE OUR EASTER NOVELTIES IN SHIRTS
AND NECKWEAR

YOU ARE WELCOME TO OUR ANNUAL
SPRING OPENING

SERVICE AND SATISFACTION ARE COM-
BINED IN OUR SPRING MODEL

MANNISH GLOVES THAT FIT AND WEAR

FIRST QUALITY GLOVES FOR THE EASTER
SEASON

UNDERWEAR FOR THE FIRST DAYS OF
SPRING

New Note Sounded in Advertising

American Advertisers Getting Away From Old Style of Self-Glorification—Giving Information That Will be of Use to Men Who Sell Their Merchandise—Taken up by the Clothing Men—Experience of a Retailer

THERE is a vitally significant change occurring this year in regard to the character of advertising featured by American industries of all types. Not only trade but also consumer advertising has noticeably undergone a metamorphosis which is steadily becoming more marked and is only another of the signs of the times, and the largest development in the drama of readjustment. Those who have observed this change, herald its coming with satisfaction, pointing out that the time has come when the powers of enthusiasm and confidence must be harnessed with a still more powerful steed namely, a thoroughly scientific knowledge that deals with concrete facts and no longer dabbles in abstractions.

The complaint is heard on all sides that advertisers do not realize the opportunity which exists for them in the very merchandise which they have been content to talk about in vague generalities for so long a time. That a crisis has inevitably occurred is not remarkable, due to the fact that conditions in general have become critical, and are now resolving into stability on another basis.

A new conception of the nature of advertising has gradually transformed public opinion in the United States, and the demand to-day is exclusively for copy narrated in a form at once informative and interesting. Just this month an announcement bearing upon this subject was made in New York which embodies this idea in a practical manner. This announcement was put in the form of a suggestion to all the leading trade advertisers in a certain publication which has a very wide circulation, that they should henceforth send in advertising matter dealing with the various attributes of their merchandise and no longer confined to such statements as "Our Spring Line Now Open—Biggest Assortment of Style in America." This sweeping generality has got "the axe" in slang parlance, and in its place is to be found the editorial type of copy, which interests, educates and even charms, by reason of its new character.

Where The Old Style Failed

Several years ago manufacturers were content to have their names before the public with little or no attempt to explain in detail, any of the interesting facts incidental to the manufacture of their products. Now the contrary rules, and the greatest firms which the United States boasts are now busily putting out publicity matter in both booklet form and in different publications which explains fully how the product is derived,

A BIG department store proprietor in discussing retail advertising at a recent convention said: "Who does not have his advertising written around the very best part of the lot of merchandising even though there is 10 per cent. of that quality and 90 per cent. not so good? Who among us could not improve this advertising and make it more believable if he wrote his ad from the basis of the poorest merchandise in the lot so that the customer responding would find it better than he had come to expect?"

"The cost of the public discounting our advertising is being paid by every advertising man today, and the only remedy is to write our advertising backward—write it from the customer's viewpoint and not from the store's viewpoint, and write it from the basis of the worst story we have to tell and not the best."

manufactured, distributed, etc., together with every possible sort of information which could aid the salesman of the goods to make sales.

This idea is not revolutionary nor is it unreasonable. It is so logical and essential to present day merchandizing needs that the wonder is it has not been tried out sooner. This new direction has been imperatively needed, and not only will it enlighten the trade at large but the buying public will at least have the benefit of knowledge too long withheld.

Clothing Makers Adopt Idea

The most prominent clothing manufacturers of the United States have undertaken to revise their advertising policy in this respect and are planning copy minimizing the personal element which has latterly verged on boastfulness and even exaggeration, and will feature continuous articles dealing with all the different stages incidental to the making of garments, emphasizing various points helpful in selling as well as in buying. Pictures also will be different. There will no longer be a wholesale use of stock cuts of no use whatever except to fill up space, but there will be a widespread use of diagrams, "close-ups" or magnified cuts to assist the salesman or the purchaser to understand the construction of garments scientifically.

This transformation in the realm of advertising is not confined exclusively to the manufacturers by any means. There

is likewise a decided preference shown by the leading retail stores in the United States for the "editorial advertisement" which describes certain merchandise in a style not only terse and readable, but is possessed of vital news value. Newspaper men of wide experience are now sought as advertising writers in the big stores, and the creed adopted by all leading concerns is that "advertising must be news." The great thing to observe is the elimination of non-essentials in advertising to-day. In analyzing the copy of the most progressive stores, it is plainly visible that terse statements of facts, together with prices, now replace the old time verbosity. Everything unnecessary is eliminated and even signature cuts are reduced to provide more space for news of merchandise.

No Added Costs

Advertising costs, as everyone knows, are high but here in Canada we have not the same conflict with the colored supplements and the numberless theatrical spreads which fill up the papers in the United States, and which compel advertisers to employ large lay-outs or nothing. In this country we have the best possible opportunity of getting results from this new conception of the business of publicity, when comes at the psychological moment when the business world is crying for stimulus, enthusiasm and a fresh viewpoint.

Two Test Questions

Both manufacturers and retailers in this country can profitably consider this question at the present time, and ask themselves: "How does my publicity matter measure up to this new conception?" Is it short, pithy, interesting, newsy and informative? Or is it long-winded, tiresome, over-boastful and egotistical? And also, is the copy adapted to the type of reader who buys the newspaper? In most cities where there are several papers issued in competition, it generally happens that no two are read by exactly the same class of reader. Make sure therefore that you are not writing "highbrow" stuff in the wrong place, nor employing a slangy and familiar style to attract conservative and thoughtful readers.

Success Already Recorded

Recently an example was brought to the attention of MEN'S WEAR REVIEW of how a change in advertising policy could improve the business of a retail clothier. A certain retailer in a leading Canadian city has been widely known to the trade at large and to a

Continued on page 49

Telling Customer What Is New

New Note in Retail Advertising—Question of Models Shown

Two Montreal firms have recently adopted a new line of advertising in which style is featured stronger than it has been for a considerable time. Believing that the well-dressed man is as anxious to know what is new in the style world as they themselves are, these firms are beginning to tell them and to get men to pay more attention to the whole question of correct dress.

For instance, a recent advertisement of J. H. Blumenthal & Sons was a two column well-set-up advertisement headed "Give a thought to style." It went on to say, "Men's suits, featuring new suits in the narrow notched lapel. Coats are a bit longer—and many of the best dressed men are wearing straight, cuffless trousers." Then it goes on to say something about shirts. "The smartest shirt a man can wear today is either the plain white with self-stripe or self-spot—or a neat, colored design with collar to match. In the latter case, be sure that the collar is a low shape and in the case of stripes, the stripes should run horizontal, not vertical."

Glen Case recently ran a number of two-column four-inch advertisements in which the question of correct dress was discussed. One of them, headed, "Faultless," pointed out that "the art of being faultlessly clad lies in observing all the little niceties of dress. The cravat plays the leading role in the comedy of niceties, and it is well to remember that you have cast it for the spotlight of public attention. It should be rich, quiet, well-cut, and of good design. Case cravats—the acme of good taste."

Question of Models

In this connection, reference might be made to the question of the number of models of style carried by clothing manufacturers. This question came up at the recent convention of retailers in Toronto and the opinion was expressed in some quarters that far too many were carried for the retailer to select from. The point was made that while perhaps twenty-five to fifty models were carried, the retailer selected only five or six; and the inference drawn was that there might be a saving of cost if fewer models were shown by travellers.

In discussing this with one manufacturer a new light was thrown on it from any that came out at the convention. This manufacturer said there was a distinct difference between the house that had its own retail outlet or that had established agencies throughout the country, and the house that visited all the retailers in any one town or city, or the majority of them. In the case of the former, this contention of carrying fewer models might hold good, but in

the case of the latter it would not. The latter salesman shows his range to Mr. A who selects five or six models. He asks the salesman not to show these models to Mr. B. or Mr. C. in the same town; therefore, Mr. B. or Mr. C. does not see them. Mr. B. selects five or six other models and again asks the salesman not to show these to Mr. C. or Mr. D. And so it goes. By the time the retailers have made their selections, very few of the models are left. To sum it up, one manufacturer said: "Last season we had forty models and we sold every one of them."

NEW NOTE SOUNDED IN ADVERTISING

(Continued from page 48)

very wide number of customers by reason of his extensive advertising in the newspapers of his locality. His copy was always half a page, or a quarter at the smallest, and was decidedly "cheap" in tone, lengthy as a rule and best characterized as "self-satisfied." This copy was uniform in all the city papers, and was evidently meant to attract medium class trade. During February of this year, this type of copy suddenly disappeared and in its place was run a small square layout, lettered in script with a small but effective etched cut and a few lines of copy describing the different virtues of a \$35 suit, essentially adapted for all types of business men. In the short time that this kind of publicity has been tried out, and, be it noted, in the comparatively quiet month of February, results have been extremely successful. The old style of publicity has now been discarded for all time by this firm. Even though it may require time to get the public accustomed to the new style of copy with its brevity, its interesting subject matter and its absence of self-glorification, yet the experiment has already justified its existence, and it may safely be said that this firm, as well as many others, who have felt that the time has come for a change in advertising policy, will never regret a trial of this method, once they have tried it out.

Ely's Limited have placed their Sparks St. Ottawa, store under the management of J. A. and E. M. Delahaye. Business is still being done under the name of Ely's Limited.

W. J. Armstrong has been appointed manager of the new overcoat section of Fels, Limited, of Montreal, and will be located henceforth at Montreal instead of Toronto.

Mr. Nelson, manager of the Men's Furnishings Department of Almy's, Limited, has been appointed to a similar position in the firm of A. J. Freiman & Co. of Ottawa, where he will begin his new duties immediately.

"January Thaw" Sale Is Tried

The Two Macs of Ottawa Give a New Title to an Old Sale

The unusual monotony of January discount sales was cleverly dispersed this year in the case of the "Two Macs" store of Ottawa, where instead of the familiar message about 20 per cent discounts being offered, another idea was tried out. This was suggested by the thought that the public is getting tired of ordinary and somewhat too familiar discount sales in which there is nothing whatever to tickle the fancy, or tempt the shopper to loosen his or her purse strings. So the annual pre-inventory sale was rechristened under the novel title, "Our Annual January Thaw." The idea was that prices would thaw perceptibly throughout the store during the wintry days following the New Year and the shrewd shopper might snatch a valuable opportunity to obtain bargains before prices stiffened back to normal in February.

According to a representative of the firm, the idea really proved interesting to the public and comments were made to the staff on the fact that it was a good idea to get away from percentage figures for a change.

The "Two Macs" have always made a special effort to interest boys because a large part of their store is devoted to boy's apparel. One of their window displays lately was of unusual interest to the younger generation, as well as to grown-ups, although it contained not one single item of regular merchandise. This display was a forest scene representing a small grove of spruce trees amongst which a log or dead tree was erected. Upon this old stump were perched several woodpeckers exceedingly lifelike in appearance, apparently busily engaged in pecking at the wood. A neat show card in front explained that woodpeckers were useful birds and served a valuable purpose in destroying insects and parasites which injure our forests, and should never be destroyed under any circumstances.

This nature lesson attracted many school boys, who recall with enthusiasm the bird house contest conducted by the store last spring, and which is to be featured again in the near future. This contest will be carried out on a much larger scale this spring since the interest evinced by the boys of Ottawa last year, warrants such an expansion of plans.

Incidentally, the "Two Macs" store will celebrate the 33rd anniversary of its foundation, upon St. Patrick's Day, the 17th of March, and many interesting displays and features are planned for this event.

Beauchamp & How Co., of Toronto, have been awarded the contract of making 2,000 uniforms for the Toronto Transportation Commission.

Delegates Attending Amalgamated Conventions

THE FOLLOWING is the official list of delegates who attended the Amalgamated Conventions and Canadian Textile Products Exhibition during the week of February 13th—17th:—

W. C. Mackie, Beamsville; J. C. Hertell, Kitchener; H. O. Teasdale, Toronto; H. Muldoon, Brockville; R. M. Henderson, St. Thomas; Robt. Clear, Toronto; J. W. Shillington, Blenheim; A. G. Shillington, Blenheim; D. Stazanoff, Thorold; G. T. Smith, Toronto; W. W. Treleaven, Toronto; J. F. Fraser, Picton; G. Chantler, Stroud; J. P. Tweedell, Toronto; R. Peglar, Toronto; T. A. Rutherford, Galt; E. A. Willis, Toronto; R. Fair, Peterboro; W. W. Staples, Lindsay; G. A. Greer, Lindsay; M. Epstein, Toronto; L. M. Dunn, Toronto; E. M. Trowern, Ottawa; A. D. Currie, Brockville; Thos. Barrie, Peterboro; Miss M. B. Allin, Toronto; Miss E. Allin, Toronto; M. Rosenfield, Toronto; E. R. Fisher, Ottawa; A. L. Colquhoun, Toronto; E. Crenz (Engels), Hanover; J. C. Engel, Hanover; H. E. McTweevey, Moncton, N.B.; W. C. Miller, Toronto; W. H. Bosworth, Toronto; R. W. Shields, Palmerston; C. R. Eastman, Hamilton; W. G. Milne, Toronto; R. T. Stanley, Toronto; R. F. Builder, Toronto; G. B. Nelligan, Hamilton; H. Epstein, Toronto; J. Munn, Ripley; A. A. Presgrave, Toronto; W. A. Robinson, Brantford; M. J. Kamman, Trenton; T. Linsey Crossley, Toronto; C. H. Rupert, Ottawa; Wm. A. Stewart, Ottawa; A. W. Kritach, Ottawa; C. H. Pilkey, Toronto; S. Cross, Toronto; Z. Trewbetzky, Toronto; C. W. Finch, Hamilton; P. J. Jewison, Toronto; R. Taylor, Toronto; R. H. Scott, Toronto; R. Hawkins, Smith Falls; E. Howes, Toronto; H. F. Epstein, Toronto; W. B. McCullough, Toronto; J. Ross Wylie, Toronto; F. B. Rogers, Toronto; E. Papernick, Toronto; T. F. Boyle, Toronto; T. A. Spencer, Victoria, B.C.; M. Blumenthal, Toronto; A. F. Lofft, Jr., St. Mary's; A. L. Cumpston, Toronto; N. Kieshen, Toronto; S. Ferguson, Toronto; Super Craft Clothes, (E. M. Crangle), Toronto; M. Wilson, Toronto; Peter Bellinger, Toronto; B. Klicm, Toronto; H. D. Sherrin, Petrolia; W. E. Farrell, Fredericton, N.B.; J. B. Waite, Galt; David Rogers, Chatham; James T. Davis, Hamilton; Jas. Tasker, Hamilton; Walter Watt, Uxbridge; C. H. Kaplin, Kitchener; R. Collier, Toronto; W. H. Shaw, Lindsay; T. A. Stone, Hawkestone; Harry F. Orr, Edmonton; J. H. Taman, Toronto; C. Umphrey, Petrolia; N. A. Robinson, Brampton; E. E. Davies, Edmonton, Alta.; Edwin E. Ball, Hamilton; A. Mathews, Toronto; S. Phillips, Cornwall; H. Lite, Toronto; J. A. Godard, Toronto; Hugh Falconer, Shelburne; J. A. Kannam, Shelburne; J. E. Quinton, Brantford; H. R. Winter, Toronto; A. Swartz, Rumsey, Meaford; G. D. Wright; John S. Carr, Thornbury; W. McKnight, New Lisk-Oshawa; A. F. Hawke, Grimsby; G. F. eard; R. J. Johnston, Harold Johnston, Toronto; A. Tisdale, St. Thomas; W. G. Hay, Toronto; L. W. Campbell, Elmira, N.Y.; W. G. Thompson, Toronto; Olch Bros., Toronto; Frank Bowen, Toronto; F. Kearns, Toronto; W. J. Hilliard, Wingham; B. Klein, Toronto; F. Snelgrove, Toronto; C. McAdam, Toronto; S. M. Sturman, Cannington; H. Shulman, Toronto; W. Jones, Galt; R. Soll, Galt; W. K. Churchouse, Ingersoll; J. N. Cunill, Simcoe; A. Ludlow, Brantford; Jess Abelson, Ottawa; L. Fraser, Renfrew; H. Everett Hunt, St. John, N.B.; W. L. Kenney, Pater Sound; W. Gilbert, Montreal; W. A. Tweedy, Ottawa; W. T. Millar, God

erich; G. N. Thurston, Bowmanville; W. E. Bell, Ottawa; W. Baird, (Baird & Riddell), Carleton Place; H. Brimmell, Lindsay; C. M. McDonald, Ottawa; C. F. Macneill, St. John, N.B.; E. Mack, Toronto; C. Sauvey, Wallaceburg; C. J. Halliday, Chesley; C. Buchanan, Wallaceburg; F. R. Barber, Pt. Elgin; W. C. Fry, Bracebridge; J. R. Stephenson, Strathroy; Dan Johnson, Ottawa; Minaker & Co., Cobourg; J. Garden, Calgary, Alta.; L. J. Picard, Peterboro; L. Johnson, Ottawa; A. Weingarden, Windsor; C. J. Racher, Galt; T. R. Warren, Ottawa; L. J. Campbell, Toronto; J. J. Cain, Toronto; A. E. Dougherty, Toronto; W. Hern, Stratford; F. Bellinger, Toronto; R. S. Cull, Guelph; G. E. Duffy, Toronto; W. A. Murton, Toronto; S. Rogul, Toronto; F. A. Logan, Niagara Falls; F. L. Kennedy, Leamington; L. D. Kennedy, Leamington; J. A. Coburn, Hamilton; L. Conway, Peterboro; M. Cottingham, Peterboro; G. A. Gray, Chatham; J. C. Begg, Hamilton; H. Phillips, Cornwall; W. R. Price, Niagara Falls; C. H. Howard, Toronto; G. E. Beatey, Kenora; M. L. Cunning, Oshawa; W. Farren, Hamilton; F. J. Mitchell, Fort William; J. H. Gordon, Stratford; H. A. Wettlaufer, Kitchener; W. Thomson, Toronto; O. T. Davis, Hamilton; G. I. Draper, London; W. M. Mitchell, Toronto; J. M. Strachan, Toronto; Leo Hartzman, Toronto; N. W. Hartzman, Toronto; B. Ginsberg, Sturgeon Falls; A. Hickey, Peterboro; W. E. Maxwell, St. Thomas; H. G. Milne, Barrie; P. Roden, Toronto; J. Koletsky, Toronto; C. W. Doan, Niagara Falls; J. W. Tanner, Mt. Forest; J. G. Tanner, Mt. Forest; R. McGiffin, Ottawa; R. A. Stephens, Barrie; G. M. Farrington, Picton; A. S. Case, Montreal; H. G. Thurston, Bowmanville; W. Abramovitz, Toronto; L. H. Leeson, Avlmer; Lewis Greisman, London; E. D. Holliday, Simcoe; J. H. Willard, Toronto; W. W. Inglis, Brantford; C. W. Boemer, Ford City; John Brass, Toronto; R. R. Metivier, Toronto; H. J. Fralick, Hamilton; C. D. Mitchener, Saskatoon; J. R. Watson, Hamilton; N. Richardson, Toronto; C. W. DeCuirre, Toronto; W. Laflamme, Toronto; J. Lyons, Hamilton; W. A. Snell, Toronto; N. P. Kelley, Toronto; J. Moran, Owen Sound; H. Smith, Toronto; C. C. Caldwell, Toronto; R. B. McLelland, Hamilton; E. H. Gregory, Walkerville; C. Senece, Perth; J. S. Lowry, Toronto; H. Tlustre, Toronto; J. S. Sheely, Peterboro; N. Willard, Toronto; G. Greenspoun, Toronto; S. F. Balachev, Paisley; C. F. Drinkwater, Brantford; Chas. Thorndyke, Millbrook; H. W. Elliott, Kingston; A. Glasseau, Toronto; E. V. Hoffman, Grimsby; B. W. Ziemann, Preston; J. E. Ziemann, Toronto; B. Danson, Toronto; J. DeYoung, Toronto; W. H. Ockin, Guelph; M. Dramin, Toronto; W. Bucher, Toronto; G. H. Reddie, Toronto; H. Taylor, Toronto; Thos. Edward, Toronto; M. Hoberlin, Toronto; C. E. Vardon, Toronto; J. A. McDonald, Listowel; A. J. Morrish, Clinton; L. B. Glover, Campbellford; J. W. Hanna, Wingham; W. H. Elsie, Brandon; M. Segal, Toronto; G. Silbery, Toronto; M. M. Schultz, Toronto; B. Walker, Hanna, Alta.; J. Barnes, Toronto; T. J. Sheppard, Toronto; G. G. Sheppard, Toronto; W. H. Spencer, Toronto; J. Madill, St. Catharines; W. W. Wilkinson, Galt; Leo Danson, Toronto; L. M. Benson, Toronto; W. C. McMillan, Orangeville; J. A. Schinbin, Listowel; J. C. Munroe, Listowel; J. A. Renauld, Quebec; Harry Glover, Orangeville; T. A. Henry, Kitchener; C. A. Edwards, Toronto; J. R. Thompson, Toronto; Roth Eaton, Toronto;

M. A. Brillinger, Toronto; J. J. Noad, Toronto; H. M. Shaw, Perth; J. H. Carruthers, Toronto; A. Rogerson, Toronto; C. F. Wilson, Toronto; A. C. Waggin, Kingston; A. E. Strasser, Toronto; W. J. Clarke, Windsor; Wm. G. Book, Brantford; W. H. Quinlan, Brantford; T. E. Weckham, Windsor; A. Rosenstein, Toronto; S. Stransem, Toronto; R. A. Macauley, St. John, N.B.; Mrs. C. S. McMichael, Toronto; Mrs. Angus Campbell, Victoria, B.C.; A. G. Carpenter, Brantford; A. M. Simln, Brantford; A. Pascoe, Toronto; A. Fall, Toronto; A. Affleck, Toronto; H. C. McDonald, Toronto; S. S. Hardy, Toronto; B. Tilley, Toronto; B. Warner, Toronto; J. J. Reith, Grand Valley; Geo. B. Barker, St. Catharines; Chas. H. Nave, Toronto; W. C. Linton, Toronto; G. Dunfield, Toronto; W. Levy, Toronto; H. A. Taylor, Toronto; Max Dellin, Toronto; W. Lane, Toronto; T. J. Henderson, Toronto; J. C. Willard, Toronto; L. J. Crutello, Toronto; H. C. Hendy, Toronto; J. P. Herbert, Owen Sound; W. Given, Toronto; W. C. Neale, Toronto; Walter Stroh, Toronto; C. C. Trull, St. Thomas; C. Bomnick, Toronto; W. S. Veale, Toronto; J. N. McKim, Toronto; Dayton Ostrosser, Timmins; Calhoun, Hamilton; R. S. Vance, Simcoe; Sky Bros., South Porcupine; F. W. Sutcliffe, Lindsay; C. J. Levy, Toronto; F. A. Lalond, Toronto; C. W. Macey, Toronto; H. H. Duncan, Markham; J. Manson, Toronto; W. G. Panter, Beamsville; F. K. Hardy, Toronto; F. W. Prumper, Guelph; R. C. Johnston, Toronto; J. W. Clark, Toronto; R. M. Ziemann, Toronto; N. Abraham, Haileybury; J. H. Taylor, Stratford; C. Bale, Hamilton; H. H. Stone, Port Perry; B. Clark, Toronto; W. Revell, Toronto; British American Clothing Co., Toronto; H. D. Alland, Toronto; W. H. O'Reilly, Amherstburg; E. B. McCullough, Toronto; A. J. Callaghan, Jackson, Mich.; R. A. Campbell, Hamilton; C. Wardell & Co., Huntsville; A. K. Macey, Toronto; C. H. Jackson, Fort William; A. Pill, Dryden; R. A. Savigny, Toronto; W. Sheridan, Toronto; W. R. Willard, Toronto; L. Samuel, Toronto; M. Levine, Toronto; A. C. McConkev, Toronto; A. E. Brownlee, Toronto; W. H. Marsden, Toronto; J. Dowler, St. Thomas; F. A. Palan, Ottawa; C. J. Sowdon, Montreal; L. Abramovitz, Toronto; Geo. Rahn, Moonfield; M. Silverman, Hamilton; C. A. Trudell, Chatham; Jas. F. Dayth, Dundas; C. Adilman, Winnipeg; R. J. Neilly, Victoria Harbor; A. E. Dunlon, Toronto; N. Black, Toronto; W. C. Pridham, Goderich; C. Sage, Hagersville; A. Elkin, Guelph; S. Schwartz, Windsor; E. Goldberg, Hamilton; M. Simon, Alexandria; W. S. Hay, Guelph; Wm. Hay, Sr., Guelph; A. Robinson, Orillia; McArthurs, Orillia; T. Salter, Toronto; C. W. Detenback, Oshawa; L. R. Detenback, Waterloo; Mr. Sibley, Toronto; J. Sales, Toronto; J. M. Amy, Drayton; H. C. Little, Toronto; J. A. Larson, Toronto; N. Ernst, Kitchener; Chas. Senior, Toronto; J. A. Sutcliffe, Trenton; J. Innes, Rockwood; W. G. Watson, St. Catharines; L. P. Killins, Smithville; J. B. McMillen, Smithville; F. Rogers, Tillsonburg; J. H. Carhand, Toronto; H. J. Twiss, Barrie; B. P. O'Neill, Barrie; C. T. Devlin, Barrie; S. Ferguson, Toronto; W. J. Levy, Toronto; E. Trebilcock, Toronto; J. McLean, Toronto; R. V. Collier, Toronto; J. Broadbent, Brantford; G. Le-Poy Olliphant, Toronto; M. E. Sullivan, Toronto; W. G. Nethery, Toronto; A. Cadwallader, Toronto; B. R. Galbraith, Milton; V. E. Lewis, Mt. Forest; H. O.

(Continued on page 53.)

NEWS OF THE CLOTHING TRADE

A. E. Richardson & Co., who have been at 172 Simcoe Street, Toronto, have moved to the corner of King and Simcoe Streets.

Ed. Mack, Ltd., of Toronto is moving from his stand at 167 Yonge Street to the second floor of the building at 86 Yonge Street. He is discontinuing the carrying of furnishing lines.

R. H. & J. Dowler, Ltd., are about to open a new wing to their Windsor store facing Ouellette Ave. The mezzanine floor of this new wing is to be devoted entirely to boys' clothing.

Robert Darling, for 43 years a resident of Toronto and engaged in the wholesale woollen, tailor's trimmings and linen business, died on February 18th following a stroke. Mr. Darling was a native of Edinburgh and, as a boy 13 years of age, came to Canada.

Dr. Reaman, Educational Director of the Y. M. C. A., said in speaking of the school: "It is going to be a big thing for this city. The average person who sells behind the counter does not appreciate the contribution he can make to the general public. This study will make him something more than a phonograph. We wish to enlarge the vision of these people so that they feel there is a whole world behind what they are selling."

The first school of retail salesmanship to be held in Canada opened recently at the Central Y. M. C. A. with an enrollment of 75 men students.

The course includes 16 lectures on the principles of retail selling and 16 on merchandise or a knowledge of goods, and embraces instruction on general leather, shoe leather, metal products, house furnishings, furs, jewelry, stationery, drug sundries and textiles.

The National Association of Merchant Tailors of America have decreed that the well-dressed man should have three overcoats; one for town use, one for dressy occasions and the third for traveling or country use. The town coat should hang moderately straight from the shoulders and not define the figure at the waist line, with collar the same material as the coat. The dressy overcoat should fit the form more snugly and with collar and turned back cuffs the same material as the coat. The coat for the country may be single or double-breasted, hanging loosely.

S. O. Smith of Fort William has opened a clothing and tailoring store under the name of Smith & Company in that city.

The firm of Meloche & Fournier of St. James street, Montreal, has recently been re-organized under the name of Meloche & Delorme and will occupy the premises of 190 St. James street which the former firm acquired last year.

David Graham, for thirty years proprietor of a men's furnishing and fur store in Hamilton, died on January 20th. He retired from business about ten years ago. He came to Canada from Scotland when 28 years of age and was first associated with Grafton & Co., of Dundas.

A careful reading of the reports of the different state conventions recently held in the United States lead to the conclusion that the majority of retailers there in the clothing line are looking for gradually improving times. Particularly encouraging reports come from the west, due to the fact that farmers are receiving better prices for their produce.

Hyde & Halliwell, wholesale jobbers of Toronto, who handle the well known McGregor Caps, Oak Tree Hosiery and who represent J. Woolfendens & Co. of Denton, England, have recently added a new line to their stocks. This is a line of shirts, collars and pyjamas from N. Bertish & Co., Sun Court, Golden Lane, London.

A meeting of the Athletic underwear manufacturers' division, Group A of the International Association of Garment Manufacturers, formed recently to establish a standard scale for underwear, was held in Toronto on March 14th. One of the objects of this meeting was to appoint a licensing committee to inspect underwear produced by manufacturers and to pass upon its qualifications under the measurement scale adopted.

Reports from manufacturers in the United States indicate that the sales of separate trousers tend to relieve the clothing industry of pessimism. Early season orders indicate that men's furnishings departments anticipate a lively call for extra trousers to be worn with coats and vests which have outlived the usefulness of trousers. That economy is noticeable also among custom tailors who cater to the more exclusive trade. The majority of men ordering tailor-made suits, it is said, are having extra pairs of trousers made with regular three piece suits, thereby increasing the serviceability of the other garments.

William McCraig opened a new store at 2240 Bloor Street west, Toronto, carrying complete lines of men's and boys' wear.

The Toronto Transportation Commission recently placed an order for a large number of uniforms for employees of the Commission. For the first time in the history of street car employees in Toronto, Canadian cloth will be used in the making.

A. & A. Touchette of West Fort William have announced that they will meet the prices of mail order houses during 1922. They invite customers to bring with them the catalogues from these houses and they will meet their prices whatever they are.

A Hickok belt buckle worn by a man in Paterson, New Jersey, probably saved his life. He was standing nearby when a quarrel broke out between two Italians. Two shots were fired, missing the man they were intended for and striking the bystander.

An ambulance was summoned, and, when his clothing was being removed at the hospital, the two bullets fell to the floor. He only had a flesh wound. It was found that the bullets had struck the metal belt buckle he wore and had been flattened.

A CORRECTION

The firm of J. E. Lanoix Enrg. of St. Hyacinthe was incorrectly mentioned in the last issue of Men's Wear Review as being owned by J. B. Durocher. This should have read, "Messrs Boulay & Durocher, proprietors." The present business was acquired by them in March 1921.

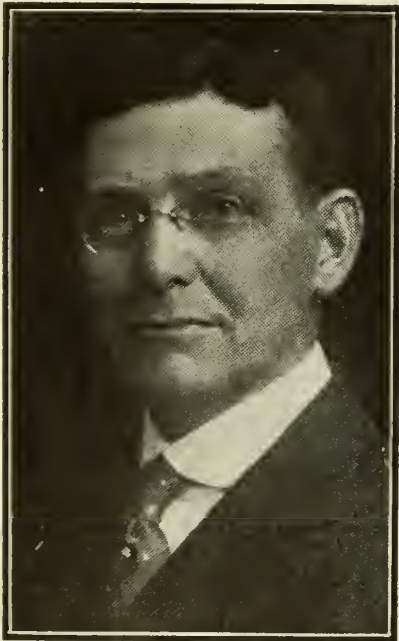
OPEN PERMANENT SALES OFFICE

In keeping with their policy of providing every facility for buyers, John W. Peck & Company, Limited, have opened a permanent sales office and sample room in Quebec City, in the Seguin Building, 421 St. Paul Street, opposite Palais Square. Mr. Lechasseur is in charge, with assistants who are at the disposal of the trade in the Ancient City at all times. A complete line of samples of clothing, shirts and caps will be displayed the year round and the conveniences of the office are at the disposal not only of Quebec buyers, but also of visiting merchants from outside points, who have need of some such headquarters when in Quebec. The Company, whose head office and main factory and warehouse is in Montreal, also operate branches at Winnipeg and Vancouver.

Ritchie's Long and Honorable Career

Have Served the People of Quinte District for Upwards of Three-Quarters of Century—First Principles Laid Down Have Been Adhered to Throughout—Transactions on Strictly Cash Basis—The Advertising Manager Acquaints The People With Heads of The Firm

GOOD store publicity was recently given the Ritchie Co., Ltd., Belleville, by their advertising manager. We cannot do better than outline this in the advertising manager's own words, accompanied by cuts of the men in charge of this very progressive eastern Ontario retail firm that, for many years, has commanded the respect and patronage of many patrons in the Bay of Quinte district.



CHARLES M. REID

President of the Ritchie Co., Limited

"For sixty-three years," said the advertising manager in a five column advertisement in their local paper on January 14th, "the old firm of George Ritchie & Co., known as the Ritchie Co., Ltd., have been serving the people of this district, bringing merchandise from almost every country in the world and laying it before their many patrons in the Bay of Quinte District.

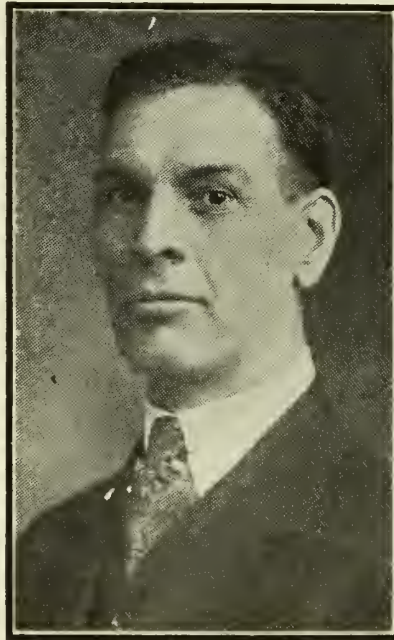
"Occasionally some lady or elderly gentleman will drop into the Company store and say, 'I have traded in this store ever since it started in business.' These old customers are necessarily becoming fewer all the time, but the business has gone on steadily, forming new constituencies and a wider range of patronage for all these years until it is now recognized as one of the leading businesses in Canada.

"Not only have the customers changed, but the management has changed from time to time, and it is a great many years since there has been anyone con-

nected with it that was in the firm at the commencement.

"After the death of George Ritchie in 1878, the late Thomas Ritchie became head of the firm. He gave his active attention to the firm for a great many years, carrying on the same principles upon which the business had been founded, viz.:—Goods bought in the best markets, marketed at the closest possible prices; equal service for all, rich or poor, large or small purchases; one price only; and goods to be bought and sold for cash.

"About fifteen years ago, Mr. Thomas Ritchie practically withdrew from active work in the Company and Mr. Reid, the president, took over the controlling stock and became the real head of the Company. Mr. Reid has had associated



FRANCIS P. THOMPSON

Managing Director the Ritchie Co., Limited

with him a lot of splendid men as heads of the various departments and these men are still with the Company as may be seen from the accompanying photographs. They are all stockholders in the Company and will continue to unitedly carry on the business on the same platform that has made it such a success in the past. They will assure the public of:

1. A square deal in every transaction.
2. The best service that can possibly be rendered.
3. Business conducted on a strictly cash basis.
4. Absolute dependability of goods sold.

5. Exchange of any goods that are not exactly as represented.

6. Your money back if you are not satisfied.

7. Absolute courtesy at all times no matter whether you make purchases or not.

8. Prices always the lowest at which skilled merchandising, advantageous buying, and complete equipment can place the goods at your disposal.

9. Comfort of shopping in a well lighted, well equipped, well ventilated and agreeable store.

"We naturally feel very proud of our more than sixty years of business success. Not once in all these years have we failed to meet our financial engagements, nor have we failed to pay one hundred cents on the dollar to our creditors. We are glad to have achieved such a long and successful business experience.

"But we are not satisfied. We shall not rest idly on past achievements. We shall not allow ourselves to be thought of as merely old or reputable. It is not enough that we have built up the largest business of its kind in this district. Cheerfully and courageously we shall face the increased responsibilities of



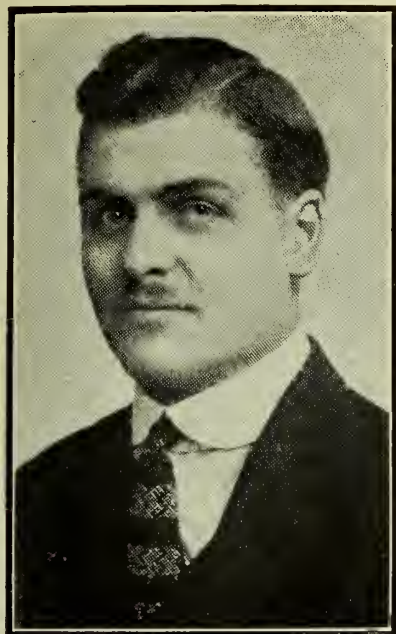
J. H. BRYANT

Manager Men's Department

building a bigger and better future. We shall constantly strive to continue to lead, and to be worthy of the increased patronage that we are constantly enjoying.

"Free Swing" Coat Makes A Hit

Designer of Coat That Created Sensation in New York Says Time Has Come When Styles Must Conform to Exigencies of National Life—A "Collarless" Coat for Hot Weather



C. DOUGLAS REID
Secretary-Treasurer

"We ask you to note the length of service of the various heads of our departments. We doubt if anywhere in Canada a better record can be found. Men remain with this Company because it is a good place to live. Never is anyone asked to do a dishonest or dishonorable act. This business has been built, and will be continued, on the principle of the Golden Rule.

"We ask for a continuance of your much-valued patronage. We will always be at your service with the right goods, at the right time, and at prices that you may have confidence in."

DELEGATES ATTENDING AMALGAMATED CONVENTIONS

Continued from Page 50.

tewart, Belleville; H. C. Benson, Toronto; G. Buchanan, Wingham; H. A. Bonter, Toronto; D. Dawson, Toronto; G. Wallace Guelph; J. Swan, Guelph; M. Brodey, Toronto; C. H. Brooks, Toronto; T. D. Buckingham, Toronto; W. B. Hallam, Toronto; J. Ellwood, Toronto; J. O'Leary, Toronto; J. Fried, Toronto; C. D. Brown, Lindsay; F. M. Sutcliffe, Lindsay; H. G. Ashton, Toronto; J. Kussner, Cochrane; J. Seltzer, Toronto; M. E. Goldstone, Hamilton; M. Clear, Toronto; L. A. Tearierson, Toronto; W. E. Kelcher, Lindsay; S. R. Bews, Milton; H. J. Rush, Tillsonburg; L. H. Veale, Chatham; T. H. Grant, Orillia; C. Koechler, Clifford; M. R. Mason, Leamington; H. A. Cooper, Toronto; R. D. Imrie, Toronto; R. L. Hewitt, Toronto; W. J. Robertson, Toronto; C. Singer, Montreal; G. Gibson, Bracebridge; S. A. Morgan, Hamilton; C. R. Shannon, Hamilton; R. H. King, Wingham; G. A. Glover, Toronto; C. L. Adams, North Bay; F. Dunkelmann; E. Offstein, St. Catharines; W. G. Hall, Toronto; A. J. Blackburn, Georgetown; Mrs. Shilbery; M. Schilbery; J. Byers, Toronto; L. R. Tobey; W. S. Moore, Hamilton; R. H. Moren, Prince Albert; E. R. Vermilyea, Toronto; J. Margolise, Montreal; J. H. Tucker, Toronto; C. D. Beer, Toronto; W. E. Farrell, Fredericton, N.B.; R. Dickey, New Toronto; E. Terrill, Mount Dennis; L. H. Walker, Toronto; A. F. Bremer, Toronto; L. Lazaeruez, Branford; H. E. Henderson, Oshawa; R. D. Swift, Watford; A. P. Malone, Strathroy; C. M. Wardell, Huntsville; J. Nickelle, Huntsville.

ON THIS page is shown a sketch of the "free swing" coat which has created such a sensation since its initial showing at the recent convention of the International Association of Clothing Designers in New York. This model, which embodies style and comfort in one, is the creation of Ralph Grossman of Montreal, who is associated with the Samuel Hart Company. Mr. Grossman has made a study of design in all its branches but is particularly interested in developing styles for men which will be absolutely comfortable as well as smart and youthful in appearance. This novel style which has been called the "sweep pleat" by American papers, is patented in Canada under the title given above, the term "free swing" being more accurate than the other description.

How it is Designed

According to Mr. Grossman, this new type of coat is a sports type basically, but it is more than that, because the unusual pleat under the arms, which unfolds or rather opens up after the manner of the mechanism of an accordion, makes it a garment specifically adapted to the use of every man, whether he is traffic policeman, jockey, tennis player, golfer, street car conductor, etc. Every man who uses his arms and requires plenty of freedom will appreciate this unusual feature, which, while it permits as much liberty of movement as though no coat were worn yet has all the earmarks of a quiet and conservative type developed in any fabric desired.

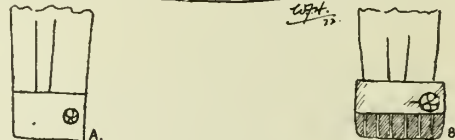
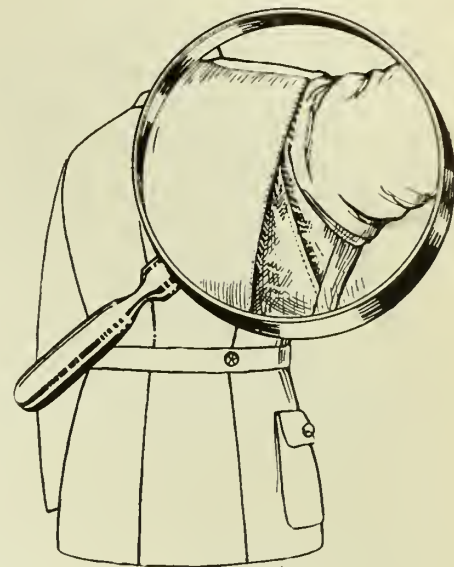
Cuffs Worn Two Ways

In the model seen by a staff member of Men's Wear Review, the style was a plain sports model finished with inverted box pleats and patch pockets, belt all round and leather buttons. It was developed in a soft heather mixture home spun especially smart for golfing. The cuffs also were novel, being finished with link fasteners, and could be turned up if desired with good effect.

According to the New York papers the introduction of this new model was the only interesting feature of the convention and it was said that American designers did not show anything as original nor as novel as this product of a Canadian member.

A Collarless Model

To Men's Wear Review, Mr. Grossman expressed the opinion that the time has come when men's styles must be less subservient to convention and more suited to the exigencies of climates and temperature. When the thermometer soars above 80 degrees in the shade, it



THE FREE SWING

Under the magnifying glass may be seen the novel sweep pleat introduced for the first time at the Rochester convention by Ralph Grossman of the Samuel Hart Company of Montreal. This pleat is so contrived that it is quite invisible unless the wearer of the coat is actively employed. It is suitable for sportsmen, policemen, motorists, etc., equally well. It provides all the room necessary without in the least degree disturbing the set of the coat proper. The cuffs are likewise unusual, being slacked and fastened up by links to allow for freedom of the wrists. When turned up, they look smart and business-like.

should be possible for a man to be comfortable, yet not obliged to stay indoors because convention decrees that he must not appear without a coat. Mr. Grossman has created a lightweight coat minus collar which is unlined and can be worn over a silk shirt with the new turndown collar with smart effect. This type of coat is designed for wear at summer resorts or for business with equal correctness. After one becomes used to the absence of a collar and lapels and the perfect comfort of a turn-down collar, he will not return to the former styles, declares Mr. Grossman.

The evolution of the sports coat therefore, is one of the marked features of 1922, and who can say whether or not the character of the sports suit may not influence the trend of other masculine styles in seasons to come?

Novelties in Fall Overcoatings

Montreal Houses Are Showing a Wide Range of Fancy Cloths—
British and Domestic Materials Are Favored—Large Over-
checks Are Popular—Reversible Fabrics With Checked Backs—
Popular Priced Overcoats Between \$20 and \$35

MONTREAL manufacturers have bought their immediate requirements in the way of fall cloths and are preparing to get out fall samples very shortly. During the course of interviews with leading designers this month, Men's Wear Review was informed that the majority of woollens featured in the forthcoming season's showing will be British and domestic.

In discussing the preferences shown by the manufacturers in the matter of novelty cloths, it was practically a unanimous opinion that suitings will show less change or variety in pattern and color than will coatings. The latter fabrics will occupy the centre of the stage as far as interest is concerned for the mills have undoubtedly surpassed all their previous efforts in the way of producing cloths of unusual design, colors and extra heavy weights.

Overcoatings

"The fall range of Overcoatings bears the same relation to style as suitings formerly used to occupy," declared one prominent manufacturer. "Whereas suit cloths usurped all the fancy effects and were always the most interesting materials shown, now the trend is all the other way, and we find that suits show little that can be characterized as really novel, while overcoats will be different in numberless ways. Every mill which has shown us samples is featuring check effects of every sort and description—but mostly large overchecks in soft colors. I should say that fully 50 per cent of the showings feature checked back coatings. The plain, sombre coat fabric is no longer considered the smartest material by the well dressed man; on the contrary we are going to see a whole run on such shades as tangerine or orange or red upon dull blues,

tans, greys or greens. Possibly tan will be the best selling plain shade in overcoats, but the reversible cloths promise an extraordinary success. I cannot speak too highly of all the novelty linings either, such as the fancy checked polo cloths in a soft finish. These polo cloths will be prominently featured as linings to plain fabrics, in three quarter length effect. A plain tan shade will be lined with a tan checked with orange, or brown and blue, or green and purple and so on. The great thing is to get entirely away from plain neutral effects."

Greater Interest in Scotch Materials

Since the visit of the Scotch delegation to this country an appreciable gain in interest in Scotch woollens is being shown by the trade, it is said, and the fabrics just received from Scotland bearing the trade-mark of the famous organization, which exists for the protection of the trade in general against inferior tweeds and worsteds, is proving an added attraction in addition to the charm of unusual coloring and patterns which are so characteristic of these materials. These imported fabrics are however the choice of the more exclusive class of trade and it has been found that quite as smart new designs are being brought out by Canadian mills, particularly as regards the overcoatings previously spoken of. The reversible cloths which are so highly praised are the product of a Quebec mill, while some of the most striking color mixtures shown in the entire collection are manufactured in Toronto. These will undoubtedly prove the backbone of medium priced trade throughout Canada next fall.

Light Shades

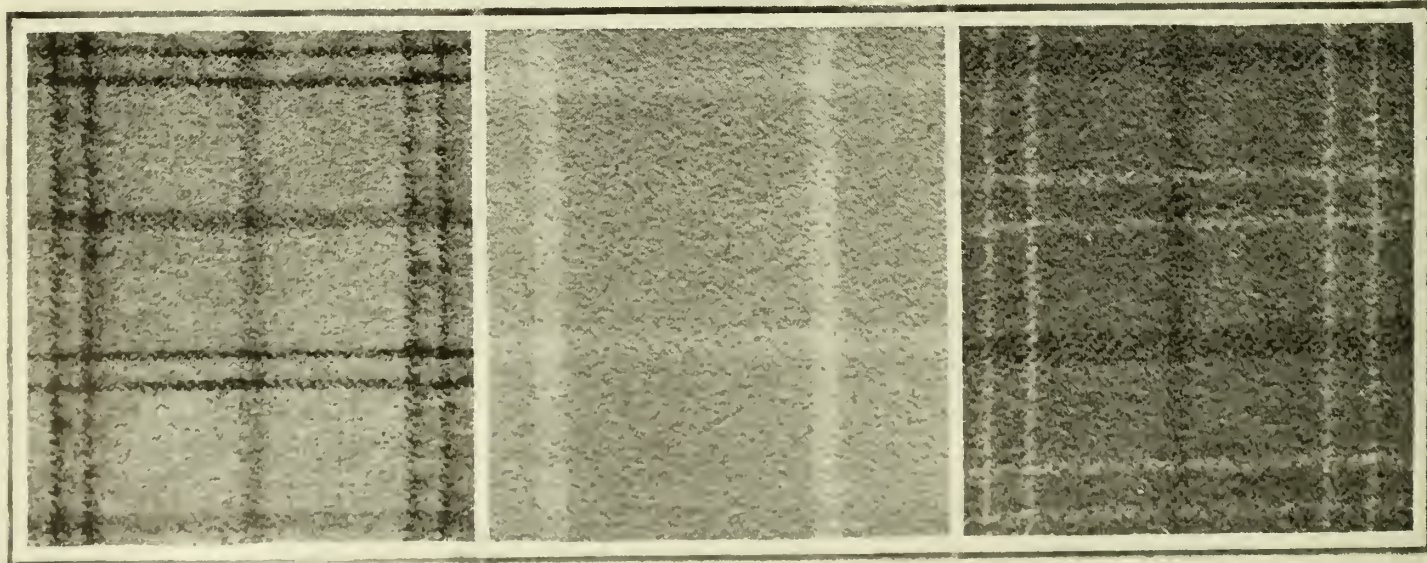
The Montreal firm above quoted inclines to the belief that light shades will be pre-

ferred by the trade rather than the dark colors in such cloths as Whitneys, naps, frizals, fancy meltons and Irish friezes among the overcoatings, while for suitings the demand will centre round fancy worsteds, saxonies and staple serges. In the case of the last named there has been a distinct tendency of late to demand a guaranteed quality of serge which can be sold with confidence by the trade, and in answer to this demand one of the English mills has originated an unfadable and unshrinkable serge which has been named "Harrogate" cloth, which it is claimed can be sold with a "money-back-guarantee" next fall. This fabric is being made up by a leading Montreal firm which specializes in high grade clothing.

The usual old favorites such as O'Briens, Duftons and Kynoch herringbones as well as Donegals have reappeared in new variations featuring unusual blendings of several tones which can scarcely be described with accuracy. Some of the plainer cloths are shown in a sort of opalescent effect which is obtained by blending blue, green and purple together to produce a shade in which none of the three predominates, yet each can be recognized. The worsted back is a good feature of many of the reversible cloths, and in the many samples shown the rough shaggy outer surface is well brought out by contrast to the smooth and closely woven reverse, usually in a different color and bold plaid pattern.

Extra Heavy Weights

Besides all this novelty of color and pattern, fall cloths have still another new feature which is most important to consider when the question of value comes under consideration. Coatings in particular are now offered in extra heavy weights vary-



Three of the newest checked polo cloths for fall which will be featured as linings for top-coats of various colors. The samples shown here include three shades of fawn and sand with overchecks of orange, blue and brown and a blending of violet and jade. These will be featured in three-quarter effect.—SHOWN BY COURTESY OF SAMUEL HART AND COMPANY OF MONTREAL.

The Clothing Outlook, 1922

Wm. H. Leishman Outlines Conditions As He Sees Them for the Current Year—More Encouraging Than Year Ago—Merchant Should Now Get Profit—Need for Conservative Advertising

Sports Materials

Although sports stuff is naturally quieter in fall displays than it is during the spring season, nevertheless it is thought that a few light mixtures will continue in demand. Lovats have enjoyed such a continuous vogue that manufacturers feel inclined to feature them once again. The Scotch woollens include a range of herringbone and pencil stripe combinations in which the stripes but a mere thread of bright color set in at half inch intervals. Orange is shown on a mixed brown ground, or bright blue upon a grey. This thread is almost invisible yet enhances the appearance of the tweed materially. There are also some unusual blues in a sort of granite effect, and it is said that the Scotch mills endeavour to imitate the bright colors of Scottish heather and the pebbles in the river beds, in creating their fabrics each season.

The opinion that merchants throughout Canada want goods is held responsible for the improvement in demand of late. Stocks are low at the present time in certain lines and with Easter coming later than usual, the demand for spring goods is coming earlier than has been customary.

Popular Prices

The prevailing price for overcoats next season, it was stated by one maker, will be around \$20 to \$35 wholesale, while exceptional values can be obtained at one house or as low as \$17 for coats of domestic materials.

One Montreal clothing manufacturer has registered an exceptional success with a line of women's top-coats developed in heavy reversible velours or in fancy herringbone velours, which are man-tailored and decidedly smart as well as serviceable. It is said that quite a few men's stores are contemplating the installation of a range of women's coats in addition to their regular lines, on the theory that women like to buy tailor-made clothes at a man's shop.

A few of the newest checked polo linings are shown elsewhere, to indicate the trend of patterns wanted for next fall.

How Commodities Have Fallen

Instructive Table Prepared by R. M. A. Ottawa Showing Decline in One Year

From time to time news items have appeared in the press dealing with the prices charged for necessities in retail stores, and many of these news items have not been fair in the statements made.

The head office of the Retail Merchants' Association of Canada, Inc., at Ottawa, which is fully representative of all classes of retail trade throughout Canada, undertook a thorough investigation of the prices charged in retail stores in 1920 as compared with prices charged during 1921. Notwithstanding

I HAVE BEEN asked to speak on the subject of the clothing trade, as I see it for 1922. This is a topic for an optimist, which I am, so that's alright.

There are many things to talk about, but a lot of it would be repeating what you all have heard as reasons for the cause of higher prices than obtained pre-war, so I will be as brief as possible and deal only with the present and near future.

Outlook Better

It certainly looks more encouraging than it did a year or more ago, owing to the fact that we have been coming from under a period of demoralization, caused by the sudden drop of prices, which had risen to such a peak that really good clothes were almost beyond the purchasing power of the average income earner. Unfortunately the masses still think that prices are coming down further, well, they will come down, but gradually, not enough at a time to make any great difference in the price of a suit of clothes, in fact, from all we can learn, prices are firmer now, and for fall goods prices are set and buying pretty well done.

Legitimate Profit

For the past year or better, prices have not been legitimate, caused through huge stocks of distressed goods, which have to be turned into money and the price obtained is generally made, depending on how great the necessity to raise money. Unfortunately this condition still exists, and until these surplus stocks of woollens, etc., are absorbed, prices will not be legitimate, so that right now the consumer is getting better value than if conditions were normal, but the retailer should now get a legitimate profit on all goods sold.

Quality Reputation

This is a time to build up a reputation for quality, and believe me, volume can be obtained on a quality value basis, which will strengthen and hold a business reputation and connection. Do not

an increased burden of municipal taxation and increased rents paid in 1921 by the retail merchants throughout Canada, a very decided drop in prices is shown by their report, averaging approximately thirty per cent. The most remarkable decline is in groceries, which dropped 44.49 per cent., and other lines show declines as follows:

Furs	37.3%
Dry Goods	31.6%
Hats, Men's	31.25%
Ladies' Wear	30.9%
Clothiers	29.16%
Men's Wear and Furnishings	28.8%

The clothing outlook to the retail merchant is always a matter of great concern because it constitutes the greater bulk of his business. The accompanying address delivered by Wm. H. Leishman, of the Wm. H. Leishman Co., Ltd., of Toronto, at the Clothiers' Convention on February 14th is, therefore, of particular interest. He still advises caution in buying but inferentially suggests that sales should not be lost through a starved stock of merchandise. His hint to merchants that they are playing into the hands of newspapers in competitive advertising is worth considering.

sacrifice quality to meet prices of inferior made articles. In buying, be conservative, but buy. Figure the number of garments that you sold during the corresponding season and buy accordingly. Give the manufacturer some consideration. They have to go into the market for yardage and buy a year ahead. They are not magicians and cannot do four or five months' manufacturing work in two. In normal times you would buy ten to twenty per cent. more than last corresponding season, well, now be careful, place quantities ninety to one hundred per cent., not over. Spring is near and with it trade will open up, be ready for it.

Conservative Advertising

Advertise conservatively, and just here I might say that in my opinion, particularly among the clothing and furnishing stores, that advertising for some time has looked like a competitive proposition, in which the newspapers were the bigger winners. Advertise honest value at the prices quoted. Do not fool the public. Be sanely optimistic—carry on in an aggressive cheerful way. Have faith in Canadian industries and our country at large. Canada for the Canadians, and the Empire for us all.

Boots and Shoes	26.3%
Merchant Tailors	20.8%
Confectioners	17.8%
Butchers	15.0%

The foregoing statement clearly shows that retail prices have been keeping pace with the declines taking place in the market, and that the public has been treated fairly by the retail merchants, who, after all, are but the servants of the public in providing the necessities of life.

This is the best answer that can be made to those who are endeavoring to place any blame on the retail trade.

Proper Use of the Trade Newspaper

Knowledge is Power and Knowledge That is Good for the Proprietor is Also Good for the Clerk—The Field of the Trade Newspaper—Various Messages it Brings to the Dealer—Carries News of Successful Ideas to Every Man

WHAT counsel is to a client, a reliable trade journal is to the trade to which that particular trade newspaper appeals. It seeks to give dependable advice. Gathering information from many sources on various subjects, the trade newspaper sifts this information and endeavors to present facts that will serve as guide posts through the merchandising problems that daily confront the merchant or those who are associated with him in striving to make the business a success. It seeks to present conditions as they really exist in the particular field it surveys from week to week, so that the dealer may have first-hand information of the various lines of merchandise carried and may act accordingly. It seeks to acquaint itself with plans of merchandising, with plans of buying and selling, with store systems that make for better management and economy not only for the store as a whole but for each department of that store. It seeks to place before buyers new things on the market and, in this respect, acts as a forerunner of fashions that, ultimately, bring grist to the dealer's mill. It goes into various problems of salesmanship and seeks to suggest points that will develop better salesmen.

How to Use It

The trade newspaper is not designed solely for the proprietor of a store. Information that is of use to the proprietor cannot help but be of use to the clerk behind the counter. Everything that makes for better salesmanship behind the counter makes for a better business organization, bigger business, larger profits. The trade newspaper conveys in each issue a fund of information that should be in the possession of every clerk. Not all the information may be of use to every clerk, but there is something in it that will have a bearing on his or her work day in and day out.

Every clerk should be given a chance to read the trade paper. Knowledge is power and if, in the trade newspaper, there is a knowledge that lends power to your efforts in directing a business, there is also knowledge that will make your clerk a more efficient arm of your organization. The trade newspaper should be passed around. We frequently go into business houses where we know copies of this trade newspaper are received but where the clerks are unaware of its existence. If, Mr. Merchant, the trade newspaper is of use to you, it

must be of use to others in your employ.

See That They Read It

Having become convinced that the trade newspaper should be read by the clerks in your store, you should see that it is read by them. If your store is a moderate-sized one it is a simple matter to write the names of your staff on a paper, paste it to the cover and require them to draw a line through their name when they have read it. If your store is a very large one, departmentalized, a few extra copies of the paper should be bought and passed around through the departments. A thorough distribution of the trade newspaper throughout your organization should be assured if the best results are to be obtained. Not only does the trade newspaper give information affecting the buying in the several departments, but it seeks to pass along suggestions for selling the merchandise in these various departments. That is where the trade newspaper can be of help to the clerks in the various departments.

Endorses Trade Newspapers

Ben Katz, the newly-elected president of the South Dakota Clothiers' Association, recently had some very pertinent things to say to merchants in that state with regard to improving themselves and their methods. He advised the merchants to pay more attention to their trade journals and find out what merchants are doing in other cities.

"I wonder," he said, "how many of us subscribe for one or more trade journals simply as a matter of habit or through the persuasion of a circulation salesman and pay very little attention to the periodicals when received. I am afraid that there are many. Do you know that a good and reliable trade journal is, in a business sense, the best friend that calls on you? Do you know that the biggest men in your business are continually telling you, through its pages, of the methods they use in bettering their businesses? Do you know that even the advertising pages in your trade journal provide a source of merchandising information that should be used to the utmost? Therefore, if we are to become better merchants we should not only subscribe for the best trade journal in our line of business, but we should study it carefully and act upon the suggestions contained therein that will, in our opinion, better our business."

Mr. Katz also advises a close study of the advertisements from big stores appearing in the city papers. They will he said, give an insight into their meth-

ods that will be profitable to every merchant. "I realize," he said, "that it is not possible for us to follow closely in their steps, but their aggressive business methods as exemplified in their ads, can and should be an inspiration to all of us. These big fellows are always after business. It is their aim not only to sell their merchandise, but to sell themselves to their trade. By this I mean that their business policies are always written in bold type clear across their ads."

No Idea Too Big

There is, in this thought of Mr. Katz's regarding the studying of city advertisements, an idea that can be applied with benefit to the reading of the trade newspaper. The mere fact that your trade newspaper is telling you of some idea that has been successfully worked out by a big store, is no reason why you should not study it carefully. All big merchants were once small ones and their success is due to the fact that they tried out big ideas, or studied the ideas of the big man and then followed in his footsteps. You can reduce the idea to your own proportions, very often and make it work out in your own case. A good idea can be applied to any business no matter how large or how small.



J. G. BEGG

Re-elected for a second term to the office of vice-president of the Clothing Section of the Ontario Branch R. M. A.

Buyer's Viewpoint on Present Prices

Shopper Says That in Cloths, at Any Rate, Good Bargains Are Now to be Had—Reckless Attitude of Public Responsible for Prices That Skyrocketed—Read the Article; It May Throw Some Light Upon Your Everyday Problems

WHATEVER may be conditions in other lines, in clothes at any rate it is now possible to get as good values as could be had five or six years ago.

Such is the opinion of Samuel Hopkins Adams who has lately been writing a series of articles on retailers' prices for Leslie's Illustrated Weekly. In Mr. Adams' opinion it was the blind reckless buying of the public in general that sky-rocketed prices after the armistice. This era of recklessness he maintains benefited no one not even those merchants who secured the high prices.

Here are a few of the remarks recently made to him by shopkeepers in the course of his investigations:

"It takes three sales people to sell what you used to, and they take more time and effort per man doing it."

"The women are thinking in halves and quarters of a dollar this season. Two years ago anything less than a dollar was carfare."

"They come in, wander around, lift up a price tag, give it a hard look and buy something cheaper."

"Women used to come in and buy what they wanted. Now they come in to spend what they want. There's a big difference. They've got a certain sum to spend and you've got to hypnotise them to get a dollar above it."

"Does this sound like a dismal talk for the retail trade?" continues Mr. Adams. "It is nothing of the sort. It is, on the contrary, a sure sign of convalescence. Business has been sick, very sick indeed. It has been suffering from... well, let us say a species of anaemia caused by insufficient circulation. The shopper represents the blood and her money the red corpuscles. She has not been circulating as she should. Now she has begun again. She is prospecting around with an eye that is still wary, but is nevertheless interested. The red corpuscles of her money are unquestionably below normal, but they will increase in number and vigor as the circulation whips up. If the retailers of the country are wise enough to tempt the appetite of the convalescent with savory tit-bits in the form of real values and not try to overfeed at once, the return to full health is only a matter of time. But to attempt to force high prices gain as soon as a little improvement shows would be like giving a typhoid patient a whole loin of pork for his first meal."

"The day of the consumer is definitely here. From long experience in investigating and purchasing I have become a not-as-easily-persuadable, or, in modern parlance, hard-boiled buyer. Yet there is hardly a line into which I have recently probed that has not strongly tempted me to buy for my personal uses, and where I have bought, I have got the best bargains that I have seen since 1916. Be sure, however, that I did not do this by grabbing at the first thing thrust under my nose. I have been shopping around, and have taken advantage

of what I thus found. Anyone can do it with a little care and patience and resolution *not* to buy except for value. One soon comes to derive a grim satisfaction in looking a profiteering store's salesman in the eye and saying:

"No; I don't think that is worth the money and I won't take it." (if, by the way, 10 per cent.—no, 5 per cent., possibly even 1 per cent. would be 'enough—of all shoppers would adopt that formula, unfair prices would speedily vanish from the market).

"While I am having no difficulty in finding excellent values, a friend of mine who is at the head of a large and successfully conducted enterprise complains that everything that he buys for himself is still at top prices, but that it probably can't be helped and he doesn't suppose he gets stuck worse or oftener than anyone else and anyway he hasn't time to 'fuss about it.' He is the typical non-competitive purchaser of whom Secretary Hoover speaks. So I made for him a rough value analysis of his personal and office equipment, gave him the figures and invited him to compare them with the prices paid. They averaged an over-expenditure of more than 30 per cent. He was agast.

"If I ran my business on that basis," he said, "they'd have me in jail in a year—and serve me right!"

"It is always worth while to examine the advertisements, though not necessarily in a spirit of blind faith, as there are special sales in selected lines almost daily, and while many stores strive to meet the cuts of their competitors, this is not always feasible. It would be easy to fill this whole issue with rules of guidance about ads. But one contract must suffice for a general indication:

EXHIBIT A

(Advertisement of a San Francisco Jeweler.)

This is not a sale to raise money, for we don't particularly need it. It is not a removal sale, nor a lease-expiring sale, nor a fire sale, nor a stock reducing sale. Prices are not cut and slashed for most of our stock is not included. It is just frankly a sale of slow-selling jewelry that we prefer to convert into money. Buyers aren't clairvoyant and ours have done pretty well, considering this is all we have to sacrifice after a year in which several hundred thousand dollars worth of jewelry was sold. Any store is bound to choose the wrong things sometimes. So if there's anything in the list you want, come and get it, knowing that you are buying it mighty cheap.

EXHIBIT B

(Blurb of a supposedly reputable Eastern city specialty shop.)

An Old-Time Sale at Old-Time Prices.

To-morrow at _____'s you can buy a \$50 Dress for \$15; a \$60 Suit for \$25; or a \$95 Coat for \$35.

"A exhales honesty and fair dealing; B is in the best style of the advertising Ananias. Many advertisements fall so naturally into the one class or the other that it takes but little acumen to distinguish them. From those which suggest the twilight zone of half-way between, the wise shopper will shy off.

"Control of retail advertising is unfortunately impracticable. I say 'unfortunately' because if merchants could by common consent establish some sort of censorship among themselves they might eliminate, or at least tone down the sort of outburst which characterized the after-holiday efforts of the retail trade to clear its stock and which confirmed the public's still sensitive suspicions regarding price-juggling. Early in the year a dozen prominent New York stores put out announcements of fur sales, quite striking in their similarity. Prices were cut in half or thereabouts, such figures as these being given: Mink coat, formerly priced at \$3,300 reduced to \$1,500; sable wrap formerly priced at \$4,500 cut to \$2,000; ermine wrap cut from \$3,000 to \$1,600 and so on.

"To four of these advertisers I put three simple questions:

"Were the reduced goods authentically the same as the 'former price' goods? All claimed that they were.

"Were the 'former prices,' as given, actual sale prices or were they marked up in order to be marked down? Actual sale prices in all cases, according to the replies.

"Then, I asked, 'are you now selling at a loss or were you profiteering to the limit on your first prices, since one or another of these conditions must be true in a 50 per cent. cut on high-priced goods?' Two of the advertisers were annoyed at this query, one was amused, and the other said that he was selling at a loss. Later I checked this up with an expert. The truth was not in that merchant!

"Projecting the inquiry into the future I then put this query: 'What will happen to your Christmas trade next year if your customers remember the cut in half this year? Won't they refuse to buy and wait for another cut?'

"To this all four made response in practically the same terms and tone of comfortable assurance: 'They won't remember.'

"Perhaps they won't. But if I were a merchant I shouldn't care to base too large a stock of holiday profiteering material on that theory. Shopping around is going to increase, and it is going to help people remember just such confidence-destroying and ill-advised advertising as this fur campaign.

Business Men are Entering Upon Most Uncertain, Trying and Strenuous Period Yet Faced

F. W. Stewart Gives as Reason Attitude of Consumer, Scarcity of Money in Hands of Farmer, Unemployment, Uncertainty of Prices—Overhead Expenses Incline to Increase—Some Sage Advice to the Retail Trade

I HAVE no hesitation in saying that, in my opinion, we are entering the most uncertain, trying and strenuous period that business men have yet had to contend with.

This is not said in a vein of pessimism, for I am anything but a pessimist, but I make this statement, based upon a fair knowledge of conditions as they are and what they appear to me they will be for some months to come.

With the consumer in the frame of mind created by the general idea that all prices are on the decline, and without any knowledge of the actual conditions, which are, high prices of raw cotton, wool, silk and coal; high wages and transportation rates, production costs are still far from pre-war basis, with indications that their present levels will not vary, as a whole, to any great extent for some time to come.

As a contrast to the prices of cotton, wool, silk, coal, etc., those of wheat, oats, corn and cattle are on a basis which does not pay the farmers to produce, and the loss of the buying power of the farmers is one of the big factors in the industrial conditions as they prevail today.

The first factor which we have to contend with is the attitude of mind of the consumer, who, looking for and expecting lower prices, naturally puts off buying today, if it is expected that purchases can be made to better advantage to-morrow, or the day after.

Reasons

The second is the lack of purchasing power of the farmers, which must continue for upwards of a year or more, according to crop conditions of the future. The third is the large number of unemployed, especially in the industrial provinces, cutting off the buying of anything but absolute necessities, for thousands of families.

The fourth, the uncertainty of prices which in many classes of goods, tends upwards for Fall 1922, or Spring 1923, if present prices of raw materials are any indicator of downward or upward trend of finished product.

Fifth, the tendency for cotton, wool, silk, coal and transportation charges to remain within a close radius of their present levels.

All these factors have their individual effect upon production cost, in addition to which the overhead charges are inclined to increase rather than decrease, on account of lower volume of sales, which means increased or higher cost of doing business.



F. W. STEWART

Canadian manager of Cluett-Peabody Co. Ltd., who told merchants at the convention that they were facing a very difficult period.

If high wages are paid at the coal mines, it means high cost of coal production, which means high prices for coal.

Transportation Charges

With high prices for coal and all other railway supplies, and high wages of railway employees, it means high transportation charges.

High transportation charges on raw products of the mills; high prices for supplies and the raw products used by manufacturers, cannot result in anything else but high cost of production, which means high prices to the retail merchant and the consumer.

I quote comparative prices of cotton, wool, silk and coal, as at December 1914 and December 1921.—

	1914	1921
Cotton12 $\frac{3}{4}$.21
Wool56	1.03
Silk	3.80	7.90
Coal	4.00	8.00

You will see by these figures that we are far from pre-war prices in these commodities.

The manufacturing and selling costs must be added through each process of manufacture, from the raw product to the completed garment, and as all costs of doing business are higher than previous to 1914, these increased fixed charges on top of increased costs of materials, place manufacturers in a position which makes it practically impossible to quote prices which will show a profit at anywhere near pre-war prices.

Case of Colored Shirts

To illustrate by an actual example, I will tell you of the present and future situation in connection with colored shirts, which is not exaggerated, and which I am sure will be corroborated by cotton mills and other shirt manufacturers, making high grade brands.

First, I may explain that to secure delivery of shirting materials direct from the mills, they must be purchased from 8 to 10 months prior to the date of their delivery to the factories, and 12 to 14 months of the date of delivery of shirts to the retail merchant.

You will therefore realize the position the manufacturers are placed in on a falling market.

On a rising market prices usually advance gradually over an extended period, but on a declining market they come down in jumps during a short period, as everybody rushes for cover and tries to beat the other man to it to get from under.

On a rising market the manufacturer bases his prices upon actual production cost, which means the invoice price of materials; but on a falling market he must quote on replacement value at time of shipment, irrespective of the price at which the goods have been sold, or the cost of production.

Case of Collars

To illustrate this, I would cite the price of collars.

During three years after the war broke out, they advanced in price only 10c. per dozen, less than 1c. per collar.

On the downward trend the price dropped 85c. per dozen in less than a year.

Owing to the advance in raw cotton from June 1921 to October 1921, the price practically doubling in that time, the shirt manufacturers were compelled to pay about 20% more for their requirements for Spring 1922, than was paid for the same qualities for Fall 1921.

Based upon the prices for Fall the lowest quality was priced to show a loss... the

second quality just cleared itself, and the third quality showed a profit.

Notwithstanding these conditions, and the increased cost of materials—20% as I have mentioned, the same prices were quoted against the different qualities for Spring 1922, as for Fall 1921.

In fact, in some cases the different qualities were quoted at \$1.50 to \$3.00 per dozen lower, so that you will realize what is being done to make prices of shirts attractive to retail merchants, so that they may pass them along to the consumer at prices which will stimulate business and show a profit on the sale.

I will go further and say that the makers of high grade shirts cannot at the present time buy the lowest grade of printed percale to sell at less than \$16.50 per dozen, to show a profit.

Shirt manufacturers have been selling most of their product for the past year and a half, at a very heavy loss, but it is not possible to continue to operate on this basis and stay in business.

If shirt manufacturers generally, were to ask \$16.50 for their lowest quality for Fall 1922 delivery, and the next two qualities in comparison, would the merchants purchase at these prices?

In my opinion, they certainly would not!

The Solution

What then is to be done to solve the problem of producing shirts to sell at popular prices; that is at \$2.00 or less, retail.

Some other manufacturers may have been able to do so, but my company has not, up to this time.

We are in hopes that prices will recede to allow us to quote as low for Fall 1922 as for this Spring, but such a condition is not in sight as yet.

These are some of the conditions which the shirt manufacturers have to contend with, and I understand that they are not any more extreme than in other branches of industry.

In connection with my reference to replacement values already referred to by me, I would like to refer to the requests of your Provincial Government, that if all manufacturers and retail merchants would sell their stocks on hand at replacement value, it would help largely in putting prices on their proper level. If this was done by shirt manufacturers, prices to retail merchants would be 25% to 35% higher than those quoted to-day and I am confident that this applies to other manufacturers and to retail merchants generally.

In my opinion such statements, apparently made without knowledge of market or actual merchandising conditions, go largely towards keeping the people in an uncertain frame of mind, and consequently tend to prolong the present unsatisfactory business conditions.

Retailer's Problem

Now as to the retail merchant, his conditions in regard to operating his business are, compared with the manufacturers, high transportation charges, high rents and wages, and all other expense in connection with his business, not forgetting the high rates he is paying for advertising space in the newspapers, which newspapers, while slamming the retail merchant for not taking his loss and doing his part to reduce prices, still continue to charge the highest rates and sell the papers at the highest prices.

The daily papers are largely responsible for creating conditions which compel the retail merchants to buy large space at big expense, to enable him to make sales, so as to permit him to meet his commitments, but in many cases he advertises himself out of business.

I may say that I am acquainted with many of the manufacturers and retail merchants of our country, and I therefore consider that I am qualified to make the statement that I have found these men almost without exception, to be honorable and of the highest character, working in the interests of their fellow citizens and the community, and in my opinion most of the articles regarding prices to consumer, are written by men without knowledge of merchandising procedure, or of the actual conditions, as they exist.

How Pascoe's of Windsor Keep In Touch With Customer

SMITH, C. S.

6 Broadhead Street.
Windsor, Ontario.

Saturday, April 16, 1921	Suit	\$35.00
Saturday, Nov. 19, 1921	Coat	\$25.00
Saturday, Nov. 19, 1921	Suit	\$35.00

Some time ago, Men's Wear Review talked with the advertising manager of one of the exclusive men's wear stores in Detroit who regretted that so little effort was made by their firm to keep in touch with men who came into their store to see if they ever returned. He felt that this was the only way to find out if the store was really selling "service" to the men who dealt there; if they were satisfied, they came back. But they had no system of finding out whether they came back or not.

W. C. Howie, Manager of Pascoe's store in Windsor, Ontario, has adopted such a system since they opened their store in the border city about a year ago. For every customer who buys anything at this store, a card is created such as is reproduced above. It is worth while noting, incidentally, that although Pascoe's have been in Windsor only about a year, they have many hundreds of these cards in their filing case. Mr. Howie says that the upstairs store in that city has been a great success because they can give better prices on account of lower rent.

This system is a "follow-up" system and it is watched very closely by Mr. Howie to see that the store is really selling "service" to the men who buy clothes at Pascoe's. It will be seen by the above card reproduced that this man is a satisfied customer. He has not let a season go by without purchasing either a suit or overcoat or both. If the last two entries had not appeared on this card, Mr. Howie would have taken steps to find out why; in other words, he does not allow a season to go by without getting in touch with the man who has bought something from them before. A polite little letter is sent him in such a case.

It can be seen that this system has other advantages in an advertising way. A reliable mailing list is secured, a mailing list of men who have been in the store and know something about its merchandise.

We must not forget that present industrial conditions are not brought about by local problems, but by world conditions, following the great war.

Some Sound Advice

I am now going to take the liberty of giving you a few words of counsel and advice.

Do everything you possibly can to reduce your cost of doing business.

Operating expenses of the average retail stores are too high.

A retail men's and women's store with annual sales of \$175,000, to \$200,000, did business last year at a cost of 30%. They advise me that they will reduce their expenses this year at least \$15,000, a profit in itself.

If they had shown this saving during 1921, they would not now be finding it difficult to meet their payments.

Another large clothing and furnishing concern informs me that they must secure 60% advance to allow them to show a profit.

Apparently many merchants are operating their stores at a cost of 30% of sales, or even more.

This is too high, and makes it impossible to show results at the end of the year, if competition is to be met.

60% advance on invoice price shows a gross profit of 37½% on sales.

If cost of doing business is 30% of sales, the net profit would be 7½%.

On an article which cost \$1.00 and is sold at \$1.60, showing 60% advance, and expenses being 30%, it cost 48c. to sell it, leaving a net profit of 12c., or 7½%, surely not an excessive profit.

Therefore, watch every expenditure. Keep record of your mark downs.

Every cent you take off your regular price is an expense just the same as rent or wages.

You are giving away a portion of the price you should sell the article for to your customer, instead of to your landlord, or

your clerks, if you are selling it at less than the regular price.

Build up a reserve during prosperous times, to take care of your losses in periods of depression.

Train your salespeople to make two sales where they have been making only one.

Work up your volume of sales at regular prices and keep down your expenses, and you will find it easier to pay your expenses, and your bills when they come due.

Adopt a definite purchasing plan and adhere to it.

Departmentalize your store, if you have not already done so, and have an accurate knowledge of the returns which each department is giving you.

If a department is losing money for you, you should know it.

All these conditions will help you to make your business more profitable.

The present situation appears to me like a valley between two high mountains.

We are now in the valley, having come down the side of one mountain, and we are about to ascend the other.

It is going to be a long hard pull to reach the top, and we will have many obstacles to meet and overcome, but we will reach there by being cautious, having confidence in ourselves and being full of courage.

Those three words, caution, confidence and courage, pretty well tell the story.

Caution in all our transactions.

Confidence in our country, the future and ourselves.

Courage to overcome the trials and anxieties which will be ours for some time to come, and after we have come through, I hope we will all be better merchants, having profited by what we have passed through, keeping always before us the determination to do our part to the best of our ability to help eliminate present day conditions, and to help bring us back to prosperous times for all once more.

Dog Sweaters are Profitable Line

Dave Livinson of Montreal is Successfully Catering to a New Line of Custom—Sale From November to Easter—Publicity is Strong Feature of Trade—Toques Can be Used For Sweaters For Dogs

"BE GOOD to your dog" is the gentle admonishment of a neat show-card in the window of the Livinson men's wear store on St. Catherine St. West, Montreal. Lest this be misunderstood by our readers let us hasten to explain that Mr. Livinson is not a life member of the S.P.C.A. nor does he carry his message to the public on behalf of the Blue Cross or any other humanitarian institution. He merely adopts this manner of indicating to the public at large the interesting fact that within his store may be purchased the latest styles in dog's sweaters or knitted coats, which idea may be easily gathered by reason of the presence of a life-like Boston Bull of full size placed in the centre of the window, garbed in a natty little sweater in bright colors.

A Profitable Line

"Is there any profit in such a line as this?" enquired a staff member of Men's Wear Review. "There most certainly is," replied Mr. Livinson.

But there are several aspects to consider in undertaking this line, he pointed out. "In cold climates there is a ready sale for dog's sweaters from November right through until Easter and possibly longer. An ordinary rug fastened down with a strap is not sufficiently warm to protect a delicate dog whose home is apt to be overheated during winter months. The new knitted sweaters which are made by at least three leading Canadian knitting mills, are so designed that they will provide the maximum of warmth while they are as light and comfortable as possible. Little sleeves are provided for the fore-legs but the hindlegs and tail are left free, the garment finishing with a tight fitting waist and a clinging skirt fitting tight over the haunches. These usually are made in popular college or sports club colors so that the master's or mistress' own sweater can be copied exactly. The sweaters furthermore can be obtained in sizes ranging from 8 to 18, the smallest size, number 8, being made to fit a tiny Pekinese or other small dog ranging through all the different sizes to the largest, 18, designed for a Newfoundland or St. Bernard. If none of these sizes are large enough, a scientific system of kynometry has been devised so that the dog's chest, waist, shoulder and leg measurements can be taken and tabulated as accurately as his master's own, and a perfect fitting custom-made sweater can be delivered to him in due course, knitted according to his own measurements.

Publicity Brings Results.

According to Mr. Livinson it pays to advertise these little sweaters, because in Montreal particularly, these are a real necessity to all canines who are in the habit of accompanying their owners on a stroll through deep snow. The sweater is so designed that the lower part of the body is protected and there is, in consequence



This is how Mr. Bull Dog looks in his sports' sweater. The garment is specially designed to fit different types of dogs. — SHOWN BY DAVE LIVINSON OF MONTREAL.

little fear of the dog catching a chill—a common malady with pedigreed animals. Not only is the daily press a good medium for publicity, but better still, the Register issued by the leading Kennel Clubs of the Province which features the full pedigrees and history of all the local prize winners in the annual shows, takes a small amount of advertising which is read by dog lovers only, thus ensuring 100 per cent. return. The presence of the bulldog in the window together with the show card above alluded to are also unfailingly interesting to owners of dogs and seldom a day passes that some one does not drop in to inspect and price them.

The demand for these sweaters is chiefly for sizes which will fit a Boston bull, it is said, apparently this type of dog being more numerous in Montreal than most others. Fox terriers are also often fitted as well as

tiny toy dogs. The fitting is done upon a counter at the rear of the store and a full range of colors is stocked so that the purchaser can be sure of getting something suitable. The dog's own color has considerable influence in deciding what shades shall predominate in the covering, and for brown dogs the favored choice is blue. Although most dogs are averse to wearing these sweaters at first because they seem tight and uncomfortable, yet as soon as the first novelty has worn off, Mr. Dog finds himself able to gallop round as well as usual and seems to prefer his warm coat than to be without it.

How to Utilize Tuques for Sweaters

The retail price of such sweaters is usually in the vicinity of \$4 or more according to size, which allows for a good profit. According to Mr. Livinson it is quite possible to make a very comfortable and becoming sweater for a medium sized dog out of a boys knitted tuque such as used to be worn with a tassel at the tip. By opening the cap at one end and making two holes for the front paws, slitting up the back and one side partially to give more freedom, a very smart little coat can be made, at a cost of less than one dollar. This can be retailed also at the regular price. The scarlet tuques especially make effective little wraps for winter.

Of all the side lines which a retailer may profitably handle in addition to his regular ones, the dog's sweater offers more inducements than any other, it was stated. However, it cannot be handled by more than two retailers in the same city if any volume of sales is to be expected. It is properly accounted a sporting goods item but is no more out of place in a men's wear store than are motor accessories or riding crops.

Age	Coat or Overcoat	Trousers	Hat	Shirt and Cuffs	Cravat and Collar	Hosiery	Shoes
SCHOOL OR GENERAL WEAR							
3 to 8 years	Juvenile or Sailor Suit Reefer or Buster O'Coat.	Knickers to Match Coat.	Tan, Sailor or Fur Cap Tuque.		Soft Eton Collar Handkerchief or Cord-Tie.	White Socks or Stockings.	Black & White Buckskin or Black Ankle
8 to 15 years	Single Breasted, Double Breasted, Fancy or Plain Norfolk. Boys Ulster, Slip-on or Mackinaw	Bloomers or Golf Bloomers.	Cloth or Fur Cap or Skull Cap. School Color Tuque.	Negligee Shirt Fancy with Soft Cuffs.	Fold or Eton Collar Four in Hand or Bow-Tie.	Wool Cashmere Stockings, Socks or Golf Hose.	Black or Brown Shoes or Boots.
DAY WEDDINGS, PARTIES, CHURCH OR DANCING SCHOOL—INFORMAL							
10 to 15 years	Blue Suit Ulster Overcoat Slip-on.	Bloomers or High School 1st Longs.	Black Derby. Felt or Cloth.	White Stiff or Felt Shirt with Stiff Cuffs.	Solid Color Four in Hand Fold or Eton Collar.	Black Cashmere or Silk.	Patent Leather Boots or Pumps.
EVENING WEDDINGS, DINNERS OR DANCES—FORMAL							
10 to 15 years	Tuxedo Black Vest Ulster O'Coat or Slip-on.	Knee Length or Longs.	Black Derby.	White Pleated Pique Shirt Stiff Cuffs.	Black Silk Bow Tie Fold Collar.	Black Silk	Patent Leather Pumps.
SPORT OR COUNTRY DRESS							
8 to 15 years	Golfer or Sport Coat. Belted O'Coat Kanglan.	To Match Coat Khaki or Plannel or Riding Breeches.	Cloth or Fur Cap or Wool Hockey Cap.	Soft Shirt. Attached Collar.	Soft Collar Striped Four in hand	Stockings or Golf Hose or Puttees	Brown Shoes or High Boots.

Chart showing correct dress for boys on all occasions.—THIS CHART IS ARRANGED BY THE FREEDMAN COMPANY OF MONTREAL.

Canada's Financial Position Sound

Sir Charles Gordon, President of Dominion Textile Co. Says No Panacea That Will Cure Financial Ills In Short Order—Results of Inflation During War and After—Distribution Costs Still Too High—Will be Good Day-to-day Business

THE CLOSING banquet, signaling the conclusion of the two days' convention of Ontario clothiers, was held on Wednesday night in the ball room of the King Edward. This banquet was given by the manufacturers who participated in the Textile Products Exhibition and the retail clothiers were the guests of the evening. Over 800 men sat down to the banquet. The efficient toastmaster of the evening was F. W. Stewart, Canadian manager of the Cluett-Peabody Co. His opening remarks were brief, as he wanted to give time to the other speakers of the evening. He spoke for a minute on the nature of the exhibition which was to give a broader vision of the Made-in-Canada products. "Where the products of the Canadian factories are equal to any you can buy, we ask that you will give the preference to the products of these factories," said Mr. Stewart.

Sir Charles Gordon

The principal speaker of the evening was Sir Charles Gordon, president of the Dominion Textile Co. of Montreal. His subject was "Our Financial Situation," and in the course of his address he touched on the forthcoming Genoa conference of which he is to be a member, the too great costs of distribution at the present time, and financial soundness of Canada's position.

Hand in Hand

"We must have manufacturing as well as agriculture in Canada," said Sir Charles in his opening remarks. "One cannot be separated from the other. They must go hand in hand if we are to have real prosperity. Nor can we expect when we bring all classes to Canada as emigrants that we will be able to hold them from going across the border if we are unable to supply them with work and wages equal to what they can demand there.

No Panacea

"There is no panacea that is going to cure the present condition of affairs in short order," asserted Sir Charles, in referring to world-wide economic conditions of the present day. "In 1914 the world had been developed to a high state of efficiency. The whole world was practically interdependent. Financial arrangements and dispositions were not very difficult. Exchange the world over remained in a very stable condition. Social conditions, including labor conditions, had undergone improvement. Then came the war and everything became topsy-turvy. Those countries which depended upon others found themselves without the commodities which they needed to carry on the war. Some countries it is true built up their in-

FINANCIAL WIZARD

IS SIR CHARLES

Does Sir Charles Gordon know anything about finances and financial problems? He says he does; in fact, he lays claim to being a financial strategist. His claim dates back many years when he started out on the road as a travelling salesman. "For the first year," said Sir Charles, when speaking at the closing banquet on Wednesday night, "I got \$60. For the second I got \$100. For the third I got \$150. And for the fourth I got the magnificent sum of \$300, plus \$5.00 a week for travelling expenses and hotel bills. Those were the days of economic strategy."

dustries by artificial means—by means of the high tariff—but the larger number of the nations had to borrow, chiefly in the United States. This created an artificial position the world over, as the result of which we will never get back to that pre-war position, it will never come back.

Results of Inflation

"The result of the inflation of the world's currency, in which we made the mistake of thinking was real prosperity, was that less goods were being developed, waste was on every hand, led us to believe that we were getting rich—we were, on paper. Then we entered the vicious circle of prices going up, labor was scarce and demanded higher wages; this forced up the price of commodities, hand in hand came a rise in credit. The banks and governments had to take care of these rises in prices.

"This went on until the currency condition of Europe became so bad as to be almost impossible for us to trade there. It is for this very reason that the coming Genoa conference is to take place, to make an effort to put the European countries on a sound basis once again. Prosperity cannot come to us in full measure until we set our own house in order. We too, have our own difficulties, railroads, tariff and in a much less aggravated form our financial condition. Our financial condition, with the exception of the United States, is in a sounder position than any other country in the world today; our gold reserves in comparison to the circulation shows this.

"Any business which is on a firm foundation to-day can expect good day-to-day return and have no reason to look forward to any trouble. But we must look to our overhead,

"It is costing too much to distribute goods, though we do not like to admit it, and the consumption of goods, therefore, is very much curtailed. We must endeavor to look to our overheads," said Sir Charles. "The overheads of nearly all our businesses during the past years have increased to such an extent that they really got away from us. We must get back as far as possible to pre-war conditions."

ANNUAL DINNER FOR SALESMEN

The officers and salesmen of the Hickok Manufacturing Co. of Rochester, recently held a dinner during the week of their semi-annual Sales Convention, at the Hickok factory in Rochester. Salesmen from all territories gave accounts of conditions in their localities and general business conditions for the year were discussed by C. Henry Mason.

The names of the officers of the company are as follows: R. Rae Hickok, president and treasurer; H. R. McAdam, sales manager; Lowell Shields, secretary; A. E. McCoy, office manager; Eben Halley, credit manager and assistant secretary; H. A. Hamilton, purchasing agent; C. Henry Mason, advertising agent.



GEORGE GREY

Re-elected for a second term to the office of second vice-president of the Clothing Section of Ontario Branch R. M. A.

Annual Report Provincial Secretary

General Membership Now Reaches 4,000—Many Legislative Acts Furthered During the Year—Fraudulent Advertising and the Suit Club—Heavy Fines Are Imposed—Advisory Committee Acts With Provincial Government

I have pleasure in submitting as secretary of the Ontario Provincial Board of the Retail Merchants' Association, a somewhat brief report of some of the recent activities of the Association, in so far as it relates to the retail textile sections of our organization, but before doing so, I am desirous of taking this opportunity of expressing on behalf of the officers of the Ontario Provincial Board, their appreciation of the whole-hearted manner in which the retail merchants of this province have co-operated with us during the year, and which renders it possible for us to reach a goal in membership, which we have been endeavoring to do for a number of years.

General Membership 4,000

Our general membership in the Province of Ontario, as per the report submitted at our annual meeting, is well over 4,000 members, and I trust that the present year, with the service which we are endeavoring to extend to each and every member, will result in even a larger increase over that of last year's figures.

At the last session of the Ontario Legislature, we had quite a number of legislative matters to look after, included in which were the following:

Legislation

We succeeded in having the government consent to the appointment of a special committee which was to meet during the recess of the House to take up with our executive officers a number of matters which we believe are necessary to secure amended legislation, in the interest of the retail merchants of the province of Ontario, particularly in reference to the importance of amendments to the Transient Traders and Hawkers and Peddlers Acts. We succeeded in having placed on the statutes, an amendment to the Factory and Shop Act, giving permissive legislation from the municipality for the closing of stores on any half day each week.

We were successful in having the measure regarding co-operative stores laid over until next session for further consideration.

We strongly opposed the eight hour day bill, as supplied to retail merchants and which was finally withdrawn.

We supported certain minor amendments to the Minimum Wage Act, which were also dealt with and passed by the legislature.

We were also instrumental in introducing legislation to provide for compensation to the lessees of stores or property being damaged in case of riots.

The legislative committee take exception to the retroactive claim in the act which was finally withdrawn.

The annual report of the provincial secretary, W. C. Miller, contains a mass of information that is of use to every retail merchant of the province and shows what the association is doing to further the interests of the trade generally. The report which appears on this page was received by the convention and unanimously adopted and words of high commendation spoken with regard to the efficient work of Mr. Miller.

Several other bills were introduced late in the session, providing for hours of employment of female help, which would have been firmly opposed by us, except for the fact that the bills were withdrawn a few days before Parliament prorogued.

No change of Legislation was introduced affecting the Division Court Act, as the report of the special commissions appointed by the government, of which Mr. Gregory was chairman, reported adversely to any change.

During the past year a great deal of dissatisfaction has arisen in regard to some departmental rulings from Ottawa, which for the purpose of the Act called upon certain classes of retail trade to take out a manufacturer's license, and in addition to collect and pay a sales tax. This action was challenged by our association, and on the advice of our solicitor, the different sections of retail trade were notified by us not to take out a manufacturer's license nor to pay a sales tax.

This resulted in the government entering action against one or two merchants for the purpose of a test case, which was heard before the Exchequer Court.

The first case was in regard to merchant tailors, the decision of which was favorable to our association, and the retail merchant tailors were relieved from the collection of this tax.

Other test cases were instituted affecting other sections of retail trade, in which our association was also successful in securing favorable decisions.

The government, however, recently appealed the decision of one of the cases and the judgment was reversed. Needless to say, however, our association have engaged a most able counsel to represent them and feel optimistic as to the outcome of the appeal when it comes before the courts.

In regard to the matter of Income Tax, we have rendered an especial service, as-

sisting in a large number of cases, by the dissemination of information in facilitating the assistance of the merchants in complying with the Act, under Form T.4.

We found there had been a large number of merchants who had been careless in sending in their returns, and which resulted in a large number of cases, in the merchants being fined or penalized to the extent of \$50.00. Through representations through our association, and on behalf of our members, this penalty was reduced to \$10, and any merchant penalized to extent of \$50.00 was reimbursed by the Government. During the next few weeks, a general and full synopsis of the requirements of the retailer, in so far as the income tax is made, will be mailed to all members of our association. This will be in the form of a small handbook to which reference can be made at any time.

Fraudulent Advertising

During the past year a large number of cases of fraudulent advertising have been referred to our office and in most cases where the merchant has been drawn to the fact that his advertising is questionable the matter has been ended, in good grace, and more safe-guarding of the true facts appearing in future advertisements, but we would request that any member deeming any advertisement appearing in the press or otherwise to be of a false or fraudulent nature, if they will send the same to the secretary of the Ontario Provincial Board the same should be placed before the advisory committee and action taken. It is anticipated that further amendments will be made to the act, during the coming session, and your executive officers are firmly convinced that once the judicial powers recognize the importance of this legislation, that their decisions in future will have the effect of making it more easy for the honest merchant to do business and harder for the dishonest.

Guessing Contests

During the year a large number of complaints have reached us in regard to the operation of guessing contests, violations of the Trading Stamp Act, and in this matter also we would emphasize the fact that this is one of the services given to our members, and where it is their privilege at any time before entering into any arrangements for the conducting of any of these, to refer the same to our office, so that a legal opinion might be given on the legality of them, as only quite recently a large number of schemes through the efforts of our organization have been stopped by the police in different municipalities. The fines for violation of the Trading Stamp Act and the Lottery Act are particularly heavy, and the judge in most cases has no alternative, but to impose the fines as laid down by the statute. We also find that a number of merchants throughout the province have been operating so called punch boards, which are also illegal, and come under the scope of the Lottery Act.

In the City of Toronto recently we learned of the operations of a so-called suit-

club, in which the public contracted to pay \$1.00 for 48 weeks, and each week one of the members would receive his suit of clothes or overcoat without further payment. A number of our merchant tailors and clothiers complained of their activities, which resulted in our association laying an information in the police court against them, charging them with conspiracy, and conducting a lottery, and which resulted in their paying \$450 fine and the costs, amounting to almost \$2,000. We also learned that the same company, under another name, were operating in the City of Ottawa, and the association laid another information against them, which resulted in the two principals of the firm paying a fine of \$500 and costs each, and it is estimated that over 5,000 consumers were victimized by their operations.

In regard to the test case which was instituted by our association we greatly deplore the fact that a large number of merchants have paid the tax owing to the fact that they have been threatened with prosecution by the Government, and we take this opportunity of urging upon all the necessity of standing pat in order that our case may be strengthened when it comes before the Court of Appeal.

Advisory Committee

Our association has been called into consultation with all other organized bodies in any matters in which the retail merchants were affected, and as the merchants generally have no doubt noticed from the press, the Ontario Government recently undertook an advertising and publishing campaign for the purpose of adding a stimulus to business and with the co-operation of representatives of the different organized bodies, they have already done splendid and effective work.

Mr. R. F. Fitzpatrick of Toronto, was appointed as the representative of the Retail Merchants Association and he has been most active in all his efforts.

As secretary, I have visited as many of the branches of our organization as time and circumstances would permit, and have on all occasions been received with every courtesy and cordiality.

I desire to thank the executive officers of this particular trade section for the hearty co-operation which they have extended to me in making the duties of my cases less burdensome.

Monthly Bulletin

We are at the present time making provision for a bulletin (monthly) to be forwarded to our entire membership, and which we trust will keep the members in closer touch with the activities of the association than they have been in the past.

During the past year a great number of our members have availed themselves of the service of our Credit Reporting Department with gratifying results, but we cannot help but feel that if the merchants will take a greater interest and participate in this service, that it will not only have good results, but be to their mutual advantage.

A large number of our members have during the year taken advantage of our special Insurance Service and this convention will be favored by a brief address by Mr. Jones, Canadian Branch, who will give a brief and comprehensive report on the work and development of this particular service.

I feel sure that this convention, held as it is, in conjunction with the textile show, is certainly a move in the right direction, as it brings manufacturer and retailer closer together.

In conclusion I desire to thank the president and other officers of the executive committee for the continued co-operation that they have extended, all of which is having favorable results for the promotion of association work.

At the forthcoming session of the legislature we have a number of important matters to take up with the government, and which will be submitted to you in the form of resolutions.

Present Conditions in Germany

S. Z. Fels of Montreal Tells of Trip to Berlin to Men's Wear Review—Berlin Anxious to Find Out Foreign Sentiment Toward Germany—Some of the Novelties in Men's Coatings

EUROPEAN merchandising methods are curiously interesting and in many cases instructive, according to Mr. S. Z. Fels of Fels Limited of Montreal, who has just returned from an extended trip through England, France, Germany, Holland and Belgium for the purpose of studying conditions as they concern the men's wear trade. To Men's Wear Review Mr. Fels expressed himself as greatly impressed by the courtesy shown to Canadians or any British subject over on the other side. "If one has a British passport there is nothing that they cannot do for you in Europe, and in Germany particularly, it is extraordinary how much attention one gets.

Business Methods In Berlin

"The way they receive visitors in Berlin, for example, is rather unusual," continued Mr. Fels. "When one arrives at a hotel it is not customary to register but you are shown to your room immediately where a form is brought for you to fill out, giving details about your nationality, business, reason for visit, and so on. This form is apparently given to some one who proceeds to verify all the particulars at some official headquarters, and the next day the visitor is approached by reporters from the leading papers who interview him on conditions in his own country, question him about the feeling regarding German, enquire about business and import trade, etc. Then later, various manufacturers in the line of business of the visitor call on him and appear very keen to do business with him. In fact, the whole routine is devised for the purpose of securing opportunities for export trade, and one has to be very alert to withstand all the blandishments offered. The stringent regulation exacted by the government regarding the quotation of German merchandise in dollars instead of in marks is a source of indignation to these manufacturers who find it prohibitive in most cases. However, notwithstanding all the difficulties they have to undergo, they certainly are workers and I was much impressed by the activity in an industrial way that I noticed everywhere. Apparently, they cannot begin to fill the home demand for most goods, and long hours and low pay have no terrors for them.

"Life in Berlin is an interesting study for a foreigner. At night one sees everyone well dressed and evening clothes are 'de rigueur,' especially for men, at most affairs. At the most palatial hotels it is possible to obtain a full meal including the best liqueurs for less than \$1.50."

Touching on conditions in the men's clothing lines, Mr. Fels emphasized the fact that novelty goods are undoubtedly the leading lines this year, even in men's coatings, which for so long have adhered to staple colors and weaves. Two-toned fabrics seemed in inexhaustible demand and some really new novelties in gaberdines were offered in England which will prove a much needed fillip to trade in general. English manufacturers are looking to Lloyd George and awaiting a pronouncement relative to Russian credits which will enable them to extend the demand for their goods to a limitless extent. Some of the novelties in cloths noticed by Mr. Fels included silk and wool mixed gaberdines in two tones, with herring-bone and stripe weaves, shown in a great many colors and particularly in navy blue which seemed to be a great favorite. Cravenette overcoats seemed to be much worn by smart men, and winter weights had cravenette linings. Gray mixtures appeared to be smarter than the tans and browns which have been in demand so long for ordinary shower-proof coats, and the demand was for cravenetted covert cloths made up in ultra dressy styles in various novel shades. This last style should take here in Canada where men seem to prefer coats that do not look like raincoats and nothing more.

Advises Cautious Buying

Mr. Fels is not of the opinion that these cloths will become cheaper in price but he advised caution in buying this spring, not from a price standpoint but because novelty styles are being freely offered and must be purchased frequently and in smaller quantities.

DEATH OF LACHLAN GIBBS

The death occurred in England recently of Lachlan Gibbs, for many years manager of Gibbs & Co., tailors on St. James Street, Montreal. Mr. Gibbs' first trip to Canada was in 1874. It was in 1896 that he came to Canada to become manager of the above firm, a position he occupied until 1911 when he returned to England to take up his residence there. Since then he paid a number of visits to Canada. He was a prominent Anglican and was for some years a lay delegate to the General Synod of that church.

The Capital Tailors of Renfrew gave away free a Gillette Safety Razor with each order for a suit or overcoat during a special two days' sale in November.

Methods of Cutting Overhead

Many Discussions in State Conventions in the United States on This Important Question—the Matter of Cutting Salaries—Feeling is Divided—the Two-pant Suit Issue Creates Difference of Opinion—the Buying Policy for the Year

HOW TO cut down overhead expenses is a problem that is confronting every retailer of clothes and furnishings in Canada. The subject came up for some slight discussion at the annual convention but the suggestions made were very few even though the importance of the subject was recognized. Within the last month, many of the state conventions of clothiers in the United States have been held and this same question has come up for a good deal of discussion. Virginian clothiers featured this subject on their program. It may be worth while to recapitulate some of the points made in these conventions.

Alteration Charges

One method suggested of cutting down overhead at the Virginian convention was a charge on alterations. It was argued that as women's wear retailers exact this toll from their customers there appeared to be no valid reason why the men's wear dealer should not include the expense in the price of the garment. It was suggested that a minimum charge for the first alteration be made, to be increased in proportion to the number of additional demands. It was generally agreed that it was not fair to make the man who has little to alter help foot the bill of one who wants a great deal done.

Cutting Salaries

The question of salaries was also mentioned as one of the probable items to be cut in overhead expense, many members expressing the opinion that the wages of many should be cut from the high peak wages still being paid in many instances. Another suggestion was that all salesmen should be placed on a commission basis. It was pointed out that rent and advertising did not promise much in cutting down overhead, and though it was felt that transportation charg-

es should come down, no concrete proposition was forthcoming as to how this should be done.

In the South Dakota convention this same question of salary cutting was before the members. A delegate who read a paper on cutting overhead expenses said that one of the means was by cutting salaries. This called forth a discussion as to whether or not the members had reduced salaries or intended to take such action. The general sentiment appeared to be against this method of reducing overhead and those present declared that while salaries had been boosted during the era of high prices, they had not as yet taken any step toward reduction. Whether or not such a step would be to the benefit of the retailers in dealing with their employees was so doubtful in the minds of most of the delegates that the matter was dropped without any definite expression being made.

Two Pant Suits

One method of decreasing overhead is by increasing sales; hence, it was that this question of two-pant suits came up when overhead was being discussed. The Virginia convention went on record as opposed to the two-pant suit idea in a resolution declaring that "we discourage the purchase of young men's two-pant suits and will endeavor to get our fellow merchants to agree to buy as few as possible."

On the other hand, the Illinois convention took a different view of this question. It was felt by many of the delegates that the two-pant suit idea was gaining in favor and that the merchant might as well capitalize on it. A number of the merchants attending this convention stated that they bought two-pant suits exclusively; to refuse to meet this demand was standing in the light of greater sales volume in business. Various ways of

effectively advertising these suits were discussed and the featuring of such garments was recommended as a weapon against tailors who push made-to-measure suits with extra trousers at a very low price. It was interesting to note that a poll of the delegates present went to show that they, themselves, bought two-pant suits.

Move Faster

President Kirk of the Virginia convention gave some good advice. "It is the merchant who sells the goods," he said, "and the public which demands them, but the merchant must buy goods at the dictate of someone whose whim may cause him financial loss and the offering may not appeal to the public. I believe that we should merchandise more closely than ever before. My own experience leads me to believe that we should buy more often and sell faster and it is my firm belief that we will be in a declining market for some time to come. By doing this and cutting expenses, the retailer will be able to make a profit. We should try from now on to sell quality suits from \$30 to \$35 up, neckwear from \$1 to \$2 and shirts from \$1.50 to \$3 if we would keep them moving."

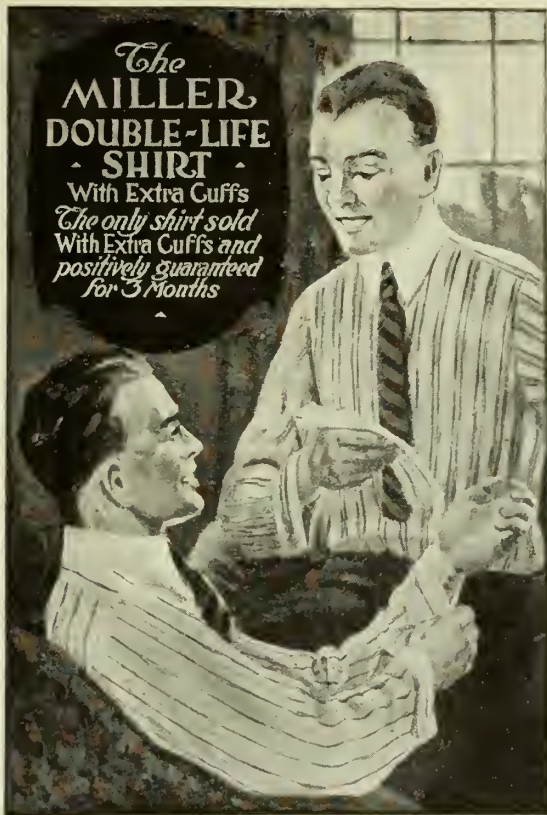
The Buying Policy

A careful buying policy during the year may be the means of saving many dollars. This was the feeling of the Georgia clothiers. Coleman Blach of Birmingham in speaking of this phase of merchandising during the year made some pertinent observations.

J. M. Young of Brantford recently held a "family re-union" for the members of the staff, both past and present. About seventy were in attendance.



Above are some of the newest hand-loom, pure silk grenadines, non-creasable, for novelty neckwear. These come in black grounds with contrasting swivel figures; also in the navy and green grounds. These are likewise shown in black with fancy figures.—SHOWN BY A. T. REID CO., LTD., OF TORONTO.



The Double Life Shirt

Every sale of a "Miller Double Life Silk Shirt" is an agreement of satisfaction without reservation or qualification. Every shirt is absolutely guaranteed for three months and to make doubly sure of its service, is supplied with an **extra pair of cuffs**, already to sew on when the original cuffs wear out.

Miller Double Life Shirt

Is merchandise you will be glad to sell—not only for the profit in it but because every sale will make your store more solid with the customer. The price is

Only \$50.00 per Dozen Net

Extra CUFFS, GUARANTEE AND ALL—actually cheaper than the ordinary light weight Jap silk shirts.

Neckwear Specials

Our range of Brocade Silks copied from French designs and being sold by Sulka for \$4.50 each can be sold by you for \$1.00 and give you a splendid profit.

Our novelty border effects will stimulate your Easter trade and also be big sellers when worn without vests.

Outing Shirts

Our Special Oxford with the perfect fitting Barrel collar at \$17.50 per dozen is the ideal shirt for all sports.

Summer Clothing

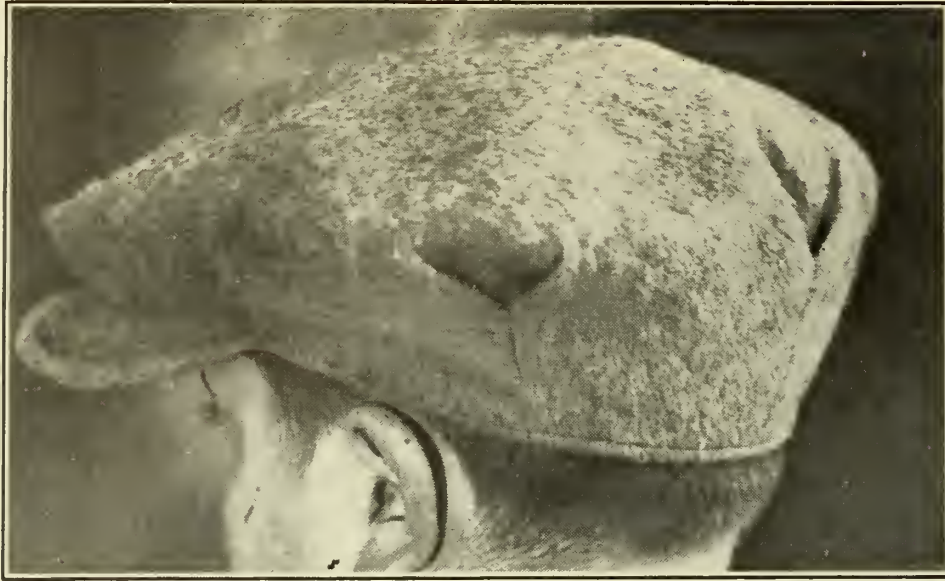
Have you ordered your summer clothing yet? Don't be caught short again. Our range of Duck Clothing, Flannel Pants, Khaki Pants, Duck Pants and Lustre coats are in a class by themselves and will enable you to meet all competition successfully.

Take Advantage of these "Specials" and mail your order today

Miller Men's Wear Limited

48 York Street

Toronto



BOSTON CAPS

Leaders In Style

Retailers everywhere are looking for a line of caps that will push their headwear sales ahead this year.

There is nothing sensational in our line, yet it's one of the most profitable in men's stores everywhere.

The Spring line includes the newest and best in styles and fabrics.

Ask our traveller to show you the new Spring cap illustrated above—or communicate direct with us.

NOTICE

Recently we found we had to move our plant and offices to larger and more up-to-date quarters. We are now located at 520 St. Lawrence Blvd.

BOSTON CAP COMPANY

520 St. Lawrence Blvd.

Montreal, Que.

BRASCO COPPER STORE FRONTS

Are Business Magnets

They draw trade to your store—
they increase your sales and in-

crease your pro-

fits and are the

best paying investment a merchant can make.

And, by

means of Taylor-Brasco system a Copper Store Front can

be installed by your local contractor. We supply the cop-

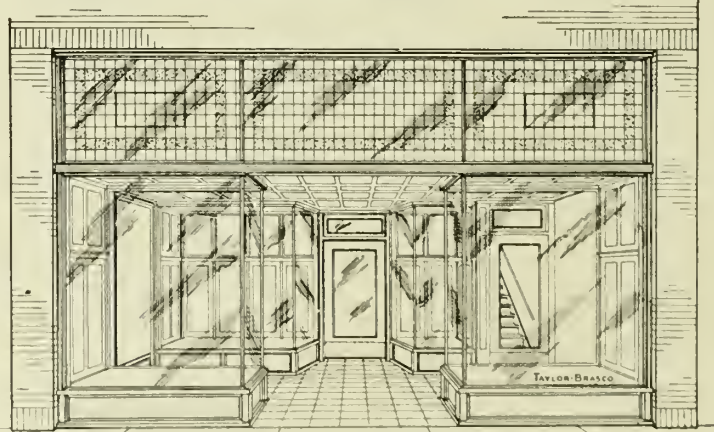
per ready to install—supply him with detail drawings and

assist him to give you a thoroughly satisfactory store front.

If you are interested in improving your store front write

for catalog.

Through section of
copper members used
on Brasco Store
Fronts.



The entrance to the upper floors does not necessitate waste of always valuable show window space. This design provides for this condition and has given much satisfaction.

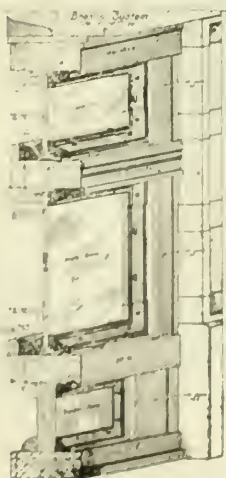
By means of Taylor-Brasco system a Copper Store Front can be installed by your local contractor. We supply the copper ready to install—supply him with detail drawings and assist him to give you a thoroughly satisfactory store front. If you are interested in improving your store front write for catalog.

Taylor Brasco Limited

Landed Banking & Loan Building

HAMILTON,

ONTARIO



Oxford Clothing Co., Limited

The dealer who handles the Oxford Line is certain to increase his business.

There is a combination of

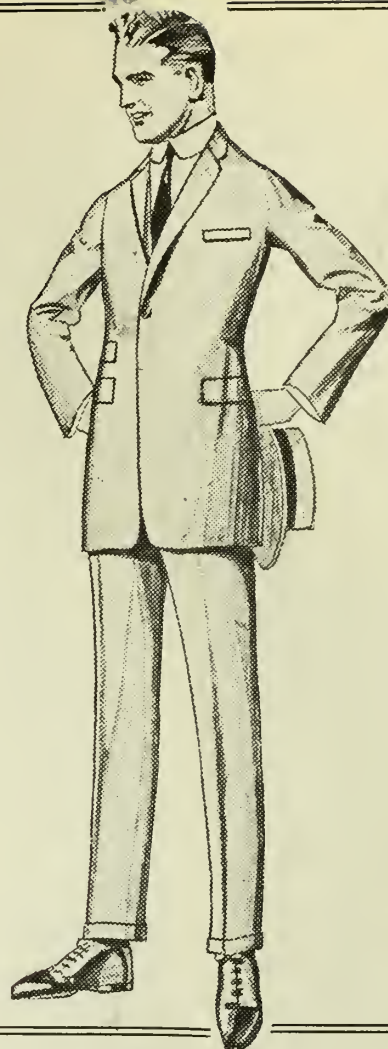
- very finest hand tailoring.
- perfect fit and correct style.
- economical prices.
- quality of the best.

The greatest possible value for the least possible outlay.

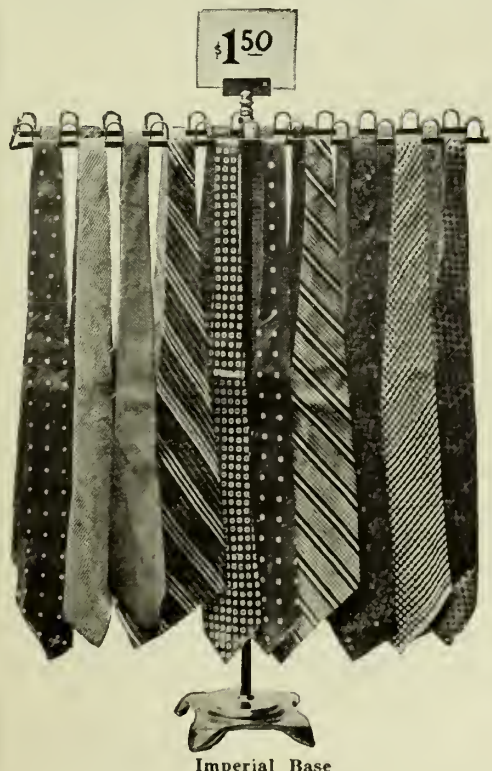
Order now to ensure prompt delivery. Special attention given to mail orders.

Oxford Clothing Co., Limited

King Street and Spadina Ave.
TORONTO



CANADA'S LEADING DISPLAY FIXTURE HOUSE



Imperial Base

The New Dale Revolving Double Bar Tie Rack

Price with square Standard mounted on square Colonial base —each \$9.00.

Price with round Standard on Imperial base, each \$8.00.

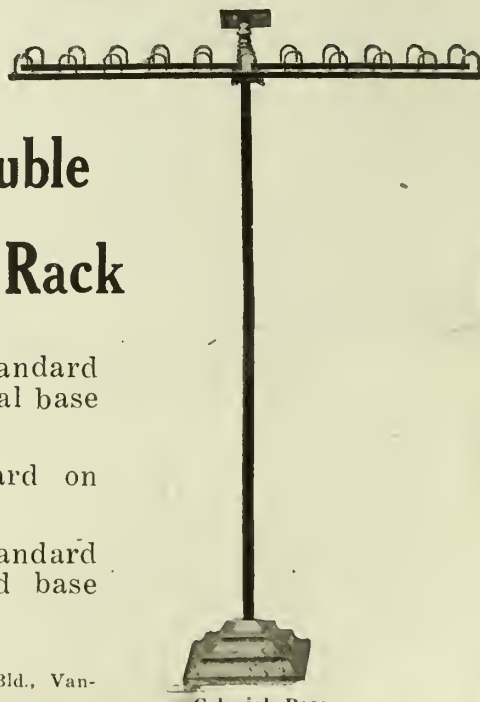
Price with round Standard mounted on heavy round base —each \$7.00.

AGENTS

E. R. Bollert & Son, 501 Mercantile Bld., Vancouver.

O'Brien, Allan & Co., Phoenix Bld., Winnipeg.

P. R. Munro, 259 Beury St., Montreal



Colonial Base

Dale Wax Figure Company, Limited,
86 York St. - Toronto



Every Atlantic garment is as soft,
warm and cosy as the glow of the fire.
Every sale invites another.



UNSHRINKABLE
The UNDERWEAR
that Overwears

ATLANTIC UNDERWEAR Limited
MONCTON, N.B. 45

E. H. WALSH & COMPANY
Montreal and Toronto
Selling Agents for Quebec, Ontario and Western Provinces



**Finest Quality and
100% Satisfaction.**

The BEST of Threads is
"FOUNTAIN BRAND"

Manufactured by
ISLAND SPINNING CO., LIMITED
Lisburn, Ireland

It has stood the test of years and has earned
for itself a reputation for evenness, strength and
durability. One trial will convince you.

Sole Agents for Canada

Walter Williams & Co., Ltd.

MONTREAL TORONTO QUEBEC
508 Read Building 20 Wellington St. W. 533 St. Valier St.
VANCOUVER, 217 Crown Building

New 1922 Models



The Up-to-the-
Minute MODEL
mounted with 8
inch and 12 inch
WOOD BASE,
finished in MA-
HOGANY and
WALNUT at al-
most PRE-WAR
PRICES - ask for
our new folder.

Delfosse & Co.
247-249 Craig Street, West
MONTREAL

Patent button catch.

A sure grip.

Will not tear the shirt.

Sweat proof webbing.

Made in four and two point.

Rust proof buckles.



Put up in one dozen counter display boxes.

National on every buckle.

Our price is lower than goods of a similar quality.

Write for sample dozen.

Mail orders receive special attention.

National Suspender Co.
78 York Street, Toronto

Kwik Showcard Outfit, \$4

A Complete Equipment for the Showcard Writer



Outfit Consists of—

- | | |
|---|--|
| 1 bottle Black showcard color | 1 art gum |
| 1 bottle Red showcard color | 4 thumb tacks |
| 1 bottle Blue showcard color | 1 compass |
| 1 No. 3 best quality red sable showcard brush | 1 protractor |
| 1 No. 4 best quality red sable showcard brush | 1 T square |
| 2 pen holders | 1 pencil |
| 1 Soennecken pens | 1 ruler |
| | 1 complete set of lessons including nine modern up-to-date alphabets with full instructions on showcard writing. |

Write for Illustrated Catalog of Supplies

SPRING AND EASTER SHOWCARDS as illustrated in the showcard section of this issue will be "Lettered to order" with your own wording at these special prices—size 14 x 22, each \$1.50; size 11 x 14, each \$1.00.

The Kwik Showcard School - 81 Bond St., Toronto

You will find what you want in

LION SHIRTS



for immediate and summer wear.

Our present showing for Spring and Summer sorting includes all the desirable materials, shades and sizes. They'll win customers for your store because they're good value and good style.

One of our special features for Spring is the

Double Cuff Style

This cuff is made double and can be turned to form a new cuff and makes the garment appear clean. They save time, labor and money.

A post card will bring full particulars.

LION SHIRT COMPANY
44 Lombard Street
TORONTO



We are well equipped to meet the demand this Spring for Boys' Clothing. We manufacture boys' suits of dependable quality and correct style at popular prices. These we are sure will meet the requirements of your trade on every point.

Feature them and you will get the Trade.

You can beat price competition by Quality Goods.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

Factories at:

Clinton, Goderich, Exeter and Hensall

"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.

Turnbull's
"CEETEE"
THE ONLY UNDERCLOTHING
THAT IS
REINFORCED AT ALL
WEARING PARTS
MADE IN CANADA
MADE BY *Turnbull* OF GALT

Have you renewed
your subscription to
**MEN'S WEAR
REVIEW**
for 1922
?

Let us direct your attention to an important announcement regarding **KANTKRACK** collars--the matter of reduction of prices, which went into effect on March 10th.

KANTKRACK

Collars.....	per doz.	\$2.90
Cuffs, 1/2 doz. pair to the box.....	per doz.	5.50
Nurses' Cuffs, 1 dozen pair to the box.....	per doz.	5.50
Single Band Collars in Cress and Joe style.....	per doz.	2.40
Boys' Collars in the following styles: Scout, Leeds, Hamilton, Oak, Elm and Goor, sizes 12, 12 1/2, 13 and 13 1/2..	per doz.	2.40
Shirt Fronts		
Concord.....	per doz.	\$5.50
Winnifred.....	per doz.	7.75

Your customers want to make and save money. You can help them and yourself by selling them **KANTKRACK collars at these new prices.**

One Grade Only and that the Best

Parsons and Parsons Canadian Limited

Est. in U.S.A. 1879

HAMILTON, CANADA

Est. in Canada, 1907

“For a Rainy Day”—

The man who consistently invests a few hundreds each year never has to worry about the future—the rainy day or his old age has no financial terrors for him.

Whether you have already sufficient invested or whether you are still looking out for probable “buys”, for the sake of your own future you must take every precaution for safety.

THE FINANCIAL POST specializes in an Inquiry Service noted for its accurate and sound replies regarding investments. This service is free at all times to subscribers.

Write now for a copy of THE FINANCIAL POST. The subscription price—\$5.00 a year of fifty-two issues—is really insurance on your invested money.

THE FINANCIAL POST
143 UNIVERSITY AVE., TORONTO

INDEX TO ADVERTISERS

A

Acme Glove Works, Limited.....	19
Atlantic Underwear, Limited.....	68

B

Biltmore Hats, Limited.....	17
Boston Cap Company.....	66
Bradford Dyers' Association, Ltd., The...	12

C

Cook Bros. & Allen, Limited.....	11
Coppley, Noyes & Randall, Limited.....	1
Cluett, Peabody & Co. of Canada, Ltd....	18

D

Dale Wax Figure Company, Limited	67
Delfosse & Company.....	68

F

Fels, Limited.....	8
Forsyth, John, Limited.....	Front Cover
Franklin Manufacturing Company.....	13

H

Hickok Manufacturing Company, Limited	9
Hyde & Halliwell.....	6

J

Jackson Manufacturing Company, Limited	70
Jones Bros. & Company, Limited.....	10

K

Kitchener Suspender Company, Limited..	7
Kwik Showcard School.....	69

L

Lang Shirt Company, Limited.....	16
Leishman, Wm. H. & Company, Limited..	15
Lion Shirt Company.....	70

M

Miller Men's Wear, Limited.....	65
Moyer, A. W. & Company.....	22
McMartin, E. W.....	72

N

National Suspender Company.....	69
---------------------------------	----

O

Oxford Clothing Company, Limited.....	67
---------------------------------------	----

P

Parsons & Parsons Canadian, Limited....	71
Peck, John W. & Company, Limited.....	2-3
Punchard-Birrell Company	23

R

Racine, Alphonse, Limited..	Inside Front Cover
Randall & Johnston, Limited.....	5
Raven, Wm. & Company.....	70
Reid, A. T. & Company, Limited.....	14

S

Scottish Woollen Association, Limited....	4
Schwartzman Bros.	Inside Back Cover
Society Brand Clothes, Limited.....	24
Stifel, J. L. & Sons.....	13
Shoreys	72

T

Taylor Brasco, Limited.....	66
Turnbull, C. & Company, Limited.....	70
Tooke Bros., Limited.....	Back Cover
Tutt Clothing Company.....	21

W

Wolthausen Hat Corporation, Limited....	20
Walter Williams & Company, Limited....	68
Box 76	72

SHOREY'S
BROCKVILLE, ONTARIO

Successor to

Hall's Limited

Manufacturers of
MEN'S and BOYS' GLOVES and MITTS,
ALSO LADIES' GLOVES.

A YOUNG MAN WITH FIFTEEN YEARS 'EX-
perience in the clothing and furnishings trade
as buyer, window trimmer and salesman. Desires
to change his position. At present unemployed, not
afraid of hard work, also can furnish the best
of references. Apply to Box 76, Men's Wear Re-
view, 143 University Avenue, Toronto.

GIMP YOUR PATTERNS

With Hardaker's "EASICUT" Machines
Economical, Fast, Practical, Neat.
E. W. McMARTIN,
15 St. Alexander Street Montreal.



Announcing
"The Reigncoat"
for 1922

Distinguished for the unusual fabrics in which they appear—made from the natural English gabardine cloth.

Hand tailoring of the more exacting sort, developed under the skilful supervision of Schwartzman.

Manufactured under patent license and identified by "The Reigncoat" label.

Schwartzman Bros.
Dubrule Bldg., Phillips Place
MONTREAL

"Exclusive Makers of The Reigncoat."

T O O K E

from
PELT
to
BELT

NOTHING BETTER ON ANY MARKET.
REAL LEATHER. BEST WORKMANSHIP.
LARGEST PROFITS FOR YOU.

Buckles in more than two hundred designs of Nickel,
Brass, Silver, and Gold Plate.

See our Buckle Cabinet given with belt or buckle orders
of \$45.00 or more.

MADE IN CANADA
BY

TOOKE BROS. LIMITED
MONTREAL

Toronto

Winnipeg

Vancouver

MEN'S WEAR REVIEW

Vol. XII. No. 4

THE MACLEAN PUBLISHING COMPANY, LIMITED
PUBLICATION OFFICE: TORONTO, CANADA

April, 1922



ARCHER

The
ARROW COLLAR

INTRODUCTION FOR SPRING AND
SUMMER IS A COLLAR MADE IN
A NEW WAY - A LIGHT FLEXIBLE
COLLAR THAT IS NEW IN STYLE
& VERY COMFORTABLE IN WEAR

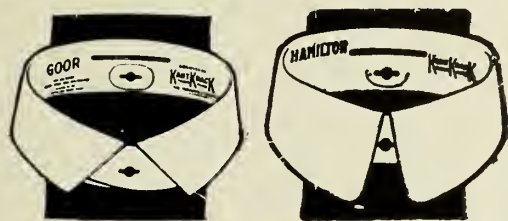
CLUETT, PEABODY & Co. OF CANADA, LIMITED.

FRO



"It's Grand in a Strand"
 Chemise
Strand
 de Luxe **SHIRTS**
 A Product of Alphonse Racine Limited, Montreal.

KANTKRACK Leads the Way in Price Reduction



11½ to 19

12 to 18½



11½ to 21

12 to 19

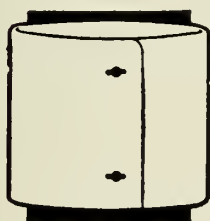


11½ to 18½

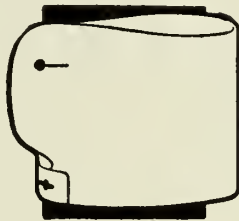
11 to 19

These six styles in boys' sizes, 12, 12½, 13 and 13½, now \$2.40 per dozen. Men's sizes, \$2.90 per dozen.

The exclusive patented features of KantKracK composition collars give double wear. Your customers appreciate the advantages of the flexible lip, the reinforced buttonholes and the long back slit.



10 to 11½



10 to 11½

**KANTKRACK
CUFFS**
\$5.50 per
dozen

Every KantKracK collar is guaranteed through the dealer and sold to all dealers at the same price per dozen.

One Grade Only---and That the Best

**Parsons & Parsons Canadian
Limited**

HAMILTON, CANADA

Established in U. S. A. 1879 Established in Canada 1907

At the first indication of price reduction in our raw materials prices of KantKracK products are adjusted to give our dealers and the public full advantage of the saving.

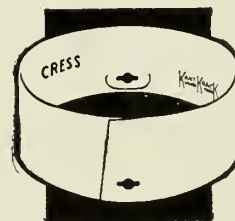
The makers of KantKracK composition collars always lead the way and have been first in giving the trade improvements and advantages in the marketing of composition collars; first to sell collars in Canada at the same price as they were sold in United States; first to box in half dozens; first to box sizes 17 and over in quarter dozens, when requested, charging only for extra box required, and first in voluntary price reduction.

NEW PRICE

\$2.90

Per Dozen

**Some Styles and Sizes
Less**



12 to 19

Cress 2 in. high
and
Joe 1 5/8 in. high
\$2.40 per dozen.



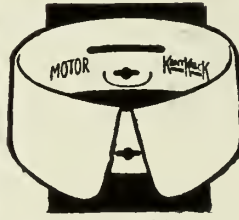
12 to 18½



14 to 19



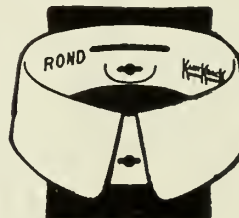
14 to 19



12 to 18½

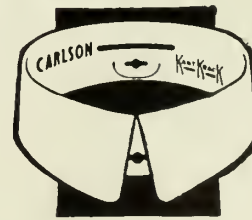


13 to 17



13 to 18

All sizes
\$2.90
per dozen.



13 to 18



Fur
Collars
if
desired

THE NEW LEATHER YOKE

Give them something new and yours will be the busy store! This distinctive feature in Acme Ulsters now being shown is sufficient in itself to sell the coat, but it is only one point of excellence. Their smartness, fit, finish and reasonable price make Acme Ulsters the logical line for live merchants.

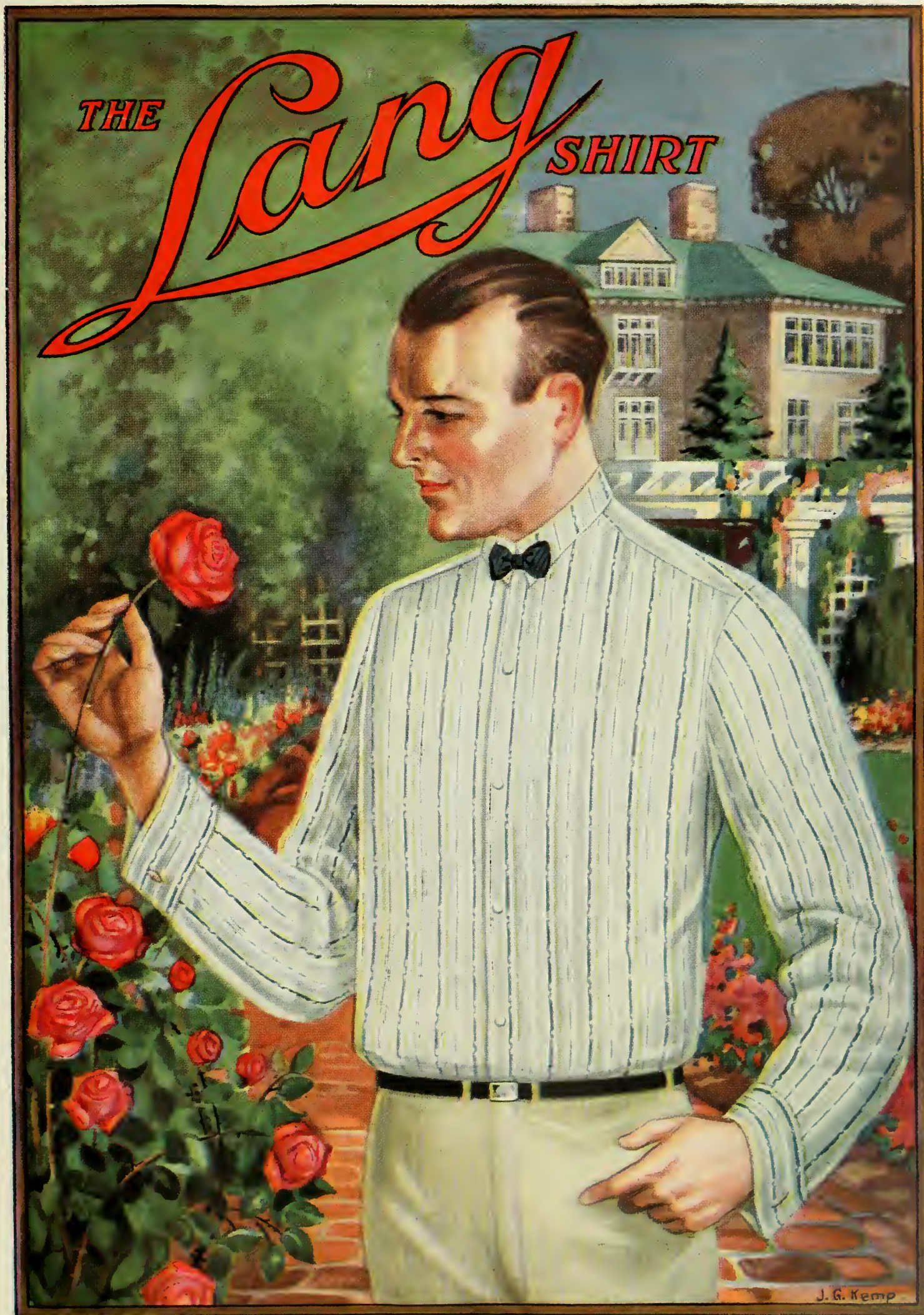
Also made
with
Chamois
Yokes

THE ACME GLOVE WORKS, LIMITED
MONTREAL

THE

Lang

SHIRT





Distinctive Clothing for Men and Young Men

The "Quality First" idea is a fixed policy in this business.

The absolute correctness of measurements superior tailoring, and the high quality of our clothing warrant you suggesting them on every occasion where quality clothes are wanted.

You have only to compare our offerings with others to realize the popularity of our line. Leishman clothing is sold by the merchant who is insistent upon having merchandise of the highest standard represented in his store.

**WM. H.
LEISHMAN & CO.
LIMITED**

192-4 Spadina Ave.
TORONTO

*Makers of the Best Tailored Garments
for Men*

CLOTHING

SUMMED UP IN A FEW WORDS PECK'S
CLOTHING FOR FALL OFFERS THE
RETAILER—

- VARIETY IN PATTERNS
- DIVERSITY IN STYLES
- CERTAINTY IN QUALITIES

AND A RANGE IN PRICES THAT EN-
SURES A RAPID AND PROFITABLE
TURNOVER IN THIS DEPARTMENT



JOHN W. PECK & COMPANY
LIMITED

MONTREAL WINNIPEG VANCOUVER

Special Orders

*Our Special Order Depart-
ment affords you all the
advantages of a Tailoring
Shop in your own store—
without the expense.*



Not Every Rain Coat Is a

“CRAVENETTE” REGD. is a process—not a particular weave, pattern or color of cloth.

Any cloth, which has been made shower-proof by the “CRAVENETTE” REGD. PROCESS is “Cravenette” Regd. Cloth, whether it be Gabardine, Imperial, Covert, Tweed, Worsted, Whipcord or Homespun.

Only goods proofed by the “CRAVENETTE” REGD. Process carry the “Cravenette” Regd. trademark, which is on every yard of cloth and imprinted on the label inside the collar of the finished garment.

Buyers for Ready-to-Wear Departments, or for manufacturers of Men's Coats and Ladies' Coats, Suits and Skirts—should make sure that the “CRAVENETTE” REGD. Trademark is on every yard of cloth.

THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER
6 OXFORD ST
ST PETERS SQ.

BRADFORD
DEPT. 43
39 WELL ST

LONDON
128 & 129
CHLAPSIDE, L.C.2



(COPYRIGHT)

Broadway

BRAND

Clothes
for exacting men

Co-operation

Value

Profits

Clothing of Quality

for

Young Men

Made of dependable fabrics, splendidly tailored, well styled and quoted to sell at the demanded popular prices. They are the type of clothes that will lead the way for Spring business.

Broadway Made-to-Measure system will make your store the place where well-dressed men buy their clothes. The system makes it easy for you to give the particular man just what he wants—a suit made to his own particular measure—you are building a firm foundation for the best business in your town.

We have great value to show you—send for samples.

Ready for delivery.

Have you placed your Fall order yet? See our traveller—a post card brings him.



RANDALL & JOHNSTON, LIMITED
TORONTO



FURTHER EULOGY on our part is superfluous, the excellence attained in the manufacture and tailoring of our Garments is so well known throughout the Trade.

THE BEST.

Our Made-to-Measure Service for Spring is still available to just a few more progressive merchants in locations where we are not already represented. :: ::

"But you'll have to hurry"

COOK BROS. & ALLEN CO.
LIMITED

Wholesale Tailors

TORONTO



Made by
The Famous
HICKOK
Belt Makers
at Rochester, N. Y.



Spring Window Displays Produce Sales

WINDOW DISPLAYS of HICKOK Belts, Buckles and Beltograms will greatly increase your Spring sales. Be sure to take advantage of this opportunity to display HICKOK merchandise in your windows.

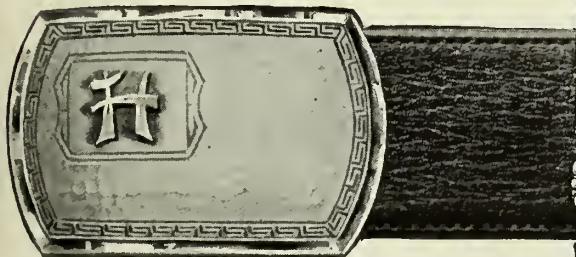
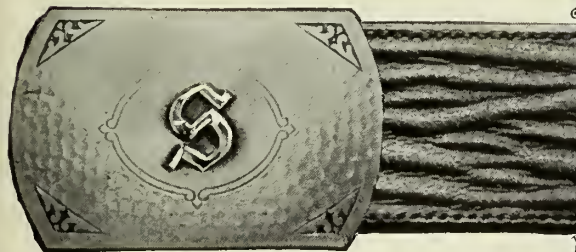
The supreme quality of HICKOK products never fails to make its appeal to the passer-by. Some HICKOK dealers have reported sales increases of thousands of dollars during weeks when they displayed HICKOK Belts, Buckles and Beltograms in their windows.

HICKOK products make striking window displays. With the aid of but a few racks and cards (all of which we supply without cost to our dealers) unusually attractive windows are quickly arranged.

Keep HICKOK products continuously displayed in your windows. ORDER ENOUGH to meet the demand which your displays and our advertising will create. Be sure to order BELTOGRAMS, too—the newest HICKOK BIG SELLERS. Our salesmen are now showing our latest designs—every one a winner.

HICKOK MANUFACTURING Co., LTD.
Combined Factories Largest in the World
Manufacturing Belts and Buckles
13 Richmond St., W., TORONTO, ONTARIO

New York 200 Fifth Ave. Chicago 424 So. Wells St.
U. S. Factory
Hickok Mfg. Co., Rochester, N. Y.



HICKOK

Belts & Buckles

H. W. FREEDMAN
MAX FREEDMAN

(Formerly with the Freedman Company)

Announce the Formation of Their New
Company

H. W. & M. FREEDMAN
LIMITED

Associated with

Levy Bros. & Adler-Rochester
INCORPORATED

*One of the leading Organizations in the United
States Specializing in the Making of Hand-tail-
ored Clothes for Young Men and Men.*

The resulting advantage from this new clothing organiza-
tion is that clothes of the Levy Bros. and Adler—Rochester,
character are now made in Canada and will be sold to Can-
adian clothiers at prices free from duty and all non-produc-
tive cost.

*The H. W. & M. FREEDMAN (Levy Bros. &
Adler—Rochester) line for Fall and Winter, 1922
will be presented to leading clothiers early in
April.*

H. W. & M. Freedman, Limited
Sommer Building, Montreal

H. W. FREEDMAN,
President

MAX FREEDMAN,
Vice-President

Check Back Overcoatings

with that distinctive individuality that appeals to the particular dresser. The checks are in all sizes and colors.

Every overcoat is tailored from well selected materials in a wide variety of patterns and beautiful colorings. Ready for immediate and Fall delivery.

These are the goods you were after last year. Don't be caught short this year. Place your order early. These are big sellers.

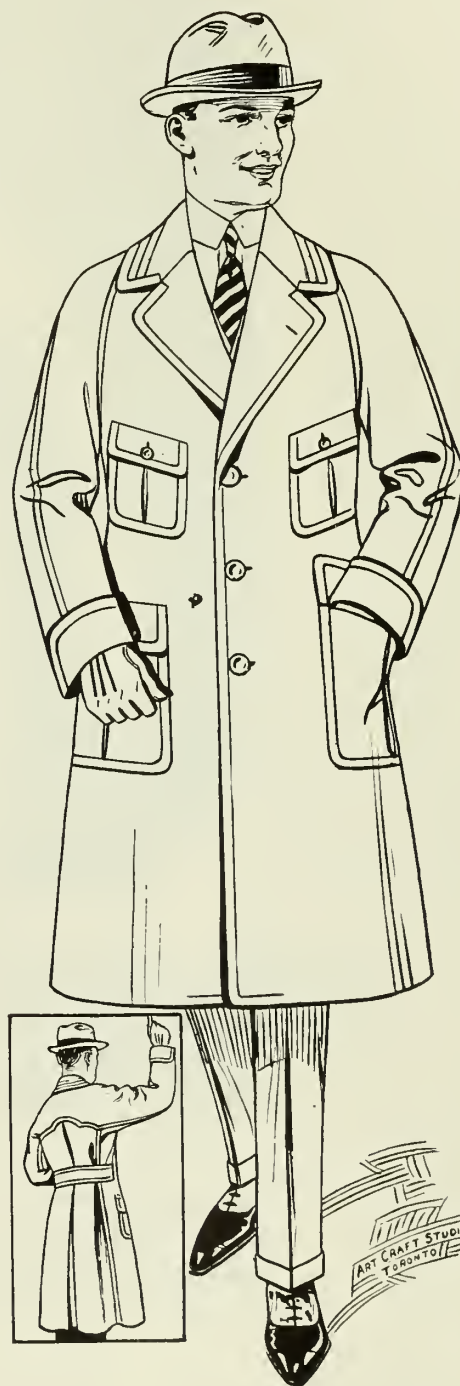
Women's Cambridge Ulsters

These are Women's Coats tailored like a man's.

It will pay you to see these Models. You will like the rich fabrics, the expert tailoring and the moderate prices.

We have had many inquiries from customers to produce a Lady's Coat tailored in our own shops, and have therefore decided to do so this season. There is sure to be a big demand.

Our travellers are now on the road showing these Models.



Coppley, Noyes & Randall, Limited

Hamilton - Canada



Stabilize Your Business with Elk Brand Clothing

This year, more than ever before, Elk Brand Clothing contains all the elements necessary to create substantial sales. The values are such that make quick turnover possible and we are prepared to give Immediate Delivery on Men's, Young Men's and Boys' Suits.

Our travellers are now on the road.
Write or wire for the nearest one to
call. You should be interested in
what we have to offer.

J. ELKIN & CO., Limited

29-31 St. Vitre St. West

MONTREAL