

Monarch-Knit SWEATER COATS

*The Standard for Style, Quality,
Workmanship, and Value*



THE all-purpose coat here illustrated is our M.391. This is one of the most popular sellers we have ever produced. Its smart but conservative style appeals to every man. It is worn as a house coat and office coat, as well as for out-of-door sports. Hundreds of men wear it under their outer coats for additional winter warmth. Men who wear the Monarch M.391 coat say that no other garment can give the same service and comfort.



**Sell Monarch-Knit Hosiery,
Bathing Suits, Jerseys, Etc.**

Made in Canada by

The Monarch Knitting Co., Limited

Head Office: Dunnville, Ont.

Factories: Dunnville, St. Catharines and St. Thomas, Ontario

VANCOUVER
The Monarch Knitting Co., Ltd.,
408-409 Mercantile Block

MONTREAL
The Monarch Knitting Co., Ltd.,
Dubrule Bldg., Phillips Square

TORONTO
The Monarch Knitting Co., Ltd.,
Ogilvie Bldg., Cor. Bay and Wellington Sts.



"The Reigncoat"

AN ENGLISH
GABARDINE COAT FOR
MEN, WOMEN AND BOYS

Satisfaction follows every purchase of a Schwartzman coat—and when customers are satisfied they "come again." The quality, workmanship and tailoring in "The Reigncoat" could not be bettered—the price cannot be beaten.

If our representative has not called on you—write us direct.

"Look for our trade mark."

English Fabrics



The only exclusive manufacturers of
"The Reigncoat" in Canada.

Schwartzman Bros.

Dubrule Bldg., Phillips Place
MONTREAL



Honest Wool
Honest Workmanship
Honest Wear



The UNDERWEAR
that Overwears

ATLANTIC UNDERWEAR Limited
MONCTON, N.B.

E. H. Walsh & Company
Montreal & Toronto

Selling Agents for Quebec, Ontario and Western Provinces



The BROCK Hat

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.



The interior to the left shows the Hat Department in a Men's Wear Store in Western Ontario, and illustrates the wonderful display and storage facilities of the New Way System.

This department can be installed in small sections in any store and can be increased in size at any time.

The interior to the right shows a Boys' Suit Department in a well-arranged store in Western Ontario and shows the New Way System at its best, every garment in view of customer, yet protected under glass if required.

The New Way Wardrobes are in seven foot sections, enabling a small initial purchase and additions at will.



How You Can Modernize Your Store Department By Department

Without an excessive investment in fixtures at any one time.

Is your present store equipment handicapping the growth of your business?

Have you come to realize that you must modernize your store to reach the business success that should be yours?

Then start now to re-equip your store. You do not need to put it off until you can invest in a complete new outfit as you can modernize your store one department at a time by using the New Way System of Store Fixtures.

Modernize a single department with New Way Wardrobes for Clothing or New Way Units for Furnishings and let the added profits from the increased efficiency contribute to re-equipping the next and so on. By following this plan, you will soon modernize your store throughout and place your business on a higher profit-making basis.

No expensive carpentry work is required to set up a department with New Way Fixtures, you can do it

yourself and when you install the next department simply line the new equipment up with the old and it forms one solid, harmonious whole.

For your ready-to-wear department New Way Wardrobes and Cabinets form the proper combination, each case being complete in itself. Yet when additional pieces are added the appearance of uniformity is always maintained.

For small furnishings, now carried on shelves in boxes and parcels, the New Way Interchangeable Units offer you hundreds of display compartments that mean increased sales and profits, greater efficiency and service, and yet with the same advantage of being added to at will.

The cost even of a complete outfit is less than any other method, and when a single department is considered is so small as to not require consideration when advantages are compared.

If you would like to learn in detail how you can modernize your store department, mail the coupon below and our nearest representative will call and explain without any obligation being incurred by you.

JONES BROS. & CO. Limited, Toronto, Ontario

I am interested in the New Way System of modernizing my store, department by department, and would like to have your nearest representative call on me.

I understand that this does not obligate me in any way.

Name

Address

City

Ask for Mr.....

M.W.R.

Men's Wear Review

VOL. XII.

APRIL, 1922

No. 4

Women's Wear Dealers' Fashion Show A Success, Cannot Men's Wear Dealers Do the Same?

New Conditions Demand New Methods—Are Men and Young Men Interested in Style?—Bringing the Latest Style Before Them on Living Models—A New Idea—Yes, All Ideas Once Were New—Co-operation From the Manufacturer—Are Women the Only Vain Creatures of the Human Family?

THESE is an old saying to the effect that the cobbler's children are always unshod, the jeweller's clocks will never go and the plumber's taps are always out of order. According to a census taken by several clothing men in a certain city of the United States of themselves with regard to their mode of dressing a clause might be added to the old saying that clothing men are always the poorest dressed men in town. These clothing men had gotten together to talk "shop," and one subject of conversation centred around style. Complaint was made that the young men of the city did not seem to respond to the latest style appeals, or rather, it should be said, they did not even take a passing interest in style. Reasons for this were sought for by the clothing men. It finally occurred to one merchant that they should take a census of their own clothing and its conformity to the latest style dictates. And after the census had been taken it was found that not one clothier out of them all had one of the latest season's suits of clothes or overcoats. The other items of their dress chart were not much nearer up-to-date than their suits and overcoats. And when the meeting broke up, after a rigorous self-examination of themselves and their methods, it was found that neither in their personal appearance, in their advertising or in their window display work was the style idea promoted with any marked degree of vigour.

Style Headquarters

There are many merchants who claim for their store the title "Style Headquarters." If the title is lived up to in every department of the store's activity, young men will find their way to your door. There has not been a season in years which offers opportunities like the present Spring season for the vigorous promotion of the style idea in clothing and accessories. Young men are prone to the style appeal; it is for them that the designers of clothing and accessories spend a good deal of their time. Unless they are stirred out of their lethargy this Spring by an appeal to

what is the very latest in dress, they are apt to follow the lines of least resistance and make something old do if it is pressed up and put in as good shape as the presser and cleaner can make it. Business is hard to get; therefore, every possible avenue of approach to the young men's pocket books should be analyzed and worked to the fullest extent. What is latest in clothes, in collars, shirts and neckwear, in shoes, hosiery and hats will appeal to the young men this Spring if presented forcefully and consistently. The head of one of the largest wholesale houses in Canada recently stated to Men's Wear Review that business in their institution went to show that men were far more economical than women; in other words, men's merchandise was moving much more slowly than women's wear merchandise. If the clothier and haberdasher is to keep his head above water and make a creditable showing during 1922, he has got to make strong appeals to men and young men and style is one of the best appeals to the young men of today.

Style Show

One of the newest developments among retailers in the women's wear field is the fashion or style show. Elaborate settings are planned for these shows. Theatres are engaged, models are secured (real live ones) and all that is latest in women's wear from the shoes to the wonderful hat that adorns the brow of "milady" is shown. Thousands of women (and not a few men) come out to see these fashion shows and they are pronounced eminently successful from the point of view of the retailer.

Is it inconceivable that a fashion show for men along somewhat the same lines can be held and conducted successfully by the retail clothier? The very novelty of the thing would make a strong appeal to the young men in your town or city. At first, young men might be inclined to laugh at the idea, but if the show is carefully planned for, a keen desire can be aroused. To begin with, your advertisements for some days previous to

such an announcement should talk style. All that is latest for men in the field of fashion should be talked up, in clothing and accessories. The attention of the young men should be directed to your store by your style talks.

Manufacturer Will Co-operate

Then the announcement can be made that a style show will be held. Attractions that would appeal to young men could be arranged for so that the affair will have something in it of entertainment as well as instruction. You might be sure that your clothing and accessory manufacturers or wholesalers would co-operate with you to the fullest extent. Between thirty and forty models of suits are shown by many manufacturers. There are a great many models of top and Spring coats. There are new things in collars, neckwear, shirts, hats, shoes and hosiery. All of these tend to turn out the well-dressed young man. The most of them have a desire to be well dressed, even fashionably dressed without much knowledge of what must be worn to be either well or fashionably dressed. By the medium of the style show, concrete illustrations could be given. Living models should be employed; there is no reason why the methods followed by the large women's wear stores should not be followed.

Idea New? Yes

Yes, the idea is a new one; so far as we know it has never been tried in this country. Is that a valid reason why it should not be tried? Experts in merchandising problems say that men's wear merchants lack the aggressiveness of the women's wear merchants. Just think calmly of this question and ask yourself, Is there any good reason why a fashion show should not be put on for young men? Now, frankly, is there? Just because the idea is new is no reason for stating that it is no good. The idea was new with women's wear merchants not long ago; now it is accepted and is safely, sanely and profitably projected in many communities. Men attend these shows. Is there any reason to suppose

that young ladies would not attend a men's fashion show? Just figure out for yourself the new place woman has taken as a purchaser of men's clothing and furnishings. She is interested not only in price but in style and we venture the opinion that a style show of men's clothing and furnishings would have an irresistible appeal for women.

New Methods

If men's wear merchants are to merchandise successfully during the keenly competitive period of the next few years they must adopt new methods. It is a common saying that woman is more vain than man; if that be the case, aggressive merchandisers in the women's wear field take every advantage of it in their methods. By the fashion show they appeal to women; they cultivate the taste for style and the latest fashion. Is there any sane reason why the same appeal should not be made to man? There are not a few vain members of the male sex. And even aside from the mere point of vanity, there are many men who really want to know what is latest in style in the things they wear. It should be brought home to them in a concrete way. The fashion show affords a novel method of doing this. There is no reason why it should not be given a chance in this country. The results might be very surprising to the men's wear dealer.

W. G. White of the firm of White and Manahan, Winnipeg, died in California, after a lengthy illness.

EVERY MERCHANT SHOULD KNOW EVERY DAY

1. Cash sales.
2. Charge sales.
3. Money received on account.
4. Outstanding accounts.
5. Money paid out.
6. Total sales—cash and charge.
7. Total business done by each clerk.
8. Number of sales made by each clerk.
9. Number of sales made by the store.
10. Total money received from all sources.
11. Who is responsible, in case of error.
12. That he has a check on all deliveries.
13. That the system employed protects merchants, customers and clerks.
14. That the foundation of his system is a good one, that it is not dependent on the weakness of the human element.

Quality as Great a Factor as Prices

Vancouver Merchant Says Much Harm Has Been Done by Misleading Advertising—Believes Consumer Associates Flaring Advertisements With Circus Methods—Presenting Good Merchandise to Moderate Purses

“ONE of the hardest things to accomplish,” said T. H. Foster, of Thos. Foster & Co., 514 Granville Street, Vancouver, to Men's Wear Review, “is to present superior merchandise, in the way it should be presented without scaring away the man of moderate means. So frequently a man who would find the prices to-day well within his reach concludes, without further investigation, that because clothes of excellent material and cut are displayed with taste and distinction, the price will be out of his reach.

“That is a problem for the window dresser and the advertisement writer. Of course, the logical thing to do is to make the price card easily visible in the window.

“There is danger of making the price too conspicuous again, in that the merchants who are giving prominence to the price are actually featuring the thought uppermost in their minds.

Misleading Advertising.

“The advertising—the flamboyant advertising being done by some of the clothing merchants—advertising which borders closely, if not actually, upon the meaning of the phrase “misleading advertising” has educated the public to connect large advertisements and large window price tickets with inferior goods. In my experience I have not found that the best of goods can be bought now at

low prices. The prices are lower—considerably — than formerly, but no manufacturer can yet buy good material and have it tailored by expert tailors and yet sell as low as the price-cutter would have the public believe. It is becoming increasingly necessary for the clothing houses who have quality lines to take well considered action to combat the mis-information disseminated by jobbing clothiers through their advertisements.

Quality a Factor.

“Prices on good clothing, due to the co-operation of the manufacturers and retailers who are taking minimum profits, are attractive to the discriminating purchaser. He must be taught to realize that quality is a factor in the price—yet for our part we are using small advertisements in the papers in preference to large ones for the reason that the large advertisement, as I said before, is coming to mean, with the public, the ethical standard of merchandising that one associates with a circus.”

In speaking about his advertising, Mr. Foster pointed out that while the manufacturer assisted Spring and Fall with advertising of his nationally advertised lines, each local merchant could well do some moderate, regular advertising on his own account, and could localize and individualize his copy, as the national advertiser could not, of course, do.



A recent window arranged for Thos. Foster and Co., of Vancouver, in which sport goods are featured. The use of golf sticks and balls and shoes adds very materially to the pulling power of the window.

More Aggressive Merchandising Through More Efficient Salesmanship, Advertising and Display

Suggested Methods of Lessening the Burden of Overhead Expense
—Not Impossible for Small Store to Instruct in Salesmanship—
Advertising Department Should be Checked For Results—Im-
portance of Equipment and Display

OVERHEAD expense, as we have said before, is one of the outstanding problems of the retailer during 1922. It can either be decreased in actual dollars and cents by the doubtful method of cutting salaries, or by the unwise method of cutting the advertising appropriation. These are the productive ends of the organization and to impair their efficiency by creating dissatisfaction or by striking at that arm of the service which creates consumer demand, largely, might be suicidal.

The better way to decrease overhead is by decreasing its percentage proportion by increasing the volume of business. Manufacturers to-day are increasing production of their output by increasing the production of the individual. It is generally agreed that wages can be maintained only on the basis of securing increased efficiency from the staff; and this can apply not only to the manufacturer but to the retailer as well. Not only the size of the average sales check must be increased but the actual number of the sales checks must be increased as well. If, by the decline in prices, the average size of a check has decreased from \$1.60 to \$1.20, or 25 per cent. and nothing is done to prevent a continuance of this, the entire volume of business must suffer proportionately. On the other hand, if the retailer can devise ways and means of increasing his individual sales checks, he can hold the volume to its normal level and possibly make an actual gain.

Merchandising Knowledge

Many ways of doing this might be suggested. Among them the Grand Rapids Show Case Company of Grand Rapids, Michigan, suggests in a valuable report a more definite knowledge by the sales' staff of the merchandise sold over the counter. The consumer at large prefers to deal with the salesperson who knows his own line just a little bit better than the average salesperson knows it. Knowledge is power and one of the first essentials of good salesmanship is a thorough knowledge of the merchandise handled. Merchandising instruction, therefore, is being given a more careful attention even by the smaller stores to-day than formerly. Many of them may regard it as an added expense, and in one sense of the word it is. On the other hand, if this knowledge opens the road to larger turnover it becomes a productive expense well worth the undertaking. Even though this department may not be justified as an independent

department, it can be organized in the smallest store very successfully and handled without added expense by the head of the organization, if some thought is directed along this line.

Incentive or Reward

Another great factor in the productiveness of salespeople in general is the incentive or reward for increased production. This is handled by various stores in various ways. The bonus plan is gaining ground very fast and with the great variety of bonus plans being used to-day, the retailer should have no difficulty in selecting one that would readily adapt itself to his particular conditions.

Advertising

The store's advertising and the store's windows are also among the most important factors in the situation to-day, because they are factors that arouse the interest of the customer and then bring him into the store. Advertising should not suffer at this time, considering the small percentage it bears to the overhead. On the other hand, the efficiency of the advertising should be looked to very carefully and should be increased in proportion to the other increases which are in contemplation. The present waste in advertising is due largely to an utter lack of fixed policy behind the advertising, the lack of any definite personality which it might reflect for the store. Advertising without personality or without being founded upon any specific fundamental is likened to the water which has already passed over the wheel. Its effort is spent and nothing particularly constructive is left behind.

Principles of Advertising

Perhaps the greatest thought to-day in connection with retail advertising is to get down to the principle of forgetting the thought that advertising is intended solely for the purpose of bringing a lot of people into the store. Advertising should be thought of more particularly with reference to its effect upon these people who do come into the store; if this be done, benefits will be increased because something is being built in this manner which is not being built if the advertising is shaped only for the purpose of bringing people into the store. There is no reason why the store should not demand more intensive work from its advertising department. Results can be checked and should be analyzed very carefully. The advertising department should keep in very close touch with the store staff to

lay before them plans and receive from them suggestions.

Display

The factor of display is an increasingly important one in merchandising. In stores where provision has been made for elaborate and artistic displays, this element is responsible for great increases in the average sales check because of the power of suggestion. The more merchandise open to the inspection of the customer, the more opportunities of increasing the number of sales checks. Attractive merchandise in an attractive setting becomes a well-nigh irresistible combination, and it is the part of wisdom to-day to have very attractive settings for the merchandise in the store. Working with the obsolete methods satisfactory ten or fifteen years ago, the merchant cannot possibly compete with the workers who have at their disposal the more modern devices for the presentation and selling of merchandise now being employed by efficient merchandising institutions.

A limited showing of merchandise naturally means a limited sales check. Yet with the system employed by so many merchants it is almost impossible for the salespeople to show a variety of merchandise because the facilities do not lend themselves to the possibility. Lost motion in presenting merchandise and keeping stocks in order not only limits the volume which the salespeople are producing but raises the cost of selling very materially. Stores well equipped are getting the maximum of efficiency from the sales' staff and thus increase not only the size of the sales check but the number of them as well. In doing this they are increasing the total volume of the store's business very materially.

FREDERICTON MERCHANTS ELECT OFFICERS

At the annual meeting of the Fredericton branch of the R.M.A., the following officers were elected for the ensuing year:—President, Wm. R. Fraser; 1st vice-president, W. L. Jennings; 2nd vice-president, Jas. Mavor; secretary, R. W. Lindsay; treasurer, J. H. Flemming. The Advisory Board is as follows:—J. J. Weddall, Robt. McCunn, C. H. Burt, A. Murray, E. E. Cameron, D. E. Crowe and C. W. Hall.

The annual report of the secretary, C. W. Hall, and the report of the retiring president, Mr. Murray, were read and adopted. A hearty vote of thanks was tendered the retiring officers.

Advertising That Gets Business

Edgar V. M. Gilbert of Montreal Outlines Pertinent Points for the Ad. Man—Find Out the Target of Your Advertising, Then Shoot at That Target—Discounts "Stunt Stuff," Slogans, and Too Frequent Contests—Making Every Inch of Space Bring a Response

ADVERTISING is one of the outstanding problems of the retailer during the year 1922. Not only is the average merchant asking himself whether his appropriation for this year should be as large as last year, but he is pondering how it can be used to the very best advantage. In other words, he wants "advertising that pulls." That was the subject of an address given at the clothiers' convention on Wednesday morning, February 15th, by Edgar V. M. Gilbert, advertising manager of J. H. Blumenthals Sons & Co., Ltd., of Montreal.

To Whom Advertising?

Mr. Gilbert, in opening his address, said that the first thing for the merchant to find out was to whom he was advertising. There were two classes of men to be reached: men who wore ready-to-wear clothing, and men who didn't. These men either bought at home or they bought abroad, that is, either in his home town or in the particular community in which your store is located, or he buys, perhaps, through the mail order catalogue. An effort should also be made to find out why the customer is patronizing your store. Is it because of price, quality, style or variety? It was a good plan to ask the salesman to find out why men were buying at your store. Probably they would find out that habit was a large factor in business—boys, for instance, were sent to their store by their fathers who had dealt with the firm for many years.

Mr. Gilbert said that valuable hints could be gathered from a campaign to find out why men bought certain kinds of clothing. A great many men were on the verge of coming to the ready-made clothing houses from the tailor. For instance, many men went to the English & Scotch Woollen Mills, not because of quality, price or style, necessarily, but because they liked the feeling of the tailor's tape about their necks. When the United States government was recruiting for the navy they asked five advertising agencies to prepare suitable campaigns for them. Four of these did so but the fifth told the government they would not attempt it until they had absolute freedom for three months to move amongst the men of the navy to find out from them why they had joined the navy; then they would be able to prepare a campaign that would reach home and get results. They were surprised to find that many of the men of the navy were the foremost boy of the farm who wanted to

get away from the farm and see some of the world. While it had been supposed that patriotism would be the reason behind most of the enlistments in the navy, it was discovered that this reason accounted for only one-half of one per cent. of enlistments. It was found that even the farm papers were not the proper channels through which to reach the farm boys because they so hated the farm that they did not even read the farm papers. They had to reach them through other mediums. The investigation saved the government hundreds of thousands of dollars and they got results.

Hit The Target

Having found out the proper mediums of advertising and the persons to whom advertising should be directed, Mr. Gilbert advised hitting the target with all your might. In their store, they had over a three years' period spent 75 per cent. on newspaper advertising, 4 per cent. on billboards, 4 per cent. on novelties and the rest on odds and ends. This year they were adding 5 per cent. to their advertising appropriation and were devoting 10 per cent. to direct mail advertising.

The Mailing List

The mailing list for direct mail advertising was an important consideration. They did not propose to take the list supplied by some agency, or from the telephone book. They wanted to reach the men who were good prospects. They were taking all their delivery sheets of the last six months and compiling a list from them. In this way, they were finding out what sections of the city were not being reached by them and they could make the necessary effort to draw more trade from these sections. With increased advertising rates, they were also finding out that a smaller space must do the work of the larger one. They were taking 10 per cent. off their newspaper advertising appropriation.

Pick Out Prospect

Mr. Gilbert pointed out that every advertisement did not reach every reader of the paper. The merchant should have in the back of his mind a direct prospect and he should then write the advertisement to that man. Always pick out one man who wants to buy a suit and then get a message across to that man. Don't shout at him, don't insult him. Put "selling" into the advertisement and try to get the man to read the advertisement in relationship to himself and his own needs. Don't make a lot of noise but use

a bullet that will go direct home. What the ad man wants to see is that the man who is going to buy is sold through the advertisement.

"Stunt Stuff"

The speaker discounted altogether the value of "stunt" advertising. He referred to an advertisement that had been run, headed, "Pants are down." The advertisement created a lot of comment, it made some people laugh, but it failed to draw business. Get people to talk about your store favorably. Don't spend money to amuse them.

Advertising that sells a man must contain quite a bit of copy. To sell a suit of clothes to a man through advertising you must tell him something about the quality, the style and other points that are of interest to him, just as the clothing salesman tells him when he comes to buy. The more you can tell about the merchandise briefly, the better your advertisement will be. Don't be afraid to use copy; use details—not too many—but boiled down to the smallest possible space the same as the mail order catalogue does it. An advertisement that used several inches of space and only read "See our \$50 suits for \$35" he believed was so much waste space. There was no message in it. In these days every inch of space should bring its response. The advertising man should feel that every advertisement he writes should add prestige to the firm; the advertisement that takes away from the prestige is a detriment to the whole store. He did not think slogans in advertising were any good. They pleased some people but they did not get business.

Comparative Figures

Mr. Gilbert stated that he believed in the use of comparative figures but it is up to each merchant to determine whether he could make the proper use of them. The man who was not familiar with clothing would be greatly misled by many advertisements that appeared during the past year because the figures quoted in many instances represented almost impossible things in the clothing business. In their own store, they had purposely modified their figures because they knew people would not believe them if the difference between the comparative figures were too great. It was feeding the profiteer hunter.

Monthly Quota

It was suggested by the speaker that
(Continued on Next Page)

Taking Trade Round the Corner

Vancouver Merchants Forced Out of High-rent Area—Topical Windows Attract Attention and Sell Merchandise—Simple Device for Showing Neckwear—The New Store

CAN a merchant move off the high rent street—go around the corner—and take his trade with him?

That is the question that many retailers are asking right now because in the few blocks on Granville Street, Vancouver, that seem to be the most valuable retail locations, the rents are being forced beyond the reach of many lines of retailing.

A few months ago, Potts and Small decided that they could do business just around the corner on Pender Street from their valuable location at the corner of Pender and Granville.

Asked to-day, by Men's Wear Review, whether they were retaining their customers since they moved, W. B. Small said most emphatically "Yes."

Intensive Advertising

"Business has not been as brisk this month as February, which was a splendid month with us, but we are keeping all the custom that we had before, and we are away ahead by reason of the move. At this time we are making our newspaper space and our windows work as they never worked before. The business responds to intensive merchandising now as always.

"Our windows are selling goods. We are changing them every week and making them interesting and topical."

Linking With Motor Show

At the time of writing the Motor Show is going on in Vancouver, and the newspapers and manufacturers are creating a big interest in it. In line with their usual policy, the window posters that have been a feature of this store's window dressing show in cartoon form two amusing incidents in connection with the ownership of a car.

Nor do the posters cost the store any money as Mr. Small himself wields the brush and is responsible for the effective posters that retain the good-natured interest of the public from week to week.

Displaying Neckwear

Another feature that the writer thought would interest the readers of Men's Wear Review is the method of displaying ties without creasing them, that Mr. Small has made up for his store.

Using the various excellent lithographs that the collar manufacturers supply to advertise their product, Mr.

Small adds to the familiar head and collar stiff white cardboard which is attached to a simple wooden stand.

This fixture was photographed both before it has the tie added and after, because the whole scheme is so simple and effective. The tie is loosely knotted in the usual way; the knot end is tucked into the opening at the collar and the flowing end is caught up in the other slot.

Decorations

The new store is finished in a pearl grey color, the feature of the wall cases being that the tops of them are only as high as the average level of the eye—5 ft. 6in.; then the tops of the wall cases are used to effectively display shirts, ties, pyjamas, over-coats, etc. Suits are not stocked but a business is done in made-to-measure suits and coats—only the samples and style books being stocked.

ADVERTISING THAT GETS BUSINESS

(Continued from Previous Page)

every merchant should have a monthly quota for advertising. In their business, they believed that the month of February was almost useless as an advertising month and their appropriation for it was next to nothing. They had found out that their advertising in January did not pay very well and this month they were using about one-third of the space and paying more for a preferred position. This year, they would concentrate on getting preferred position and subduing the space used; they did not expect to make the newspapers rich. They would not use any advertising service, either, because they had found out that most of them were designed for newspapers rather than for the merchant. For such a service, they found they paid about \$48 a month and used about \$2 worth of cuts. In future, they would use cuts that showed garments actually in stock.

In laying out an advertisement, Mr. Gilbert said that larger space should be given to the items at the bottom of the ad, because the best position in an advertisement was five-eighths of the way up the ad.

Mr. Gilbert discounted the use of contests that were run frequently; they should be used very seldom, he thought. An ad man should never repeat an advertisement any more than a live newspaper would repeat a new item. He recalled one retailer who ran a straw hat advertisement late in September.

Make Men Shop

In conclusion, Mr. Gilbert advised that the advertising man this year should do his best to make men shoppers. The more you can get people to judge values the better. The live merchant wanted comparisons and did not want people to come to them on blind faith. The more that people could be sold on the strength of values the better for business and the less it would cost in advertising.



Potts and Small of Vancouver, were recently forced to leave their old stand on account of the enormous rent asked of them. They went just around the corner and this window shows how they announced the fact. They state their business is not suffering any because of the removal.

The Art of Showcard Writing

By JALEXO, Member of Advisory Board, Kwik Showcard School, Toronto

In this treatise on Showcard Writing, I propose to consider the art from every angle; to take into account favorable and unfavorable contingencies which may develop during practice, and to safeguard some who may be following the lessons, alike, against the loss of time caused by unnecessary discouragement and the waste of effort which is the consequence of misdirected energies.—"JALEXO."

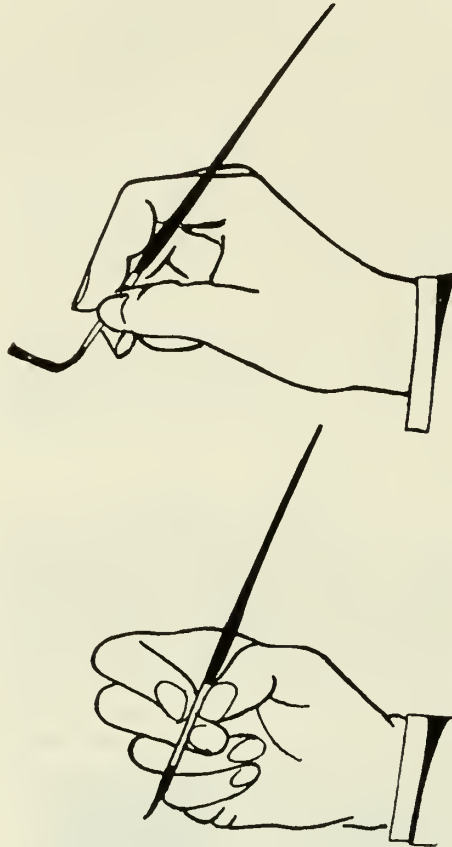
THE ABILITY to execute showcards is today recognized as a rare and desirable accomplishment. The ability is within the reach of any man or woman who is willing to follow instructions and devote the necessary hours of practice.

Let it be understood, here and now, that natural aptitude is not a necessary qualification in the person who would become a proficient showcard writer. Continued practice is the price of perfect attainment—one can do well only that which he is in the habit of doing. The full meaning of this will strike you the more forcibly in showcard writing as you begin to master the technique of the brush and color.

The Importance of Good Brushes.

Showcard brushes of red sable are the unvarying choice of the particular showcard writer. Red sable hair possesses the resiliency and strength necessary to good work. The red sable will hold the color and spread to best advantage. These brushes are obtained in a wide variety of sizes. Sizes 8 and 10 will suffice for the beginner, and may be used in the execution of any alphabet during the course.

Infinite care should be taken of the brush. At the completion of your work,



wash the brush in clean water and squeeze out the hair to a flat edge. Do not permit any brush to stand upon the

hair end, as the weight of the brush will bend the hair and spoil its springiness. Be careful to lay the brush flat or with hair end up. In trimming the tip of a brush, at no time should it be necessary to take off more than a mere hairbreadth from the tip. This delicate operation is best performed by laying the tip of the hair over the edge of a piece of cardboard and filing with emery paper. To file off too much tip is to ruin the elasticity of the hair.

The Selection of Color.

By "color" is meant the paint used in lettering. The most suitable color for showcard work should be of such consistency as will ensure an even, opaque effect and yet flow freely from the brush. The color should contain such properties as will permit it to dry quickly, and adhere to the showcard, without "rubbing up."

In the elementary stages of the work, it will perhaps be difficult to tell just when the color is right.

The "feel" of the color comes only after considerable dabbing and plying with the brush. This "playing" with the color is one of the most important steps in the lesson. Use color that can be thinned out with water, when necessary. A good black color is recommended for practice work. Medium flat black has the desired finish.

How To Prepare the Brush

Take up the brush between the forefinger and thumb and brace it with the middle finger as illustrated in Plate 1. Hold the brush about an inch above the nickel ferrule so that when your hand rests on the card, the brush slants up at an



angle of about 45 degrees. Dip the brush into cold water and squeeze out, thus leaving it moist for the reception of color. Dip into color and work the brush on a piece of cardboard about 3 x 6 inches. This will bring the hair to a flat edge, like the point of a chisel. This chisel edge is imperative before you lay the brush to paper. Everything depends upon a good edge on the hair of the brush. It might seem difficult to obtain this edge at the first attempt, but a little patience and practice will bring the desired result. Common wrapping paper or newspaper may be used for practice work.

Speed of Practice Strokes.

The student is cautioned against any attempt to "hurry through" with any given piece of work. Some idea of the correct speed may be gained from the fact that an upright stroke, six inches long (see plate 3) should be executed in one second from the moment the brush touches paper until completion of stroke. Minute observation among foremost cardwriters has resulted in this test stroke being brought into established usage. The beginner is urged to practise this speed stroke until it becomes a habit. When one feels that he has this stroke well in hand, then, and not until then, should any attempt be made upon the practice strokes in plate 2.

The Practice Strokes

Plate 2 illustrates the strokes which comprise the component parts of the Kwik Roman alphabet. Each stroke is made with one continuous sweep of the brush. Spurs, as shown on some strokes, are added separately after the stroke

has been done. Care must be taken in applying the brush to paper when commencing a stroke, and also at the finish, to ensure fine points. Look to your color; see that it is of the right consistency. If too thick, the brush will bulge and refuse to take on the fine chisel edge. In this case, thin color with water. These strokes require deft handling. The brush must be in fine fettle for satisfactory results. No student can hope to master these strokes in a day—practice is necessary to perfect attainment. Do not become discouraged at first efforts—the writer knows exactly how the beginner starts out. The student's preliminary work will be anything but pleasing, even in his own estimation. The writer has known instances where pupils have thrown down their brushes in despair at the end of the first thirty minutes' practice, declaring that they were totally unable to approach the perfection of the lesson plate. The majority of those students, however, upon being rightly encouraged, have expressed amazement at their speedy progress.

The Arm Movement.

In making the strokes, keep a firm hold on the brush with fingers taut, so that the brush cannot whirl around. The whole arm should move during the making of a stroke. Keep your grip on the brush and do not move the fingers, except when doing curved strokes where a little bending of the fingers is necessary. The arm should move something like a pantograph—right from the shoulder.

Kwik Roman Alphabet.

In plate 4, is shown the Kwik Roman

alphabet, lower case. "Lower case" means the small letters as distinguished from the capitals. The different stages in the construction of letters are indicated by arrows numbered 1, 2, 3 and so on. The arrows show the direction in which the brush must travel; the numbers show the order in which the various strokes are done. Where two curved strokes come in one letter as in "C," begin the second stroke at a point overlapping the top of first stroke, so that the two strokes will merge into each other without showing joint.

FEIGIN, ROSENBERG & CO. LIMITED

A new firm has been organized in Montreal under the name of Feigin, Rosenberg and Company, Limited. This firm is to manufacture high-grade, young men's and boys' clothing at moderate prices and their place of manufacture is the 4th floor, Labelle Building, St. Catherine Street, East, Montreal. They are removing to this new building on May 1st and their full range will be ready by April 15th.

Louis Feigin has been connected with the clothing trade in Canada for a number of years and is well known. M. Rosenberg was formerly the head designer of the Saxe Clothing Co., of Montreal.

The Men's Furnishing store of K. G. McRae, Revelstoke, B. C., was badly damaged by fire on April 4th. The fire broke out in the rear of the McRae store, but the cause was unknown.



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Advertising News

It would seem that a number of articles which have been appearing of late in some of the American trade publications are the forerunners of a new type of retail and wholesale or manufacturing advertising. Some authorities on the subject claim that retail advertising is still in its pioneer stages and that the great majority of large or specialty stores still follow the original trail. This trail, they say, is not a very attractive one in these days, for it savors too much of the shouting style, or of that style which might be represented in the phrase, \$50 suits to-day for \$24.75. This kind of shouting carries with it an impression disseminated by the advertiser himself, namely, that people have to be shouted at to read advertisements. That is no longer the case, and certainly is not the case at the present time. People to-day are shoppers as never before; they are diligently in search of values and prices that are good and attractive. And the preliminary step to their shopping is the reading of advertisements that appear in the daily paper. We venture the assertion that advertisements are more carefully read to-day than they have been for some years back.

What the reader of the advertisement wants, therefore, is real news about your store, your merchandise, your values, your prices and your assortments. He does not want to be treated to glaring headlines containing bald announcements that you have the lowest-price highest-quality merchandise in town. That will not suffice. He wants something of details, descriptions that are not too long but contain real information—real news—about your merchandise. Stores that are carrying this kind of advertising are said to be getting results.

Watch for the Groom

Dry Goods Merchants are laying their plans for business that accompanies the arrival of the June bride. There are a score of things she will want to complete her trousseau, to furnish her house, to prepare herself for the "great day."

But Men's Wear merchants should not overlook the fact that no wedding is complete without a groom and a groomsman. While little attention is given them on this great day, the fact remains that they have to be there, clad suitably for the occasion. That occasion is an opportunity for the men's wear dealer. The announcement column of the daily papers should be watched carefully to discover benedicts-to-be. A nicely worded letter to the prospective groom, congratulating him on his forthcoming marriage, with a courteous reminder that you carry a full line of clothing suitable for the occasion together with the accessories necessary to the groom's attire will not only be appreciated but will bring results. It might be well to suggest that a private selection of wedding garments would be cheerfully accorded. And when the opportunity presents itself, you could find out from the groom who is to be his best man, and a letter might subsequently be sent to him along the same lines.

The profits to be had from catering to this class of trade should not be overlooked. The time to plan for it is now.

Destructive Comparative Figures

The Spring season is opening for the retail clothier with a good deal of that confidence that was missing a year ago, restored. Clothiers have it from the Deputy Minister of Labor that the index figure for clothing shows a greater drop than nearly every other commodity that is sold. Most consumers believe that clothing men have taken their losses and are now down with prices as far as they can go with manufacturing costs and distributing costs as high as they are at the present time.

It should be the endeavor of retailer and manufacturer alike to do their utmost in their respective fields, separately and in co-operation with each other to combat any practice that would tend to again destroy this restored confidence. It is the one thing on which they can hope to build up successful business during this or any other year. If the confidence of the consumer in the honesty of retail methods, the truth of printed statements, and the guarantee given with merchandise sold over the counter, is again shaken it will be a disastrous day for the whole clothing industry, from the manufacturer to the retailer. This is a very good year to build business on the unfailing confidence of the customer. He is spending conservatively; he is expecting one hundred cents worth of merchandise for every dollar he spends.

If, therefore, merchandising is done legitimately and honestly, with a due regard to economy of operation that will not impair the service to customers, the good-will of the customer will be strengthened to good purpose. The thing that will shake the confidence of the consumer will be methods of competition amongst clothing men themselves that are known to be unfair: advertising that does not bear the stamp of truth upon it, and practices that do not reflect credit on those who use them. The use of comparative figures that show a tremendous distance between them are among the most destructive agencies employed to destroy restored confidence.

Suggestions for Showcards for Seasonable Merchandise

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

IF WE DON'T CARRY IT IT IS NOT THE
LATEST STYLE

A WINDOW FULL OF GOOD VALUES

WE STILL HAVE SOME OF THE LATEST
STYLES AFTER THE EASTER PARADE

THE NEW LONG POINTED COLLAR FOR
MEN OF STYLE.

KNITTED NECKWEAR FOR KNATTY
DRESSERS

YOU ARE IN STYLE WHEN YOU ARE IN
THIS SUIT

A LIGHT TOPCOAT THAT COMBINES STYLE
AND SERVICE

OUR CLOTHES ARE STILL ALL WOOL BUT
HALF THE PRICE IS GONE

SUSPENDERS THAT STAND THE STRAIN
OF EVERY DAY

NECKWEAR THAT BECOMES THE CENTRE
OF ATTRACTION

WHEN YOU STEP IN THESE HOSE YOU
STEP IN COMFORT

EVERY SUIT CARRIES THE GUARANTEE
OF OUR NAME

NEAT FIGURES IN SHIRTS FOR SPRING

SPORTS SUITS FOR MEN WHO WANT
SPORTS CLOTHES

THE TWO PANT SUIT FOR ECONOMY AND
SERVICE

WE ARE CLOTHIERS WHO HANDLE ONLY
THE FINEST TYPE OF
MERCHANDISE

THESE FABRICS ARE ACCENTUATED BY
THE HAND TAILORING

AN EXCEPTIONAL RAINCOAT AT AN EX-
CEPTIONAL PRICE

SPORTS SUITS FOR TOWN OR COUNTRY
WEAR

HEADQUARTERS FOR SPORTS CLOTHES

A FELT HAT THAT ADDS DISTINCTION TO
YOUR BEARING

HIGH GRADE TAILORING, POPULARLY
PRICED

ECONOMY IN THIS SHIRT WITH COLLAR
TO MATCH

CLOTHES THAT GIVE THE MOST FOR THE
MONEY

A NEW AND DESIRABLE CAP THAT COM-
BINES COMFORT AND STYLE

A SPRING OFFERING IN SILK NECKWEAR

OUR SPRING MERCHANDISE COMBINES
THE CREAM OF SPRING STYLES

A DRESSY BATWING FOR A DRESS-UP
OCCASION

GLOVES THAT STAND THE WEAR BECAUSE
THEY ARE HONESTLY MADE

POPULAR HOSIERY AT POPULAR PRICES

SPRING UNDERWEAR—A COMBINATION OF
COMFORT AND ECONOMY

To Feature Style In Merchandising

George T. Creary of St. John, N. B., Sets Out to Adapt Himself and His Methods to New Ideas in Men's Wear Merchandising—Hopes to Show Styles That Equal "New York" and "Montreal"—Is Catering to Women's Trade

DOWN IN St. John, N. B., a certain wide-awake, young retailer of men's wear made a discovery last month. This discovery was nothing more or less than that the time has come to make a change in methods of retailing both clothing and furnishings, to cease existing in the same class with a corner cigar store and no longer to be content to purvey only such merchandise as the buying public would condescend to purchase if they needed it badly enough. This young retailer's experience showed him that this attitude was all wrong and with changing conditions, he must apply changed methods of merchandising, and so he evolved for himself a new policy and lost no time in putting it into practice.

George T. Creary is the hero of the story, and admits that he is still under thirty years of age, but his wide experience in all branches of his business enables him to speak with authority upon the subject of business reorganization.

His first experience was gained as a journeyman tailor and from this occupation he has risen rapidly to become owner and manager of St. John's newest men's wear store, which is to be known henceforth as "Creary's Ready to Wear."

An Original Policy

"One often meets a friend who has been traveling, wearing a particularly smart top-coat or suit and the first question we ask is usually 'where did you buy this?' and the answer just as often is likely to be 'Oh, in New York,' or 'Montreal of course' and so on. Just because of the distinctive style we would never expect him to say 'in St. John.' So I am going to put in a line of special men's attire and bring this store up-to-date with a brand new stock, and I hope to make it possible for these men who think it necessary to go out of St. John to buy distinctive clothing, to change their views."

This theory is exactly that advocated by all the leading style mentors of the United States, who have been strenuously emphasizing the fact, during the past few months, that of all types of merchant, the average men's wear dealer is the most behind the times in point of progressiveness. They insist that the men's wear dealer must get out of his rut and commence to delve a bit into the workings of the public mind or he will get left behind—badly. They assert that even the man with a large personal following, who boasts of his own per-



Interior view of the Creary Store, St. John, N. B.

sonality as the best business getter, is going to fall behind if he does not wake up and improve his business methods in accordance with the trend of the times. They claim that the men's wear dealer must cease to be dominated by his customer and must learn more about the goods he sells as well as to anticipate the demand of the buying public.

This type of propaganda became widely discussed about a year ago in leading retail circles in the United States, and here and there Canadian retailers have caught the echoes and have become convinced that they also needed to give heed to this advice. That is why St. John feels proud of its youngest men's wear retailer who has lost no time in taking "the bull by the horns" and adopting a new policy when he set himself the task of enlarging and making over his business. During the years 1918 to 1921 Mr. Creary was President and manager of the St. John Semi-Ready Store which was located in the same building in which he now does business, on Charlotte Street, facing King Square, only a stone's throw from the leading theatres and hotels.

Woman's Trade Catered To

To Men's Wear Review Mr. Creary outlined his plans for the future in these words. "What we want is to get the confidence of the people and we are

ready to give quality and service at all times. This is an age when women are buying men's furnishings—perhaps more than the men themselves—so we are catering particularly to St. John women, standing behind our goods and endeavouring to live up to our obligations at all times." The slogan adopted by Mr. Creary amply indicates the type of service offered to feminine shoppers—"A Specialty Shop For Men and Women Who Buy For Men," and going still farther in the endeavour to interest and attract the people of either sex. Mr. Creary makes it an invariable practice to change his two show windows daily, following a rotation which is varied enough to eliminate monotony. On one day will be shown a range of furnishings of smart design and in harmonious color blend, next day they will be followed by an effective display of new spring clothes, while on the third day, possibly, hats and caps. At all times, fresh spring flowers in bright colors, are used artistically, to enhance the springlike atmosphere.

During the past few weeks the interior of the store has undergone a transformation, the woodwork and fixtures having been renovated and altered. Under the new layout the fixtures are all of mahogany with innumerable
(Continued on Next Page)

Two-Price System was Great Evil

George Gray, of Chatham, Addresses the Rotary Club of That City and Refers to Some of the Early Evils of the Clothing Trade—Speaks of Work of the Association in Interests of the Trade, Generally

GEORGE GRAY, 2nd vice president of the clothing section of the Ontario Retail Merchants' Association, addressed the Rotary Club of Chatham recently. In the course of his address, Mr. Gray reviewed some of the early evils of the trade and went on to point out what the association was doing and had done to get rid of some of these evils. He spoke of the efficiency of the Canadian clothing industry, and outlined some of the cases of fraudulent advertising that had been dealt with by the association. Mr. Gray said, in part:

"It is exactly 25 years to-day since I landed in Chatham to take charge of the clothing and men's store of Charles Austin, Co., at that time a very small institution with a store frontage of 30 feet and a floor space of 75,000 square feet, and to day with the march of progress of years, we have a frontage of 90 feet and a floor space of 75,000 square feet. An institution that is second to none in Western Ontario and an asset to our own fair city of Chatham.

"Now I am going to confine my remarks to the men's store for which my classification calls. In the first place I am going to tell you just a little of its early history. This men's store was started with a staff of two salesmen, a boy and myself. I was general all round man, from salesman, buyer, to window dresser, etc., and believe me those were the days of real work. To-day our men's store has a staff of 15 and every department has a head.

"There were difficulties in the clothing business 25 years ago in Chatham. First and worst of all was the two priced system. We based our business on an absolutely one-price principle and were prepared to stand or fall by it and I can say in passing for 6 or 7 years we had a real battle to convince people that this was the only fair and honest way to do business. For particularly in the clothing business the people had been educated to a two-price system, but I am pleased to say to day that this system is a thing of the past and the merchant who continues it, is looked upon with suspicion, and has not the confidence of the buying public.

"The standard of merchandising has been elevated. To-day it is a question of confidence, quality and service. We hear every day about wool at 8c. and 10c a pound. That is our own Canadian wool. This quality is used in making up the coarser materials, such as carpets, blankets, mackinaws, heavy sox, etc. The fine tweeds, worsteds, serges and flannels in yardage goods, fine grade of cashmere sox, fine underwear and anything in finer materials are

made from imported wools mostly from Australia.

England, being the wool selling market of the world, buyers from all over the world go there to buy their supplies. When attending the Clothiers' Convention held in Toronto last month, I was pleased to hear Mr. Sparks, of Ottawa, who was chairman of the great Textile Exhibit, say that the clothing manufacturers of Canada were to-day 100 per cent. efficient and would stand the test of comparison with any clothing made in the world. Now, president Stratt, that is saying something big for Canada. I fully believe he is right. There was a time and not many years ago, that the clothing made in Canada, was not of a high standard. It was a question of how cheap the manufacturers could make it, but to-day, we have at least a dozen high standard clothing manufacturers in Canada with whom it is a question of how good they can turn out garments. They engage the very best expert tailors, the little details that go to make a garment perfect. The inside construction, the linings, the trimmings, etc. These are the things that make a garment stand up when put to the test.

"But gentlemen don't make any mistake there are several low grade makers in the trade to-day who will make a suit from same materials \$5.00 to \$8.00 cheaper than the high grade makers and the general appearance is good, but they will not stand the test of service. They lose their shape very soon, simply because they have not got the inside construction and high grade workmanship.

"We often hear men out of the ordinary size say, I can't be fitted, such as an extra stout man, extra short men and extra tall men. Well, to-day there is provision made by all high grade and progressive manufacturers who make what they call type suits for those special figures and they have it down to a science. Every proportion is figured out so they fit perfectly. You can drop into any progressive retail clothing store to-day and you'll find these specially designed garments for every type of man, and they'll surprise you how absolutely perfect they are cut, made and fitted.

"To day we have a Retail Clothiers' Association, the executive of which meets every month to discuss the questions of the trade and protect the interests of the public. Questions such as fraudulent advertising, misrepresenting goods, etc., discussed and these through the efforts of the Association now come under the Criminal Code.

And one case in point I will mention. A certain retail concern not over 100 miles from here advertised they would give with every \$30.00 suit a watch worth \$15.00. This was so ridiculous that the association took it up, investigated it and found that the watch actually only cost \$1.50. This came before the courts and the firm was fined \$500. and costs for misrepresentation. I could point out several other cases but this is just a sample of what the association is accomplishing.

"In conclusion I am pleased to tell you that we are getting back to the old qualities and reliable dyes which during the war were out of question, no matter what the price. And another happy feature is the prices are from 30 to 50 per cent. cheaper.

"If I were asked the question, what is the best way to build up a business? My answer would be: First, establish a one-price system. Second, give the public quality and service. On these standards you'll win their confidence and that's an idea worth working for, and you'll be a winner."

TO FEATURE STYLE

(Continued from Previous Page)

plate glass mirrors to facilitate the trying on of various garments. The clothing occupies an entire side, while just across, an imposing row of new glass display cases are filled with furnishings. The headwear is carried in racks at the rear of the furnishings department. An improved lighting system and a fine hardwood floor are other features of the store, and at the rear, the offices are now located.

Resident Tailor Handles Custom Mades.

A first class tailor is to be found upstairs ready to take orders for custom-made clothing, and for this purpose there is also carried a wide stock of new cloths, both domestic and imported. A prompt delivery service is maintained in connection with the store, and Mr. Creary is a firm believer in newspaper publicity as a means of widening his field of acquaintance. His advertisements appear in the local press daily, each one fresh and original, so that no hint of staleness or monotony may creep in to mar the atmosphere of newness and up-to-date methods which are to be the principal policy of the new business.

H. S. Jacques who has been identified with the Fashion-Craft interests for the past nine years is now with John W. Peck & Co., Limited, of Montreal. His position is that of chief designer and in charge of manufacturing. Since the conclusion of the war, during which the company was impressed into the national service, the firm has been striving to put their production back to a pre-war basis, specializing on high-grade merchandise while taking care of the demand for moderately-priced clothes.

Fall Placing to Date is Quite Light

Many of the Shirt Travellers Have Not Yet, However, Made Extensive Trips—Manufacturers Believe That Novel Patterns Will Help Business—Distress Merchandise Still on Market—Moderate Prices Most Popular

ACCORDING to several prominent Montreal manufacturers interviewed this month by Men's Wear Review, conditions as regards the demand for fall merchandise from the retail trade are still unsettled and in comparison with the preceding years, there is little definite information available regarding the trend of demand in furnishings or clothing.

Shirt manufacturers stated that they could give no opinion as to the trend of demand until after their travelers went out early in May, as the few who have already made trial trips have not brought in any amount of business to base a fair estimate upon. In the opinion of one leading shirt manufacturer, however, there was room for outside optimism for the reason that shelves are generally bare of goods and the new ranges are so decidedly novel and attractive in design, that it should be only a matter of weeks until the demand becomes strong and steady.

But this man also pointed out that the trade is not as yet through with distress merchandise, which will probably continue to demoralize the shirt market insofar as the cheaper grades are concerned for a while longer. This will, however, be more true of the western part of Canada than of the east, where business has been excellent and orders both frequent and large in amount. Every Spring sees small shirt orders, explained this manufacturer, but this is always understood and anticipated, so that although the demand for shirts at present is discouragingly small, yet the various ranges and new models are being made up as fast as possible, in readiness for the big rush a few weeks hence.

No Certainty To Shirt Prices

The question of shirt prices is not definitely settled in the opinion of this manufacturer, who pointed out that goods bought last year to be made up now were bought at a very material reduction over prevailing market prices, especially in flanelles and gingham. The demand for both these grades of cotton goods has caused the price to stiffen and shirt manufacturers are paying to-day for Spring shirtings from 15 to 20 per cent. more on yardage goods. Another angle to the price question touched on in this connection was that the American market is not active at present and we are largely controlled by existing prices on the other side of the line. It is a well known fact that the shirting market price is governed by the price of grey goods in print and it should be borne in mind that an 80

FIRST ARTICLE ON SHOWCARDS

The first of the series of articles on the art of showcard writing appears in this issue of Men's Wear Review. This series will run throughout the year. It begins at the very beginning, as a careful reading of the article in this issue will show. The next article, appearing in the May issue will show another good alphabet and will give some practical instruction.

square worth 10¼ in the grey has obtained as high as 14½ this season.

Medium Grade Shirts Wanted

Another leading Montreal shirt manufacturer illustrated the same viewpoint in a slightly different manner. Pointing to three long aisles of stock boxes ranged along the floor of his shirt department, he explained the situation as regards demand from the retail trade in a rather graphic manner. "We divide our shirts into three grades," he explained, "the first row are of the cheapest quality, the second are medium and the third are the most expensive varieties priced at \$27 a dozen and up. The first range are worth at to-day's market price \$15 a dozen but we are offering them at \$13.50 in order to compete against the distress goods which are still injuring business. I might say, however, that the amount of business done on this grade of shirts is practically nil. Distress goods of better quality can be picked up by retailers at less than our price of \$13.50 and consequently we prefer to hold our goods, instead of throwing them on the market at less than cost. The second aisle, however, has to be replenished entirely once a week, which shows us that the demand for really good standard shirts at moderate prices is one of the strongest features of retail demand this Spring. This division of medium priced shirts now provides our factory with the wherewithal to keep going, for the high grade lines are slow also, and the demand is comparatively quiet on these as well as the cheap goods."

This manufacturer pointed out also the fact that travelers used to go out with early fall shirt samples as early as January in previous years, but this year delayed their going until February and even then found conditions unsatisfactory, particularly in the western provinces. He felt certain that the new fall samples now being shown, in which distinctly new fabrics combined with really new style features in design, would pro-

vide a vital stimulus to the shirt market.

Collar to Match Shirt Popular

Both of these manufacturers spoke enthusiastically about the shirt with collar to match as being the big feature of the coming season. The collar to match idea has been even further elaborated on than the trade realizes, and even the most far-fetched objection brought up by some conservative retailer who is willing to embark upon an uncertain voyage of discovery, can be refuted by most of the new ideas. For instance, the collar to match may be either soft or stiff in texture or may even be of the new semi-stiff style. It may be in regulation turn-down negligee effect with stripes running either vertically or horizontally as desired, or it may be in the new wing effect, with the front corners bent outwards in the approved manner of regular starched white collars. Most of these new shirts furthermore feature double wear cuffs as well, and it was pointed out that the demand for all white negligee shirts in heavy cotton weaves is exceptionally heavy. The prediction that horizontal striped bosoms would be fashionable in men's shirts has finally come to pass insofar as the newest fall samples from the leading Canadian manufacturers are concerned, and the new style is sure to prove an additional reason for increased interest in shirts. As regards colors Montreal manufacturers report the greatest demand on solid shades, particularly blues. Percalés in neat, dark color grounds are called for by the smartest men's shops of Montreal, but the medium trade still prefers pin or narrow stripes in blue green or lavender with white. Black and white stripes have had one of the biggest runs ever recalled by the shirt trade of late, and this particular range is sold out. Shantung shirts are wanted but deliveries are said to be slow owing to the scarcity of this fabric until recently. Russian cords and English corded madras will be shown for early fall in neat stripes and broken checks in fast weaves, but there is practically no call for printed goods.

Although shirt business is ahead of 1921 in volume, it is not bringing in the same financial profit in dollars and cents, according to several shirt manufacturers, who are emphatic in urging the retail trade to buy cautiously but more frequently. A point to consider in this connection is the fact that heavy stocks of shirt novelties will not be kept on hand by the makers, and early orders are advisable and necessary.

Turn Average Stock 6 or 7 Times

Annual Report of Selfridge's, London, Shows Attention Was Concentrated on Quick Turnover and Small Gross Profit—Increase of 1,700,000 Transactions Over Previous Year—Conservative Hope For Future

CONDITIONS amongst the most aggressive retailers in England may be fairly judged, perhaps, by the annual report of the great retail house in London, Selfridge & Co. This report notes that the year 1921 was one of declining prices and a noticeable disinclination on the part of the public to buy. In spite of this fact, however, Selfridge's did not rest on their laurels and follow the lines of least resistance. A significant passage in their annual report may well be taken to heart by every Canadian retailer who realizes that aggressive methods these days are the only methods that will win through and produce a satisfactory balance sheet at the end of the financial year.

Should Have Done Better

"We think we should have done a greater turnover," says their report, "and made a larger profit. A business like this is capable of practically anything one chooses and is able to make of it. A great distributing house can, if sufficiently, wisely and progressively managed, carry trade, and consequently money-making ability, to practically any extent. Aside from understanding the business, it is largely a matter of conserving its finances, in other words, retaining as much as possible of its profits instead of paying them out in dividends—of being alive to opportunity—of looking after details—of giving the best and the most liberal service—of doing these and many other things which when all added together build this, the most complicated of all kinds and classes of business, into an undertaking of great size, of infinite interest and fair commensurate profit."

Turned Stock Between 7 and 8 Times

In spite of this self-depreciation, Selfridge's did not do so badly in the way of turning over their stocks. They aimed at quick turnover with small gross profit and it is claimed that the low gross profit per cent. is far less in per cent. than is made in France or America. "We turned our average stock last year between seven and eight times which means that the entire amount of our great stocks was, on the average, sold every thirty-five or forty full days. Of course, our average stocks stand at a much higher amount than the depreciated low figure in the balance sheet."

The increase in the number of articles sold during the year is remarkable; it shows this increase to be 1,700,000, that is, there has been that increase in the actual number of transactions recorded

through their sales checks. The profit for the year is stated to be £342,665.

It is interesting to note the outlook of this great house for the future. "The period required for recovering from the war will be longer than we anticipated. It could never come quickly but must be gradual. The upward turn has not yet manifested itself—at least not conspicuously. Some manufacturing businesses are increasing their export orders and plenty of this is what the country needs. The coming six months will certainly require all of our best care and attention and for the remainder of the year we can only issue a conservative hope."

GETTING AHEAD

Here are a few rules for getting ahead:

In dealing with people always put yourself in the other fellow's place.

Remember, when you waste time it's your time you are wasting.

Watch habits and companions—they make or break many a man.

Determine to succeed. You can do anything you want to if you want to do it enough.

Plan your work, then work your plan. Once every month ask your employer how your work can be improved.

Spend at least ten minutes alone each day thinking, "How can I do my work quicker and better?"

Fix a goal; then work toward it unceasingly.

Don't be afraid to do things you weren't hired to do. It's the men who do more than they are hired to do that win success.

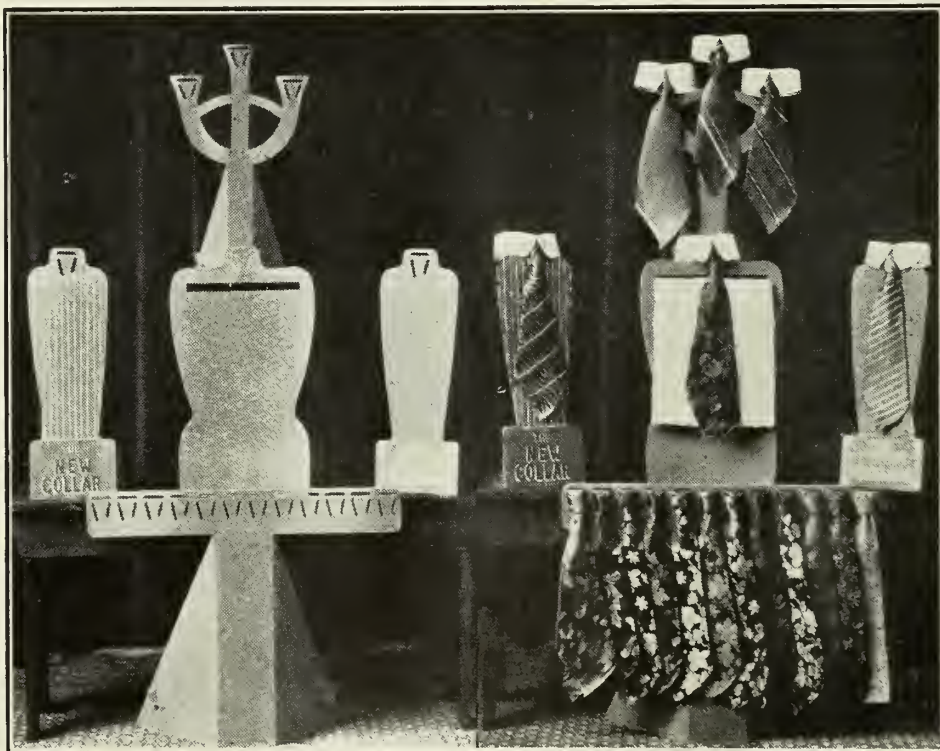
When you get good ideas put them in effect before you forget them.

Have a place for everything, and keep everything in its place.

Learn the things the man needs to know who fills the place you want to fill some day.

Don't think because a thing has "always been done" one way that that way is necessarily best. Be alert to make improvements.

Remember always, every minute you spend making yourself more valuable to your employer makes you more valuable to yourself.



Above are illustrations of a new fixture for which W. M. and C. Docker, of Kamloops, B.C., have taken out a patent. They are in the men's wear trade and their inventive genius is the result of a necessity they say they have felt to have a fixture that will promote a lively display of neckwear and, at the same time, preserve it from soil or crease.

In speaking of the new fixture to *Men's Wear Review*, W. M. Docker said that it was an arrangement to display collars and ties in an attractive manner and, at the same time, to do away with the soiling of the goods displayed. "Usually when making a display of collars and neckwear," he said, "if the goods are left any length of time on display the neckwear and collars are soiled on account of the tie being put around the collar and tied up in the regular way. This fixture does away with that as the three slits seen in the fixture make a non-creasable knot, yet shows up as if tied up in the regular way. The long tie rack shows an assortment of ties to the buyer all ready tied, which is a service to the purchaser and a time-saver to the clerk."

The Men's Wear Markets at a Glance

Trade Preceding Easter Week Was Dull—Unseasonable Weather and Late Easter Responsible—Prices Promise to be Stable Throughout the Year—Getting Business Because Working Harder for it—Shirt Prices Uncertain

AT THIS time of writing—the week before Easter—looking back over the last few weeks, trade has been dull. Aside from the tendency to, or the necessity for conserving resources, the consumer has allowed March to pass by without buying more than he really had to because of the weather and the lateness of the Easter season. The re-stocking of the wardrobe with Spring clothes is usually associated in men's minds with Easter and when it is delayed, their buying is delayed with it. This condition, of course, is reflected in the retailer's buying, the more so because his own stocks are in such a shape that he buys from day to day, almost, according to consumer demand. There is reason to believe, however, that by the time these words are in print, retail trade will have picked up considerably, due to the usual Easter demand, and that there will be the same quick reflection on wholesale trading.

Sane Optimism

As far as the year has gone, and what has happened during the first three months, there is still every reason in the world why business should be sanely optimistic. As we pointed out some months ago, world conditions have their effect upon business in this country. Study the trade returns issued from Ottawa from month to month with special reference to the falling off in exports; consider the statement made by Lloyd George a couple of weeks ago that fifty per cent. of their export trade had fallen off in the last year, and it is easy to understand the significance of world conditions on Canadian trade. There is a definite turn, looking to world conditions, for the better, though there is still a good deal of unsettlement. Gradually world conditions will right themselves, and business in every city and hamlet throughout this country will follow suit.

Looking ahead for the rest of the year, there is nothing now on the horizon to justify a belief that any radical changes will take place in prices. Many commodities have been sold below the cost of production. Many manufacturers are now operating only on a profit basis. Not a few commodities and raw materials have shown an upward tendency during the last few months, tendencies which have been offset, probably, by reductions in wages here and there. Transportation charges offer about the only hope for lower prices in some commodities. But, on the whole, the price situation for the rest of the year looks pretty stable.

"Business is Alright"

A wholesaler of hats and caps in speaking to Men's Wear Review, it seem to us, takes a very sensible view of things. His own travellers have been out with fall lines and, he says, they have booked fairly good orders. "They are not buying much," he said, "but they are buying. This country is alright. There are lots of retailers in the West

who are unable to pay their bills, I know. But they are honest. They owe us a bill of \$500 and they send along \$50 and their note. They haven't the money and they can't get it from the western farmer. But it will come alright. In the meantime, we have to carry these accounts and we are glad to do it. Business is alright." And then he went on to say that they had better business for Spring of 1921 than they had in 1920, but they had to work harder to get it, of course.

Canadian hatters are busy making shipments these days, but they have not done much with their Fall merchandise. Next month will see many of their travellers on the road. There has been a good deal of price-cutting to the retailer. The price outlook for Fall, so far as the Canadian hatters are concerned, does not offer much in the way of variation. One of the largest manufacturers in the United States has issued their price list and it is substantially the same as the Spring price list. It is a fairly safe guess to say that the Canadian manufacturers' prices will also be about the same as their Spring list.

Publicity for Tie Silk

A campaign that may have its bearing on the Canadian trade is about to be launched in the United States by the tie silk men whose trade has fallen off during the last few years. Various reasons are assigned for this campaign but the fact seems to be that fault has been found with the actual quality of tie silk and with the designs that have been popularized during the last few seasons. Perhaps it would be better to say "designs that have not been popularized" for there seems to be a strong impression that the manufacturers have not shown enough designs and have tried to make some of them outlast their usefulness as business-getters for the retailers. The variety has been altogether too limited. But if this campaign is undertaken on a big scale, undoubtedly it will have a beneficial effect on the Canadian trade and will boost business to some extent.

Forthcoming styles for late Summer and Fall seem to give scope for a big variety in cut silk neckwear. Sports' clothes will demand something unusual in the neckwear line. Some of the manufacturers are receiving shipments of silks from foreign countries, Italy for instance, that they have not seen for some years on account of the war. It would seem that there will be a good deal of brightening up in the neckwear lines within a few months.

Not Yet Announced

At this time of writing Fall prices on shirts have not yet been announced and are not likely to be for a few weeks. The disposition of the manufacturer is to keep prices as near the Spring prices

(Continued on Next Page)

The New Home of Ed. Mack, Limited



Ed. Mack, Limited, have moved into a new home at 86 Yonge Street, Toronto. Perhaps some one would say that he is a "victim" of high rents, but Mr. Mack would not use that word, for he is more than satisfied with his new and commodious quarters. This magnificent clothing emporium is 40 feet by 150 feet; his former floor space was 23 feet by 85 feet. His new home is an upstairs floor, and the picture of it shown above will give the reader a better idea of its beauty, suitability and elaborateness than any words could. It is richly finished in tan with medallions, with white ceiling. High power Solex lighting is used. There are four floor wardrobes, and two fitting rooms at the rear of the room. Two high-powered daylight lamps are in the alcove mirrors.

There is a little set-in case at the entrance to the stairway leading to this emporium in which two or three garments can be nicely displayed as an inviting introduction to the upstairs floor. Large plate glass windows extend the whole width of the floor across the front as show windows and these present a most attractive appearance from the outside.

There are several things about this new home which please Mr. Mack particularly. One is that he is saving \$7,000 a year in rent and has the use of double the floor

space for selling. He believes he will need to do more advertising, and the amount he is able to save on rent will provide the necessary funds for a bigger campaign of advertising. A new policy is being inaugurated in the new home. Just three prices will be carried in suits—\$25.00; \$35.00; \$45.00.

"We feel we can give the best values in Canada at these prices," said Mr. Mack to Men's Wear Review. "Our overhead expenses will be down so low that, with these prices we are working on, we feel we are bound to increase our business 100 per cent."

Ed. Mack Limited, opened their new store on March 31st. No selling was done on that day. Refreshments were served; people were invited to inspect the new home and the entirely new stock, and an orchestra provided music for the occasion. A wealth of flowers added to the attractiveness of the store, many of them from friends in the clothing business who thus expressed their best wishes for every success in his new place of business.

Mr. Mack is proud of his new establishment. He wants all his friends to come to see him, and, through Men's Wear Review, he extends an invitation to all out-of-town friends to drop in to see him when they come to Toronto.

MEN'S WEAR MARKETS

(Continued from previous page)

as possible. Withal, there are difficulties. What with all the sales that have gone on in the country during the last twelve months, the process of deflation seems to have gone too far and many shirts have been sold lower than it costs to produce them. It is stated that the price list for Spring contained some lines that were a dollar or two lower than they should have been. And since that time, cotton prices have advanced so that it becomes very hard to keep to this Spring list. The manufacturers seem to be guarding well their Fall list,

for there is no indication yet as to what it will be.

Some of the knit goods mills making Spring and Summer underwear are very busy making up their orders. They have been among the most fortunate manufacturers in getting business for this year, due to the fact that last Summer cleaned up all retail stocks. This same condition applies to bathing suits. Hosiery lines are not moving very quickly, though manufacturers are getting much better business on women's hosiery, and, therefore, are not idle. Slight wage reductions have been offset by advanced prices on raw materials.

Describes the Making of Cloth

Origin of Cloth Dates Back to Garden of Eden—
Process of Making Woollen Cloth and Worsted
Cloth—Atmosphere Can Be Manufactured by
Humidifying System—First Power Loom in 1785

AT THE convention of the merchant tailors held in Toronto in February, Edgar Worth of Canadian Woollens, Ltd., gave an address in which he outlined the process of manufacturing cloth. There is always a fund of information of use to the salesperson in an article describing the manufacturing process of merchandise which he sells. It is for this reason, that we publish this article.

"I suppose probably that you think this is a little out of my jurisdiction, and probably did not expect anything of this kind from me, and I suppose you want to hear something from me about cloth and the making of cloth.

"The origin of cloth and clothing, I suppose, started in the Garden of Eden. At that time, of course, there was not any particular desire for style, but nevertheless, that is where it started, and it has developed from this to the wonderful range of materials we have at the present day. First of all we are told in history that fibres of all kinds were woven together, such as grasses, etc., and finally wool was used and later cotton, silks and so on. It is the woollen cloth industry that I am interested in and which I particularly wish to speak about to-day.

The Woollen Cloth

"Now regarding woollen cloth, there are two kinds of which we know most about—these are the woollen cloths and worsted cloths. While both these are made of wool, they are, as you know, entirely different, and I think it might interest you to hear an outline of how these are made. We will take the woollen cloth first. This cloth is made generally from the shorter wools which cannot be combed. This system is done by carding and mule spinning. The system in vogue to-day is absolutely the same as hundreds of years ago except that now it is done by machinery instead of by hand. The fibres of the wool are more or less rubbed together and crisscrossed in order that they will cling to one another and make a thread, which naturally makes a rough thread, such as goes into tweeds and homespuns. Meltons are made the same way on the woollen system. What gives them the smoothness is the finish of this cloth after it leaves the loom. This cloth is treated very heavily and run in soap and over calendar rollers and presses, etc., until it eventually produces this smooth and good feeling fabric.

Worsted Cloth

"Next we will take the worsteds. These are made differently. They are made on what we call the worsted system which takes a longer wool. These are all combed out and all the fibres

laid parallel to one another, and the shorter fibres are combed out. Laying these fibres parallel in this way tends to make a very smooth and even yarn. It goes through many processes until it gets down to the yarn stage. Of course, I cannot give you every process in detail but there are somewhere around 25 operations before this gets to the yarn stage, which brings us to the loom.

"Now take for instance the serge in the loom. In the ordinary 16 oz. serge there are about 7,500 ends in the warp, that is, the threads running lengthwise, and about 70 picks per inch running crosswise. This will give you an idea how fine the yarn is spun down. After the loom the cloth goes to the dyeing, where it is dyed in the piece if it has not been dyed in the raw material. From there it goes to the finishing room where it goes through several processes of washing, etc., until it is brought out to the finish that you want.

Manufacture Atmosphere

"I might mention in this instance that often you hear that English cloths are so much better than ours because of the English water and atmosphere. I would just like to mention that the atmosphere can be manufactured in the mills by a humidifying system, and also if the water is not suitable, this can also be remedied by putting in a water softening plant, by which you can have the water neutral, and you cannot get better water anywhere than this.

"Now I would like to say a little about the history of the cloth industry, which is a very interesting one. As you know up to a couple of hundred years ago, everything was done by hand. Since that time it has developed rapidly. Before the factory system was introduced, practically all the people in the northern districts of England were hand weavers in their homes. Anyone going through Yorkshire and Lancashire to-day will find many of these homes built with large attics in order to accommodate the hand loom. When mechanical machinery was talked of, it practically created a revolution in these districts, as the people were naturally afraid of being thrown out of work by the mechanical machines. They broke into factories, broke the machinery, and set fire to many buildings. Dr. Cartwright, a clergyman, was very much interested in the loom and he patented his first power loom in 1785. This loom is practically the nucleus of the loom which is in use to-day, with, of course, many improvements, but it is really surprising how much this man contributed to the cloth industry through his efforts."

Finances Are In Good Shape

Secretary-Treasurer Submits Annual
Report Showing Good Surplus

That the finances of the clothing section of the Ontario Retail Merchants' Association are in fairly good condition was indicated by the report submitted and adopted at the convention by H. Brimmell, honorary secretary-treasurer of the association. In giving his report, Mr. Brimmell recalled that five meetings of the executive had been held during the year, with almost 100 per cent. attendance at each meeting. He stated that the association was on a sound foundation and was developing satisfactorily.

The new executive, he said, had carried forward from the previous year, \$392.62. Fees from new members amounted to \$363.13; unpaid contracts for advertising on the last convention program \$150; refund, \$225, making a total of \$908.02.

Under the head of expenditures, \$671.18 had been spent for railway expenses and other expenses incidental on meeting of executive committee, leaving a balance of \$236.84.

Mr. Brimmell regretted that in spite of the work to secure larger membership, it stood at 129 last year and was 121 this year, and he pointed out that there was still a lamentable degree of apathy on the part of many retail merchants over the work of the association. So far as this convention and finances connected therewith were concerned, the treasurer stated that they had secured advertising from 41 manufacturers and that they would have a splendid balance with which to carry on the work of the present year.

Passed Through Difficult Period

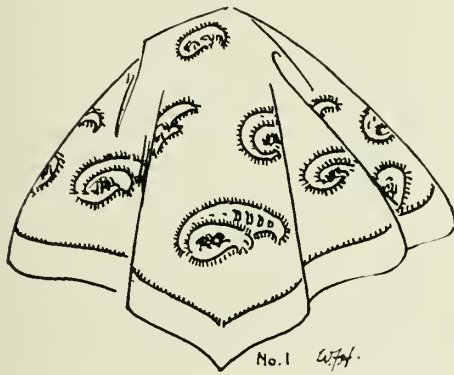
In concluding his report, Mr. Brimmell remarked on the difficult period through which the trade had passed. It had been hard for the buyer and the seller alike and when it was over better times would be ahead. He believed that the retail trade had been better than the wholesale trade and that they were now buying only to supply their immediate wants. He ventured the opinion that buying would soon be resumed along the old lines because old stocks were cleaned up. The secretary referred to the fact that this was an agricultural country primarily and the farmer was the largest buyer. The difference between the price he was receiving for his produce and the price he was paying for the manufactured article would have to be adjusted before the buying power of the farmer could be brought back to normal.

This report was adopted.

Hamilton branch of Tip Top Tailors recently moved from their old stand at 54 James street north, to 87-89 James street north.

Imported Novelties Shown In Montreal

The demand for imported novelties has again begun to have an appreciable effect upon business in the smarter men's shops of Montreal, according to several retailers interviewed by Men's Wear Review this month. In anticipation of Easter, and the Spring season generally, additional effort has been expended by many stores to feature haberdashery of unusual character, such as may be found in specialty shops abroad, but difficult to secure in Canada of late years. The vogue for fancy hose especially has resulted in the importation of many interesting novelties, not the least of which are the Tartan cashmere hose of quite striking but artistic design which



have been fashionable in England for some months. Such hose are shown in Illustration 3 on this page, imported by Max Beauvais of Montreal, together with a smart black and white check pattern that likewise promises to become popular as the season advances.

Notwithstanding the unprecedented vogue for knit ties, there is a steady demand for high grade cut silks, particularly in those color blendings and designs which are impossible to reproduce in knitted silks. The medium width, neither wide nor narrow, is, of course, the accepted one with smarter men, and these are admirably illustrated in Figure Four, which are reproduced in neutral and inconspicuous mixtures, and imported by Max Beauvais of Montreal.

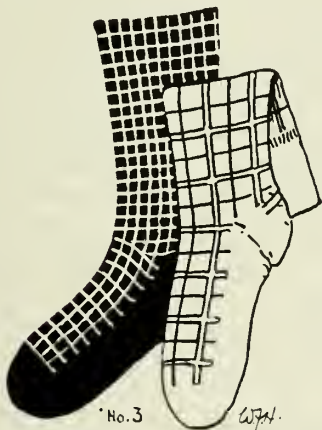
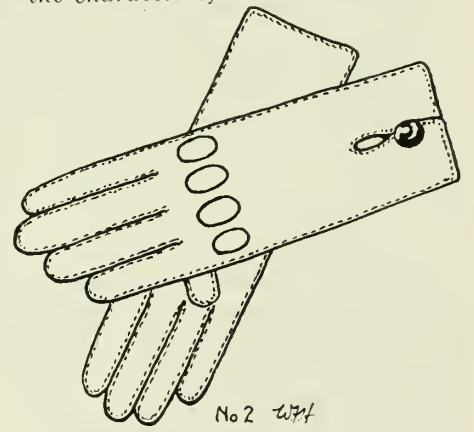
For those men who fancy silk handkerchiefs of rather more conspicuous character, yet artistic and appropriate to use with Spring attire, the new Persian effect shown in Figure One, developed in cream with peacock motif of intermingled colorings will be especially interesting. This novel accessory to the masculine wardrobe was recently imported by Henry Marks of Montreal.

As early as April, Montreal retailers have begun to consider the needs of sportsmen, not the least important of whom are the golfers. Although golf clothing is now pretty much an established line with all clothiers, not all have given enough attention to supplying those furnishings which, though small, are exceedingly important in providing perfect enjoyment and comfort.

The possibilities latent in a smart range of such articles as golf hose, neckwear and gloves are yet capable of further study by Canadian retailers who will readily admit that such a pair of gloves as those illustrated in Figure Two are ideally comfortable for the golfer as well as any sportsman who must have hand protection. This particular novelty is designed with washable kid backs and peccary palms, perforated knuckles and ventilated fingers to eliminate

any possibility of moisture through perspiration. The snap fastener is placed on the back of the glove instead of near the palm—a particularly good feature in golfing gloves, according to Glen Case, who imported this novelty from England.

Everywhere that correct attire for men is shown this Spring, the note of novelty is strongly emphasized, and the more alert retailers are reaping a profitable harvest in giving prominence to what is new in this season when the temptation to remain under the spell of bargain prices is still exerting a wonderful influence upon the character of men's wear stores.



Conditions Better Than Reported

Western Man Says Still Plenty of Money In West—People Are Conserving

That conditions in the west are not as bad as they are too frequently reported in the east is the opinion of the head of a department store who called on Men's Wear Review within the last few days. The common report, he says, is that there is no money in the west or, at least, very little. This, he says, is much more the case of those sections of the

three prairie provinces where drought has wrought a good deal of loss amongst the farmers. In the other parts of the provinces, however, conditions are not so bad as they are represented by any means. There is, undoubtedly, a disposition on the part of the people in the west to conserve their resources as much as they can, owing not only to crop conditions in the west but also because of the general depression all over the world. Perhaps, he says, they are even more conserving than similarly-fixed people in the east, but he does not doubt that they still have plenty of money and will spend it when times are better than at present.

It is the opinion of this western business man that many of the retailers in his section of the country have still to take losses on their merchandise. Business, he says, is drifting to the larger stores because they took their losses at an early period in the depression and were accordingly able to get merchandise at lower prices and meet the consumer demand for lower prices. Many of the retailers in the smaller towns and cities, he believes, have held on to their former prices as long as they could, with the result that they have lost business which went to those who merchandised on the replacement value plan.

Problems of the Merchant Tailor

Modern Conditions Have Forced Them Into Modern Construction System Which is Working Out Satisfactorily—Gives Better Wages and Hours for Tailors—To Take Up Question With Education Authorities With a View to Manual Training Instruction—Canadian Woollens

THE PROBLEMS of the merchant tailor were discussed at an afternoon session on Thursday, February 16th, at the King Edward Hotel. There was a good attendance present and a lively interest was taken in the various matters that came before the convention. B. W. Zieman, the president, was in the chair. During the afternoon, Edgar Worth, general manager of Canadian Woollens, Ltd., of Peterboro, gave an interesting address on the Canadian woollen situation, claiming that a greater support of Canadian products would soon result in all the variety and range that the retailer could desire. In this connection, the president cited a case where a dealer bought Canadian woollens and cut the stamp off and sold them as imported goods.

"I think as Canadians we need not be ashamed of the cloth being made in Canada," said Mr. Zieman, "and I think that if the jobber is not prepared to support Canadian-made goods, the manufacturer should go direct to the retailers."

Week Work vs Piece Work

Henry Taylor introduced a discussion on "week work vs piece work," claiming that modern construction work was what the merchant tailor needed and he was convinced that it was what the merchant tailor needed for high class work. Under this system the journeyman would have a sanitary workshop, regular working hours, steady work and the proper classification of his ability and skill. At the same time, individuality in workmanship would not be lost by the merchant tailor.

This view was supported by Mr. Levy of Toronto, suggesting that it was the only way to get individuality into the work. Another thing in its favor was that it was equally applicable to large or small businesses.

Tailoring Problems

Stewart Ferguson of Toronto, opened a discussion on the "tailoring problems of today," stating that they had been forced into the modern construction movement because they were unable to get apprentices. The tailor of today was like all other Canadians, he was trying to get something for his son that was easier than his own trade where they could live by their wits. He believed that the solution of the present day problem was to be found in education. He suggested that they should approach the Board of Education and ask them to take this matter up in technical educa-

tion. In Philadelphia, St. Louis and other American cities this has been done and tailoring was being taught in manual training schools with success. In this way, young Canadians would be made to see that there was as good a living in this trade as in many others.

A committee was accordingly appointed to take this matter up with the education authorities.

During a short discussion on what the merchant tailor should get for his clothes, a delegate who led said it was simply a matter of overhead expenses. If the merchant tailor was to stay in business he must provide for his overhead and get a fair profit for his work; otherwise he would fail. Taking a hypothetical case, he said if woollens and trimmings cost \$30 and it cost \$25 to make with a 25 per cent. overhead, it was for the merchant to decide whether he got 10 per cent. profit and sell for \$38 or 20 per cent. and sell for \$36. In the matter of salesmanship, it was emphasized that the merchant tailor was producing a better article than the ready-to-wear clothing and that he should, therefore, get a better price for it.

Canadian Woollens

In speaking on the subject of Canadian Woollens, Edgar Worth, general manager of Canadian Woollens, Ltd., pointed out to delegates that it rested very largely with them whether or not the product of the Canadian mills would sell. The customer relied largely on the word of the merchant regarding the quality of the cloth; he did not bother himself very much whether it came from Canada or England, so long as it was satisfactory.

Prejudice Against Canadian Cloth

Continuing, Mr. Worth said, "After what you have seen exhibited at this exhibition, I feel sure that you must feel satisfied that cloth can be manufactured as well in Canada as anywhere else, if we are given the opportunity. Unfortunately, there is a prejudice in Canada in favor of cloth from Great Britain. I think this prejudice is more marked in cloth than probably any other product that we use, which, of course, is a great credit to the British manufacturer, and there is no doubt that they are very clever manufacturers. I fully believe that if Canadian manufacturers are given the opportunity they can manufacture just as satisfactory cloths here as can be

manufactured in any other country. You might say that you cannot get the range of styles in this country that you can when buying abroad. The answer to this is that if the woollen mills in Canada were given the proper support, you would get all these styles, because the mills that are here now would enlarge, and naturally other mills would start. That is the only reason today why we do not make big ranges, because after all, most of the better class of cloths have come in from England, and it is not a matter of price either, because the Canadian cloths are very seldom dearer, quality for quality, than the cloth coming from England. It happens, more often than not, that cloths are made cheaper in Canada. Of course, we are helped to some extent in this way by the tariff, but the tariff is a very small factor, if we can overcome the prejudice in favor of imported cloths, which is the biggest protection in favor of the British or foreign manufacturer. If we can only get that word "imported" eliminated from our vocabulary when selling goods, it would be the biggest blessing you could give to this country.

"In closing, I would again ask you to give us your co-operation in trying to establish this industry in Canada. There are a great many manufacturers and employees anxious to see the Canadian cloths given their rightful place. For the fiscal year ending March 31st, 1921, according to the Tariff Dept., there was practically \$62,000,000 worth of manufactured woollen goods brought into Canada. A great percentage of this was cloth. Of course, there will always have to be some cloths that have to be imported, but let us cut it down to a minimum. In the United States they cut this out by means of a very high tariff. You might say that this makes the people pay more for their cloth. This is not so; internal competition takes care of that, and today cloths can be bought in the United States, even with the high tariff, which they enjoy, practically as cheap as the Canadian or English cloth."

The following officers were elected for the year:—

President, B. W. Zieman, Preston; vice-president, F. A. Palen, Ottawa; second vice-president, William Levy; third vice-president, Col. F. W. Trumper, Guelph; treasurer, Stewart Ferguson, Toronto; secretary, W. C. Miller, Toronto; representative on Dominion advisory committee, Henry A. Taylor, Toronto.

Essay Contests Create Wide Interest in Your Store

Subject Chosen Should Deal With Retail Problems

An Essay Contest is Economical Method of Directing Attention to Your Store, Its Problems and Services—What People Expect From You as a Retailer—The History of Retailing Goes Back a Great Many Years—Lives of Retailers Inspirational

ESSAY contests are growing in favor amongst retail merchants. One of the first steps in successful merchandising—if not the first—is to create an interest in your store. If through advertising methods, window displays, or contests of various methods you can create merely an interest in your store—without regard to a class of merchandise you sell—you have taken an important step toward a bigger profit sheet at the end of the year. At the present time, there are two things about the essay contest which commend it to the average retailer. It creates a wide interest, providing a suitable subject is chosen. Second, it can be run with little expense. It would be difficult to find a method better suited to getting a retail establishment talked about than this method of essay writing by children, or young men and women attending high schools or colleges.

Selection of a Subject

It seems to us that the selection of a subject for an essay contest is one of the most important things about the whole enterprise. A number of Canadian retailers have conducted essay contests but, so far as we can judge, they have been along lines that do not contribute either to the improvement of the service of the retail store or a better understanding on the part of the public of the problems of retail merchandising. The essay contest that will prove of the greatest benefit to the store and to the community at large will be a contest which throws light upon retail problems, whether it be from the standpoint of the retailer himself or the consumer who enters his store.

For instance, many retailers this year are specializing on various store services that make the buying hours of the consumer more pleasant or that directly contribute to his ease and convenience in buying. Does this not suggest a probable subject for a contest? What does the consumer expect from the retailer? Would not that make a good subject for a contest? To answer it would require a good deal of soliciting of information on the part of contestants of men and women who were patrons of your store. It would mean that dozens of contestants would go to dozens of men and women, asking them what they expected in the way of service that gave satisfaction and convenience when shopping at Mr. A's store. It would create a great interest in your

store. And when the essays were read by you, you would have a very good idea of what the entire community wanted and expected of you as a retail merchant.

History of Retailing

There are, undoubtedly, many people who believe that retailing is merely renting a store, buying a few lines of merchandise, doing a little advertising, putting your name on a board which you hang out in front of your store, and then waiting for people to come in to buy. There are some merchants whose aggressiveness in merchandising begins and ends about there. But that is being a clerk, not the proprietor or salesman in an aggressive organization. What is retailing? When did it commence? How far back into history does the custom of trading go? And what was the medium of exchange when trading first began? What developments have taken place in retailing, what, indeed, is the whole evolution of retailing? And what are some of the essentials of successful retailing today? These are questions little understood by the general public. To answer them is to go deep into history and to unfold some of the most romantic pages of history.

Do not these questions suggest the subject of an excellent essay contest in which the whole history of retailing could be gone into by the contestants. It would be most educative to those who participated and most informative to those who read the essays when you printed them.

Merchant Princes

Some one has said that the history of any country is only the biographies of its great men. That is, undoubtedly the case, for around the lives of these men gather all the important events which are woven into the history of any country. It is only now, perhaps, that more than a passing interest is being taken in retail problems and men who have made a pronounced success in the retail field are looked up to as merchant princes. The names of Wanamaker, Marshall Field, Timothy Eaton, Selfridge—and many others—are names known to every household in the world. Does not the retail field, therefore, offer golden opportunities for an honorable and eminent career? Is there not in the lives of great merchant princes cause for inspiration and encouragement? Have they not made a definite contribution to the history of their country in bringing to the doors of

many consumers a real service? And are there not thousands of merchants all over the country who are doing the same thing every day of their lives? Does not the retail field offer an inviting field for the services of young men and women of to-day? Can they not serve their fellow-men in this way as the doctor, the lawyer, the professional man serves his fellow-men?

Is there not in this consideration a good subject for an essay contest? If contestants were to place themselves in the shoes of the average retailer—as they would have to do to participate successfully in such a contest—they would get a new light on the life of the retailer, they would see something of his desire to serve his fellow-men as the professional man seeks to serve his fellow-men when he equips himself for his life's work. They would get to understand some of the intricacies of the retailing merchandise that comes from the four corners of the earth and which, by the enterprise of one man, is placed on the counters in every town, city and hamlet throughout the length and breadth of this country. Napoleon said in scorn that England was a nation of traders; the world is finding out to-day that to be a trader requires not only the trained intelligence of the professional man, but carries with it that same desire to serve as is usually associated with other walks of life.

Perhaps, one of these three subjects will be particularly suitable to your community. It might pay you to try this kind of a contest.

SAYS CONDITIONS IMPROVE

Capt. Gilbert Nobbs, formerly manager of Holbrooks, Ltd., of Vancouver, and now foreign and colonial director of the company, recently arrived in Vancouver from Australia.

"Business conditions in Australia," he said, "are showing some improvement. The country is recovering rapidly from the slump. While there is no appreciable difference in prices, which went to rock-bottom about eighteen months ago, and short buying is prevalent, the panic has been short-lived and the pendulum is swinging in the opposite direction.

"Wool, of course, is the all-absorbing topic. It is like the lumber industry in British Columbia. I believe the wool manufacturers are obtaining better prices. The industry shows signs of stability and Australia soon should get back into her stride."

Incompetence Leads as Cause of Business Failures; Personal Attention Still Big Factor of Success

Report Shows That There Were 2,395 Failures in Canada During 1921—Lack of Capital no Longer Principal Cause of Business Troubles on This Continent—Liabilities in Canada Show Increase of 130 Per Cent. Over 1920—Causes Due to Fraud Show Decrease

IN A MOST useful and illuminative little booklet called "A record—not a prospectus," Bradstreet's deal with the failures in Canada and the United States during the year 1921. Not the least interesting feature of this record is, not the actual number of failures recorded with their liabilities and assets, but the causes of these failures that strew the shores of business activity from one year to another. While the actual words are not used, one is given the strong impression from this record that the old-time industry, frugality, and self denial of the individual in business is a most important factor to be reckoned with in the conduct of business. Lack of capital is not the only thing, it is not even the first cause of failures in business; incompetence with its many ramifications is the principal cause. And incompetence is the great human element that writes "failure" across so many business ventures.

Why Men Fail

Bradstreet's claim that they established statistically the fact many years ago that business success or failure was largely personal—in other words that the individual himself was chiefly responsible for failure to succeed. In 1918, the proportion of failure credited to causes which are classed as originating within the individual himself arose to its highest point, 86 per cent., while outside influences were credited with causing 14 per cent. The 1919 returns were almost identical with this, 85.9 per cent. being credited to the individual and 14.1 per cent. to all other causes. In 1920 the proportion due to personal causes fell to 83.1 per cent. but even this was higher than in any year prior to 1917. In 1921, however, the failing trader, comparatively speaking, became a child of circumstances, many of them beyond his control. Thus only 74.8 per cent. of the 1921 failures were due to causes inherent in the individual, while 25.2 per cent. were beyond his control. The groupings of the causes of failures proceeding from or inherent in the individual as compared with those outside his control are listed under two headings as follows:—

- A. Due To Faults Of Those Failing.
Incompetence (irrespective of other causes).
Inexperience (without other incompetence).
Lack of capital.
Unwise credits.
Speculation (outside regular business.)

- Neglect of business (due to doubtful habits).
Personal extravagance.
Fraudulent disposition of property.
B. Not Due To Faults Of Those Failing.
Specific conditions (disaster, floods, war, etc.).
Failure of others (of apparently solvent debtors).
Competition.

What Causes Failure

It is pointed out that investigation has shown a steady diminution in the importance assigned lack of capital as a cause of failure. In the years from 1890 to 1911 inclusive, this cause stood first as a producer of business failure, from 39 to 30 per cent. of all failures being thus variously credited. In 1912, however, incompetence assumed first place and except in 1913 and 1914 it has since held first position. In 1919, incompetence with 38.2 per cent. of all failures credited to it as against 30.3 per cent. credited to lack of capital, closely approximated the latter's highest record percentage of 39.2 reached in 1891. In 1921 incompetence accounted for 32 per cent. of all failures and lack of capital furnished 29.3 per cent. as against 32.5 per cent. and 32.3 per cent. respectively in 1920. The decline shown in lack of capital as cause for failure should give food for thought to those who glibly talk of banks refusing aid to solvent debtors in the past year of strain. Incompetence and lack of capital combined in 1921 accounted for 61.3 per cent. or over three-fifths of all failures. Inexperience is credited with 5.7 per cent. of 1921 failures; fraud 4.7 per cent.; and specific conditions such as war, floods, disasters, etc., to 23.2 per cent.

Canadian Failures Number 2,395

Canadian failures in 1921, like those in the United States, expanded greatly, numbering 2,395, the highest recorded since 1915, an increase of 144 per cent. over 1920 and nearly four times the total of the record low year 1919, when only 626 were recorded. Liabilities were \$51,064,079, 130 per cent. over 1920 and five times those of 1919. Personal causes are credited with bringing about 72.6 per cent. of the failures in that country in 1921, as against 79.3 per cent. in 1920 and 77.3 per cent. in 1919. Lack of capital, with 34 per cent. against 34.1 per cent. in 1920 and 35.8 per cent. in 1919, was, as always in past years, the leading cause. The second moving cause was, however, the non-personal specific con-

ditions, which claimed 25.6 per cent. of the failures in 1921, against 18.6 per cent. in 1920 and 35.8 per cent. in 1919. Incompetence with 23.2 per cent. of all failures in 1921 compared with 20.8 in 1920 and 20.1 in 1919. Fraud, the fourth cause, accounted for 6.9 per cent. in 1921, as against 9.9 in 1920 and 8.9 in 1919. Lack of capital is credited as being the controlling cause also in the production of liabilities in Canada, 45.3 per cent. being attributed to this, as against 52.8 per cent. in 1920 and 45.5 per cent. in 1919. Specific conditions created 25 per cent. of the liabilities, as against 22.3 per cent. in 1920 and only 11.5 per cent. in 1919. Fraud claimed only 5.2 per cent. of the liabilities, against 6.3 per cent. in 1920 and 21.3 per cent. in 1919. Incompetence with 23.2 per cent. of the failures accounted for only 14.8 per cent. of the liabilities.



"HATCHWAY"

Above is a new light fabric summer garment that is just making its appearance to the trade. The feature of this underwear is that it is a "no button" garment. As can be seen, it is removed by slipping the upper part of the garment over the shoulders as one does with a pair of suspenders. The sole distributors of this garment are The Woods Underwear Co., Ltd., of Toronto.

Confidence Week Gives 1,200 Jobs

Calgary Business Men Get Together to Develop Greater Confidence in Business—Secure Co-operation of Many Local Organizations, Headed by Retail Merchants—Bradstreet's Report Much Better Business During the Week

WHAT HAS proved to be an innovation of a very welcome nature in Calgary this Spring was a special campaign week put on early in March, by name—Confidence Week. In the western cities, there is always a period at the tail-end of the winter when everyone interested in agriculture is waiting to get "on the land," which reacts on trade, and city conditions generally. This year with the unemployment question at an acute stage, money seemed slow in circulation, and it was a happy thought when Confidence Week was put in motion.

The idea originated with the working committee of the Local Council of Women; they laid their plan concisely before a number of the city organizations such as the Retail Merchants' Association, the Board of Trade, the city council, the Exhibition Association, etc., etc. The idea was a regular "drive" to centre on the week beginning March 6, with the object of getting work started in as many directions as possible, buying done wherever it could be accomplished, in other words money put into circulation so that confidence might be established in the business world.

Women Lead

The women sent able speakers before the organizations mentioned, and they also asked permission to send a representative to the noon-day luncheons of the Kiwanis, Rotary, Gyro Clubs, the Elks, the Canadian Clubs, etc. The Local Council of Women itself, with its affiliated societies represents some 3,000 women, and these, of course, were in hearty co-operation with the plan. The press was enlisted, and every day Confidence Week was put before the public in telling terms, and each and every reader was urged to do his or her part. The result was, after some good hard work on the part of the women, the men began to waken up and see that this thing was going to "go big" if they would but put a shoulder to the wheel.

The retail merchants were the first to endorse the movement as a body. Special sales were planned, special help engaged in every case where it was possible, windows were dressed in many unique ways to demonstrate Confidence Week. In their resolution endorsing the movement the merchants stated that they were in hearty co-operation with the idea, and that the increased activity and extra money put into circulation as planned, could not help but re-act beneficially all round.

Started Civic Work

The city council also endorsed the movement unanimously, and just to show that they were backing up their

resolution with action, they empowered the commissioners to begin street work to the tune of \$4,000 per week beginning March 6. The Exhibition Association decided to begin work immediately on some of the large barns which were to be constructed later, thus giving early employment to a number of men. The provincial government were also petitioned, and decided to put an increased force on the technical school, under construction in Calgary, so that activities were enlisted even by forces outside the city.

The Gyro, Kiwanis, and Rotary Clubs, the Elks, in fact all the fraternal societies took a splendid interest in the movement once interest was aroused, and private property of all kind was given a looking-over which resulted in many repairs and renovations. It was a poor club-man in Calgary on the week of March 6 who did not have his cellar cleaned, his garage overhauled, his car re-painted if possible, his verandahs fixed up, etc. As for the housewives, there was painting, kalsomining, cleaning, brightening up of all kinds to be done, and in all cases where it could be planned—as the committee particularly asked—purchases for Spring sewing and upholstery were made.

1,200 Extra Jobs

The result? No less than 1200 extra "jobs" for the unemployed as nearly as could be tabulated were given out by the committee during Confidence Week. One can realize how faithful to their project these women were when upon reading the daily papers, there were to be seen a dozen or more numbers in large print every day where the unemployed might ask for work, and the householders might obtain help. It meant someone constantly on the job at those phones for the week—but the time and energy were cheerfully given, and who does not love the cheeful giver?

Some Results

Besides the work that could be tabulated, there were many results even more far-reaching which could not be calculated in black and white. Many of the workless obtained employment for a much longer period than the week; many of the families that had had a hard time financing over the winter awakened the interest of the householders and club men simply by their getting into touch with them. Confidence Week, as one grateful recipient of work stated, was likely in some cases at least to stretch into Confidence Month or even Confidence Year.

As for the merchants, they were delighted with the result of the campaign. When even Bradstreet's report on the business outlook in Calgary commented on the increased activity of the week of March 6, surely there was something more than sentimental or visionary about the success of the movement. Houses selling wall-paper, upholstery, the white and wash goods departments of the stores, the utility departments of all kinds reported in many cases the busiest week they had had since last year, these statements being given to the press. P. J. Parker of Parker's, Limited, one of Calgary's largest departmental stores gave out a statement to the "Calgary Herald" expressing his appreciation of Confidence Week and his opinion that it had done a very great deal to open up early Spring buying and to put money into circulation and thus to establish confidence in the city.

Another off-shoot of the campaign was a most interesting series of talks given by the Retail Merchants' Association showing the public that prices really had come down to normal, and that the public was well advised to do its buying in the early Spring as nothing would be gained by waiting. These talks were given at a series of luncheons which were open to the public and as they were fully reported in the press, everyone had a chance to assimilate the information. The retail merchants certainly took a lively hold of the Confidence Week campaign, and the planning of these talks showed that they realized the benefit of putting an educational campaign before the public, and that this was a good opportunity to get their ear.

Public institutions too reaped the benefit of the movement, for instance, the whole upper floor of the Y. M. C. A. was redecorated and renovated during the week, the women's auxiliary to the "Y" bearing the expense. The auxiliary to the G. W. V. A., the social service council, in fact most of the public-spirited organizations in the city did their very best to see that their buildings were put in shape and that their committees offered as whole-hearted co-operation as was in their power.

Spring Showings

With the Spring showings of millinery, haberdashery, gowns, suits, and enticing piece-goods coming along right after this, the business section of Calgary has presented a lively front during March. The week chosen by the majority of the stores for their openings

(Continued on Next Page)

Hailing the Arrival of Spring

The Ad. Man Greet the Warm Spring Days With Copy That Compels Attention to Man's Wardrobe—Featuring Quality, But Not Forgetful of the Price Appeal—More is Being Said About Style Clothes and Furnishings

MONTREAL ad. men rejoiced this month as April came in with radiant sunshine and just the right amount of warmth to awaken thoughts of new clothing. All the eloquence at the command of the writer of clothing advertisements is of no avail when weather conditions are adverse and prospective purchasers are wading through puddles and slush, muffled to the throat against a penetrating drizzle. But when the weather man relents and forwards a sample of early Summer weather right in April, the appeal to "dress up" is listened to by one and all, and suddenly, the advertisements of Spring clothing and furnishings become of supreme interest. This year the need for a change of character in men's wear copy has been duly considered by retailers, who have felt that something more than the usual large and showy publicity was needed.

Many have vacillated between a fear to announce their new Spring goods in too grandiose a style, lest the purchaser become fearful and timid, and seek his new wardrobe in a more modest establishment where prices may be lower. Conditions of the past year have naturally tended to emphasize less expensive merchandise and low prices have not brought the satisfaction to as many purchasers as was anticipated. The present Spring season presents a valuable opportunity to the retailer to place emphasis upon the quality of his clothing.

This principle is admirably handled in the Spring advertisement of the Case Men's Shop of Montreal which ran as follows:

"PRICE! PRICE! PRICE!

"As though nothing else mattered.

"If you take a suit home that makes you look like one of Horatio Alger's heroes—broad and square; or if the coat hugs you like a woman's bodice, or the trousers rival your looking glass in three months—your wife or your friends will not listen to your argument: Yes, but I got it cheap. For there is nothing quite as dear as a cheap suit. You begin to dislike it after the first week; in a month you hate it; after two months it hangs mournfully in the closet or loosely on your furnace man. A burlesque on quality.

"We hold no brief for high prices—but for high quality at fair prices. A low price may be a great satisfaction in the beginning, but lasting satisfaction is priceless in the end."

This advertisement ends with a few words on the all important topic of suits and topcoats, due emphasis being laid upon the individuality of both types of garments as featured in the Case shop. The prices quoted for suits are moder-

ate ranging from \$35 to \$45 for suits and \$24 to \$59 for topcoats.

Pictorial Style Supplies Style Tips

The call to arms with regard to the entire Spring wardrobe is equally well heard in the Spring advertisement of Max Beauvais. Here a series of striking and effective pictures convey more emphatically than any amount of fine writing could do, what is new and smart in men's wear. As befits their greater importance, mention is first made of suits and overcoats, but six small square cuts beneath supply minute and tabloid style tips of really definite assistance to the man who wants to know "what is what" in haberdashery. Being informative, this advertising serves the public, which is said to prefer the pictorial style bulletin more than most kinds of publicity, especially when the latter is authentic. Each of the six lines illustrated is described in a dozen words and an average price is quoted with each, such as \$1 for the neckwear, \$3.45 for the pyjamas or \$4 for the hats.

Emphasizing Shirt Service

Concentrating entirely upon the style element, the advertisement of Goodwin's Men's Wear shop gives emphasis to shirts at the opening of the Spring campaign. In the readable little column entitled "Good Morning Sir!" which invariably contains something essentially sales-compelling in character, the writer says, "As we go to press (as the saying is) we are telephoned word that some new shirts are in with wing collars to match. With the growing predilection among stylish dressers for the wing collar, that sounds mighty interesting. When we have seen them we shall have more to say about them. Meantime, let us assure you that our Shirt Shop is equipped to supply you with your taste in smart shirting service." This kind of daily style tip also is proving distinctly popular with readers as enquiries at the department indicate.

"Give a Thought to Style"

The firm of J. H. Blumenthal Sons, of Montreal are making the word "style" almost a slogan this Spring and admonish their customers to "Give a thought to style" in both their publicity and window displays. All the same, the idea of smartness is closely associated with economy in the minds of prospective customers, due to the care with which both thoughts are linked up in the copy. English ties and collars as well as Spring coats and gabardines are effectively advertised with a few words but sufficient to present the facts in a nutshell. For example: "Off with the old—On with the

new. Hand-frame English Knits—just received from London — pure silk in new colorings, shapes and colors, \$2 to \$3.50."

Original Note is Sounded Throughout

Generally speaking, there is an entire absence of what is sometimes known as "canned" ads in the Spring announcements of Montreal clothing firms. The central thought uppermost in all those noticed this month has been the emphasis of individuality in each case, with a due regard to the popular feeling in the way of prices. In this connection the advice of a well known American advertising specialist is worth quoting. "Copy must tell your story more definitely and specifically," he said recently. "You must merchandise closer to your current stock and the immediate demand."

CONFIDENCE WEEK

(Continued from Previous Page)

was a bright sunny one, and the fashion displays were thronged with sightseers. The Hudson's Bay Company presented a beautiful showing of living models wearing the very latest in Spring attire, at the Capitol theatre. A "gangway" built out from the stage enabled the models to show their attire to advantage, the colored lights bringing out the brilliant Spring hues admirably; the ensemble at the end of the show to the accompaniment of the Spring Song by the orchestra was heartily applauded, the suits, afternoon gowns, Spring wraps with their chic turbans and hats to match making a promenade well worth watching, while the golf girls in their smart knickers and well-fitting coats made a telling background.

The same afternoon as the Hudson's Bay show, Parker's Limited, announced their Spring showing in their shop. The entire third floor was given over to the display, an orchestra adding to the festive air of the occasion, and tea served on the balcony by one of the church societies forming a pleasant diversion. The smaller establishments had openings of just as pleasing a nature, too, the specialty shops, such as Miss Attridge, the Bon-Ton, The Elite, the Calgary Millinery, etc., all furnishing their patrons with a display well worth seeing. Spring has arrived in fact in Calgary, and the weather man, too, is doing his best to demonstrate this, word coming in from an up-to-date farmer the last week in March that he had 100 acres in seed.

Bases Appeal on Quality of Goods

Getting a Little More Profit on Imported Lines Not Good for Canadian Industry—Textiles Lead in Imported Lines—Anti-dumping Clause a Dead Letter—Canadian Purchases Per Capita Far Ahead of Purchases by People of the U. S.

THAT THE purchase of Made-in-Canada goods would mean to Canadian industry, Canadian workmen and Canadian homes and prosperity, was outlined in an able speech at the closing banquet by R. P. Sparks of Ottawa. Mr. Sparks did not make a sentimental appeal for Made-in-Canada goods, simply because they were made in Canada. Quality was the only legitimate test and the only appeal justifiable on the part of the Canadian manufacturer. Canadian clothing, he said, was 100 per cent. efficient. He touched on the matter of importing shirts and showed what it would mean to Canada if purchase of these were done in Canada instead of importing them.

The Matter of Shirts

Mr. Sparks, in quoting from statistics, stated that the average importation of shirts into Canada during the last ten years was 80,000 yearly. What was the reason of this? It was not the quality or the value, he felt sure. One reason was that a little more profit could be made on the American shirt. Canadian shirts could be bought for \$13.50 and sold for \$1.50 each; while a line from the United States could be bought for \$12.50 and sold for the same price retail. There was more profit but was it profitable for Canadian industry?

Mr. Sparks admitted that a large quantity of goods came in here from the United States at a lower cost, but the Canadian business was an extra business for American concerns. The anti-dumping clause, he said, was a dead letter. He had discussed the matter with a member of the Dominion government who had admitted that the machinery was inadequate. The government had asked the manufacturers to supply information, but they had replied that they were manufacturers not private detectives.

Suppose 85 per cent. of the goods consumed were Made-in-Canada goods what of the other 15 per cent.? What would this mean in the way of more employment for Canadian men and women? What would it mean to Canadian business if the 40,000 or 50,000 dozen imported shirts were made here? It would mean happiness to thousands of homes where girls were out looking for jobs and could not get them. And if this were applied to nearly \$70,000,000 worth of manufactured articles brought in that could be made here, what would it mean to better conditions here?

Competition is Keen

"One of the motives which inspired this exhibition was that in looking over statistics of our imports into Canada of manufactured goods we find that the item of textiles is the largest item on the list," said Mr. Sparks. "We are convinced that this is not necessary. We felt that possibly an exhibition of this character would be a demonstration of the fact that Canada was producing textiles and clothing in quality and value equal to anything in the world. The campaign which has been carried on for some time with the object of stimulating the demand for 'Made-in-Canada' products has, in part, based its appeal to the Canadian people on their spirit of patriotism. That appeal has every justification, but it is necessary that there should be something more than the patriotic appeal. Canadian manufacturers must be prepared to justify that appeal by production of goods which, on their own merits, deserve the patronage of the Canadian people.

"At the outset I want to state that the clothing industry in Canada is one hundred per cent. efficient. Whether it be judged from the standpoint of mechanical efficiency or of technical skill, whether from a standpoint of design or workmanship or all-round quality, the product of Canadian manufacturers will compare with anything produced in the world.

Tariff Negligible?

"The garment industry is highly competitive. As a matter of fact, the sole factor in determining selling prices is the cost of production, and these prices are regulated by the keenest possible competition. The clothing industry is one which is entirely free of even the suspicion of combines or price agreements of any kind, nor are prices affected in the slightest degree by tariff protection. I make the statement advisedly, and with the knowledge of the fact that if the tariff were raised tomorrow to 100 per cent. it would not affect a single Canadian price list of clothing. Competition is the only determining factor.

"It may be asked, why the dumping clause in the Customs Tariff does not prevent importations of goods sold at unfair prices. Let me say that the dumping clause, so far as the clothing industry is concerned, is practically a dead letter and is being ignored every day, and I see no remedy for this condition. Some time ago I discussed this matter with a member of the Dominion Cabinet.

He admitted that the department had not sufficient machinery to cope with this situation.

A Misguided Attempt

"While pointing out that we should insofar as possible limit our purchases from the United States, this suggestion is not inspired by any spirit of ill-will. So far as I am concerned I believe nothing should be said or done which would tend to interfere with the friendly relations which exist between ourselves and our great neighbor to the south. Nor should we capitalize the fact that the recent legislation of the American Congress has seriously affected prosperity for this country. That legislation, I am sure, was not inspired by any feeling of ill-will, but was an attempt, and I feel bound to say a mistaken attempt, to safeguard the interests of the farmers of the United States. I happened to be present at a large gathering of business men in the United States just about the time that legislation was enacted and I was much impressed by the friendly spirit there exhibited toward Canadians. Indeed, never in the history of these two countries have they been so friendly as during the past few years, this friendship being a result of their co-operation in the common struggle for the maintenance of those institutions which are so dear to both. Therefore, in appealing to you to limit your purchases from the United States I do so only on the ground of economic necessity. Canada's interests must be our first consideration. The law of self-preservation is the first law of nature and our appeal is based upon that fundamental law."

John S. McKinnon, past president of the Canadian Manufacturers' Association, in speaking about the subject of taxation said that all some people were doing today was working to pay taxes. "I believe these heavy taxes," he said, "are producing overhads of an exorbitant nature and bringing about the serious situation in which the business of the country finds itself today. Capital is drawn out of productive enterprises and placed, in many instances, in tax-free securities; and can you blame a man who has the money if, instead of putting it into industry and business concerns, he puts his money into tax-free securities? I believe one difficulty we are facing today is this intensive and, I might say, almost ferocious taxation."

Touching on the Made-in-Canada aspect of the Exhibition, Mr. McKinnon

(Continued on next page)

How to Make Difficult Sales Easy

Wally Hern of Stratford Makes Useful Suggestions in Convention Paper—Points Out Changed Attitude of Customer—Methods of Approaching Customer—Knowledge of Merchandise a Potent Factor in Successful Salesmanship

THE GREAT fundamental principles of salesmanship are adaptable to the disposal of every kind of merchandise. The seller of men's furnishings, for example, does not use methods different from those he would employ in attempting to dispose of clothing or groceries. The action is the same.

In some cases a different sale may be considered a duel between two contestants, the seller and the buyer. Courtesy is one of the greatest factors in becoming a successful salesman. A salesman should be a gentleman. If he is not he can neither create nor hold trade, unless his other characteristics are so pronounced that he will be respected for his ability. Even then, however, courtesy acts as a lubricant and prevents friction.

Another factor is making difficult sales easy is the mental attitude of the buyer and the seller.

More Exacting Trade

Trade to-day is more exacting than it was a year or so ago. Customers to-day reserve the right to look around. They demand value, courtesy and service, they shop but they buy where they find all three. The wise salesman considers this point. He knows that only by considering it can he make sales. He knows he is confronted by an actual condition. If he wants to truly visualize this condition, all he has to do is to consider his own mental attitude when he goes out to buy, the treatment he demands, the value he expects. If he remembers that the buyer who faces him is in just about the same frame of mind that he is in when he goes out as a buyer, and faces a salesman, his ideas and the buyer's will mesh.

When Customer is Convinced

The salesman convinces the customer when he makes him see the situation as he sees it. If you can express your thought so that your customer will see as you see, not by urging them, but by giving them the reasons in such a way that they will be convinced, then you have overcome one of the hardest parts of the sale. If a customer asks for a certain article which is not in stock, the salesman should offer him something equally good or better, at the same time acknowledging that he is out of the particular article for which he has called. Nine customers out of ten will purchase something else, if their attention is called to it in a courteous way, and if they are impressed with the salesman's real or apparent interest in them.

Knowledge is Power

A thorough knowledge of one's stock will very often assist materially in mak-

ing a sale easy. What he knows will help him to explain goods more clearly and forcefully, to advise customers correctly in helping them to choose, and to overcome objections that may be expressed by word or action. Being a helpful adviser one must be well posted as to styles, qualities, color schemes and so forth, also a thorough understanding of one's goods, will enable the salesman to better judge their suitability to the uses of the customer.

By cultivating observations one soon classifies his customers almost intuitively. Further, the apparel of the customer may, and does, give a very definite idea as to style and collar preference. Sizing up the customer correctly will mean that the salesman will show first what will please best.

It is frequently said we need most to be reminded of the things which should be the most obvious. If that be so, it is well to remark that a difficult customer who is pleased with his purchase, is the best advertisement for any store.

Human nature is very much the same the world over. However, people as a rule are different in some respects, and the same methods would not always be applicable. For instance, when a stranger comes into my store I always try to approach him myself, find out what he wants, make myself acquainted and if possible find out his occupation. By making him feel that you are interested in his welfare and anxious to please him, you will be able to satisfy his wants all the more easily.

One of the most important functions of the salesman is to build up and retain goodwill. All during a sale he has ample opportunity to accomplish this purpose by attentive, courteous service, which goes a step beyond politeness and does the unexpected and seemingly unnecessary for the customer.

Approaching Customer

There are two ways of approach to every customer, the intellect and the emotions. There are two ways of influencing a person, by reasoning and by suggestion. What people think of an article is what sells it. It would be impossible to state the many ways by which the salesman might appeal to his customer in selling articles and goods of all descriptions, but there are two fundamentals which apply to everything offered for sale. First: use; Second: price. The use is the more important. If the article cannot be shown to be useful, it cannot be successfully sold. The price also has much to do with its sale, not so much in dollars and cents as in comparison with its value. People will buy a

thing, no matter how much it costs, if they want it enough. The price of an article is usually and ought always to be, a mere pittance in comparison with its value, and if it is made plain to the customer that he can realize that value and a great deal more, usually the sale is made.

"Thank You"

A salesman's knowledge of merchandise as evidenced by his selling talk, is also a potent factor, in that all other things being equal, people prefer dealing with those who know their business. Every transaction, of course, should be closed with an expression of gratitude, a sincere, earnest thank you, that shows appreciation of favor.

No doubt there are other ways of making difficult sales easy, but from personal experience I find that in nearly all cases these methods which I have mentioned, if applied properly, will bring results.

The clothing situation and the selling problems in the retail store will change during 1922, but for that matter we can expect change in almost everything, for change is an essential element of progress. The 1922 automobile won't look like the car of 1917. Girls will change their hair and maybe the length of their skirts. The only thing that will not change, that has stayed the same since the first day the sun shone, is human nature.

BASES APPEAL ON—

(Continued from Previous Page)

pointed out that every citizen of the United States purchased five dollars' worth of goods from Canada while every Canadian citizen purchased ninety-five dollars' worth of goods from the United States. He suggested that this might be very much reduced and the wheels of commerce in this country thereby benefited.

Will Co-operate

Speaking for the clothing men of the province, R. F. Fitzpatrick assured the manufacturers that the clothing men were prepared to co-operate in the promotion of textile exhibitions in this country; that had been decided at the meeting of the clothing men during the day.

E. M. Trower, Dominion secretary of the R. M. A., and B. W. Ziemann, president of the Merchant Tailors' Section of the R. M. A. referred to the spirit of co-operation that was manifesting itself between manufacturers and retailers and suggested that their problems could be better solved by getting together.

"Positive Selling" and Collar Sales

Brooklyn Authority Says More Sales Lost and Sold at Collar Counter Than Any Other Department in the Store—The Psychological Effect of Positive Selling—How Collar and Shirt Sales Have Been Increased

A NOTED authority on merchandising methods, E. H. Van Name of the R. W. Bennet Co. of the Brooklyn section of New York, said recently that more sales were made and lost at the collar counter in the men's wear store than in any other department in the men's wear shop. "You can't estimate what else has gone out of the door when a collar customer leaves dissatisfied," says this authority. "One of the greatest mistakes a salesman can make," he continued, "is to ask the customer 'Do you want one collar' and even to inquire 'How many can you use' is almost as bad. At our shops the salesmen are instructed to make the visitor feel that he is regarded as the type of man who buys his collars by the box. If adroitly done, the customer is flattered and the sale of a box of collars instead of one or two frequently results."

"Positive Selling"

While a good deal is being heard these days about suggestive selling, based on the theory that the psychological effect of suggestion is, in many cases, action, the general manager of these stores referred to believes that there is one better type of salesmanship than this. He has tried it out in his seven stores and calls it "positive selling." In explaining this system, Mr. Van Name says, "Our salesmen have been taught the psychological advantages of saying to a customer 'Buy that' instead of 'You ought to buy that.' Results to date have proven that there is a great deal

of difference between those two ways of handling prospective customers. Many a sale is lost because the salesman is not positive enough in his manner and speech. Politeness, of course, is an essential of retail merchandising, but it is possible to be both firm and polite at the same time, and we are training our sales organization to be assertive without being discourteous or obnoxious.

Selling Collars

"In selling collars," said this authority, "the salesman should be instructed never to permit the customer to select his own style if the latter is uncertain as to just what he wants. In a good many cases when the customer asks for a collar and confesses that he has no particular type in mind he is referred to a show-case on the counter and asked to pick out what he thinks will suit him. At our stores this is not done. Our salesmen are instructed to go to great pains to help the visitor in the selection of a type of collar that will be most becoming to him. This service is greatly appreciated and frequently leads to a good customer being made for our other departments.

Selling Shirts

"In our shirt departments we impress upon our sales force the fact that the customer will not appreciate our goods any more than we do ourselves, and that therefore each shirt must be presented individually as though it were worthy of special attention and detailed consideration. This is in decided contrast to the

methods employed by some salesmen who, when the customer asks to see shirts, take three or four piles and put them in front of the visitor as though they were so many pieces of meat. Our salesmen are taught that the customer must be impressed with the fact that every individual shirt in our stock has individuality. Emphasis must be placed on the color of the garment, the perfection of its neck-band, the workmanship evidenced in the shirt, or some other good selling point. And, incidentally, we go to considerable trouble in the matter of sleeve lengths. Our salesmen try to get as near to the customer's measurements as can possibly be managed—and especial care is taken to at least see that all the sleeves of shirts bought by an individual are of the same length instead of widely diversified.

Selling More Suspenders

"We find, too, that it is a good thing to keep a rack of suspenders near our belt counter. Suspenders are not a thing of the past. The medical profession has agreed that a belt worn without pressure on the abdomen is beneficial for the back, and by employing this argument our salesmen are frequently successful in selling a belt to the man who has just bought a pair of suspenders, while the argument reversed even more frequently leads to the sale of a pair of suspenders to the purchaser of the belt. In the latter case our salesmen point out that as a cure for indigestion an investment in a dollar pair

Continued next page



Above is the reproduction of a window arranged by W. M. Docker for Cecil Gower of Kamloops, B. C. It will be noticed that every article in the window has a price ticket, a system carried out in all the window display work. Windows are changed twice a week and a different design used in window tickets with each display.

Increasing Your Underwear Sales

Knowledge of Merits of Different Kinds of Underwear Will Prove to be Good Selling Points—Suggested Classification of Weights and Sizes to Carry—The Three Classes of Purchasers—Making More Out of Display

A MANUFACTURER of men's underwear has issued some interesting data on the relative merits of different types of fabrics used in the making of each range of garments which is helpful to the salesman who is unable to visit the factory to obtain such information first hand.

Merits of Wool Garments

"A woollen garment conserves the neat of the body, and keeps out the cold. Wool is more absorbent on the body than any other fabric. It enables you to adjust yourself to a quick change of temperature and protects the vital parts of the body—the chest and back. Garments made up with 25 per cent. or 50 per cent. wool, or quantities in between these percentages, have found great favor with many groups of customers. Combinations of wool and silk, which are naturally more expensive, have found a very wide sale among wealthy or more particular customers. Any man who is not physically strong, and who is subject to colds and slight ailments should be told that a woollen garment is better for him than a cotton one. Dozens of sales can be made by using this one argument alone.

Silk Underwear

"Silk underwear has never achieved a big sale or wide popularity among men wearers, while women's silk underwear is now sold in tremendous quantities. Possibly the national advertising done by the marketers of women's lines has been responsible for this condition of affairs, but an analysis of an investigation made indicates that the feel of the silk on the body and the design of the garment are the points which account for its wide sale. These features do not appeal to men who say that silk is not as cool as a light nainsook garment. Many knit goods manufacturers now make union suits and two piece suits with a certain percentage of silk combined with cotton or wool and there is no question about the luxurious feel of these garments and their appearance value.

Cotton Underwear

"There are hundreds of different ways of spinning cotton into different types and styles of materials, and many salesmen state that the wide popularity of athletic garments is due to the fact that they have patented features which are incorporated in many different styles of cut underwear, and also because their appearance is neat. In the past ten years the athletic type of suit has become the leader for summer wear preferably in union style and doctors

are agreed that there are many advantages in such cotton underwear for spring and fall wear as well."

Three Classes of Buyers

The same manufacturer points out that purchasers of underwear should be classified into three divisions, namely, young men, middle aged men, and elderly men. According to reliable information it appears that group one is inclined to wear "cut" garments most of the time and except in very cold climates, does not buy much all wool underwear. Group two, on the contrary, demands the athletic style in summer only and in cold weather buys knitted garments of either wool and cotton mixed or silk and wool, depending upon his income. Group three prefers knitted underwear the year round, generally in full length styles as a necessary protection against drafts and sudden changes of weather.

Recognizing the difficulty experienced by the average retailer in buying the correct quantities of each style of suit for his needs, the same authority advises stocking lightly on sizes 28, 32 and 34 but fairly heavily in each range from 36 to 44, then decreasing the amount from 46 to 50. Furthermore, the retailer is strongly urged to recommend the habit of wearing a fresh suit every day instead of longer as is usually done, for the reason that underwear thus worn will last much longer and will give greater physical comfort. The underwear should be laundered daily according to the directions herewith quoted, which are guaranteed to ensure increased wear and no shrinkage whatever.

How to Wash Union Suits

Soak in fresh, warm water half an hour.

Dissolve white soap in the same temperature of water, and squeeze suds through the garment by hand. Repeat this operation until the garment is clean.

Rinse thoroughly in lukewarm water and run lightly through wringer.

Stretch lengthwise before drying and iron while slightly damp. Follow these simple instructions and underwear will not shrink or become prickly.

Incidentally, it might be pointed out that many retailers can increase the sale of underwear by emphasizing this point. It has been found that the greatest number of men buy two or three suits at one time when underwear is under consideration. By pointing out the advantage of the daily change, it should be possible to sell four, or even half a dozen suits. Every store should

have these directions printed on a slip and included in every sale made, as it has been found that nearly 50 per cent. of customers complain of shrinkage in their underwear or other minor faults. Every man expects to get at least two seasons' wear out of such undergarments but by means of careful laundering he may be assured of three or more seasons, provided the suits are changed daily.

Displays Sell Underwear

The difficulties of displaying underwear with good effect are fully appreciated by the makers, who have felt in the past that not enough window space has been accorded to this line by the majority of men's stores in Canada. Yet it has been proved that nearly all men who buy underwear do so because of a display which caught their eye and reminded them that they needed such garments. There is no reason why a good display should not be featured with the advent of each season, priced plainly, and announced by a statement emphasizing the need for the right weight for spring, or fall, or summer as the case may be. Window displays to attract athletes or busy office workers who demand the utmost in coolness in sweltering weather should be attractively worked up with as much attention to detail as is afforded to the straw hat window. Never forget to play up the right weight of underwear along with new styles of shirts or other dress accessories shown at the beginning of a season. It is only natural that the line that is not given prominence will fall behind in demand, yet of all stock carried, underwear is the most intimate and the most needed from the standpoint of personal comfort and good health.

"POSITIVE SELLING"

Continued from previous page

of suspenders may be more effective than a visit to a high-priced stomach specialist. It frequently works."

Another constructive thought offered by the general manager of the Bennet stores is a lament the lack of wisdom in "hearing everything at the door" when a customer enters.

"Hear half of his or her story, and then steer the customer to the spot where the merchandise is sold before giving the visitor a chance to say any more," is this authority's advice. "Our own experience has taught us that this is a policy which leads to stimulation of sales, whereas sales are frequently lost by hearing everything at the front of the shop."—From Retail Merchandising Service, New York.

Retail Merchants Pass Resolution

The following resolutions were adopted at the convention of the Retail Clothiers at the closing session on Wednesday afternoon, February 15th.

Transient Traders

WHEREAS the present Transient Traders' Act in the Province of Ontario is drafted in a manner that does not set forth clearly to the courts the object for which it was passed, and in order to deal with this subject as it should be dealt with, we recommend that the incoming Executive Officers go over the Act very carefully and prepare amendments thereto, and present the same to the Ontario Legislature at its next Session, with a view of having the same made law.

Hawkers and Peddlers

WHEREAS we find in the various Provinces throughout Canada that careful attention has been given to the subject of having a proper Hawkers' and Peddlers' Act placed upon the Statute Books, whereby hawkers and peddlers can be called upon to pay a license in keeping with the privileges they secure by doing business in the Province, and paying no municipal tax. The fact that the other Provinces are licensing and regulating peddlers and hawkers, and as Ontario has not given this matter the attention it should, our Province is being flooded with all kinds of peddlers and hawkers who come in and do business at the expense of legitimate retail merchants, and they contribute in no way towards the upkeep of the various municipalities.

THEREFORE, be it resolved that this matter be taken up by the incoming executive, and amendments be prepared to the present Act that will give the retail merchants of the Province of Ontario the protection they deserve.

Manufacturers' Price Lists to Consider Retailers' Profits

THAT it is the opinion of this convention that, before any manufacturer fixes a retail selling price on his articles, he should submit a copy of the same to a properly appointed committee of our association, so that we would be able to ascertain if the profit so fixed is sufficient to cover the overhead expenses of doing retail business, and we recommend that this matter be referred to the incoming executive officers for their consideration, and request them to confer with the secretary of the Dominion Board so that this matter might be taken up in the regular way through the various Dominion Committees of our organization, and receive the attention that it deserves.

Suit Clubs

THAT it be a recommendation from this convention to all retail merchants throughout the Province of Ontario that, if they find suit clubs being operated in any city, town or village in the Province, that they report the same to the secretary of the Ontario Provincial Board, sending all the facts and particulars they may have in their possession, so that definite action can be taken, as has been done in a number of cases, to prevent the illegal operation of these clubs.

Armistice Day

At the last session of the Dominion Parliament an Act was passed to incorporate the holding of Thanksgiving Day and Armistice Day on the same day. The Act fixed the first Monday in the week in which November 11th appears. This was done for the purpose of enabling commercial travellers to celebrate that day, but we find a large number of people who feel that November 11th, being an historic day, should be celebrated on November 11th, without reference to any other surrounding circumstances, but, before taking any action in the matter, we would like to secure an expression of opinion from this convention as to what course we think should be adopted in the matter.

Registration of Manufacturer's Liens.

WHEREAS commissions have been appointed by the various Provinces throughout Canada, whose object it is to equalize the various Provincial laws of every Province and bring about a uniformity of operation. The commissions have held several sessions, and they recommend the registration of manufacturer's liens, which would apply also to all contracts made between the customers and merchants who purchase goods on the instalment plan, and it is the intention of the commission to apply to the Ontario Legislature during the coming session to have their recommendations made law, and, before doing so, we would request that the incoming executive officers look very carefully into this matter, and see that the retail trade is being properly protected.

Eight Hour Day

WHEREAS an attempt has been made on several occasions to secure legislation through the Dominion House at Ottawa

to establish an eight hour day for all manufacturing, producing or distribution classes, and whereas such a request has been refused owing to its impracticability, the advocates of the same are now urging this matter to be passed by the Ontario Legislature, and that it be an instruction from this convention to request the incoming executive officers to oppose any proposal of this character as far as it concerns retail merchants.

Workmen's Compensation Act

When the Workmen's Compensation Act was placed upon the Statute Books for the Province of Ontario, our association took active steps to oppose any application of this Act upon the retail trade, as the conditions that surround retail merchandising are entirely different to those in dangerous and hazardous employment. We succeeded in convincing the Government that our cause was just, and retail merchants were, therefore, exempted from the Act.

It is the opinion of this convention that if any attempt is made in the future to include retail merchants in this Act, that we request the incoming executive officers to take active steps to see that the retail trade is not included in its operations.

Minimum Wage

WHEREAS an attempt was made to pass a Minimum Wage Act through the Dominion Parliament, and the Government, in order to ascertain all the facts in connection with this matter, called a conference of manufacturers, wholesalers, retailers, and the labor organizations. Our association was represented, and we took the stand that this class of legislation was of a meddling and paternal character, and that the Government had no right to interfere with the operation of private industry only where glaring cases could be pointed out showing an injustice either to the employes or the employer. The Government, after hearing all the evidence, decided that it was not a matter for the Dominion Government to deal with, and that it properly belonged to the Provinces.

It is the opinion of this convention that this subject is one of such great importance that it should receive careful thought and study, and that the incoming executive be requested to ascertain all the facts in connection with the same, and, if it is found to be of no value, or an injustice to the retail trade, that we ask the Government to omit the retail trade from its operations.

Thefts.

WHEREAS numerous complaints have been reported in our office that burglaries in retail stores are on the increase throughout the Province, and, in order to give the Retail Merchants the protection they deserve, owing to the large amount of taxes they pay, that the incoming executive officers be requested to interview the Government and ask that the police force both in cities and counties, be increased so that this evil can be reduced.

Municipal Restrictions

For a number of years past there has been a growing desire on the part of the Provincial Government to place Restrictive Legislation on the Statute Books to enable municipalities to pass by-laws to regulate the actions and efforts of retail merchants. Among others, an Act was passed to regulate the height of awnings, which legislation has given the retail merchants of the City of Toronto considerable trouble.

We would recommend that provision should be made by the incoming executive officers whereby the secretary would be given such assistance, and provision otherwise made, with which legislation of this character should be carefully watched in its inception, so as to see that the interests of retail merchants are properly protected.

Any Suggestion to Investigate Retail Merchants' Profits by the Government Should be Carefully Watched.

From accounts appearing in the press we understand that it is the intention of the Government of the United States to appoint a commission to investigate the profits made by retail merchants in that country. The experience that we have had in Canada, through the Board of Commerce and other similar committees, has taught us that every attempt of this kind has been for the purpose of holding the retail merchant up to view, and ridicule him, so as to take away the attention of the masses from the operations of other classes, and this convention desires to go on record as being opposed to methods of this character and that it be a recommendation from this convention that the attention of the Dominion Board should be called to this matter, and that they should be asked to watch very carefully any attempt that might be made to apply the same methods in Canada.

Smuggling.

THAT whereas a large number of cases have been called to our notice whereby goods are being constantly smuggled into Canada from the United States, and we consider that proper provision should be made by the Government to prevent the same, and that it be a recommendation from this convention to the incoming executive officers that this subject be taken up with the Dominion Board, and methods devised whereby this matter will receive prompt and effective attention.

Income Tax Duplication

In view of the fact that the system of collection taxation in a part measure through the Income Tax System which is now in operation at Ottawa, and which is also in operation in a large number of municipalities, and we understand it is now under consideration by the Ontario Government to have the same system apply throughout the Province, that we, in convention assembled, feel that the cost of the machinery for the collection of three separate income taxes is altogether out of proportion to the amount collected, and we recommend that this matter be referred to a special committee to act in conjunction with the incoming executive officers so that they can study this problem and submit their views to the members at as early a date as possible.

Manufacturers Holding Special Retail Sales.

WHEREAS a large number of cases have been called to our attention whereby manufacturers, with a desire to sell their goods, have rented premises in various cities and towns throughout the Province, and with glaring advertisements and signs have attempted to sell their goods to the public, making them believe that they can sell their goods very much cheaper than the ordinary retail trade, and a number of these manufacturers who do this business, attempt at the same time to sell their goods to the retail trade in other places than those in which they open these stores.

It is the opinion of this convention that this system of doing business is wrong in principle as well as deceptive in character, and we recommend that this matter receive the active opposition of our members, and that it be forwarded to the Dominion Board to take immediate action on the same.

Manufacturers and Wholesalers Selling our Customers

At the last convention of the Dominion Board, which we held in Winnipeg, the above subject was taken up and it was decided that it should be dealt with immediately through the Dominion Board who would take the same up with the various Dominion Committees of Trade Sections which are now being appointed. In this way this matter would receive the attention it deserves, and it would be brought to the notice of every manufacturer and wholesaler in Canada through the various sections of trade that are being operated under our association.

We, therefore, recommend that this convention endorse the action of the Dominion Board, and offer them our united support.

Fraudulent Advertising

We regret to see that during the last year a large number of fraudulent advertising cases have been called to our attention. They are being operated by persons engaged in almost all lines of retail trade. All the cases which have been prosecuted we have been successful in, and at the last meeting of the Dominion Board it was requested that all cases of false advertising should be submitted to the secretary of the Provincial Board and he in turn refer the same to the office of the Dominion Board, so that it can be taken up with our solicitor who is skilled in this matter, and all prosecutions be placed under his direction so that there will be no danger of instituting proceedings which would not be successful.

We, therefore, recommend that all cases of false advertising that may come under the attention of the members be submitted to the secretary of the Provincial Board, so that he can deal with the same as requested by the Dominion Board.

Guessing and Lottery Contests

WHEREAS the method of attempting to sell merchandise

by guessing and lottery contests, we regret to say is on the increase, and the methods adopted are entirely contrary to the best methods of legitimate merchandising.

This convention, therefore, places itself on record as being opposed to the same, and that it recommend that the incoming executive take every means to see that this system is stopped, and, if necessary, proper legislation be secured through the Dominion Board to prevent the same.

Mail Order Houses

WHEREAS our attention has been called from time to time to the fact that a large number of mail order houses in Canada are doing business through the postal service at rates that are very much less than the cost of the service, and whereas this matter has been taken up by the Dominion Board and arrangements have been made for an investigation into the same, that this convention places itself on record as favoring the action of the Dominion Board, and offering our services to assist them in every possible way to secure the results they desire.

Telephone Rates

A large number of complaints have been received from various parts of the Province objecting to any increase in the telephone rates, and as this matter has come before the railway board many times, our association, through the Dominion Board officials, have been present at all the arguments, giving what evidence they can on behalf of the retail trade, to see that our interests are properly protected, and ask that this meeting endorse the action of the Dominion Board in this matter.

Marking Goods Firsts or Seconds.

That it is the opinion of this convention that when manufacturers mark merchandise which bear a first or second quality, and which are entering into competition with one another, that the said manufacturer be requested to mark the goods they sell as firsts and the goods they sell as seconds so that the general public will be able to designate the difference, and that this convention request that this matter be taken up with the manufacturers, and the views of this convention presented to them.

Marking Goods at the Port of Entry

Whereas the measure which was introduced at the last session of the Dominion Parliament regarding the marking of goods with the country of origin, having caused a great deal of confusion and annoyance, and as it works out a great hardship to the retail trade:

That it is the opinion of the convention that we ask the Government, through the Dominion Board of our association, to have the above law repealed.

All Rulings Made by Any Department of the Government Must Conform to the Act

WHEREAS we have received information from the Dominion Board of our association at Ottawa that rulings are made by some of the officials of the department at Ottawa which are contrary to the Act to which they apply, and in order to insist on the proper carrying out of the Act the Dominion Board has instituted suits against the Government, which so far have been successful, and which have resulted in the protection of the retail trade:

THEREFORE BE IT RESOLVED that the members here assembled endorse the action of the Dominion Board and offer it our full support.

Freight Rates

INASMUCH AS a large number of complaints have been received at our office that the present freight rates are much higher than they should be, and after submitting this matter to the Dominion Board at Ottawa, which has been watching this matter very closely, it reports that the said increase is due to the fact that the wages of the employees of the railroads have increased considerably during the war, and that they have not as yet found their normal level, but as soon as they do it is hoped that the rates will be reduced.

EMPHASIZE STYLE BY CONTRAST

R. J. Tooke Store, Montreal, Attracts Attention by Contrasting 6th and 20th Centuries.

Linking up style display with publicity for a popular movie formed the theme of a most original bit of window dressing this month in the R. J. Tooke store of Montreal. In a corner of their east window were placed two figures facing one another, one a perfectly groomed "man about town," meticulously correct from head to foot in dinner clothes, while the other formed a grotesque contrast being nothing but an antique suit of ar-

mour, holding a shield and lance as though equipped for the crusades of olden time.

On either side of this odd study in contrast, two show cards were placed. The one beneath the modern figure read as follows:—

"Courting model of the year 1922—up-to-the-minute attire of the man of fashion at the court of love and pleasure. Mark Twain expressed a delightful satire on clothes when he took a faultlessly attired man of the 20th century straight from all the luxuries of a modern dinner party and put him among 6th century knights, eating their square meals on round tables."

Underneath the suit of armor the card read:

"Courting model of 528 A. D.—the 'nightly' attire in vogue at the court of King Arthur. Mark Twain expressed his delightful humor in clothes when he took a 20th century man in his evening clothes and put him back 1,400 years among 6th century warriors in 'knightly' steel."

The crowds of pedestrians who gathered to read these amusing captions and study the modes of then and now, proved conclusively that an unusual note in window displays is decidedly worth while.

NEWS OF THE CLOTHING TRADE

W. D. Fraser has opened a tailor shop at 86 Wellington street, Stratford.

W. G. White, of White & Manahan, Winnipeg, recently died in Los Angeles. His body was brought back to Winnipeg for interment.

Grant's men's furnishing store, Sydney, N. S., recently moved into the premises formerly occupied by Menzie's Music store, opposite the Y. M. C. A. building.

F. W. Heard, merchant tailor of St. Thomas, was recently robbed of \$2,000 worth of goods. The entire stock was cleared out with the exception of some unfinished garments.

Here is an unusual paragraph from an advertisement of Charles Freedman of Mansfield, Manitoba:

"We still have a full line of Robin Hood flour, bran and shorts. You should get your supply in as prices are going up and won't be any lower this spring."

J. R. Watson of Hamilton, for many years the local manager of the Grafton Co., Ltd., retail store in that city, has recently started in business for himself. On the third of March he opened a store at 11-13 King William street, carrying well-known lines of ready-to-wear clothing and a fine assortment of made-to-measure samples. He states to Men's Wear Review that he has got away to a very encouraging start. His many friends will join with Men's Wear Review in wishing him every success in his venture.

According to a recent report received by H. M. Trade commissioner for Ontario, F. W. Field, the demand for ready-made clothing in the British Isles has shown a decided improvement during the last few weeks. This is due to severe weather there, lasting for several days. Inquiries for ready-made clothing are becoming more frequent from different sources, especially South Africa. The Australian, New Zealand and Canadian markets show signs of improvement. The United States trade is still well to the fore, the demand being centred on sports clothing and overcoats of medium to better qualities.

You can always recognize a Frenchman, however well dressed he may be, not so much by the cut of his clothes, which are naturally on English lines, but by the umbrella he is carrying. In this one particular he differs from the well-dressed Englishman, for his umbrella is of the thick "market-woman" type, thick in the handle and thick at the end which

is tipped with bone or horn. Crooks and knobs are just now all the fashion in Paris, the former used mostly by older men who have got into the habit of carrying their umbrellas hooked on to their left arms; the latter used chiefly by younger men who hold them under their right arms with the knobs pointing skywards behind their shoulders as they saunter along the boulevards.

REASONS WHY CUSTOMERS STOP BUYING

One hundred and seventy-nine customers gave the following reasons. An ounce of prevention may save a pound of business:

Indifference of salesmen	47
Attempts at substitution	24
Errors	18
Tricky Methods of salesmen ...	18
Slow deliveries and poor service	17
Over-insistence of salesmen ...	16
Insolence of salesmen	16
Tactless business policies	11
Ignorance of salesmen	6
Refusal to accept returned goods	4
Poor quality of merchandise ...	1
Price too high	1

GERMAN-MADE CLOTHING

The Irish Draper has the following report:—

It is stated that British clothing manufacturers, exporting to Scandinavia, are having suits and overcoats made in Germany, at from marks 250 to 450 a garment. The material, it is said, is shipped to Germany, and the garments manufactured after designs supplied by the British houses. The garments, according to the report, are sold as British, and consigned to an agent in Scandinavia, who repacks them in cases which bear the name of the English firm. Further, it is suggested that a number of British firms are shipping cloth to Germany, and re-importing the made-up goods for sale in this country, their "chief concern being that knowledge of such operation does not reach the ears of their own employees, or the labor unions."

There is no confirmation of the story; but it is learned that offers to make have been forthcoming not only from Germany, but from other Continental countries. Vienna, for example, offered to make suits for English manufacturers at a cost, on their current exchange rates, of a mere 3s. 6d. Writing to a Leeds paper last October, a tailor in that city said he knew of a London tailor who was sending cloth and trimmings to Vienna to be made up at a cost of about 2s. 6d. a suit. The Vienna workmanship is said to be excellent, and the price exceedingly attractive, but the risk is

considerable, and the styles are said to be out of the question.

Incidentally, it is noted that British imports last year of overcoats, mackintoshes, etc., proofed, were valued at £14,112, against £6,482 in 1913, and imports of men's and boys' outer garments (excluding overcoats) of wool or wool mixtures were £49,435 last year, compared with £48,202 in 1913, the last-mentioned amount, however, including overcoats. These official figures make it clear that, even assuming any made-up clothing is being imported from Germany, it is infinitesimal in amount.

NEW "TEN COMMANDMENTS" ANNOUNCED FOR AD MEN

A new set of "Ten Commandments" for advertising men was announced by E. S. Goldstein, advertising manager of the May Co., Cleveland, at the group meeting yesterday afternoon, as follows:

I—Thou shalt not abuse thy buyer to amuse thyself.

II—Thou shalt tear down false buyers and show them their wrong.

III—Thou shalt build up weak buyers and make them strong.

IV—Thou shalt fight for thy right, but not with thy right.

V—Thou shalt learn to say "know" if thou spellest it with a "K."

VI—Thou shalt acknowledge thy error and so keep peace in the household.

VII—Honor thy buyer and his assistants, for some day they may inherit the store.

VIII—Thou shalt know that one ounce of laughing gas sootheth the angry more than one ton of scrap iron.

IX—Thou shalt realize that the day of the long-haired genius passeth, but that the good business man is eternal.

X—Thou shalt love thy buyer as thyself.

DECEASED

General Depression is dead.

His death came as a distinct surprise to many of his pessimistic friends, who claimed he could live for ever.

To the LIVE WIRE OPTIMISTS his death means little, because they were not even acquainted with the gentleman.

For a time the General ruled with a mighty hand. Dark clouds, chaotic conditions, obstacles and poor business came to his followers at his command. He had many loyal supporters who will moan his loss.

The remains will be laid to rest in the desolate, forsaken town of Gloomeville, in which he was born and reared. General Depression will be succeeded by his most bitter enemy—I. M. Opportunity, who was elected by an overwhelming majority.

Trying Out a New Hat Shape

Development of Young Man's Fad To
Change Shape of His Hat

A novelty in men's soft hats is making its appearance this spring, principally as a feeler as to its likelihood of gaining wide popularity. If it takes with popular fancy, as it is expected to, it will in all probability be pushed as one of the leading shapes for next fall's trade.

The unusual feature of the hat is not in height of crown or width of brim, for these conform strictly to the conventional, but is in the manipulation of the crown. Instead of being creased in the fashion that has found greatest popularity during the last few seasons, the crown may be best described as "telescoped into a diamond shape." The front is pinched into a V, while the rest of the crown retains its roundness, the point extending from the brim to the top of the telescope circle. The effect is unique and not unpleasing, and the style has already had an immense vogue in the United States where it originated among the younger college men.

The origin of the shape is explained as follows: "The development of a fad such as this is directly the result of a tendency noticeable nowadays on the part of the young men to change the form of their hats. They will not wear their hats the way they should be worn. During the past few seasons brims have been wide and easy of manipulation and comparatively easy to bend or shape to suit the fancy of the wearer. But now brims are becoming narrower and are being given more curl. The consequence is that it is not so easy to manipulate the brim, but the somewhat lower and fuller crown offers possibilities as the new fad proves. If the crown is so made that it does not lend itself readily to manipulation, the brim must be so made that it yields to the wearer's fancy and conversely, if the brim does not offer such possibilities, the crown must be made to. And that is just how and why this new shape which is expected to become very popular in Canada, came into being."

Associate With Levy Bros. & Adler

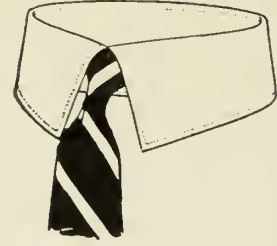
H. W. and Max Freedman To Handle
Well-Known Line of Rochester
Firm.

Messrs. H. W. & Max Freedman have severed their connection with The Freedman Company of Montreal and have associated themselves with the well-known American clothing firm of Levy Bros. and Adler, Inc., Rochester, N. Y. This firm is one of the largest clothing firms in the United States and specialize in hand tailored garments for men and young men. H. W. Freedman is the president of the new firm. He is well known to the trade throughout Canada, owing to his connection with this Montreal firm for the past sixteen years as part owner and buyer for the Freedman Co. Max Freedman, vice-president of the new firm, is also a well-known figure in the clothing trade; and, as in the past sixteen years he has covered the territory Toronto and Western Ontario, so he will do it for the new firm. With their combined knowledge of the industry and the trade, they commence under very favorable auspices.

Their arrangement with Levy Bros. and Adler, Inc., permits them to manufacture in Canada, free of all duty and non-productive costs, the identical garments sold on the other side under the name of Levy Bros. and Adler, Rochester. The policy of the new firm will be to specialize on one quality of hand tailored clothing at a range of prices graded according to material. In this way they hope to cut down overhead expenses to a minimum.

The manufacturing and office quarters are in the Sommer building, occupying the eighth floor. These quarters are being completely remodelled to meet their requirements, with showrooms and offices. The most modern machinery has been installed in their plant.

"Burch and Conacher's Men's Clothes Shop," is the name of a new store opened at 233 Yonge street, Toronto. The two young gentlemen who are proprietors are well known Toronto athletes.



Arrow introduces for the spring season a laundered collar of entirely new construction, which does away with the seam at the top of the collar.

It is a flexible light weight collar that has ample room for the cravat. The facing and the band are all in one piece, and the collar is cut so that it just seems to fit the neck and the knot naturally. It is a style that embodies all the dress virtues of a good-looking, smart collar of the well dressed man, and it possesses original features that insure to the wearer unusual comfort. The new collar will be called the "Archer." It is illustrated herewith and will be introduced to the consumer about the middle of April.

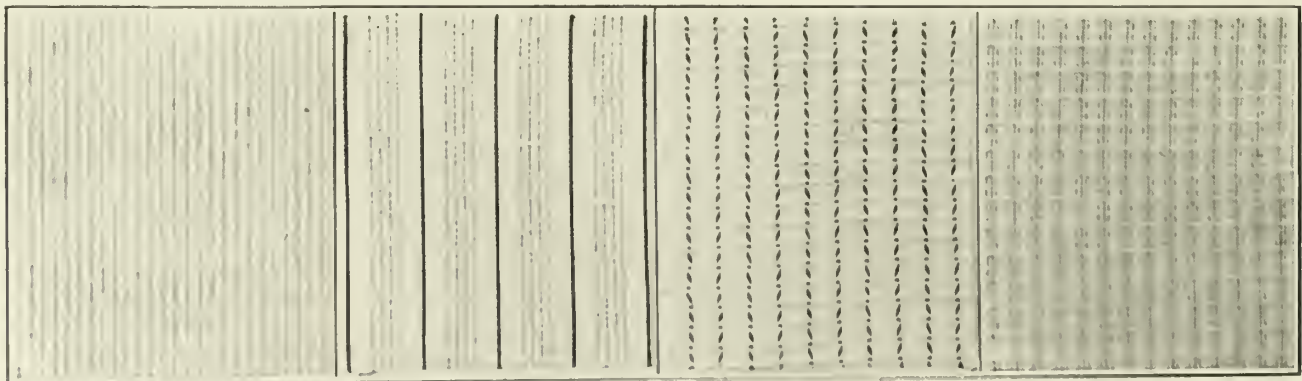
SLOGAN IS REGISTERED

In the February issue of Men's Wear Review on Page 21, we ran a number of slogans which were culled from Canadian papers from the Atlantic to the Pacific. One of these was, "It pays to pay cash at Blanks."

We have received word from W. E. Lord of the W. E. Lord Co., Ltd. of Red Deer, that this slogan has been registered in his name and, therefore, may not be used by any other retailer. Mr. Lord adopted this slogan in 1912 shortly after he had adopted the cash system in his own store in Red Deer.

One interesting incident which Mr. Lord told us of with regard to this slogan is well worth telling. A certain retailer in his section of the country had heard that he (Mr. Lord) had started the cash system and wanted some information from him with regard to its operation. At the top of the typewritten page on which this request was made of Mr. Lord, was a very familiar slogan to him, "It pays to pay cash." Mr. Lord very cheerfully forwarded the information to his inquirer but told him he would have to get a new slogan as that one was registered.

FOUR NEW EARLY FALL SHIRTING NOVELTIES



1. Russian cord shown in blues, greens or mauves with white.
2. Corded madras showing a black pin stripe alternating with clusters of colored stripes.
3. Novelty broken checked madras in green over white.
4. Fancy check madras, with woven colored thread stripe effect. Indianthryne dyed. Shown in the "Strand Shirt" range by Alphonse Racine Co., of Montreal.

Question Box At The Convention

Committee—Ed. Mack, chairman; W. H. Price, Niagara Falls.

1. Is it a good thing to close every Wednesday afternoon the year round?

Ans. Depends on local conditions. If have market day on Wednesday, no. If other merchants do not agree to close, no.

2. What per cent. appropriation should be set aside for advertising for each year?

Ans. About 5 per cent. of gross turnover.

3. What mediums of advertising are best?

Ans. Newspapers, direct mail, circulars, miscellaneous in importance in the order given. 75 per cent. for newspapers; 12 per cent. direct mail; 10 per cent. circulars; 3 per cent. miscellaneous.

4. What is the best way to collect the \$3.00 fee from the members of the clothing association?

Ans. Send the fees to the secretary-treasurer of the association, H. Brimmell, Lindsay.

5. What per cent. of sales should it cost for selling clothing and furnishings?

Ans. Twenty per cent. is a good safe, overhead.

5. When is a black dress tie proper and when a white?

Ans. Black for tuxedo; white for full dress.

7. Is it good business to use staple lines of merchandise, such as overalls or working shirts to be sold as an advertisement?

Ans. No, get legitimate profit on all merchandise.

8. What steps should be taken that would stop clothing coming from across the border and no duty paid on the same?

Ans. This will always be one of the difficulties of the border town, but if it is persisted in, W. C. Miller, provincial secretary, should be notified and he will take the matter up with the proper authorities. Mr. Trowern stated that the name of any merchant who did this would not be revealed.

9. Will not high wages, freight rates and other overhead expenses not have to come to something like former levels to bring about stable conditions and real business levels?

Ans. Yes, but how to bring them down is the problem.

10. Is it in the best interests of established business to quote two prices, for instance, regular \$40 and \$50 for \$29?

Ans. Yes, if you are not extravagant in your statements.

11. Is it good business to feature nationally advertised lines?

Ans. Carry them but it is not necessary to feature them.

(George Grey of Chatham pointed out that this really meant not to feature them in the sense of advertising them at a price which did not give a legitimate profit.)

12. Would it not be in the interests of the Canadian trade if manufacturers of clothing did not show so many models and would it not lessen the tendency to over-stock?

Ans. Yes, all manufacturers show too many models.

There was some discussion on this subject. E. R. Fisher of Ottawa said that Fashion Craft showed about 20 models when 6 or 7 would do. Most merchants bought only 4 or 5 of a range. Ed. Mack said that Mr. Fisher's estimate was conservative; many of the manufacturers showed as many as 35 or 40 models. Mr. Gilbert of Montreal felt that the more models shown the merrier. He believed it in the interests of the men's wear business that many models be shown and it was better for the customer that he see a wide range of models.

This whole matter was, by resolution, referred to the incoming executive to deal with.

14. How far should a guarantee go to satisfy the customer?

Ans. Back it up to the satisfaction of your guarantee and that means the sky is the limit.

15. Is it not in the best interests of the retail trade to eliminate bargain sales during the selling season and what is the best way to educate merchants along this line?

Ans. Yes, it is best to eliminate them and the best way to educate is through local associations.

This matter was also considered of sufficient importance to refer to the incoming executive for some action thereon.

16. Should the manufacturer pay the freight and express charges on goods?

Ans. Some will, and we think that all should, as merchants have to pay the delivery charges. This matter was also referred to the incoming executive.

17. Does the executive prefer a member of the association to pay his fee to the trade section by draft or remit?

Ans. Do either, but do it.

18. To what extent should staple lines be cut rather than carrying them over till the next season until normal conditions prevail?

Ans. All goods, under present conditions, should be turned over during the season to which they belong.

19. What is the best plan to feature a sale and get results?

Ans. Windows and advertising two days previous to the sale and nothing sold before the hour advertised for the sale, and no goods out on approval.

20. Should the retail clothier charge for alterations?

Ans. Committee could not agree on this.

21. How can the retail merchant best meet the necessary reductions inevitable in overhead expenses?

Ans. Reduce overhead or increase turnover.

The convention did not seem to think this a sufficient answer, though it was agreed that the problem was the outstanding problem of the moment. E. R. Fisher of Ottawa stated that he had reduced his overhead \$5,000 last year without impairing his efficiency.

T. W. Learie referred to rents, salaries, lights, etc., as items in the overhead expenses that had to be considered. There was a point, he said, beyond which volume could not go. The bulk of the public to-day could not pay. He believed that the merchant would have to take less from the business himself and that the clerks in the store would have to take less for their salaries.

22. Should rules and regulations be given to a clerk upon employment with a firm?

Ans. Yes.

23. To bring ready to wear clothing to the standard of high class clothing, is it wise to advise customers to get rid of the cuff on the pants?

Ans. Yes, they are coming in style.

24. Is it good business to price articles shown in the window,

Ans. Yes.

25. Have prices reached the bottom or are we to have a period of gradually falling prices covering a number of years and stopping when they reach a level?

Ans. Prices for fall are believed to be firm, but there may possibly be a decline before the next season.

26. Is a daily change of advertising better than three times a week?

Ans. Yes, every day.

27. What is the best location for an advertisement?

Ans. The top upper corner of the page.

28. What value do you place on newspaper advertising, billboards, circular letters?

Ans. Newspapers 75%; direct mail 12%; circulars 10%; miscellaneous 3 per cent.

(Continued on next page)

Conditions of Woollen Industry

Dan Ross of Toronto Outlines Causes That Have Brought Prices to Their Present Levels—Reasons for Recent Advances—Thinks Low Levels Have Been Reached for Time at Least—Does Not Advise Heavy Purchases

ONE of the addresses at the convention of the Merchant Tailors on Thursday, February 16th, was given by Dan Ross of the firm of Nisbet & Auld, Ltd., of Toronto. He dealt with conditions in the woollen industry, reviewing at some length, the developments of the last few years when prices went up and down so rapidly. Coming down to conditions as he sees them at the present time, Mr. Ross said:

Asking Lower Prices

"On the one hand we have the consumer clamoring for lower prices and refusing to buy because he thinks prices have not come down in keeping with his imagination. Here is where the merchant tailor has his opportunity. He knows what he can buy goods for. He knows what the garments cost to produce, and he knows what he wants in the way of profit. If he has all these things right he should have no trouble in persuading his patrons where he stands. On the other hand we have today makers asking advances of as much as 25% over the prices of six months ago, and these advances are steady. We find on placing repeat orders that one cloth we bought last May at 10/- is quoted today at 14/. Another we bought at 9/2 in July, we paid 9/6 for in October and 9/10½ in January. In addition to these advances we have had to pay extra duty on practically all of our Spring purchases, although our selling prices were all fixed months ago and the goods half sold. We had to pay 8 cents per yard extra duty on one shipment, 4,940 yards, and another of nearly 4000 yards. The goods were selling at 1/- per yard more when they were shipped than when we bought them, and the maker must on his invoice declare the fair market value at time shipped and the Customs officers collect duty not on the cost price but on the fair market value price, and sterling is also higher than when we fixed our prices.

"Some of the causes for higher prices are: Shortage of fine free wool. What is known as free wool is scarce and it is in great demand, so much so that there is at the present moment some talk of rationing. Worsted yarn spinners are today as busy as they were at many periods during the war. Women, too, today are wearing long stockings made from worsted yarns, and the consumption of yarn in this respect alone is enormous. Add to that the quantity of yarn consumed in making of knitted outer garments for both men and women and you can readily see why woollens

are holding up, and advancing in price, and likely to for some time to come. Another reason that is not generally known but is true nevertheless, and that is that at the present time tremendous quantities of textile machinery are being shipped to countries which heretofore have not attempted to make woollens, or not in any quantity to speak of,—South America, China, Japan, and I think India is included. All this new machinery is going to be set in motion and these countries immediately become active competitors for raw materials and prices will under such competition stiffen. Then France, Belgium, and Germany are buying raw materials and their entry in the market for raw materials will tend to strengthen prices.

The Future of Prices

"With all these things before us it is pretty difficult to see where we are going to have, for some considerable time, much lower prices than today prevail. There is one thing certain,—that prices in 1920 fell far below replacement value and we were misled to some extent into taking liquidating value as a basis instead of replacement value. Makers had large contracts made for yarns which had been used up. Machinery had to be kept going, and organizations which they could not afford to let drift without serious consequences. Their only hope was orders. Every maker was practically in the same fix so the result was that in trying to get orders he got prices too far down, as he found when he used up his material on hand and went into the market for raw material. He had to put his prices up. Another thing that is now pretty much out of the way is the illegitimate trader or the man who was not in the woollen business proper but who bought up woollens because he saw there was a scarcity. In the end he got caught. He sold at any price to turn what he had into money. This helped to give one a false idea of actual value. These causes are all pretty well out of the way now and you will find that prices from now will be more on a staple basis with advances and declines according to supply and demand. Woollens are today about twice the price of 1914 and are about as low as they should be if we want to maintain a respectable standard of living, for I am sure no one wants to go back to the days when a man had to get up at four or five in the morning to be able to get to his work by six o'clock, work all day until six p.m. as they did in most of the woollen mills in England, and then tramp as

many of the mill hands did, three or four miles to his home, get his tea, and go to bed, and at the end of the year he had hardly received enough pay to keep body and soul together.

Careful Buying

"We do not advocate, even in the face of advancing prices, buying in large quantities. Buy weekly if you require goods to keep things going. Keep up your assortment, be careful in your selections, find some means of letting your customers know that you have used the axe and that you can supply his wants right down on the rock."

QUESTION BOX AT THE CONVENTION

(Continued from previous page)

29. In a city of 15,000 with a paper of 8 pages, ¾ of which is given over to American advertisements, should a merchant consider inserting a small advertisement?

Ans. Yes, if he can get a preferred position. Mr. Gilbert added that little readers in the social columns were good if the newspaper would allow them.

30. Will the price of manufactured goods not have to be brought down to the level with farm products?

Ans. This condition will right itself when things are more normal because it takes a longer time to bring down the price of the manufactured article than the raw material.

31. The Dominion Temperance Alliance advertises reduced rates for their convention. Could not the same concession be obtained for the clothing men and their convention?

Ans. This matter will be taken up by the incoming executive and it is believed that some concessions can be secured for the annual convention.

NEW PRODUCT IS COMPLETE ADDING MACHINE

A new product has been added by the McCaskey Systems, Ltd., of Galt, to their specialty line of account systems and sales pads. The new system consists of a complete adding machine which, in addition to the usual features, will segregate clerk or department sales, or both. It is put up in three different key board arrangements.

Combined with a cash drawer (also a new feature) this adding machine becomes a cash register of large department capacity and when used with the McCaskey Account Register establishes a complete credit and cash system for any business.

This new product is announced for April 15th.

Better Placing on Furnishings

Montreal Firms Get Encouraging Reports From Travellers—Unusual Values in British Hosiery—Smaller Centres Demanding Bath Robes and Dressing Gowns—Striking Colors in Sweaters—Fair Business in Gloves

ACCORDING to a Montreal wholesale firm which specializes in men's furnishings the demand for general lines of this class of merchandise has picked up of late, but this Spring finds a somewhat unusual condition prevailing, in that placing for Spring and Fall is going on simultaneously. Retailers would probably place heavier orders, it was said, but for the new restriction placed upon them by certain leading wholesale firms who have recently adopted the policy of limiting the amount of goods sold on credit. This attitude has been forced upon the wholesale trade, who have naturally found it to have certain disadvantages, in that the usual volume of merchandise is not disposed of in a given time and stocks are piling up in a corresponding degree. However, a good Summer and Fall business is anticipated, even with a continuance of hand to mouth buying and the last week of April will without doubt result in the usual volume of business.

As was predicted some time ago the most wanted item of men's wear felt by this Montreal firm is that of nainsook athletic underwear, orders for which are said to be three times greater than last year's. Two piece suits are more in demand than Union style however.

British Hose Offers Unusual Values.

A feature of present business is the unusually good assortment of British hosiery of all grades which has been off the market for so long a time. Travellers report the demand for British hose to be greater than for any other kind, and one particular range of black worsted, fleece-lined, priced at \$4.50 a dozen, is proving to be one of the best offerings for several years. Fancy hose either in heather mixtures or with embroidered clox have now become a staple line and are selling very freely especially in the smaller towns and villages. Prices having now reached a satisfactory basis, it is apparent that retailers are no longer hesitating to stock up on hosiery at least.

Extra shipments of men's bathing suits have just been received by the wholesale trade and there is therefore no likelihood of such a shortage as occurred last summer in this line. Orders at present are heavier on cotton knitted suits but a good proportion of all wool suits is being called for.

Men's Lounge Robes In Demand.

One wholesaler commented to Men's Wear Review on the rapidly increasing vogue for bath robes and dressing

gowns which has sprung up this year. Heretofore, he pointed out, the smaller men's wear stores were not interested in this article of apparel for men and few of them were sold annually, but since last year, particularly, the demand for terry cloth robes and eiderdown lounging robes has assumed really pronounced proportions and has resulted in the edition of several new and striking models among the early Fall samples.

Another similar line which seems to have suddenly caught on with the men's wear trade in different sections of Canada is the sports blazer in somewhat striking stripes. So good has been the demand for this line that of the first shipment nearly 40 dozen of these blazers were shipped out at once as soon as they had come to hand. The wholesale trade are convinced that the blazer coat has come to stay as a staple article of men's apparel and will continue to feature it in their Summer range hereafter.

All Wool Sweaters for Fall.

Travellers report also that the trade is showing great interest in the new coat sweaters for men designed for fall 1922, and already orders received are greater than in 1921. Samples shown this month include the new fancy mixtures in all wool, which have a striking tweed-like color blending, rather more pronounced than ordinary heather mixtures. It was said that the trade will not look at any but all wool sweaters and these must be so marked to receive any attention at all. Myrtle and brown are a favored color combination with country trade this season.

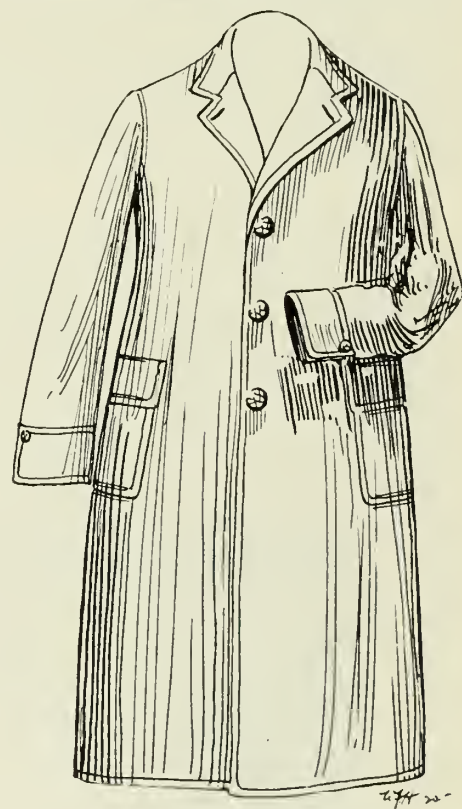
Headwear representatives in the wholesale trade report a somewhat unsatisfactory season. Retailers, it was said, are interested in the lowest price on fur felts and especially those which can be retailed around \$3. apiece. Fairly good business is reported from Eastern Canada but placing in the west is still unsatisfactory due to the prevailing depression.

Owing to the marked improvement in domestic felts, the bulk of business done is on these lines, with British hats quieter insofar as the medium priced trade is concerned. Demand is strongest for browns, beaver and allied shades, especially with darker colored bands.

Glove Business Reported Good.

Little variation is reported in the demand for gloves throughout Canada, except that the western provinces are not up to their usual volume. Despite all

the rumors regarding the dearth of employment, the demand for work gloves is said to be as strong as ever and several new cheap grades of good quality are now being offered to fill the demand for an inexpensive but durable glove. There is a good demand for men's silk gloves for formal wear, but with the decline in prices on better grade leathers, the demand for glacé kid and other fine leathers is expected to become stronger.



The military influence in raincoats is no longer pronounced in the opinion of foremost Canadian designers who state that the demand this spring and for early fall is distinctly for models of the design shown in the accompanying sketch, which has all the earmarks of a regulation topcoat and is thus serviceable in fine weather as well as for wet. Outside patch pockets with flaps, full cuff all round, shaped collar and soft rolled lapels as well as a straight back with hook vent are the outstanding features about this conservative yet smart model shown this month by Schwartzman Brothers of Montreal.

The announcement is made this month by Cluett Peabody & Company of Canada that their Montreal office will remove on May first to larger quarters in the Sommer Building, Mayor Street, where they will occupy the 8th floor.

Have Faith With Understanding

Frank Stockdale Advises Holding Steady Till End of The Trouble

Following R. P. Sparks of Ottawa, at the Retailers' luncheon on Tuesday, February 14th, Frank Stockdale spoke briefly, emphasizing the necessity of holding steady during the present period of business depression. He first referred to the trade fair idea, pointing out that if merchandise could be sold at a cost of one per cent. instead of 10 per cent., it represented a saving both to the retailer and to the manufacturer worth striving for. He stated that, in the majority of instances that the trade fair had not been very encouraging from the buying point of view but that the actual results of such a fair if properly developed were beyond question. The trade fair was sound to the core and the bigger and better it could be built the better it would be for all concerned. The basis of the whole thing he said, was the co-operation between the manufacturer and the retailer.

Profiteering Cry

Mr. Stockdale pointed out the the retailer had borne the brunt of the profiteering cry that had been raised. He believed retailers had taken it too seriously at times; it should have been taken as a matter of circumstance and human nature.

That the retailer lacked vision in his business was a claim put forward by the speaker. When the market was on the incline, he said too many retailers were too slow in marking advances on their merchandise and when the market started to decline, the retailer had been absolutely consistent, for he had also been too slow in this. If he had had vision when prices were going up, he would have built a reserve fund for the time when prices were bound to come down. This was one of the fundamentals of business, as old as the hills—to have a

reserve fund to take care of times of depression. The merchant needed a greater vision in business.

Time To Be Steady

The right time to be steady in any crisis, said the speaker, was just before the end. The people who get into financial and other troubles are the people who hold steady till they are just about 10 per cent. from the end of trouble and then they lose their nerve. Under present conditions, he cautioned merchants to keep their nerve and remain steady till the end of the period of depression. He would not suggest that kind of optimism which the bald-headed man had when he bought a bottle of hair tonic and a hair brush and comb at the same time; neither would he give place to the pessimist. What the business man needed was faith with understanding. When faith was gone, then the merchant was in the pessimist class and he was on the wrong track. All should have faith but the faith without understanding was a disintegrating force not a constructive one.

Filing System For Furnishings

Helps Women Purchasers Who Have Forgotten Sizes Worn by Men

A service that can be rendered by the men's wear dealer to a woman customer is good business—and will bring more business. Women are becoming more frequent customers of the men's wear store as time goes on. Their eccentricities, their conception of service, therefore, should be studied by the dealer in an effort to make her and her husband a firm friend of the store. She is usually the purchaser of furnishings—underwear, hosiery, collars and shirts and neckwear. Particularly at the holiday season, she is in the market for these goods.

Walter E. Reamer of Muncie, Indiana, has adopted a very simple system which has brought him many customers and has retained their good will. He has created a file system which is a distinct service to the woman customer who comes into his store to purchase one of the above-mentioned articles but has forgotten the size. She has selected the article she wants, only to come to that delicate point in the transaction when she forgets what size she wants. For the moment, it might seem that the sale was lost. But not so. Mr. Reamer says he has the size and will get it in a minute. And to his filing cabinet he goes and there finds the card bearing the customer's name with full particulars as to his size of collar, shirt, underwear, gloves, hose or any one or all of these articles in the "man of the house" has ever purchased there and he had had a chance to get the size of the article he bought. These cards are arranged alphabetically and are, therefore, accessible at a moment's notice.

Carries Ladies' Hosiery

Mr. Reamer has added ladies' hosiery to his furnishing lines because of the frequency with which ladies come into his store. But they are not the only purchasers of ladies' hose. He finds that men who want a pair of hose for some member of the fairer sex are frequent purchasers. They prefer buying over his counter to going to a counter where ladies serve. This is not only a service to both male and female customers, but it brings a fair amount of profit the year round.

SWISS VISE UNNECESSARY

Mr. Carl P. Huebscher, Swiss Consul-General for Canada, announces that Canadian travellers proceeding to Switzerland will not require a Swiss consul's vise on their passports after April 15. Steamship men welcome the change, stating that it should result in an increased amount of travel to Switzerland.



Brock Fall Styles

"PILOT"
Satan satin finish

"SAXON"
Mixed beaver finish, filbert mixture

"PILOT"
Brush hat, cream, Doc Sheene finish

Publicity for Cut Silk Neckwear

American Interests to Conduct Publicity Campaign
For the Greater Use of Cut Silk Ties—Makers up
Launch Charges Against Tie Silk Men—Hope to
Create Greater Interest in Their Product

THE SILK manufacturers and cravat makers in the United States are about to commence a publicity campaign such as was undertaken some months ago by the suspender manufacturers in that country to popularize their product and bring it into more favor with retailer and consumer alike. Following a meeting of representatives of these trades a short time ago, this decision was arrived at and plans are already maturing for the campaign. A publicity fund is being solicited and, in all probability, a style committee will be appointed with the intention of formulating something definite on colors, patterns and weaves, giving direction to and controlling the style tendency as clothiers and tailors do, rather than to let it develop unaided as in the past.

Reasons

As to the reasons behind this campaign of publicity, there is, of course, a difference of opinion. Makers up seem to be of the opinion that tie silk men have failed to keep up with the times in the matter of devising and designing silks that either aroused the enthusiasm of the retailer or the interest of the consumer. The result has been a

continued sameness in patterns and designs. For instance, makers up claim that the vogue of the diagonal repp stripes was much too prolonged, that new tendencies should have been discovered long ago. Other charges of the makers up against the tie silk men are that they produced silks of poor wearing quality that pulled out of shape after being worn once or twice, that the cravating consisted of a cotton warp and a filling of fibre silk—all of which combined to turn the consumer against cut silks. The open market policy of the tie silk men is also condemned because they failed to confine their patterns for the high class trade.

Tie Silk Men Say—

The tie silk men say they have an equally strong case against the makers up but, on account of the acuteness of the problem at the present time, they prefer to leave unsaid their grievances and attack the problem as they find it, forgetting differences which would serve no useful purpose to discuss.

An official announcement of the steps that are to be taken will be made in due time by those interested in the revival of the cut silk neckwear business.

Dealing with the outlook in cut silk neckwear, The American Haberdasher says:

"Indications at present point to a revival of cut silk neckwear in the late Spring and Summer. This is entirely apart from the propaganda that is to be started in its behalf. Men will wear clothing of a more or less 'soft' nature, as witness the popularity of sports suits. Then there is always the desire for something comfortable in warmer weather, for golfing, automobiling, etc. All of this is taken to mean that foulards, crepes and kindred materials will come in vogue again.

"New designs in these softer materials will be shown by prominent neckwear manufacturers, with the assistance of the tie silk people, in a short time. They will come in bright colorings, adaptable to the semi-negligee dress of Mr. Man, not alone in four-in-hands but in a big variety of bow ties. The tie silk and the cravat manufacturers have in fact joined hands to produce quality and beauty that will satisfy the wearer and will be offered at a price on a par with the present values of merchandise generally."

The Two Macs of Ottawa, are conducting another contest for the building of bird houses. They conducted such a contest, very successfully, a year ago, the plan being outlined in Men's Wear Review at that time. They are offering as first prize, \$20; second prize, \$15; third prize, \$10; and fourth prize \$5.



Scarlet rambler roses climbing up a white rustic trellis, lent a summery touch to this recent display by Godwin's, Ltd., of Montreal. The fixtures were of greenish-grey color and a large Majolica vase in the foreground, also emphasized this subdued tint.

Says Clothiers Have Helped

Deputy Minister of Labor Deals With
Problem of Unemployment in
Ontario

What steps the Ontario government has taken during the last six or eight months to improve the industrial and unemployment situation were outlined by Mr. Ballantyne, Deputy Minister of Labor of the Ontario government, at the luncheon given by the retailers on Tuesday, February 14th.

Unemployment, he said, was not a modern development of industry; it had been with us for centuries. But the lessons of the war and science made us more keen to reach the solution of these difficulties. The state of currency, and trade conditions all over the world together with political limitations made it impossible that a committee of the Ontario government could solve finally this difficulty of unemployment. Realizing this, the committee deemed it advisable to adopt a plan of co-operation in which the interests of the manufacturer and the workman, the wholesaler and the retailer would be served. By doing this, they believed they might do something real and tangible to improve the industrial conditions throughout the province. In addition, they got in touch with Rotary clubs all over the province, Boards of Trade and similar organizations, asking their co-operation in this movement.

Something More

In speaking of the made-in-Canada aspect of the Textile Exhibition, Mr. Ballantyne stated that the manufacturers must go even further than merely producing an article at a lower cost; that article must be the equal of any other similar article in the world. The question of citizenship was one that should not be overlooked by business men; their aim should be to get a greater population here to buy more made-in-Canada goods. The duty of the retailer, as he saw it, was to secure his merchandise at the lowest possible price and reflect that price to the consumer. His duty as a citizen must enter into his business relationships; he should find out why the purchasing power of the individual was reduced, and why he could not sell as many goods as formerly. If the retailer would find this out and act accordingly he would be doing a good deal toward carrying out the objective of this special committee that worked with the government. Their aim should be to make Canada not only a good place to work in, but a land in which it was a privilege to live.

Clothing Prices Fell

Referring to the index figure for clothing, the Deputy Minister pointed out that it had fallen from November to January, showing that clothing men were endeavoring to meet the wishes of the committee.

Sudden Death of Warren Ogilvie

Was President and General Manager of
Eastern Hat & Cap Co.

Warren Ogilvie, 42 years old, vice-president and manager of the Eastern Hat and Cap Manufacturing Company of Truro, N. S., was found dead in his room at the Windsor Hotel, Montreal, recently. He had apparently been dead several hours. A verdict of "natural death" was returned by Coroner McMahon at an investigation.

Mr. Ogilvie and his secretary, Harry Yuile, had arrived on March 6, from Truro on a buying trip. They had intended to go on to Ottawa after completing their business. On Tuesday night they went to the station, but missed the train. They returned to the hotel authorities and had the room opened, who had not felt well before starting on the journey from Truro, retired. It was only when he did not appear at noon that the secretary summoned the hotel about eight o'clock and Mr. Ogilvie. Mrs. Ogilvie, is at present on her way from Truro to the Bahamas where her father died a few weeks ago. The body was sent to Truro. Mr. Ogilvie was well-known. He had been connected with the business of which he was now manager since it was formed 16 years ago. He was born near Truro and had lived in Nova Scotia for many years.

Stockdale Has Question Box

Pertinent Questions Fired During Con-
vention At Business Counsel

At the conclusion of Mr. Stockdale's address at the afternoon session, Tuesday, several delegates had questions to put to him.

One delegate asked how much money should be spent on advertising in a \$100,000 business under present conditions.

Mr. Stockdale replied that the local situation would have a good deal to do with it. In a general way, however, merchants should spend more on advertising now if they wanted to get a larger volume of business.

A second delegate asked what proportion of receipts a proprietor should take out for his salary.

The answer given by Mr. Stockdale was that he should take out what he could get in a similar position for another concern; no more and no less.

Another delegate asked Mr. Stockdale about the best bonus system he knew of.

One of the best known to him was where the salespeople were given a bonus on increased business throughout the whole store, a bonus that was divided on the basis of salaries paid. This got everybody in the store working. To get salespeople working one against the other, he thought, was a bad thing.

HIGH GRADE

Display Forms and Fixtures



Novelty Tie Stand

illustrated herewith is finished in oxidized copper, nickel plate, brush brass or statuary bronze.

Show your ties, handkerchiefs and shirts on this stand. It will display them to their very best advantage.

Send for new catalogue.

Dale Wax Figure Co., Limited
86 York Street, Toronto, Ont.

AGENTS:

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

FELS OVERCOATS AND RAINCOATS

Combine the Important Factors of

**RIGHT FABRIC
RIGHT TAILORING**

**RIGHT QUALITY
RIGHT PRICE**

They are the kind of garments that make friends of your customers and bring them back to your store—that put profits in your sales.

We have an attractive line of English Gabardines and Topcoats for the coming season. They possess our usual features—style, elegance and money value above the average.

Your inspection and comparison of FELS LIMITED OVERCOAT VALUES are invited.



FELS LIMITED

Dubrulle Building

Montreal

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.
New York Baltimore

Stifel's Indigo Cloth
Standard for over 75 years



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

New Pat. Cuff Style (2-1)

This cuff is made reversible and can be turned to form a new cuff and makes the garment appear clean. They save time, laundering and money.

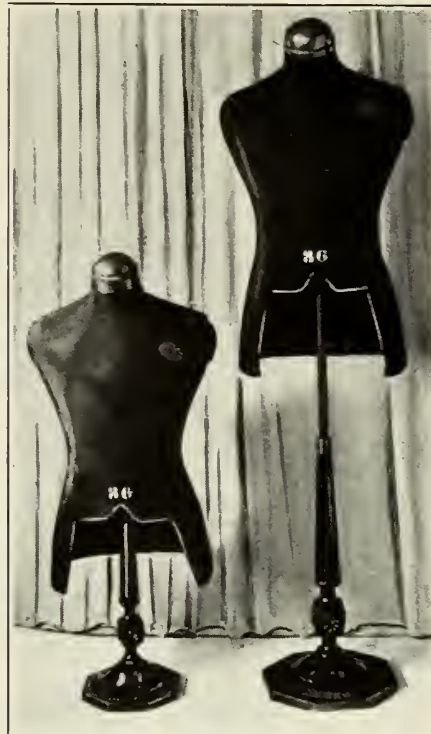
We specialize in Silks, Jersey, Crepe de Chine, Habutai and Pongee at most reasonable prices.

A post card will bring full particulars.

LION SHIRT COMPANY

44 Lombard Street
TORONTO

Our Famous 1922 Models



Mounted on a beautiful Louis XVI hexagon 8' and 12" wood base, finished in mahogany, walnut and Roman gold. It will brighten up your window displays. Your suit will fit like a glove on this form.

Write us about it

Delfosse & Co.

247-249 Craig St. West . . . Montreal

"FOUNTAIN BRAND" Pure Irish Linen Thread

Manufactured by

The Island Spinning Co., Ltd.

Lisburn, Ireland



The BEST Thread Obtainable

Write for samples & quotations

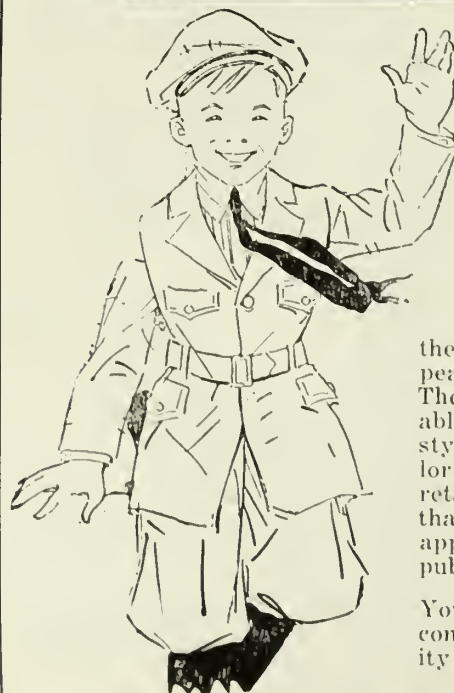
By using "Fountain Brand" you ensure yourself a reputation for good, dependable tailoring.

Take this into consideration when ordering your supply of thread.

Sole Agents for Canada:

Walter Williams & Co., Limited

MONTREAL 508 Read Building QUEBEC 553 St. Valler St. TORONTO 20 Wellington St. W. VANCOUVER 217 Crown Bldg.



WE SPECIALIZE IN BOYS' SUITS

the kind that appeals to the mother. They are of dependable quality, smart style, superior tailoring and can be retailed at a price that will meet the approval of the public.

You can beat price competition by Quality Goods.

Manufactured by

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

Factories at

Clinton, Goderich, Exeter and Hensall



THE RECORD HAT

You have the story in the picture—a hat that is extremely appealing. In **Beaver** and **Pearl Grey**.

Price \$37.50 and up.

For 100 Years The McGregor Line

has never been made to compete with caps of inferior quality.

There has been refinement and elegance in the styling and a complete response to every fashion requirement—in shape and colors. Our men are now in their territories. Write us to-day to arrange for an inspection.



Hyde & Halliwell

Importers & Wholesale Jobbers

43 Scott Street = = Toronto

Representing Messrs. J. Woolfenden & Co., Denton, England. The Record Hat, Velours and Felts. Messrs. M. Bertish & Co., Ltd., London, E.C., England. The Consulate Shirts, Collars and Pyjamas.

OXFORD BRAND CLOTHES

Every purchaser is looking for full value
for his money—durability plus style.

Quality is tailored right into them, therefore, this real quality does not wear off—it stays to the end of the garment's life. They embody all those features that make them distinctive and above the ordinary. From the selection of fabric to the final finishing touches absolute care is taken to assure you of a perfect garment, one which will put the stamp of reliability in your store.

Drop us a postcard and samples will be forwarded to you prepaid. Do not place your order until you have looked over our range.

OXFORD CLOTHING CO., Limited

King Street and Spadina Ave., TORONTO

"Craftana"

Registered No 262 005



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

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

Turnbull's



THE BEST INSURANCE OF HIGH CLASS UNDERWEAR TRADE

APPRECIATED BY THOSE WHO WEAR THE BEST

MADE BY *Turnbull's* OF GALT, CANADA

PERFECT FITTING

Turnbull's

SHOREY'S
BROCKVILLE, ONTARIO

Successor to
Hall's Limited
Manufacturers of
MEN'S and BOYS' GLOVES and MITTS
ALSO LADIES' GLOVES

WANTED—FOR GENERAL STORE WITH high class trade, manager, who wishes to obtain interest in business. Must have best of references. Write Box 85, Men's Wear, Review, Toronto.

GIMP YOUR PATTERNS

With Hardaker's "EASICUT" Machines
Economical, Fast, Practical, Neat.
E. W. McMARTIN,
45 St. Alexander Street Montreal.

Kwik Showcard School

81 Bond St. Toronto, Ont.

6	5	4	3	2
				
1.20	1.00	85c.	65c.	55c.

Extra Special Offer!

Set of 5 Red Sable Showcard Brushes \$3.75

With this set of brushes, you can make the smallest price ticket or the largest window showcard. These brushes have pure red sable hair firmly secured in nickel ferrule and 7 inch black polished handle, and are trimmed ready for use. Illustration shows the width of stroke each brush will make. Every brush is carefully examined before leaving the factory; and with ordinary care will last for years.

NOTE: Brushes may be purchased separately at above marked prices.

Kwik Showcard Colors 35c.

3 Bottles For \$1.00

Choice of Colors

Colors specially prepared for showcard work, and are put up in wide-top glass jars. Opaque black, light red, dark red, coral red, brown, pearl-gray, lavender, light yellow, dark yellow, turquoise, orange, light green, dark green, light blue, dark blue, white, per bottle, 35c.



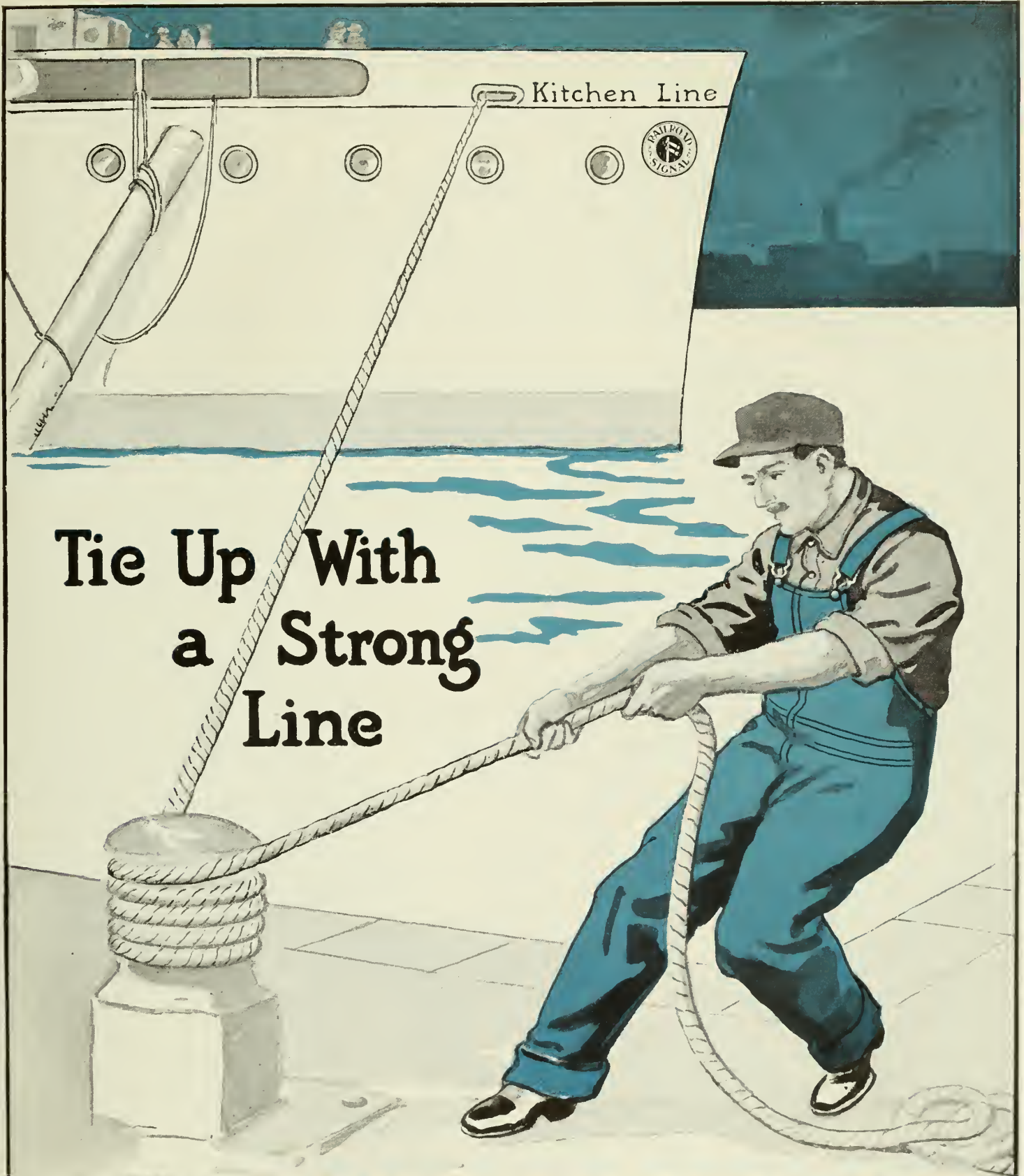
Get this Showcard Outfit \$2.00

Just what you want to make attractive showcards and price tickets. Consists of two red sable brushes (sizes 5 and 2) as illustrated above; and two bottles of color (any color) extra special, complete \$2.00.

Write for illustrated price list of Showcard Writer's Supplies.

Kwik Showcard School

81 Bond St. Toronto, Ont.



Tie Up With
a Strong
Line



The Kitchen
Overall and
Shirt Company
Limited
Brantford, Ontario

KITCHEN'S
"Railroad Signal"
OVERALLS

Tooke



CANT SHRINK

CANT CREASE

“KANT-KREASE”

SOFT COLLAR

1/4 SIZES

5 STYLES

MEN'S WEAR REVIEW

Vol. XI. No. 5

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

MAY, 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.

FRD



An unusual degree of thought has been put into the designing of Strand Shirts—the grade of materials and quality of workmanship is superb. Through unceasing effort on the part of the makers the fame of the "Strand" has gone ALL-OVER THE LAND.

Our full range is now on the road

Alphonse Racine Limited

60-98 St. Paul St. West
3 Factories: Beaubien St., Montreal—St. Denis, Que.—St. Hyacinthe, Que.
18 Permanent Sales Offices

Montreal, Que.



CLOTHING

MEN'S

YOUNG
MEN'S

BOYS'

Frequent turnover is the secret of success in selling clothing. Peck's Clothing is so satisfactory to the consumer from the standpoints of Quality, Style and Price that the merchant handling it is assured of steady sales at good profits. Our salesmen are now showing the fall range.

Our Special Order Department is maintained for your convenience. Do you use it?

JOHN W. PECK & CO.
LIMITED

Montreal Winnipeg Vancouver

Quality—and Price

Men will pay fair prices for their clothing when you can convince them that they are getting more for their money.

The one best way to satisfy them on price, is to feature



Check Back Overcoatings and make it worth their while to invest right and get more—price alone won't impress them—talk Quality.

We offer you something beyond price—the best you can give your customers.

Women's Cambridge Ulsters: Many women are asking for coats tailored like men's. These can be handled by you without any extra overhead and as many women accompany their husbands when buying their clothing, you could no doubt interest them at the same time with these beautiful Women's models.



Travellers now out. Don't miss seeing the best range we have shown in years and at greatly reduced prices.

Coppley, Noyes & Randall, Limited

Hamilton - Canada



FASHION-CRAFT

Clothes

ONE MAKE ONLY

ALWAYS THE BEST

THE NEW MODELS for Fall and Winter produced by the Master Craftsman, Mandato, are now ready for inspection.

PRONOUNCED PERFECT in detail, correct in style and workmanship—each model embodying the something different which the well dressed man appreciates.

SUCH IS THE VERDICT given by Fashion Craft agents from the largest cities in Canada whilst in Montreal doing their season's buying.

ORDERS PLACED for stock from these new models demonstrate their desirability and our customers' faith in the designer's ability to produce them.

CHARACTER FEATURES in Fashion-Craft clothes are exclusively their own—Woollens, linings and values for Fall buying most acceptable to the up-to-date merchant backed by the makers' guarantee of satisfaction.

Agencies open where not already represented.

If interested write

PROMOTION & SALES DEPARTMENT

Fashion-Craft Manufacturers

566 St. Lawrence Blvd. - - - - - Montreal



Buy Showerproof Cloth by This Trademark



It is your assurance of genuine "Cravenette" Regd. Cloth and genuine "Cravenette" Regd. Showerproof Coats for Men and Coats, Suits and Skirts for Ladies and Children.

It means that you can give your customers Cloth by the yard and Ready-to-Wear Garments proofed by the "Cravenette" Regd. process.

It is well to remind the trade that the word Cravenette does not mean a particular weave or color of cloth, but applies to any cloth rendered showerproof by the "Cravenette" Regd. process.

It inspires confidence and builds up future business to show to your customers the "Cravenette" Regd. Trademark on every yard of cloth and in every garment you offer.

THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER
6 OXFORD ST
ST PETERS SQ

BRADFORD
DEPT. 43
39 WELL ST

LONDON
128 & 129
CHEAPSIDE E C 2.

BDA
(COPYRIGHT)



A FEATURE COAT
of
A FEATURE LINE

**WHEN WINTER COMES
YOU'LL NEED
POLAR RAGLANS**

We take pleasure in advising our customers and friends that our models for the Fall Season of 1922 are ready for inspection.

Our line, which ranges from Busters to Ulsters in Overcoats and comprises reliable clothes for Men, Young Men, and Boys, in the better-to-wear make of clothing is

“Bigger, Better and Brighter than Ever”

It will pay to wait for our representative and see our line before placing orders.

THE FREEDMAN COMPANY

Manufacturers of New Era Quality Men's Clothing and Armour Clad Clothes for boys
MONTREAL

How Do Your Customers Buy?



THE more critical your customers are the easier it is to sell them "Tutt" clothes—because they are tailored from the buyer's point of view. And the Tutt label is surety enough for superior style, fit and finish.

We have still a few openings for special order agencies.

TUTT CLOTHING CO.

MAKERS OF FINE CLOTHES



WHOLESALE CUSTOM TAILORS
21 DUNDAS STREET EAST
TORONTO

Broadway

BRAND

Clothes
for exacting men

Co-operation

Value

Profits



Success and Satisfaction

The clothier who succeeds most is the one whose fabrics please best.

Take Broadway Brand and compare it with any other line for Quality of Material and details of workmanship. They are supreme. You will then be readily convinced that they will make repeat sales.

The buying public want good quality clothing at a medium price. We are determined to meet this demand and greatly increase the volume of business for Fall.

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 them the fit and style they require. See our large range of CHECK-BACK OVERCOATINGS with that distinctive individuality.

RANDALL & JOHNSTON, LIMITED
TORONTO

“If It's From Fels It Sells”



This is Our Scarborough Model

Overcoats, Raincoats and Waterproofs

—bring satisfaction and profit to every merchant and wearer.

Our attractive Fall and Winter weight Overcoats, English Gabardines and Cravenetted Topcoats are now being shown by our representatives. They are distinguished for their unusual fabrics and skilful hand tailoring, and come in two ranges of prices only.

Have you seen our “Rudge” and “Steve” models yet? If not, write us for information.

FELS LIMITED

Dubrulle Building, MONTREAL



Quality Remains Supreme

The demand is as strong and insistent as ever for well made clothing. Purchasing a good garment is economical buying.

This is true particularly when presenting Leishman Made-to-Measure clothes. These clothes arouse the greatest enthusiasm in their everyday use.

The store selling Leishman overcoats and suits has greater advantages than ever in the worth and value they present to their customers. Every made-to-measure suit is constructed with taste, refinement, high grade art work and made from the highest grade materials.

Our travellers are now on the road with a complete range of summer clothing. See our Fall samples when they call on you.

**WM. H.
LEISHMAN & CO.**
LIMITED
192-4 Spadina Ave.
TORONTO

*Makers of the Best Tailored Garments
for Men*



The UNDERWEAR
that Overwears

ATLANTIC UNDERWEAR, Limited

Moncton, N.B.

Holding Customers

To dealers who wish to put their clothing department on a more profitable basis Elk Brand Clothes offer just such an opportunity.

Our Men's, Young Men's and Boys' Suits

will strengthen the reputation of your store—because the three fundamentals of good merchandising — Quality— Workmanship — Value, are splendidly apparent in every Elk Brand model.



Our representatives are now out for Fall and have some very interesting lines to show you: Merchants desiring goods for IMMEDIATE DELIVERY should not fail to see our large range. We are prepared to render you quick service.

Write us for an interview.

ELK BRAND CLOTHING

Made by

J. Elkin & Co., Limited

29-31 Vitre St. West,

Montreal, Que.

"The Reigncoat" —

*Manufactured Under Patent Licensee and
Identified by "The Reigncoat" label.*

The New Schwartzman Bros. Range for 1922.

An exclusive line of English Woolen fall and winter-weight Top Coats—with check plaid backs, half silk linings and silk bound seams—the newest English and American models in all the popular shades.

The hand-tailoring in these coats is of the very finest and is supervised especially to meet the tastes of men who care. They come in three ranges of prices to satisfactorily meet the general public demand.

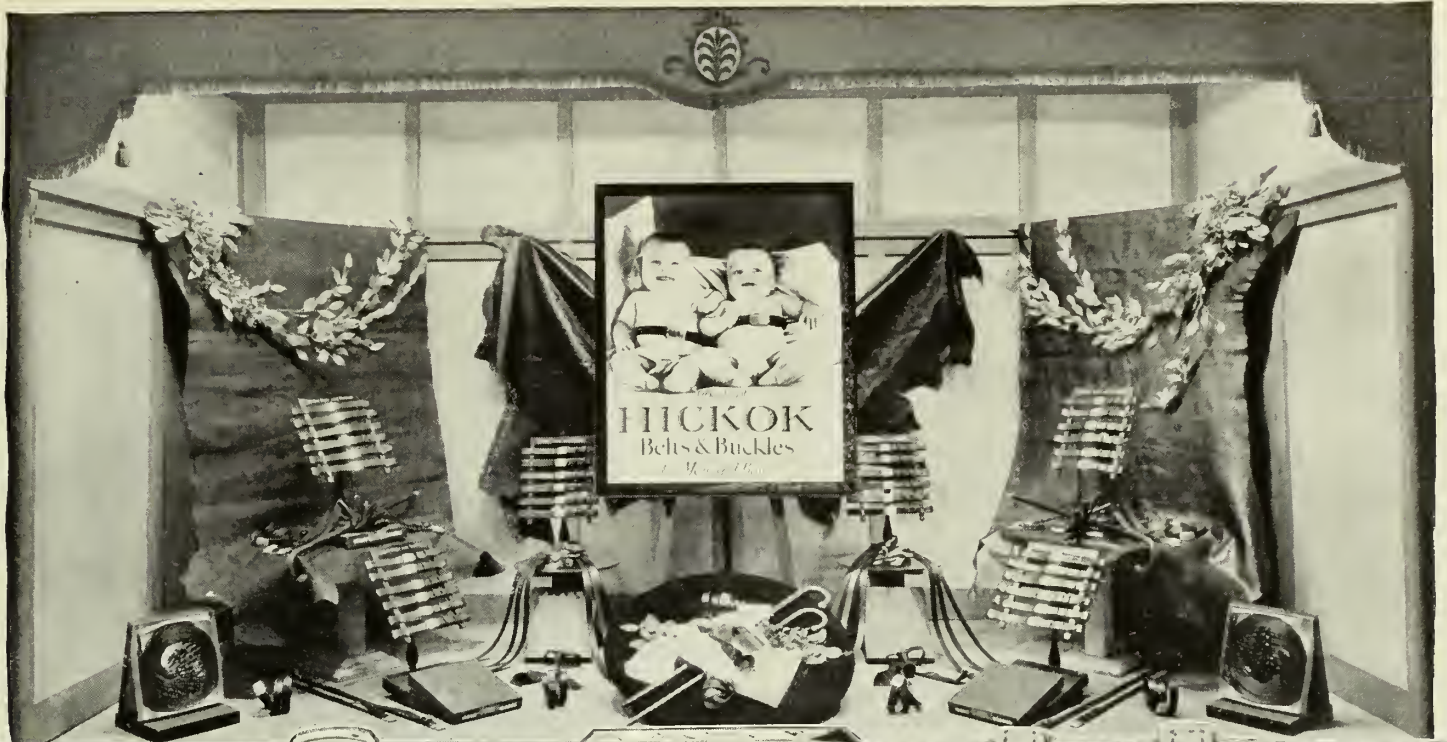
"The Reigncoat" our new creation in an all English Gabardine, is selling far beyond expectations—we are still able, however, to supply our customers with this fast selling line.

Our representatives are now showing these lines. If you have not already seen them—write us.



Schwartzman Bros.
Dubrulle Building
Montreal

Exclusive Makers of "The Reigncoat"



HICKOK WINDOWS PAY

TRY out a Window Display of HICKOK Belts and Buckles on one of these bright, warm, Spring days. The results will convince you of the tremendous sales possibilities of HICKOK products. Profit by man's desire to "dress up" in Spring—when the discarded vest or new clothes call for new belts and buckles of distinctive patterns—HICKOK'S, of course.

Some of the best retail stores in this country have reported sales increases amounting to thousands of dollars a week as a result of window displays of HICKOK Belts and Buckles.

\$1000 Prize Contest

Our Big Window Display Contest, now open, will continue until August first this year. Thirty-six cash prizes, amounting to \$1000 in all, will be awarded for the best window displays of HICKOK products. WRITE us for details of the contest. If you are not handling HICKOK products now, order enough for a window display. Let the merchandise demonstrate its own enormous sales possibilities.

HICKOK MANUFACTURING CO., Ltd., Toronto, Ontario

Combined Factories Largest in the World Manufacturing Belts and Buckles

NEW YORK SHOW ROOM: 200 Fifth Avenue

CHICAGO OFFICE: 424 South Wells Street

U. S. FACTORY: Hickok Mfg. Co. Rochester, N. Y.

Order Your
BELTOGRAMS
Now

RETAILERS in all sections of the country report enthusiastically that HICKOK BELTOGRAMS make a hit whenever shown. They are doubling the HICKOK sales for many of our dealers.

Orders are now coming in as fast as we can make BELTOGRAMS. Get your order in NOW and be sure of an early delivery—in time for the big Spring and Summer business.

HICKOK

Belts & Buckles

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*.



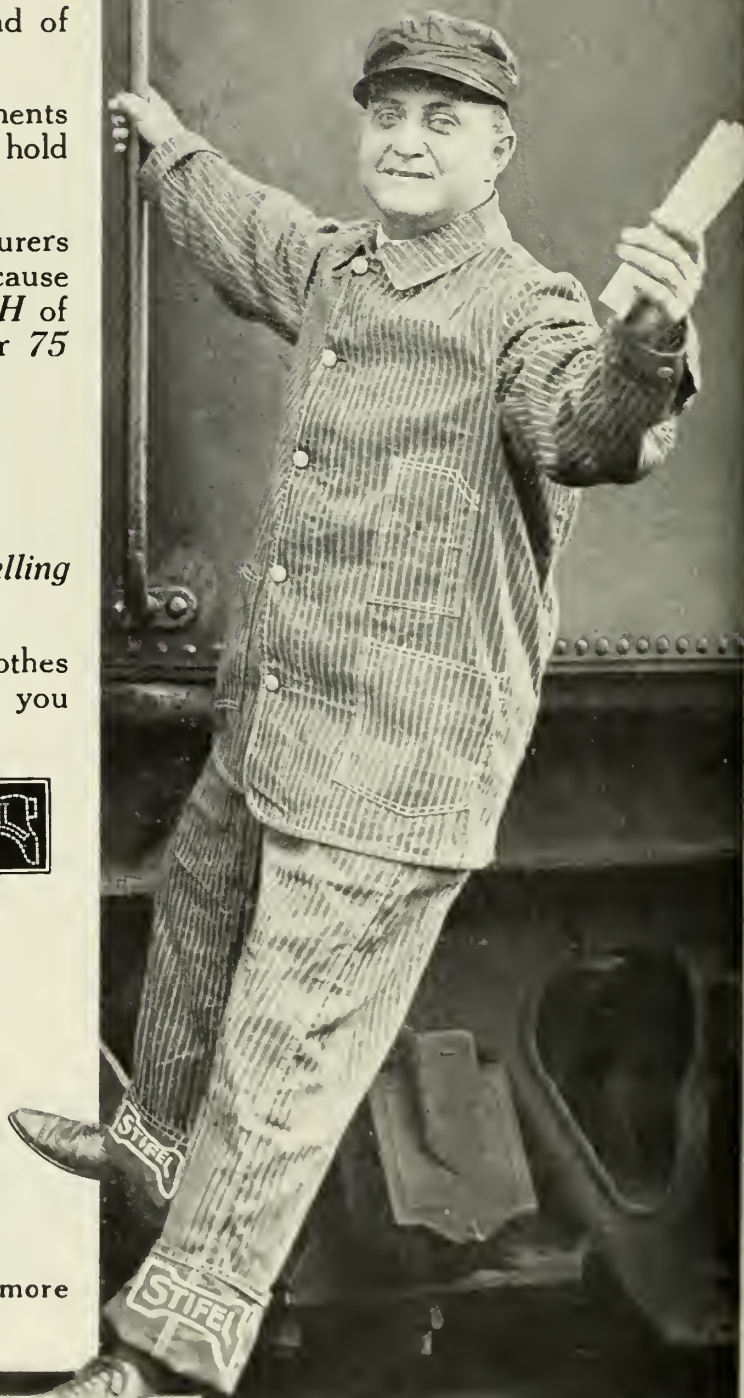
Stifel's Indigo Cloth

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



Stifel's Indigo Cloth
Standard for over 75 years
STIFEL
REGISTERED



12 to 18½

In Price Revision Quality is Maintained



11½ to 19

We are giving the trade the benefit of reduced price in raw material and selling our collars at replacement value. Making your money worth 100c. on the \$1.00. The KantKracK line is specially notable for their Quality which is always maintained at the highest standard.

Linen-like in appearance and always up-to-the-minute in style. All the smart becoming styles preferred by your customers will be found in the wide range of KantKracK collars.

Your stock should include KantKracK collars in every style and size.

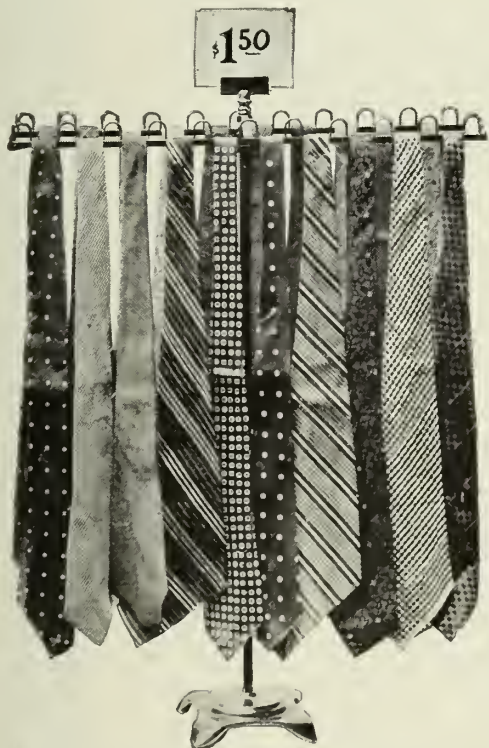
One Grade Only and That the Best.

Parsons and Parsons Canadian Limited

Est. in U.S.A. 1879

HAMILTON, CANADA

Est. in Canada, 1907



You can put the atmosphere of Spring and Summer into your windows by using more of the

Dale Better Display Fixtures

The better your forms and fixtures the better your sales.

The name "DALE" is your protection.

The Dale Revolving Double Bar Tie Rack will assist you in displaying your neckwear to the best advantage. Your customers can select very easily and quickly, thereby enabling you to increase sales.

Drop us a line for our new Catalogue.

Dale Wax Figure Co., Limited

86 YORK ST., TORONTO, ONT.

Agents: P. R. Munro, New Birks Bldg., Montreal. E. R. Bollert & Son, 501 Mercantile Bldg., Vancouver
O'Brien, Allan & Co., Phoenix Block, Winnipeg.



ART CLOTHES
COOK BROS & ALLEN LIMITED

Winter Overcoats Ready-to-Wear

Materials

Colorings and Designs that are Wonderful.
No Cotton or shoddy mixtures—Only Virgin Wool-
Material—that will give entire satisfaction.

Models

They are irresistible! The kind that create
a desire.—The kind that are not on your
racks when the season is over.—The kind
that make the Cash Register Ring.


Price

REAL VALUES at prices that will please
the Consumer.

Ready NOW

Travellers are now on the Road—appointments
arranged to suit your convenience.

COOK BROS. & ALLEN CO.
LIMITED
Wholesale Tailors
TORONTO



*Builders of
Good-Will*

Men's Wear Review

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No. 5

Profits In Sport and Holiday Trade

Retailer Should Formulate Campaign for Drawing in Trade of Various Sporting Elements in His Community—Golf Players on the Increase and Want to Dress Properly—Baseball and Other Popular Games—The Holiday Visitors and Their Trade

WITH THE opening of the sporting season, and the holiday season, just in the offing, merchandising plans should formulate themselves in the minds of the clothier and the haberdasher. An increasing interest has been taken in sports since the conclusion of the Great War, young and old men alike seem to be seeking a new indulgence in one kind of sport or another. Every development of national life provides opportunity for the retail clothier which he should not overlook; in fact, national tendencies frequently express themselves in dress. So intense has been the sporting spirit since the close of the war that clothes, in both men's and women's styles, have become known as sports clothes, and close observers say we have not yet reached the height of sporting craze in clothes. Many retailers make the mistake of thinking that catering to men who want clothes for sporting occasions is the province of the city retailer and the mail order house, and needless to say these two vendors have not hesitated to take advantage of the indifference of the small town retailer. But the fact remains that there is hardly a small town in the country that has not its sporting element, and the requirements of this element are worth getting after.

Golf

Undoubtedly, golf has sprung into great popularity during the last few years and the most unlikely spots are being used for links. The writer knows a little town of 4,000 where there are more than half a hundred golf players who drive several miles for the sake of a game of golf. Their requirements are numerous during the entire golf season. There are many such cases all over the country. The desire on the part of the golfer to be correctly dressed is a growing one. The retailer by display, by newspaper advertising, by letters, can fan this desire into profits for himself. A chart showing correct dress on the golf links, with a gentle reminder that yours is the store where such requirements can be purchased, will pave the way for a fair volume of business that is too frequently drifting citywards. And if this desire is not perceptible in your community—the desire

for correct dress on the golf links—it is your opportunity to sow the seeds and, in time, reap the harvest. Many city retailers, during the past Winter months, have paved the way for a good golfing trade during the Summer and Fall, by equipping a Winter links in their stores. Golf players have taken advantage of it and they will naturally seek their golf suits and accessories in these stores. Why has the smaller town retailer overlooked this chance? Many of them have more space on their hands than have the city retailers, but they have missed an opportunity. Right now is the time to shape up for the golf trade. Get ready for it.

Baseball

There is a greater widespread interest in this game than in any other in the calendar sport in Canada. There is not a town in the country immune from its baseball fans, fans who take an interest—a daily interest—in games that are being played all over the North American continent. Anything in the nature of a baseball display in the window, or baseball pictures of current interest, will attract young men who are good spenders with the clothier haberdasher. Interest in baseball in Canada is one, two, three or even four fold. There may be a district league, a Canadian league, a national or international or American league. In a university town there may be an inter-scholastic league—it may be in baseball or some other game. These all prove occasions for the dealer to cash in on if he is disposed to make the effort. James A. Hearn of New York featured a sporting goods window that drew wide attention. Yet it was a very simple one. The background was mostly a large picture of Babe Ruth in the act of hitting out one of his numerous "homers" and in the foreground were baseball toggeries. Instead of showing actual baseball equipment, as this window did, the retailer might use a somewhat similar background, substituting a more local favorite for Babe Ruth, and feature sports' clothes suitable for the occasion. In the case of an inter-scholastic league of some sort, retailers have a splendid opportunity to cater to a wide circle of

sporting men and young men and will make an honest effort to get the patronage of young men. To overlook the sporting trade is to overlook handsome profits.

Holiday Season

Plans should also be considered at this time for the holiday trade. In every town and city there are many young men who, during the Summer months, go out of town for the week-end or for a couple of weeks' holidays. There needs are worth considering because of the profits to be had. By various methods which suggest themselves very readily, a careful mailing list of holiday prospects should be drawn up. The live retailer will take pains to inform these young men that they have holiday togs and accessories that are just as up-to-date as those worn by the city chaps. This is another class of trade that too often drifts to the city, and perhaps it is partly due to the fact that small town retailers have not taken the trouble to get after the holiday trade. Mail order houses are eager after this class of trade and they let it be known that they will make deliveries to the nearest post office. They do nothing that cannot be done by the small town dealer if he is so minded to get after it with vigor and in earnest.

There is a particularly good opportunity in holiday trade for the retailer who happens to live near a well known Summer resort. It is easy enough to get the names of frequenters of these resorts, men and young men who come from the city for the week-end or for a couple of weeks. Unless you supply their needs, they do so during the week when they return to the city. They would much rather be rid of the task of selection and, often, cartage back to their Summer resort. A courteously worded letter to such men can be made to be the forerunner of good profits on Summer holiday accessories. There is a certain sore in the Northern part of Ontario which outfits a boat, that traverses the lakes in their district, with all manner of requirements of Summer residents. What this store can afford to carry to the very doors of the residents, the retailer in every section of the country can afford to keep in stock.

Ontario Designers Seek Co-operation of Clothiers: Meeting of the Clothing Executive at St. Thomas

More Active Campaign for Promotion of Organization During the Coming Year Outlined by the President—Designers Ask Retailers to Co-operate With View to Mutual Advantage and Saving of Time and Money—Complaint Heard of Action of Some Overall Manufacturers

THE FIRST meeting of the new executive of the clothing section of the Retail Merchants' Association of Ontario was held in St. Thomas on Thursday, April 20th. President R. F. Fitzpatrick of Toronto was in the chair and Messrs. Gray of Chatham, Cull of Guelph, Doan of Niagara Falls, Trull of St. Thomas, Hern of Stratford and the provincial secretary, W. C. Miller were present. A good start to the work of the year was made and there is every indication that the present year will see considerable advancement made with subjects which engaged the attention of the executive during 1921.

Evening Banquet

The occasion was marked by a general gathering of all the retail merchants of the city of St. Thomas at a banquet which was held in the evening at the Y. M. C. A. building. This was held under the auspices of local Chamber of Commerce of which W. L. Agnew is the chairman. The Chamber undertook at this banquet to show the visiting delegates, as well as members of the various branches of the retail trade, what St. Thomas made and sold in a retail and manufacturing way. The tables in the banquet hall were decorated with the merchandise represented by the different branches of the retail trade. One table, for instance, was decorated with groceries, another men's clothing, still another boots and shoes, another automobile tires and accessories, etc., etc.

There were two pleasant features of this banquet. President R. F. Fitzpatrick was made the recipient of a handsome cane from the St. Thomas retail merchants in recognition of the work he has done and is doing in the interests of his particular section. The presentation was made by the provincial secretary, Mr. Miller. In turn, Mr. Fitzpatrick turned around and presented Mr. Miller with a handsome bouquet of American roses, a gift from the Flower City to Mr. Miller for the excellent work he is doing in the interests of the retail merchants of the province.

Better Organization

One of the most important matters to engage the attention of the executive at their first meeting was that of better organization of the clothing men throughout the province. This step was forecast by the president in one of his previous addresses where he suggested that key men be selected from different parts of the province whose particular work would

be to better organize the clothing men in their respective sections, make personal visits to their centres, and explain to them the work of the association and show them what had been done for them through the offices of the association. This whole matter was more fully outlined by the presidents to the members present. It will be the duty of the members who come from widely separated sections of the province to get very closely in touch with the leading men in this branch of the retail trade in their sections. They will make a concerted effort to interest them more deeply in the work of the Association, to explain to them what can be accomplished by united action on the part of the retail clothing men of the province if any emergency arises or any question has to be dealt with in the general interests of the trade. The present members of the executive, therefore, are now constituted missionaries in their sections of the province and it is the hope of the executive by the end of the year to have perfected such an organization of all clothiers in the province as will make for greater strength and unity amongst this branch of the retail trade.

Co-Operate with Designers

It will be remembered that at the convention held in Toronto in February some discussion arose with regard to the models shown to the retail trade by the different clothing manufacturers. This matter has advanced a step. At the meeting of this executive a letter was read from William Johnston who wrote for the Ontario Designers' Association. The letter was as follows:—

"At a recent meeting of the Ontario Designers' Association the question of a closer co-operation with the retail merchants was discussed. The meeting was of the opinion that a co-operation of this kind would be of mutual benefit to both organizations. We believe there are many ways in which the retail merchants could help the designers, and also the designers might be of some assistance to the retail merchants. In the past and at the present time, the alteration and bushelling expense is altogether too great and it is said by some of the designers that this could be brought down 50 per cent. We also believe that if a style committee were appointed, a certain number from each organization, we could improve the styles and avoid making so many garments which do not sell, thereby causing

loss to both wholesaler and retailer at the end of the season. The Designers' Association feel that the retailers could give valuable assistance in their advice regarding the sudden changes in styles, extreme styles, and in that way could prevent making mistakes.

"If you think well of the suggestion and consider it worth while bringing it before the executive and they in turn think the matter worth while, we would be glad to meet your executive and go into the matter fully."

The executive thought the matter of considerable importance and forthwith appointed a committee to meet the committee from the Designers' Association at a date mutually agreeable. This committee is composed of R. F. Fitzpatrick, Ed. Mack, E. R. Fisher and J. C. Begg.

Other Business

Fraudulent advertising was again up for discussion and it was pointed out that many transgressions of the act were being made in the use of prices. The executive is very active in this matter and other cases are being looked into.

One of the members gave voice to a complaint against some overall manufacturers who, it is alleged, have been selling direct to those not in the trade for the use of their employees. Following this complaint, the provincial office has communicated with the several overall manufacturers and has secured from them their trade policy. Any violations, therefore, can be dealt with more easily in the future.

A complaint came from Niagara Falls of the amount of space being used in the local paper by American retailers from across the border. The executive promised to take the matter up with the government and see if more active vigilance at the borders could be secured.

Glen S. Case of Montreal has recently installed a fine mezzanine floor in his store in the Drummond Building, which provides considerable additional space besides improving greatly the appearance of his well-equipped establishment.

The annual international convention of Kiwanis Clubs will be held in Toronto June 19-22 next, when the Queen City, assisted by other Canadian branches will act as hosts to the visiting clubs. It is expected that many representatives of the men's wear industry will take in this convention as more than 31 different clubs are to be represented at the gathering.

Andersons of St. Thomas Conduct A Boys' Contest; Encourage Knowledge and Development of County

Novel First Prize is an Educational Trip to Toronto, Ottawa and Montreal Where National Exhibition, Houses of Parliament and Large Mercantile Institutions Will be Visited—Objects and Rules of Contest Explained

ANDERSONS, Limited, of St. Thomas, Ontario, have just completed a contest by which they hope to increase the turnover in their clothing department, particularly among the boys of that city and Elgin county. It is to be supposed that the contest will be followed by an intensive advertising campaign for business among the boys in that county, for each entrant of the contest is obliged to give his full name and address. A feature of this contest that will appeal to the boys is that every one gets a prize, that is, everyone who enters the contest. It may be a small prize, but it is a prize and no boy need feel that his efforts go entirely unrewarded. An indication of the popularity of the contest may be gathered from the fact that the time of closing was extended a couple of weeks on the request of many of the school teachers in that county who, presumably, were being solicited by many of the school boys for assistance in the preparation of their advertisement.

Objects of the Contest.

In making the announcement of the contest, Andersons stated that they had four objects in view:

First:—To get the boys of Elgin County better acquainted with Elgin's largest store—Andersons, Limited, of St. Thomas.

Second:—To advertise Elgin county.

Third:—To encourage the thoughtful study of the advantages, resources, etc., of our own county.

Fourth:—To interest young people in the art of advertising, which is a most effective influence on national life.

The Prizes

The first prize, valued at \$75, is given to one boy in each of the three districts who sends in the best advertisement story. The prize valued at this amount is a free educational tour to Toronto, Ottawa and Montreal and return, the trip to occupy five days and to be made without any expense to the boys. The successful contestants leave St. Thomas on Monday morning, August 28th for the National Exhibition at Toronto where they have luncheon and spend the afternoon and evening at the great fair. At 11.15 they leave for Ottawa and breakfast at the Chateau Laurier. In and around Ottawa, they visit the parliament buildings, the Eddy factory, the Mint, and Rideau Canal. In the evening, they leave for Montreal to visit points of historic interest in the ancient city, and many of the leading clothing manufacturing plants, wholesale houses, men's furnishing, hosiery and glove factories. After three days in Montreal, they return to St. Thomas.

The second prize, valued at \$15, is given to one boy in each of the three districts.

It is a suit of clothes which the boy may select himself. The third prize is a high grade silk shirt or silk shirt waist to fit; the fourth a good all-wool sweater valued at \$3.50; the fifth, a leather belt with a sterling silver buckle; and to all other contestants an I.O.U. for \$1.00 which is not transferable. This I.O.U. is mailed to any boy as soon as his advertisement is received.

Rules of the Contest

One of the most important rules of the contest is that which makes it a very even contest for all who enter. The older boy who may be presumed to be farther along in his studies and, therefore, more capable, has little advantage over the younger boy. The contest includes boys from the ages of 8 to 16 years. A "perfect" advertisement for a boy of 8 years requires only 86 points; whereas a "perfect" advertisement for a boy of 16 years requires the full 100 points. Here is the scale arranged:—

Other rules of the contest are as follows:—

Ages	9	9	10	11	12	13	14	15	16
Perfect	86	88	90	92	94	96	98	98	100

1. By advertisement is meant a thoughtful story.

2. The story must contain at least 100 words and not more than 250.

3. The story should deal largely with the outstanding advantages which abound within the county of Elgin.

4. Each story must contain at least one reason why buying should be done within the county of Elgin.

5. The name of Andersons, Limited, must appear once in the story.

6. All boys over 8 and under 16 are eligible for the contest.

7. The contest closes on May 8th. (This was extended from April 14th.)

8. Each contestant may obtain information by reading and enquiry but the story must be told in his own composition and writing.

9. Three advertising experts will examine these advertisements and shall make final selections of the special prize winners.

10. Every boy must sign his name, age, school section and P.O. address at the top of the page.

The other rules of the contest, with the exception of 13 which we gave above, deal with the division of the county into sections.

R. MANDATO

who has taken complete charge of the designing and manufacturing departments of the Fashion-Craft factories. Mr. Mandato has been given an absolutely free hand to produce clothing in keeping with the high class merchandise which has consistently been the aim of Fashion-Craft to produce. The "New Thing Club," the operations of which were suspended during the last few years owing to unsettled conditions, will be again revived by Mr. Mandato, who will, from time to time, send out models of an advanced style for the approval of the members of the club. By this club members will get to know better the pulse of the trade and inclination for changes in styles.



Clothing Executive Bringing Merchants Together; W. C. Miller Outlines Varied Works of Association

Large Banquet Held at St. Thomas at Which Over 250 Sit Down
—Provincial Secretary Tells Merchants They Can Learn Much
from Organized Forces of Labor—Many of the Activities of the
Association Reviewed

ONE THING that the executive of the clothing branch of the Retail Merchants' Association of Ontario is trying to do for the retail trade all over the province is to bring its members together to lay before them the work of the Retail Merchants' Association in its varied activities. Wherever it has held an executive meeting, the local committee in charge of the arrangements has sought to bring together all the merchants in that town or city to interest them in the work of the Association by telling them what it has done and what it can do for them in all matters pertaining to the retail trade.

This was the case at their recent meeting at St. Thomas, where the principal speaker at the banquet given in the Y. M. C. A. building in the evening was the provincial secretary, W. C. Miller of Toronto. Clarence Trull presided at the banquet.

Take Lesson From Labor

Mr. Miller described the Association as a charter body, organized for the purpose of protecting the interest of all sections of retail merchandise throughout the Dominion. They were like Heinz's "57 varieties," each with its own particular set of problems which had to be studied and solved. He regretted to learn that the merchants of St. Thomas had not been so well organized in the past as they might have been because this was an age of organization. They could take a lesson from labor, which having become organized in all parts of Canada, had been able to press their claims upon the Government, and had met with such success that a department of Labor had been created by the Government. The farmers and the fishermen had each organized and had their own departments in the Government, and the manufacturers had their department of trade and commerce. For many years the retailers were without representation of any sort at Ottawa or Toronto, and he often thought that the retailers did not sufficiently realize their importance in the community. "If you take all your retail stores out of your main streets," he said, "there would not be much left of your city. Continue that proceeding throughout the Dominion and you will see that you would have practically no municipalities. The retail merchants represent more combined wealth, and have more money invested in business than any other class in the com-

munity. We represent more than the combined wealth of the banks. If you take all their stock, their cash and debts, their wagons and fixtures and everything else the figures will show that the retailer represents the largest merchant class in Canada."

Examine Every Bill

Mr. Miller proceeded to show what was now being done for the retail merchant through the work of the Association he represented. Every bill, he said, that came before Parliament, was closely scrutinized in the office to see if any clause of it affected the retailer in any way, and if there was anything detrimental to any section of the trade then the combined influence of the Association was brought to bear against it. The Association belonged to everyone, and everybody had just as much to say in it as anyone else. It was democratic in ideas, and every member was equal irrespective of the size of his business, his race, color or creed. It was only by co-operation that they could make effective representation to the Government.

Touching on something like forty different matters in the course of his address, Mr. Miller stated that the Association opposed that part of the Workmen's Compensation Act which included the retail trades among the "hazardous occupations," and were successful in getting the retailers excluded. They defeated the Bulk Sales Bill, and they were introducing legislation which would protect the retailer against the unfair methods of hawkers and peddlers. The trading tramp was a grievous question in St. Thomas some years ago, and he was happy to say that the legislation upon that subject was still intact. It was very seldom there was an infringement of that Act, and he invited any merchant who was invited to enter into any scheme of that sort to communicate with the Association before doing so, in order that they could get an official ruling as to the legality of it. They found that many merchants went into the scheme without realizing that they were breaking the law and could be brought into court and heavily fined. Fraudulent advertising was another matter that came under the criminal code, and the clothing section had a censorship committee to which all matters were referred if it was thought that there had been misrepresentation.

If the evidence was deemed sufficient for a prosecution, one was instituted, irrespective of who the merchant might be, in the interest of a higher standard of merchandising.

The Business Tax in St. Thomas was 35 per cent., which he claimed was too high a proportion to pay. The Association had been asked to provide the Government with information on this matter, and they had circularized the retailers. The result was that 95 per cent. of the merchants of Ontario had been drafted for the amendment of the Food and Drugs Act which absolved the retailer from being found liable for the contents of packet and canned goods, and asking that the fees paid to the inspectors of weights and measures should be borne by the public funds, as the inspection was carried out for the benefit of the public. Mr. Miller dealt also with the efforts in regard to price cutting, and criticized the Board of Commerce, which, consisting of a Judge of the High Court, a railroad official and a lawyer, had the destinies of the retail trade at its mercy. The Association fought and won several cases, and the one which they lost they took to the Privy Council and won. The Association also prosecuted a "Consumers' Association," the principal of which was now in prison. They were now endeavoring to have the cartage charges at both ends of a journey revised.

Then taxation there was probably no more burning question before the retail trades, said the speaker, and in the matter of the Sales Tax the Government had seen fit to place the tax at the source of collection. That was absurd, and for the purpose of the Act some retailers had had to take out a manufacturers' license. The Association took the matter up with their solicitor, and on his advice they challenged the right of the Government to include these retailers as manufacturers. A tailor was selected for a test case, and the decision was reversed, but they had dared the Government to issue a hundred thousand writs unless all were cancelled, and declaring that from April 1 all these people were not classed manufacturers.

Among other matters dealt with by Mr. Miller were the exclusion of oleomargarine, the Produce Dealers' Act, the Division Courts' Act, the Bankruptcy Act of 417 clauses, which he described as being second to none in the

(Continued on page 21)

Spent First Money on Fixtures

"Sell More Goods Than We Have Any Idea Of," Says George Prowse, of Charlottetown, P.E.I.—Has Proved That Better Quality Merchandise Tells in the Long Run—Makes a Point of Keeping in With Athletes

THE FIRST money we spent when establishing this store was for fixtures," said George Prowse, Charlottetown, P. E. I., to a representative of Men's Wear Review recently. Mr. Prowse conducts The Toggerly in this far Eastern city and is known as one of the liveliest merchants on the Island. "After we had arranged to get the right fixtures we next looked for brands of goods which 'had the name' and 'whose makers stood behind the goods.' We also wanted lines that were well advertised and were known by the buying public. We knew that the public would take more readily to the store that was handling this class of merchandise than one that handled any old kind at all. A visit was made to the larger cities in both the United States and Canada and from them were chosen the styles that were most in demand there. This seemed a rather foolish thing to attempt particularly when this is a farming community but we went ahead with our plans and they surely have worked out well.

Choose Better Merchandise

"It might be thought that a community like this would want nothing but the medium class of goods but we have proven that if you offer the better class of merchandise they will choose it in nearly every instance in preference to the cheaper variety. The reason in many cases why young men do not wear the better styles and kinds of clothing is that they can not get them unless they send away to the mail-order houses and this is of course always a most unsatisfactory way to buy clothing. We have talked and shown the good stuff to such an extent that the only way that we can get rid of the poorer grades is to give it away and then there will be a great many who will not take it fearing that there was something very much wrong with it."

An instance of this latter condition was explained to Men's Wear Review by Mr. Prowse when he told of a purchase (a real one he thought) he made in Montreal a few years ago. While in this city he was offered a big reduction in the price of a job lot of sweater coats if he would take the lot, which he did. When the purchase was totalled it was found to be something over three thousand dollars. These were sent back to Charlottetown and offered for sale. They were offered alright but no one seemed to want them even though they were at a figure that couldn't be considered if they had been bought in the regular way. People would come in the store and look at the advertised line and then buy some other. The fact was that the people had been educated by the

store to buy only the better lines and when this class of merchandise was offered they did not want it. Many ways were tried in which to dispose of the stock but none had very much effect and later the lot were sold at a big sacrifice in small lots. They cost Mr. Prowse an average of six dollars each and he was only able to realize about three dollars on each, yet at the same time the demand in the store was for sweaters at twelve dollars and up.

Continuing, Mr. Prowse said, "We can sell a hat here for twelve dollars when we can't one at five and a coat will go quicker if fifty dollars is asked than if there is one at thirty. In silk shirts we will sell a dozen to every one at a dollar and a half. The same condition applies to the sale of leather bags."

Advertising

Mr. Prowse has a big connection with the young men around the town and one of the things that has developed this is his humorous nature. This nature has been put in his advertising and it has been carried on so that it has become one of the things the boys look for in the advertisements. It is the opinion of Mr. Prowse that the successful way to write advertising is in just the same way as one would tell the facts if they intended to do so by word of mouth and this fact is one of the big things that make his advertising "pull."

An Athlete

Mr. Prowse is one of the best athletes in the Maritime provinces and while he does not participate actively now he is still strong in promoting things for the younger fellows. Last year he gave twenty-four medals to the best athletes in the two city schools and this year intends to do the same thing. While this helps considerably to boost along the sports for the boys it also helps still more to firmly establish this store in the minds of these same boys for they are going to be the men and the buyers of the morrow. "Always treat the boys right for habits and opinions are formed easily and the only ones for them to see are the right ones. Practically every school boy in the city knows Mr. Prowse and when he meets one he is usually greeted by 'hel'lo, George.'" To some this would seem to indicate a lack of respect but to George Prowse it is mighty good advertising. That is going to bring dollars to this store in the future.

This enterprising man is a great believer in offering the people something new from time to time. One week all the men who visit the store will be given a cigar and the ladies a flower; another

week it will be something else, but while these ideas cost the store a few dollars they pay for themselves many times in increased business and also in the public's favor. A couple of years ago, during the exhibition week, a mystery man was used who mixed with the people and gave them a chance to catch him. This went on for a week before a "catch" was finally made, when the stunt ended. This proved one of the best business boosters ever tried out in the store and even to-day there are many remarks made of the fun created in the city by this "stunt." In this instance the lucky man who caught the mystery man was given a suit of clothes free. This of course caused increased interest.

Value of Fixtures

In summing up the interview with Men's Wear Review, Mr. Prowse was very emphatic in explaining how he believed it was necessary to get the proper fixtures in a store. "These sell more goods than any of us have any idea of," he said. "Then if one gets a line of goods that is known he is taking advantage of the advertising that is done by the manufacturer and when the goods are offered to a prospective buyer all you have to sell is the goods, not the maker, too." This he believes is cashing in on the assistance given by the manufacturer. "Stunts and being different in your display and advertising get them every time," continued this man. The people are continually looking for something new and attractive and if the merchant will combine this with his business he is almost bound to get much better results."

CLOTHING EXECUTIVE BRINGING MERCHANTS TOGETHER

(Continued from page 20)

world, the question of minimum wages, the reduction of garage licenses, the Bell Telephone Company charges, border smuggling which they were going to keep plugging at the Government to put a stop to, "punch boards," which are illegal, the marking of the origin of goods, insurance of members, the establishment of a credit retail department, and the examination of freight bills. In conclusion, he asserted that there never was a time in the history of the retail trades when they needed to help one another more, and unless they did so they would soon have no interest to protect.

The arrangements were carried out by a committee consisting of Clarence Trull, F. N. Barrett, L. O. Pearson, E. J. Curran, P. C. Smiley, W. G. Richardson, Harry Jennings, M. J. Callaghan, W. E. Maxwell, George McMurty, T. McIlroy and F. L. Watson.

PRESENTED WITH LOVING CUP

The members of the sales department of Stanfield's Limited, Truro, N. S., presented Frank Stanfield with a loving cup on the 24th of April in recognition of the 50th anniversary of his birthday.

Many Personal Services of the Small Store Will Help Offset Better Prices of the Large One

Allans, of Montreal, Have Many of Them for Busy People on a Busy Corner—In Times of Depression, Work Harder, Says the Proprietor—Free Telephone, City Directory, Changing Bills of Large Denomination, Shelter From Rain Are Among Their Services

IT takes a fairly busy thoroughfare to enable four rival men's wear stores to do business profitably in these days, when they happen to be located "cheek by jowl" so to speak, or just across the street from one another. But every resident of Montreal knows well that seething, crowded, and noisy section in the heart of the city, formed by the intersection of Bleury and Craig Streets, where four of the principal traffic arteries of the big city meet. And every resident who has occasion to risk his life in crossing this same intersection of traffic, who has occasion perhaps to transfer from one of the many street cars, which pass by this point, to another, has at one time or another during the past forty years expressed himself in terms of high praise with regard to one of the four above mentioned men's wear stores. The reason for this particular expression of appreciation is not as might be supposed, due to the fact that the tired business man can conveniently dash in and buy a clean collar or some handkerchiefs in an emergency, although this happens all the time at this particular store, but it is attributed more especially to the fact that everybody, from the smallest child to the old lady who has got lost downtown, as well as all the rest of humanity of either sex, feels as though this store was there to help them out in every kind of difficulty—no matter what. The selling of men's wear, though of course the chief end of its existence, is not its sole 'raison d'être,' for there are literally thousands of people who recall the store with mingled feelings of gratitude and appreciation because of its service to them in other ways totally unconnected with the sale of any merchandise, but better described as emergency assistance.

Having heard of the unique character of this long established firm, which is known as "Allans"—no hing more or less—a staff member of Men's Wear Review recently interviewed its manager, H. Greenberg, to ask a few details relative to this somewhat unusual kind of service, offered gratis to the public.

Must Emphasize Personal Element.

According to Mr. Greenberg, the small store, no matter of what character, must recognize the fact that it cannot do business after the same methods followed by department stores. In the latter "price" will get business, whereas in the small store, "price" is rarely the



Interior view of the old established Montreal firm of Allans, famed for its unique services to all comers, whether customers or not. At the back is located the desk where a courteous clerk is ever ready to give any desired help.

reason for any lasting success. The successful small store proprietor must endeavour to supply the personal element lacking in large business institutions and must not only be a salesman himself, but he must be a plugger, wide awake to constantly changing conditions and constantly alert regarding the wants and needs of the community centered about his store.

Work Harder.

"Business has been bad, I admit," went on Mr. Greenberg, "but that is no reason why any retailer should imagine that there is no use in working all the harder, nor in thinking out new ways to interest and win over new customers. When a man gets most discouraged over conditions, he should try out something altogether new and different for a change, some plan which will give him a fresh viewpoint and demonstrate to the public that he is no pessimist. The average retailer need not feel that because he must curtail expenses drastically, that he is going down hill. That is not true, for nowadays three clerks will often do the work which six did formerly, if work is better systemized in the store and routine is reorganized. In the old days it used to take a large staff of sales-clerks to sell 100 suits in a given time, whereas half the number can sell 150 suits now just as well, and the best of it is that the same turnover is made

with this reduced staff as in the old days with a large one. We talk of conditions being changed but I do not think we quite realize what the changes mean. In our own case, we have lately endeavoured to win a reputation along other lines than as mere retailers of men's apparel. This is what I mean to convey. A men's wear store located in a busy section such as ours must necessarily supply service that is prompt, efficient and courteous. Goods must be all on view to save customers time, prices must be plainly marked, sizes must be carefully arranged, change must be quickly made and given, parcels wrapped neatly in the least possible time, and so on. I would also emphasize the need of creating an atmosphere of restfulness and comfort about such a store, which will be welcomed by customers because of its marked contrast to the noise and glare of the streets outside. Shady awnings, electric fans, plenty of stools, and a cool, restful color scheme will go a long way to create the kind of atmosphere which attracts either men or women on Summer days, whether they feel interested in merchandise or not.

Trifling Courtesies That Count.

"I believe in going further than this," continued Mr. Greenberg. "We make it known that our telephone is at the disposal of visitors to the store, free. They

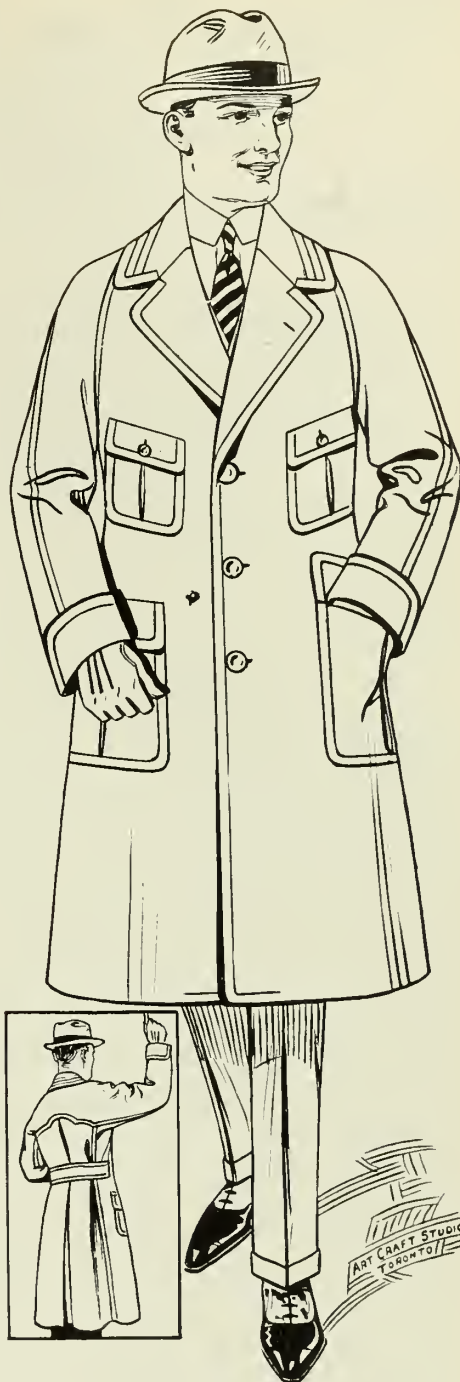
may either put in their calls themselves or we will gladly look up numbers and get the party desired for them. Likewise our city directory is placed on a table in a convenient spot, and we always look up the street or name desired so as to save the customer even that much trouble. We keep a clock in our windows which records the standard time of the observatory and can be relied on at all times, and we like to be known as willing to make change for anyone who wishes to take a street car but has nothing smaller than a \$5 bill. The conductors here do not give change for any bill over \$2 and this often means real inconvenience for many people who have forgotten to have ready change. We will call an ambulance or a taxi, a doctor, or anybody desired, and strangers find us provided with every kind of information regarding streets and points of interest. There is a weighing machine, placed on the main floor, on which anyone may find out their weight without even depositing the usual cent, and outside, we have screwed between each of our display windows on both Bleury and Craig Streets, a number of neat metal match scratchers, so that smokers can get a light without trouble."

Mr. Greenberg also pointed out the

fact that on wet days also, people waiting for cars are invited to stand inside the door rather than out on the corner in the rain, as is also the case in Winter, when the store radiates cosy warmth quite as much appreciated as its coolness in Summer.

Equipment Facilitates Quick Service.

The lay-out of the store is well done to carry out the idea of personal service first and foremost. It is double in character, having the furnishing section to the forefront with all the goods displayed in solid oak fixtures under glass. To the rear is the clothing and headwear section, also finished in the same modern type of fixtures with swinging racks capable of displaying a hundred or more garments or hats at once. Indirect lighting overhead provides illumination all day long, as a bright and cheerful appearance is maintained constantly, and the wrapping desk and cashier's office are placed midway between both sections for greater efficiency in serving hurried customers. A daily delivery is maintained by the Allan store also, and any form of personal service relating to clothing is cheerfully performed on request, whether an emergency pressing or mending as the case may be.



Smooth Salesmen With Fake Yarn

There are, apparently, a number of sharp-witted persons operating in Canada whose activities are victimizing not a few men and young men in the matter of purchasing suits lengths to be made up. There is a service here which every salesman can render his clientele and can warn men and young men to be on the lookout for these people.

To Escape Duty

Their stories are all the same which gives rise to the suspicion that there are one or two minds behind the whole scheme. And both men and women are in it, men and women, for the most part, who have a broad Scotch accent. They come to a man with a suit length, or perhaps two, telling him that they brought it over from Scotland. Of course, it is a wonderful piece of Scotch goods, all wool—and all that sort of thing. But they have decided to go to the United States and have learned that it will cost them more than they can afford to pay the duty to get it across the line. Therefore, they are willing to dispose of this excellent piece of Scotch tweed or whatever it might be for a mere nominal price. It is worth twice or three times the money but as a favor, etc., etc., etc.

Number Taken In

According to information obtained by Men's Wear Review, a number of people have been "taken in" by these fake operators. We know of one tailoring shop where no fewer than six men and young men have come in, asking them to make up a suit for them from this cloth which

they had bought from one of these operators. They all told this tailor the same story exactly; in every case the vendor was just about to move to the United States and wanted to escape the payment of the duty necessary to get their precious piece of goods across the line.

"One man from a neighboring town came in to us with a piece of navy blue serge which had stamped on it "Indigo blue." The quality was such as would be used in a child's dress and for a man's suit was worthless. We put the test on it and found that the indigo stamp was a fake. The man had paid \$15 for the length and we told him he could buy a ready-made suit for the same price that would give him much better service. Without exception, the suit lengths that have come to us have been of inferior quality and men have been badly taken in by these operators." This was the story of this tailor to Men's Wear Review.

Warn Friends

Men's Wear dealers might do well to warn their friends about these operators through their advertising. While we have not heard of their operations outside of the city of Toronto, there is no doubt their operations will spread over the country. One customer who came to the store mentioned above received a card from the person who sold the goods and his recollection was that there were two names on it, but he had forgotten the names and had, apparently, lost the card. The suit lengths vary in quality, but for the most part they are

Above is shown a S. B. three-button buttoned through, full skeleton overcoat shown by Coppley, Noyes and Randall, Limited, of Hamilton, and designed by B. Branda. No body lining whatever is used in this garment. It is made with a yoke back and inverted pleat; also a belt all round. The outside pockets are patch pockets with inverted pleats and flaps. The inside pocket is a safety pocket and is so constructed that when documents are adjusted under the tongue or extension of the top pocket, it is impossible for them to fall out, even if the coat is upside down.

The little insert illustrates a feature of this overcoat which gives it the name "Bat." This shows the under-arm tongue which allows the wearer all possible comfort.

very poor and not nearly worth the price that is being demanded. If dealers would issue a warning to their friends to beware of these operators and to thoroughly satisfy themselves that they are getting real value for their money, they will render a service that they will be able to cash in on.

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APPEALING TO WOMEN

WOMEN have become a factor to be reckoned with in the men's wear trade; there is every prospect that they will become an even greater factor. For years they have been a factor so far as the purchasing of boy's clothing was concerned; now it is estimated that they do more than fifty per cent. of the buying for the male members of the household. Our social and industrial life seems to have become so complex, so hurried, that men are anxious to be rid of as much of the burden of purchasing for the household—either personal or otherwise—as possible. At the present time, perhaps, there is an additional reason why woman is a big factor in the men's wear trade. We are living in a period of shopping; Napoleon's dictum that England was a nation of shop-keepers might be paraphrased to the extent of saying that we are a nation of shoppers. And women are, by common consent, given the laurels so far as ability to shop is concerned. Not only do they like shopping but they seem to possess the faculty of making a dollar go further than the male member of the human race.

If it is the case that women have become a big factor in the purchasing of men's and boys' clothes and clothing, it is time that more attention should be given to them in all merchandising plans. An advertising man in addressing the Ontario clothiers recently advised that the first thing that a store should endeavor to find out in its advertising campaign was the mark it wanted to shoot at and then shoot to hit. It is good advice. But is the average retailer in a men's wear store certain that he is aiming at the right mark? Has he ever canvassed the situation in his own business to find out if women are in the majority of purchasers in his store? It is a thing easy enough to ascertain and the information, when obtained, might surprise the average merchant who has never really understood the situation. It might materially alter his merchandising, his ad-

vertising plan; and the alteration might bring him much more business than he has been getting.

The first step in securing the attention of the woman purchaser is to address more of the advertising to her than formerly. Whether it be through the medium of the newspaper or the circular or the personal letter, might it not be a wise move to address some of this matter to the women? A careful canvass of the customers who come into your store and the character of the merchandise they purchase would provide a valuable lead to such an altered advertising scheme. You would then know what proportion of your advertising might profitably be aimed at the women, what at the men, and the nature of the advertising to these respective classes.

A Suggestion

Style is a mightier weapon in the hands of the average retailer of men's wear clothes and furnishings than many of them seem to realize. We have always hugged the theory that woman is the vainer of the human species and while this may be largely the case, the fact should not be overlooked that there is a good deal of vanity in men. The trouble is that too few retailers to men have worked on this vanity as it might be worked on. There are many men who like to be up to date without being "jazzily" dressed; they are fond of being in style. It is the business of the retailer to keep all men informed of the trend of styles. That type of advertising and merchandising in centres where retailers are too fond of imagining their clientele is not an overly-stylish one might bring surprising results.

The straw hat season is just about to open. Are you planning to feature style this year or are you going along on the same old way by putting in a straw hat window and making the bald and uninteresting announcement that these are the latest in straw hats? By means of comparisons or by a detailed explanation, the difference between the straw hat of 1921 and 1922 should be brought to the attention of the prospective customer. First, he should be informed that there is a difference, then he should be shown the difference. In a window display, if you happen to have a few of last year's straws left over you might make an effective display of this nature, showing up side by side the different styles. In advertising, strong style talks should be used. Style will do more selling than any other argument you can use this year; you should be prepared to use it in every available effective way.

Here is a condition that can and should be righted by co-operation amongst the retailers of straw hats in their respective communities. There is no earthly reason under the sun why good profits should be sacrificed because a custom is long since worn out, the custom of bringing on the sale of summer straws at much too early a date. If retailers in their respective communities will get together and come to see some agreement about the sale of their summer straws, some much-needed profits will be saved.



Profitable Trading With the Boys

Manager of New Department in Ottawa Store Says Meagre Stocks and Poor Assortments Drive Customers Away—Barber Shop Has Become Very Popular—Keep Men's and Boys' Distinct—Ogilvy Store of Ottawa

ONE of the main reasons why boys' furnishings make such a minor showing in the majority of stores which cater to the younger generation as well as grown-ups, is that most retailers regard these lines as unprofitable and more or less a necessary nuisance. As a rule, all the prominence given to boys' furnishings in window displays is that which cannot be avoided, and such merchandise is used mainly to finish off trimming the clothing forms or simply as decorative accessories with more important outer garments. Such arguments are upheld principally by retailers who have limited space at their disposal and are unwilling to devote room to a separate section which, of course, is the best plan to adopt, while at the same time they recognize the disadvantages in stocking boys' and mens' lines together.

The problem has been successfully met by many stores, nevertheless, although the department store has naturally the best chance of success with boys' furnishings by reason of the fact that women are the principal purchasers, rather than the boys themselves.

Studies Boys' Needs Closely.

In answer to a question regarding the means by which the Chas. Ogilvy Company store of Ottawa has achieved such remarkable success with its boys' department, the manager of the men's section, A.W. Kritsch, ascribed it to a constant study of what the boy wants and a very liberal stock of these requirements at the right prices. Meagre stocks and poor assortments are sure to drive customers elsewhere, according to Mr. Kritsch, who is constantly endeavouring to impress upon the minds of residents of Ottawa the thought that the Chas. Ogilvy store stands ready at all times to supply instantly everything that the boy wears.

The boys' department has only been opened a few weeks in the Ogilvy store and is a development of the regular men's section, which proved to be too small to contain both men's and boys' merchandise. Fortunately there was available a fine large stockroom just below the men's section, and no pains have been spared to transform and decorate this new department until it has become one of the finest and most up to date in the store. A broad staircase leads down to the new department which occupies an area of 50 by 30 feet and is equipped with the most modern fixtures and lighting service. Solid oak woodwork and pure white walls, polished hardwood floors and a complete fire proof construction throughout, are the principal features of the layout, but mention should be also made of the new haircutting shop and children's nursery which opens off the main department and is the first of the sort in Ottawa. The hair cutting shop is under the care of a competent barber who is kept busy all day long trimming curls and giving shampoos, and so

Better Organized Than Ever Before

At St. Thomas, President Fitzpatrick said—"We believe that this year business is going to be a little harder to get, and will require a little more thought and effort in order to secure it. We have gone through very difficult years, and the majority of us don't really know where we are going to get out at. The retail merchants I consider to be the one class in the community which has borne its losses, as much as 50 per cent. in money in many cases, and we are getting down to brass tacks, down to normal, so that we are now able to do business on a more stable market. We have been criticized in some quarters for not taking our losses, but on making an investigation we found that in the section with which we are familiar—the clothing—prices have been reduced from 40 to 50 per cent. all round, and in some cases even more. That being the case, statistics show that prices are down to a fair market value, and we are starting in on the ground floor. We are starting all over again to put our business on a sound footing, and we are laying plans for studying conditions for the coming season." Mr. Fitzpatrick took the view that the retailers were going to be better organized in the future than they had ever been in their history. The clothing section had visited all parts of the province, but nowhere had they met with more hospitality than in St. Thomas.

popular has his immaculate and up to date establishment become that the nursery or play room is continually filled with happy youngsters who amuse themselves indefinitely with the blocks, rocking horse, picture books and dolls provided by the store management. Mothers also find it advantageous to study the merchandise on display in the glass cases or on the tabs, and this likewise results in many additional sales, besides introducing the new department in a more effective manner than would be the case ordinarily.

Keeps Men's and Boys' Lines Distinct

"This new section has developed in a rather remarkable manner," said Mr. Kritsch to Men's Wear Review, "and it outgrew the men's section so rapidly that it was difficult to decide which was the more important of the two. Since opening the new section however, our men's

section has gone ahead equally well, and we are of the opinion that it is much wiser to run each independently of the other. It is my intention to feature only high class goods. There is a widespread demand for smart, even expensive clothing and furnishings for boys from 3 to 20 years in this city, and we intend to go after this class of trade as we develop. We already require a sales-staff of four experienced men to handle the boys' trade, and each is thoroughly familiar with the needs, tastes and styles of the average boy from childhood to the stage of "first longs". We have introduced the idea of having tables and chairs grouped here and there down the centre of the department, at which customers may be seated in order to examine merchandise more comfortably and with greater convenience. Later on, we shall have small benches built upon which small boys can stand during fittings. At present, we have one large fitting room which answers our needs."

The publicity methods of the new department are adequately handled by means of a constant display in two of the store's windows, one at the front and another at the side. These displays are carefully done and feature a representative range of smart merchandise, both clothing and furnishings for boys, so that pedestrians cannot fail to learn of the new department. Likewise, good use is made of printers' ink and in addition, the new department is being advertised on movie programmes, especially in connection with the theatre that features the Jackie Coogan pictures, so popular with all children.

The ambition of the manager of this successful boy's section is to make it a busy, efficient, profitable and important part of the organization and even in the short space of a few weeks, he has succeeded in his aim by reason of making a comprehensive study of the wants of boys and meeting these requirements with an intelligently selected stock that is kept right up to the mark as regards quantity, quality and variety.

As a result of a fire on April 27 the Ontario Clothing Co. of Toronto sustained a \$5,000 loss to their stock.

It is reported that an acid proof cloth has made its appearance in England which is being made up into overalls, leggings, gloves, aprons and other articles of wear. Orders are said to be numerous from Canada, the United States and Brazil.

The tailor store of H. Krahling of Niagara Falls was entered on April 27 and over \$2,000 worth of suitings carried off.

George Sangster, general organizer of the Custom Tailors' Union, is making a drive in Toronto to secure membership in the local union.

Young Men Prefer Woman's Judgment

Madame Maille, of Verdun, Keeps Well Posted on Men's Styles, Acts as Advisor to Customers and so Keeps Trade at Home—Does a Good Deal of the Buying—Handle Jewelry and Perfumes as Side Lines

THERE IS a certain phase of retailing which offers many difficulties to the average retailer and which has been the cause of much pessimism and gloomy foreboding this year among men's wear merchants. This may be characterized under the heading of "catering to high class trade" in the small town—a branch of retailing which is usually regarded as a sort of trade "hoodoo," or else as a mere empty-sounding phrase used to cover up the fact that there is very little profit in the high-class trade anywhere in these days. In seeking for information relative to successful work in this particular line, Men's Wear Review visited several small towns in the vicinity of Montreal to ascertain how customers who prefer high grade merchandise may be lured away from the city stores or the specialty shops of recognized fame, and interested in goods shown by the retailers of their own immediate neighborhood. One such example came to light in the suburb of Verdun, located about half an hour from Montreal, in which the success lay, not so much in the fact that there was no competition in this direction, but rather because this particular merchant has so thoroughly studied his field that he left no loopholes for failure and has thus won the right to term his store a "specialty shop" in every sense of the word.

Men Shoppers Prefer Feminine Aid

When a staff member of Men's Wear Review visited this store, the proprietor, Diogene Maille, was away, but his partner explained the various methods by which Mr. Maille has become successful. His partner, it should be pointed out, is also his wife, and to an immediate query as to whether it was really possible for a woman to run a high grade men's furnishing shop, Madame Maille answered emphatically in the affirmative.

"In a small town, where we all know one another, a tactful, experienced woman can sell men's furnishings just as well as a male clerk," she said. "My husband has asked our customers if they would prefer to be served by a young man and they invariably reply that they prefer a woman's taste and judgment. Of course, I myself am thoroughly familiar with business methods as I have been trained in one of the largest Montreal stores and know a good deal about the psychology of selling. I see no reason whatever why any woman should not become well acquainted with what is correct in men's wearing apparel and if she reads trade papers constantly and keeps in personal touch with the new goods from the manufacturers,



Spring headwear display shown in one of the windows of the Verdun store of Diogene Maille. This window is effectively dressed considering its small space and owes not a little of its smartness to the soft velour draperies used in the backgrounds and floor coverings.

she should be able to make a conspicuous success of her work. I know they say a woman cannot pick out a necktie for a man, but let me tell you that I not only buy our entire stock of neckties but none of our customers would think of selecting one without my personal approval regarding his choice. I believe in studying what is correct in the large cities, and in offering advice to customers who plainly do not know what they should select. They never mind such advice, and when one has gained their confidence, they become regular customers because they simply cannot do without it."

This theory of women as successful sales clerks in a men's furnishing store is not, after all, so revolutionary. It is being tried out here and there where conditions demand its adoption, but the idea meets with the most success in French communities where masculine taste is inclined to run to somewhat more elaborate details than elsewhere. For example, Frenchmen are extremely punctilious in the matter of adopting mourning for deceased relatives, and after a death has occurred, they immediately betake themselves to their preferred haberdashery store to purchase a black tie, gloves, black bordered handkerchiefs, etc. Thus, there is a real opportunity to be of service to the particular French-

man and this Madame Maille does with conspicuous success.

Is a Style Authority

"I even go so far as to let it be known that I am an authority on full dress details," she said with a smile, "and I find that my customers take my word implicitly when I recommend such and such a collar as being correct for them. They used to ask if they might take certain furnishings home to get the approval of the family, and this I gladly gave, but this happens very seldom now. They have confidence that I know what is right and I take good care that I am right too."

According to Madame Maille there is no need of a large store in which to sell better class furnishings. It is not the gorgeousness of the surroundings which brings in profits but rather the worth and value of the goods themselves. The store itself in this case is one of the smallest that ever laid claim to be "exclusive," being little more than 20 x 15 feet, with a stock room in the rear. But with a French woman's shrewd knowledge of making the most of things, Madame Maille has utilized every inch to advantage and in the limited space there is adequate room for two large glass show cases full of shirts, a commodious glass fronted fixture for hats, tie stands, and tables for hosiery. There are large mirrors on the walls

which are finished in an artistic color scheme of cream with a deep blue dado. The fixtures and equipment are modern and fully in keeping with the character of the store, which now boasts among its patrons all the professional men and office workers of the town of Verdun. A family trade is the ambition of Mr. Maille, who goes after sons when fathers have once called, and brothers and husbands as well, feeling sure that when one member is pleased, the rest will drop in sooner or later.

Jewelry and Perfumes Profitable

"We keep two rather unusual side lines in our store," remarked Madame Maille pointing to one of the show cases. "You see there that we feature jewelry a little more than you will find in most men's stores. The reason for this is that few jewelers are ever posted on what is correct in masculine accessories, such as studs, stick pins, masonic badges, fobs, tie clips, etc. The average jeweler wants to sell his stock and does not trouble himself much about the style value of his wares. We therefore keep only such jewelry as is really desirable for well dressed men to affect, very simple scarf pins, and cuff links, etc. We make a real speciality of masonic and Knights of Columbus insignia though, carrying these in both simple and expensive styles, some even jeweled. We also will take jewelry repair work for customers, including watches and rings, etc., and we get this done at low rates by a reliable firm and pass the benefit along to our customers who greatly appreciate this service.

"Our other side line is perfume, which is much affected by Frenchmen in this part. A well dressed Frenchman would never think of using an unscented handkerchief and he is not averse to using a drop or two on his clothing as well."

"Satisfaction—or Money Back"

One of the policies of the store is to exchange any goods which are not perfectly satisfactory to the customer, without question, even to the giving of a new pair of gloves or anything which shows a flaw after the first wearing. "We are glad to exchange anything without question and guarantee satisfaction with every purchase," pointed out Madame Maille who added that she also would take special orders for anything not in stock that might be wanted by a customer, and she also will shop in Montreal for anyone who wishes something not kept in stock. This last service is gratis and is merely done to establish a greater feeling of good will between customers and the store. "We are never taken advantage of in this respect," added this competent woman.

A very interesting point brought out further was the fact that in this remote corner of Montreal, sales of \$8 shirts and \$5 hats are more frequent than any other kind, and even neckwear is preferred which costs above \$1.50. So great has become the demand for fancy fur-

nishings of all kinds that Mr. Maille has decided to add a range of blazers and other Summer accessories to be in readiness for the opening of the "Verdun Outing Club" in the near future.

Display in Theatre Lobby

The store was opened last September and during the past seven months has been so successful that Diogene Maille has acquired the premises next door which he will include with his present store. The absence of local newspaper is no deterrent to the progress of the store from the publicity standpoint, for apart from the two dressed and modern show windows of the store proper, there is also a similar one maintained in the lobby of the local theatre not far away, where patrons cannot fail to see what is new in men's furnishings whether they are going in or coming out. The theatre display also is changed often, plainly priced with neat tickets, and well lighted.

"We have many women customers of course, but we cater chiefly to the young men, for they are the best customers in the end, and are not bargain hunters. We have had a very good year and think next summer will be even better," concluded Madame Maille.

How many retailers can say as much?

INDIAN KNITTED WEAR AT DUNCAN TOGGERY

For as long as the settlers around Duncan, Vancouver Island, can remember the Indians have had quite a little industry in knitting sweaters, coats, etc. from the natural wool clipped from their own sheep. The settlers have esteemed these garments for years because, besides their warmth, they are actually rain proof. In recent years, however, the tourists have begun to notice these garments by reason of the novel and distinctive patterns that the Indians have introduced.

In some ways the garments look like camel-hair goods; in patterns and colour, they are slightly suggestive of the "Navajo rug."

The demand from tourists for these articles of Indian manufacturing has been so pronounced in the last few years that the Powell & Macmillan men's wear store at Duncan has been stocking them, and has done a good business in them.

The Semi-Ready Co. have opened a new store at Guy and St. Luke streets, Montreal, where they are showing a full range of their models.



H. S. JACOBS

who has recently been appointed chief designer and in charge of manufacturing of the John W. Peck Co., Ltd., Montreal.



Men's Wear Markets At A Glance

Reports Indicate That Fall Placing is Being Done on a Light Scale—Manufacturer Says Wider Ranges Will be Shown of Spring Clothing—Retailers Press for Deliveries on Bathing Suits—Sales of Sports Shirts Show Increase—Green as a Color for Fall Hats?

On the whole, business is quiet. Among the knit goods manufacturers there is considerable activity just now in getting out their orders for Summer bathing suits and jerseys and athletic sweaters. Despite the fact that one mill has been working every night they have been unable to prevent many of their customers from pressing them for deliveries. Indications are that the Summer season in all lines of knit goods will be an exceedingly good one and retailers will make a mistake if they are not planning for this trade. With aggressive methods, it is bound to bring in some handsome profits and the turnover ought to be large.

Fall Placings

Fall placings up to this time of writing have been very light; a number of manufacturers go to the point of saying they have been disappointing. Particularly in the West, little business has developed. As one manufacturer of clothing said to Men's Wear Review, "so many merchants there have been doing business on a credit basis and they have about reached the end of their line. They really do not know how to buy for Fall and the possibility is that they will do very little until there is some assurance about the Fall crops." We get the same story from many sources. The general impression is that things will be much better in a couple of months. From one who knows the West very well, we have been told that the general prospects for a big crop are exceedingly good and this man predicted \$2.00 wheat this Fall.

Clothing

A traveller who has been in the West for nearly three weeks say that Fall placings have been light. Retail business, he says, is poor and unless there is some improvement in the near future, he fears some trouble for a number of retailers. Practically the same thing is said by other clothing travellers who are in the West. In British Columbia it is somewhat better; in Ontario a little above fair; in the East, the prolonged coal strike is having its effect upon the Fall outlook in clothing. One manufacturer stated that in Ontario all the merchants were placing their orders for Fall but that they were buying very carefully.

The special order business seems to be the very best business in the clothing line. One manufacturer stated to us that when he sent his travellers out, it would be to push overcoatings and the special order business but that the stock business would not be solicited very vigorously. This manufacturer—and other manufacturers agree—believes that it will be a particularly good overcoat season. He says he did not carry over one yard of overcoat material. The price range of this concern is such that, he says, the retailer will be able

to market a fine overcoat at \$35. It seems that the popular prices will range from \$35 to \$50, though there will undoubtedly be some lower prices than that, and some higher.

Better Range Coming

According to one manufacturer who has seen a good deal of the suiting and overcoat materials for next Spring, an unusually interesting and attractive range of patterns will be shown for Spring, 1923. This was explained as being due to the fact that in their effort to cut down overhead expenses many of the manufacturers had not put out many, if any, new patterns. Now, however, they have got rid of their stock and are turning out some fine patterns for the Spring season. This manufacturer said that there would be some very fine ones in light shades, and he predicted even a lighter season than any previously.

In Fall bookings, manufacturers say that the light greys have been very strong. "If you should look at our order sheets," said one manufacturer, "you would find that between 80 and 90 per cent. were for light greys in overcoatings." He also believes that blues are in for a stronger season than they have had for some time. The desire to possess something that has not been seen before, that is new, is strong in every man and young man. That is the reason this manufacturer believes that even lighter greys will be in demand and that blues are going to have a good chance for Fall.

Can't Fill Orders

According to one manufacturer who specializes on men's and boys' bathing suits, jerseys and athletic sweaters, he is unable to satisfy many merchants throughout the country with the deliveries he is making. They are pressing him for "speedy action." His own mill has been working every night till, he says, he has nearly got the staff worn out. Bright colors in bathing suits are most in favor; and though he says there is not a great deal of money in supplying sweaters for athletic teams of one kind and another, he says he is getting a good deal of this kind of business. This is only another indication of the fact that there is bound to be a good sporting season this Summer and that retailers should make comprehensive plans to get this trade. The sporting instinct is very strong in this country at the present time and retailers will do the wise thing to take cognizance of it and make their plans accordingly.

Placing orders on Fall underwear are reported to be very encouraging. One manufacturer's agent stated to Men's Wear Review that his business was 25 per cent. higher than a year ago. Retailers, he says, are much more satisfied with the prices than they were a year ago, and seem to believe that a more stable basis has been reached.

So far as the price on knitted goods is concerned, this manufacturer does not look for any recessions at the present time. At the London sales recently the 48's to 56's—the grade mostly used by Canadian manufacturers—advanced about 10 per cent. Finer qualities certainly do not show any recession; the arrow points in the other direction. Another thing that is keeping up the price of this grade of wool is the phenomenal demand for women's and children's stockings in the heather mixtures. This has been like finding a new outlet for this grade of wool and there is, as yet, no slackening in the demand for these heather mixtures.

Hats

Commitments by retailers for Fall hats have, as yet, been comparatively light. Agents say this is especially true of the West, though there has not been much placing even in Ontario. The demand seems to have been for light greys and the lighter, newer shades of brown. One agent who has just returned from a trip to some of the larger centres of the United States says that there is an effort being made by some of the manufacturers of that country to re-introduce green as a novelty shade for fall. This agent knows very well one of the largest retail establishments in Chicago and says they bought a few dozens of them, believing they had a fair chance as a novelty. Behind this effort, said this man, was the desire to bring in something entirely new that would create business.

Commenting on this possibility, the American Hatter in their May issue says, "there is much speculation regarding the fate of green as a color for men's hats. This color seems to have disappeared out of the realm of the men's hat trade except for a scattering of hats here and there seen in the sample lines of the manufacturers. So far as the public is concerned, however, green hats are not seen on the heads of the men on the streets. Neither

are blue hats for that matter. Yet there was a time when blue was the decided novelty color in vogue, although it never had the general public favor that was granted to green. . . . The first signs of their (green) return will be apparent this fall in a scattering of colors with a greenish tinge such as a light bronze, of general brown in color, but nevertheless with a green effect and in a similar strain a mouse grey with a tendency toward green."

Neckwear and Shirts

According to one of the manufacturers of neckwear, price appeal is not a very effective weapon with the retailer these days. His interest centres mainly around novelties which he will buy in limited quantities and seems to dispose of them fairly quickly. This manufacturer states that regular lines do not seem to interest the retailer to any great extent. Grenadines are having a good run at the present time. Aside from the excellent Italian creations in this line, many of the American manufacturers have concentrated on grenadines with the result that a fairly wide and attractive range is to be had. The neckwear business is still a hand to mouth business; manufacturers say the retailer is not yet disposed to place ahead.

According to one shirt manufacturer there is a very noticeable increase in the sale of sports shirts in Canada. He has booked many orders for golf and tennis shirts of poplin and duck. The report from a number of manufacturers is that they are being put to a rush to fill late orders for Spring merchandise in this line. It seems to be one of the inevitable evils in connection with a hand to mouth buying policy—retailers all want their goods at the same time and wait till the last minute to place their order for it. Shirts with collars attached and separate collars to match are having a very good run and they promise to be a feature of the Spring and Summer season with the retailer.

Goodwin's of Montreal Give Many Frank Reasons for Reductions on Merchandise

There is always a reason for every reduction that is made on any merchandise whatsoever. That is the belief of Goodwin's of Montreal as expressed in a recent advertisement which they ran in the Montreal papers. It is somewhat of a refreshing change from the too frequent advertisement which one sees in which claim is made that the management is desirous of sharing his profits with his customers in a gigantic "profit sharing event." No doubt, there are cases where this is actually done, that is, where profit is actually shared with the customer, but is it not true that there is another reason behind this desire?

Reductions and Reasons

In the advertisement referred to, Goodwin's devote a good space to editorial advertising in which they make an explanation under the caption, "Reductions and Reasons." "There's a reason for every reduction—anywhere," they say. "What with the changing whims of fashion, the freaks of weather and the unsettled conditions of the mar-

kets—and what with the quantities and varieties of stocks we have to keep for personal choice of a city full of people, it stands to reason that nothing but careful and forceful efforts on our part will keep all the stocks moving in and out of the store with any degree of uniformity. Reductions and reasons is something of a change in the public announcement of these efforts. There's a reason for every reduction—anywhere. What is it? That's the question."

Some of the Reasons

They then proceed to give reasons for some of the reductions they have made in their men's wear lines. In a reduction of men's suits from \$25 to \$17.50 they give as a reason, some sizes are missing and some are heavier than Spring weight. Men's caps reduced from \$1.50 to 85 cents is because the colors are not this season's most popular ones. Ties reduced from \$1.50 and \$1.25 to \$1.00 is due to the fact that there are unsold balances and some are a little wider than the new Spring shapes. In the case of shirts where a reduction is made from \$3.50 and \$2.50 to \$1.95 this reason is given, "You might select the style you'd

want and find we didn't have your size. But by bunching the remaining shirts and many styles together we managed to present your size in some style." A big reduction in boy's suits from \$25 to \$12.50 is explained by, "Boys like belted coats better." A reduction on boys' coat sweaters is explained by "they have gone out of date."

Pickard & Pickard's clothing store of Port Arthur was recently entered by robbers and two complete outfits taken away. The local chief of police issued some practical "don'ts" which retail merchants would do well to heed. Here they are:—

"Don't go away and leave the front or back door of your store unlocked. See that the windows are all secure."

"Don't get angry if a policeman calls you in the middle of the night, on finding your premises insecure, and asks you to come and look over your stock."

"Don't leave money in the cash drawer. Leave it empty and see that the cash drawer is open. You can save money by doing so."

"Always display a night light where possible. A policeman becomes used to a light in a store building. If he finds it out, he immediately reports to headquarters."

Are Optimistic on Fall Outlook

Montreal Manufacturers Discuss Tendencies With Men's Wear Review—Believe Retailer's Stocks Are Low and They Will Have Good Season—The Two-pant Suit Discussed From Two Viewpoints—Soft Fabric Overcoats

THE GENERAL opinion regarding the fall price range of men's clothing as expressed by several of the leading Montreal manufacturers this month, appears to confirm the impression that there will be little or no change from spring quotations on suits and overcoats. The average wholesale price quoted ranged between \$18 to \$20 upwards to \$35 less on both suits and overcoats, and the statement was also made by one manufacturer who has just returned from a coast to coast trip (during which he studied conditions in all parts of the country) to the effect that the average retail price for good clothing next winter will be from \$30 to \$50 with high grade worsted as high as \$60 to \$75. All these manufacturers emphasized the point that the better class of goods are not cheap, that the cost of woollens has stiffened and the market is tightening. They maintain that the consumer has been woefully misled in thinking that he can obtain a high grade suit of clothes or an overcoat at half the cost he paid in 1919. He reads extravagant statements in the press relative to some bankrupt stock and thinks that the prices asked by stores in the regular way must be extortionate and actually out of all reason. He "falls for" the plausible explanations of the "from factory to you" advertiser who may have good and sufficient reasons for featuring suits at \$4.95 each, and does not stop to reckon up the fact that good cloth, expert workmanship, real style and careful salesmanship in fitting cannot be purchased for a five dollar bill. Ergo, there must be something wrong somewhere.

Are Optimistic

In spite of the continued flood of cheap and worthless clothing which seems to have somewhat demoralized the market, manufacturers are very sanguine about the coming season's orders. Stocks are said to be low for the reason that orders last year were so much lighter than usual. Furthermore, there has been a gradual change in the styles offered which is proving of great interest to retailers, and there are very few who are not showing interest in fall samples.

Travelers left this spring for their respective territories during the first week of May and at the time of going to press it was still too early to ascertain what results have been recorded. Certain features of the fall season are, however, determined in advance from previous experience and these have a by no means unimportant influence upon the production of samples now being shown.

Soft Fabric Overcoats

The first of these features which was brought up during conversation by each of the manufacturers' interviewed by Men's Wear Review, was the question of the soft fabric overcoating. The problem of the clothing trade this season has been to put out overcoats which would give the maximum

of service to the consumer as regards both wearing qualities and smart appearance. The present fashion in men's overcoats leans to the raglan sleeve effect with a full draped back and sides, necessitating the use of a soft finished, supple material. Such a fabric with a fuzzy pile cannot be expected to give the same wear for every day use as does the hard finished, more wiry cloth, yet the consumer apparently demands style before service and then complains when the cuffs become threadbare in a short time. In order to meet this problem in the most practical and satisfactory manner, the larger manufacturers have concentrated upon extra heavy weight cloths such as chevots, etc., with reversible backs, which are made up with an unlined skirt to show the fancy back of the goods. These coats are being carefully tailored to give warmth and a smart appearance, while at the same time, the texture of the cloth and the firmness of its weave can be counted upon to wear indefinitely. Naturally, overcoats of this description, made up out of imported 36 ounce cloths will have to retail around \$60 but the clothier has the assurance that such coats stay sold and are not likely to be returned by a dissatisfied purchaser.

The Two Pant Suit Problem

The next problem which entered into the preparation of clothing samples for Fall 1922 was the question of the two pant suit. From one standpoint, the two pant suit idea has much to commend it while from another there is little to be said in its favour. In this connection two opinions might be quoted, as given by Montreal clothing manufacturers, one of whom is for and the other against the plan of offering two pairs of trousers with each suit of clothes. Said the first man: "The two pant suit is a sensible idea and is bound to appeal to practical men, yet although the idea was originated to stimulate trade, it seems to have lessened in popularity of late months and a reaction against the plan has set in especially in the United States and will probably be felt in this country before long. This reaction is due to two reasons. *First*, because the retailer does not like handling the two pant suit. He argues that it hurts business because it lengthens the life of the suit. It also makes the suit more expensive and very often a customer will not take both pairs of trousers and thus one is left on the retailer's hands. *Secondly*, the consumer argues that when he buys a suit he generally does not require two pairs of trousers. If he only wanted the suit for everyday use, he would probably wear any odd pair of trousers he happened to have on hand, with the coat, and so the extra pair would not be necessary at all. The only type of man who likes and wears the two pant suit is the one who must present a good appearance

all the time and is particular about the crease and the pressing of the trousers. Such a man cannot get along without two pairs to match and it is he who created the demand."

This manufacturer stated that he was quoting prices for fall on the two pant suit but was not pushing it. He will make them up and the retailer can take his choice of one or two pairs of trousers as desired. He is not afraid that extra pairs will accumulate on his hands and figures that it is cheaper in the end to make additional pairs up now than to do so later, when materials may be depleted in quantity. He quoted an average price of \$36 on a navy blue pencil stripe business suit with one pair of trousers, or \$45 for the same suit with two pairs. If the extra pair of trousers is wanted of this material, the cost would be \$9.75, so that the actual saving made by purchasing two pairs at once is merely the odd cents over and above the difference between the prices quoted above. So far as volume of sales goes, this manufacturer says that single pair suits are by far ahead in comparison with the two pair.

Two Pairs Not Wanted In High Grade Suits

The second manufacturer gave his views as follows: "I am not in favour of the two pant suit simply because it is not desired by the best class of trade. Really well dressed men never think of buying two pairs of trousers. Furthermore, the cost of making up the extra pair would make the price of the entire outfit prohibitive, and if the extra trousers did not sell the retailer would be obliged to suffer the loss. I have not made any and do not intend to carry any such outfits in my fall sample range. The only concession I would consider would be the sports suit with regulation trousers and knickers, because well dressed men will undoubtedly adopt the knicker suit for golfing or other sports, but that is a different idea entirely."

At their sixteenth annual convention in Chicago, the United National Clothiers foretold the return of "Father's nightshirt" under the disguised name of the "trouserless pyjama." It is double-breasted all the way down to the shins, has double rows of frog-fasteners, and frequently a shawl collar and raglan sleeves.

The report comes from England, with some of London's most famous tailors as its authorities, that the black and white check trousers which were fashionable 30 years ago, will be seen again. They will be worn with patent shoes, white spats, black short coat and waistcoat, wing collar, bow tie, and hard hat.



Above is a picture of the new Fashion-Craft store recently opened in Brantford by Mr. Patterson, who was formerly in Winnipeg. This store is modelled after the Fashion-Craft store of Edwin Bell, Limited, of Hamilton, the appointments of which are very handsome.

Are Again Ready for Business

PEACE CO. OF WINNIPEG HAVE REMODELLED STORE AFTER DISASTROUS FIRE

Peace Co. Limited, of Winnipeg, after being forced out of business for more than three months by the disastrous fire which occurred in the "Fashion-Craft" block on Portage Avenue, has once more opened its doors to the public in the same stand. The entire building has been remodelled and the store which occupies 4000 feet of the ground stage now appears to be among the finest men's wear shops in Canada.

The entire floor, of white mosaic tile, forms an elegant base for the rich mahogany and marble fixtures with which the store is equipped, whilst the walls, finished in grey sand stone blocks, their plainness broken at intervals by genuine tapestries portraying 16th century scenes, give a highly attractive finish to the whole.

Peace Co. have one great advantage in their favor opening their store at this time, as owing to the fire and water which destroyed their stock so that it had to be sold as salvage, they have been able to put on an entirely new as-

sortment of goods in their store bought at present day prices which gives them a decided advantage in operating over merchants who perhaps had to take severe losses in the cost of their merchandise to enable them to dispose of the same.

Are High Collars Coming Again?

Tie Manufacturer Says More Exclusive Dressers Asking For Them—Demand in the South

A Toronto neckwear manufacturer who has been in the business for over thirty years and who claims that he has made many predictions that have ultimately come true stated to Men's Wear Review a few days ago that, by fall, high collars should be worn again. The basis for his contention is that well dressed and better dressed men always drift away from styles that become so prevalent that they lack exclusiveness. He says that the more exclusive dressers first started to wear the lower collars that have been so popular. This style in collars was followed by the narrow ties with stripes and neat designs; this manufacturer says he can well remember a dozen years back when these same narrow ties and low collars were worn. They are again very popular, but he believes that by fall there

will be a marked demand for higher collars which will mean larger ties and all-over designs.

To Blame Themselves

Referring to the campaign to be started in the United States in favor of the cut silk tie men, our informant took the view that the makers-up were largely to blame themselves for the slowing up of business because, he says, narrower ties are never the best for trade. The life of them is too long and they cannot be made up to look as much for the money as the larger ties with the larger patterns. Moreover, he says, the narrower tie has been a boon to the knitted tie men. He believes that if the makers-up had stuck to the larger ties and larger patterns, they would have kept their business at a higher level in spite of the general depression in business.

Wearing in South

This manufacturer states that the high collar is already being worn by the men in the southern States, that is, the best dressed or the better dressed men, and that the vogue will work northward during the coming months. He talked recently with a traveller of a large collar manufacturer who informed him that there was a good demand from the south for the higher collars and that they were expecting a good sale of them by fall.



The First Installment

TWO PHOTOGRAPHS OF

This photograph shows the first installation of New Way Unit Fixtures in the store of R. H. & J. Dowler & Company in Windsor, Ont., in 1917. This equipment was installed after a thorough investigation by Messrs. Dowler into the merits of the New Way System as used in men's wear stores both in Canada and United States. The equipment proved successful in establishing this store and keeping expense down to a minimum, until in three years' time it was necessary to enlarge the business.

Watch for description of new store in June issue.

*If the New Way System has helped the Dowler Company it will help you.
Full particulars on request.*

JONES BROS. & CO., LIMITED

29-31 Adelaide St. W.
TORONTO, ONTARIO

The only manufacturers of the New-Way System in Canada. Beware of unscrupulous imitators.



The Second Installment

THE DOWLER CO. Windsor Store

In 1920 the premises were enlarged to double the capacity and again the New Way System was used as shown above, with again the result that larger premises had to be secured. In 1921 a new building was erected and equipped again with New Way Units, this store described by a fellow-townsmen as: "The largest, finest, most thoroughly and modernly equipped clothing and men's furnishing store in Canada," was opened on May 11th, 1922. A full description will be given in the next issue.

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Selling Headwear by Woman's-Store Method Wholesaler Thinks Men will Buy if Oftener Induced

A Woman Has From Four to Six Hats a Year for Different Occasions—Men Can be Induced to Buy More Than Two a Year if Educated Properly—Essential Points in Hat Salesmanship—How Milliners Do It

DURING an interview on the subject of spring headwear for men this month, a staff member of Men's Wear Review asked a leading Montreal wholesaler if he could suggest any means whereby the sales of hats could be improved by the average salesman.

"There is only one way in which men's headwear can be sold in order to make greater profits for the store, and that way is based upon the methods used in women's stores by the millinery departments. Women's trade has become a four season matter and is just as profitable in spring as any of the other three seasons. Women have been educated to realize that they must wear a hat that is appropriate to the time of year, and they may even anticipate matters by forcing the season and adopting straw in January. I do not necessarily mean to say that men should be forced to buy a lot of hats they don't want, but I believe that there are literally thousands of potential buyers in Canada who would buy one or more extra hats if the right argument were presented to them as is done in the case of women buyers. It is well known that many men buy two hats a year while their wives buy from four to half a dozen, or maybe more. There are ever so many ways in which to sell more hats to men and I think the main reason why headwear sales are generally low in this country is because of a lack of imagination on the part of salesmen."

In order to apply this man's theory to hat salesmanship, the retailer will naturally desire more enlightenment on the methods employed by milliners. Here is a brief analysis of sales methods employed by a leading department store in Montreal which does a large trade with both medium and high priced merchandise.

Two Ways To Analyse Sales

First of all, the millinery saleswoman is taught to study her merchandise, and second, her customers. The merchandise is considered from the standpoint of style, price, comfort and service, while the customer is analysed from the aspects of type, coloring, face conformation, and the occasion or costume to be considered. She is expected to be able to classify and mentally analyse her customer in a few seconds so that the actual trying on and selling can be reduced to a minimum of effort and ex-

penditure of time. The average woman would not dream of wearing one winter hat on all occasions, business, social, etc., nor would she do the same in summer. She realizes that certain hats are distinctly suitable for sports wear, for formal occasions or for every day use, and it does not require much reflection to see how easily the department store makes capital out of an innate desire to look well on all occasions, which is common to all women.

Selling Hints That Count

Here is where the men's wear store can adapt similar selling methods, albeit in a less complicated degree. The headwear salesman should first of all give more thought to his merchandise just as the milliner does, and should know how long the hat seasons are and which types of hats are in demand at these seasons. He should know, furthermore, all the various occasions when a man can adopt a different style of hat to advantage. He should study the colors that fit the different seasons most effectively and the styles that look best in each color. He should be familiar with all the little wrinkles relative to hat salesmanship which will put the customer at his ease and impress him with the character of the store's service, such as guessing a customer's head size correctly; handing him the hat to try on with the bow of the hat-band in the right position to go on at the back; letting him put the hat on himself so as to strike the exact angle, and so on.

Types and Colorings Need Study

After this, the next important point to study is the facial conformation of the men who buy hats. Classify customers in three groups mentally, such as long, round or square-faced types, and according to coloring, such as pale fair types and pale dark, as well as ruddy types and ruddy dark. Generally speaking, the salesman should bear in mind that the man with an average complexion and medium brown hair, can wear any color hat, but the height should be carefully considered in his case. Men of paler coloring should avoid dark shades in headwear, especially black and dark greens and browns. Light browns, greys and tans are for him. Men of more swarthy coloring should adopt headwear of dark hue also, for light shades will only accentuate swarthinness.

The law of proportion should engage

the attention of the salesman from the outset, lest the error be committed of selling short round hats to men with full round faces, nor tall, narrow shapes to men with long profiles. Try to sell all hats by means of fitting before a triple mirror which will show the customer the side and back effects as well as the front. Often the sight of the side view will convince a customer at once why a certain model is not for him. Of course, too many hats must not be shown at once, and the choice must be narrowed down to two if possible.

Personal Preferences of Young Men

Just as with women's trade, the headwear salesman has to guess the approximate price his customer will be willing to pay, but after the first trial, a fairly definite idea can be gained. Men do not wear out their hats any more than do women, although they frequently have them cleaned and reblocked. However, service is not such a vital selling point as is a good name or a reasonable price, and in many cases it is the label in the hat which consummates a sale rather than any amount of verbal persuasion. Young men as a rule are more in favour of buying an inexpensive model of stylish effect which can be discarded for a new one at the close of each season. Older men are inclined to select the same type year after year and require tactful handling to convince them of the advisability of purchasing a hat to accompany different suits.

Selling More Straws

A leading Montreal business man once remarked that he never had more than two straw hats a season. One was his last year's model and the other was the hat which he bought when the reduction sales came on, late in July. Here is just one more occasion where the alert salesman can promote an additional sale in straw hats. He can advise the selection of a stiff straw for business wear and a panama for week-end. He can advocate one of the new caps as well, as ideal for motoring or riding.

There is nothing radically new in any of these hats based upon methods used in women's millinery stores, yet salesmen are inclined as a rule to forget them, and to go on selling one hat per annum to the man who has worked himself to a point where he has already sold himself on the new hat proposition. In this case, intelligent and aggressive work will sell two hats where only one was needed.



"A SPRING STYLE CATALOGUE UNDER GLASS"

This is how Truly Warner, the leading New York hatter characterizes his Easter display which is reproduced herewith. Lavender and gold were the leading color notes, with Easter symbols, plentifully used. All the new color harmonies including sand, tan, golden chestnut, dark brown and silver pearl are included in the range of new hat shown on the Five-Foot Style Shelf of style leaders for the Easter Parade.

IN LAST month's issue of *MEN'S WEAR REVIEW* was shown an interesting window display of men's headwear from one of the New York stores of the Truly Warner Company, leading hatters in most American cities who have made a scientific study of the matter of window display from the standpoint of timeliness and originality. This month another photograph is reproduced, which shows how Truly Warner linked up the Eastertide season with the subject of hats in a manner quite as novel and arresting as was the Lenten "Mardi Gras" display described last month.

According to a representative of the firm the Easter display was one of the most effective ever shown by the Truly Warner shops and was most successful from the financial as well as the artistic standpoints. "The window background was made of gold panels in Gothic design," he pointed out, "which are centered by lavender panels with potted lilies. On the floor of the window we have used gold paper, striped with lavender, and also mats of lavender felt bordered by gold paper. As usual we have centered the display with an artistic show card which reads 'The Easter Style Parade... Truly Warner'.

"In the center of the window you will note we have placed our Five-Foot Style Shelf, displaying five new style soft hats, with different creases and other novelty effects—our 'big bets' of the season.

"On either side of the shelf we show a group of four different colored hats and in front of the shelf towards the center, we show two derbies, of which one is turned to show the lining... The window shade is also of laven-

der with fancy gold design. Gold lettering in the center is used to bring out the sentiment 'Easter Thoughts' and on either end of the shade are stencilled lilies in three colors—white, green and yellow. The pussy willows in the rear are not artificial but natural and are quite the most appropriate type of artistic floral effect to employ in an early Spring window of men's wear."

The important matters of grouping and balancing are always given the utmost attention by those responsible for the displays of the Truly Warner stores, but their outstanding feature, which calls for comment among display men on this side of the border, is timely and newsy treatment that never fails to link up the topic of the moment—whether it be the latest achievement of Babe Ruth or the fun and gaiety of Mardi-Gras as the case may be—with the question of hats for men. So successful has this policy of publicity become that New Yorkers say the name of Truly Warner has become synonymous for "hat," and to live up to such a reputation as this, it has become necessary to do more and better advertising, to put more time, thought, and money into window displays and to consider the choice of features from every aspect—artistic, humorous or topical.

The Truly Warner publicity has to pass three tests before it is considered successful. It must be seen; it must be believed; it must convey the sincerity of the advertiser. And by continually doing the unusual thing in a worth-while way, the Truly Warner organization has blazed a trail for other stores, which should be followed up closely to the advantage of retailers in Canada.



Marked Activity in Collar Industry

Manufacturers Say That Price is Important Factor in Retailer's Orders—Regulation Collars Selling in Increased Volume—Heavy Placing of Orders Has Resulted in Allotment System to the Retailer—Inadvisable to Slash Collar Prices

MONTREAL collar manufacturers report exceedingly encouraging conditions in the various branches of the industry this month. "Until this past month orders were placed rather sparingly," said one man, "for the reason that with the various new unshrinkable styles coming out at Easter time, retailers did not want to commit themselves heavily on ordinary soft and starched collars until they had had more opportunity in which to size up the consumer demand in the new models. Our travelers got accustomed to hearing this excuse on all sides, and really it was logical enough after all, though it has resulted as we anticipated in one of the heaviest rushes in April we have ever had. Prices are much more stable than formerly and it is plain to be seen that the consumer wants a cheap collar before he wants anything else. Price has much more to do with the demand on any line than style, we have found, and the one great need to-day is to fix upon prices at which collars can be sold to the consumer to induce quantity buying, for after all it is volume and not individual sales which makes for prosperity in the collar industry. The old idea of selling three collars or half a dozen, as the case may be, for so much, has much more to commend it than the present habit of pricing single collars at a figure which gives higher profit."

Regulation Style Collars Increase In Volume

"Has the sale of unshrinkable collars tended to affect regular styles to any extent?" was the question put to this man by Men's Wear Review, to which the response was an emphatic negative. "Not in the least, because each style of collar has a distinct mission to fulfil and strange to say, though we cannot begin to fill all the orders for the new style of semi-stiff collar we have on hand, yet orders for our regular soft collars are fully 50% heavier than at this time in other years. The reason for this is quite simple. The new type of collar can only be produced in a plain material, quite devoid of fancy weave or elaboration. Young men to-day are inclined to favour corded or ribbed materials for summer and they constantly ask our dealers why they cannot get an unshrinkable collar in a piqué finish. Retailers tell us that although the demand is very heavy for the new style at present, they notice that repeat calls for collars invariably are for piqué or other corded fancy fabrics and the reason is given that the wearer desires

more variety. Unless the makers can devise some means of elaborating the weave of the new type, it will not replace or supplant the ordinary style of soft collar."

Allotment Plan Adopted

Speaking of the method of delivery on the new collars to the trade, this manufacturer explained that he had to face a considerable amount of criticism because of the system of allotment followed. Certain retailers in large towns were displeased on hearing that smaller stores in the less important towns had got their stock first and wrote in to ask why this discrimination was made by the makers. It was pointed out in explanation that a rule had been made to deliver the new collar to retailers in each locality simultaneously, and where more than one retailer had to be supplied in certain towns, these larger amounts were not filled until the single orders from villages and townships had first received attention. This method it was felt was fairer to all concerned and did much to relieve the situation when the inevitable scarcity became felt.

Sorting orders on all styles are now coming in freely, and delivery is promised just as early as possible. Despite the vogue of collar attached shirts, there is said to be no falling off in orders this month for separate collars.

Collars As Price Barometers

Apropos of collar prices, there is a strong feeling manifest in leading New York stores against slashing retail col-

lar prices in order to attract customers. The argument is made that cutting collar prices in order to advertise a "leader" for regular merchandise, is bound to re-act unfavourably in the end, for the reason that the price of collars has become the barometer, as it were, by which the consumer judges the price situation in other articles of apparel, and if there is no stability in the one, the other lines are apt to be regarded with equal suspicion and uncertainty by the consumer. As is well known, the collar is one of the very few items of men's apparel bought by men personally and rarely by women. The collar is therefore the one line with which the customer is most familiar from the price standpoint and when he discovers that a certain collar may command half a dozen different prices, he is pretty much inclined to argue that the man who charges extra for a collar will likewise ask a correspondingly high figure for a suit.

Now that wholesale prices on collars have reached some degree of stability, it will be advisable for retailers to cooperate in a similar manner, or at least to discontinue the featuring of collars as a leader or bait with which to lure customers in to the store.

J. A. Robertson, formerly with John Catto & Son, has been appointed manager of the woollens and trimmings department of Alphonse Racine & Company of Montreal. Mr. Robertson saw almost continuous service during the war, and comes to Canada after a thorough training in wholesa'e business in Scotland.



Easter display of furnishings shown by David's of Montreal.

Style Emphasis Sells More Neckwear

Montreal Retailer Complains That Canadian Retailers Are Lacking in Attractive Methods of Display Which is Responsible for Smaller Sales—Some New Ideas in American Knit Ties—Late Paris Importations

A MONTREAL retailer commented to Men's Wear Review not long ago on the fact that masculine neckwear suffers probably more than any other line of haberdashery by reason of universal monotony of display methods as carried out in Canadian stores. He reasoned that the usual plan of showing neckwear on stands or racks with generally a dozen or more ties to a stand does not tend to enhance the sales possibilities of individual ties and that customers cannot be blamed for showing little interest in new neckwear when so little effort is made to display it in a manner which is at once artistic and interesting.

Emphasizing Style Appeal

Citing the manner in which women's neckwear is displayed in department stores, this man enquired why men's ties and other neckwear should not likewise be shown, smartly arranged in lighted cases with carefully chosen back-grounds together with a few suitable accessories added. He had visited a good many men's wear stores hoping to glean some hints on how to display neckwear in unusual ways, but each time was forced to content himself with a miscellaneous showing of shirts, gloves, hose and ties neatly grouped, as the best inspiration possible. Finally, he decided to originate a neckwear display of his own, in which ties alone were shown, with the exception of a few collars on which the ties were used, and no other decorative note save two or three very smart jewellery novelties which might be appropriately worn with neckwear such as scarf pins, clips or studs. In the centre of each display he placed a showcard on which was pasted a sketch clipped out of one of the current trade papers, representing one of the newest styles of ties and illustrating how this tie should be worn. Underneath was printed the phrase:

"The Prince of Wales Tie. Straight from Piccadilly."
\$2.75.

The said tie was a clever novelty bow-tie with double ends which can be tied into a smart bow with no trouble whatever. It was shown in black, white and colors.

Individuality Stimulates Demand

To Men's Wear Review this retailer emphasized the opinion that the only worth while way to go after neckwear business is to play up the style quality of the merchandise. "It's like everything else," he remarked, "we all want to be and live like the man with a pocket book that is larger than our own, and therefore, the retailer who can supply authoritative information to his customers as to what is correct in neckwear need not be afraid that his stock of ties will be left on his hands for long. It is the old fashioned method of hanging up a lot of ties on a rack, hit or

miss, with no regard for color or style, with a price card stating that all ties on the rack are \$1 that kills good business. That method is all very well in the general or small store which has to cater to less well-to-do customers, but the average retailer is afraid to take the trouble to find out what is new and learn how to display and sell such novelties. That is where the trouble lies."

According to late advices from the American markets, the knit tie with straight across stripes has been superseded by a new idea just developed, which consists of perpendicular college stripes or dark plain colors in a grenadine knit, with slanting stripes offered as well. The new Cathedral stitch in open work effect is another popular novelty in knitted neckwear, especially for summer wear as its lacy weave is light and most effective in such shades as sand or grey with highly colored dots.

Cheap Knit Ties Hurt Business

Leading importers of fine neckwear deplore the flooding of the market with cheap knitted ties which must sooner or later handicap the entire neckwear business. A good knitted tie will outwear most other kinds and the public is fully aware of this but most stores are trying to keep down the percentage of sales in knitted neckwear to a point

lower than that of cut silks which are more profitable. A very smart novelty just shown for fall is a scarf of medium width made of corded silk with Roman stripe crossing diagonally in six colors, the stripings being placed about an inch apart. Some still more novel effects have just arrived from Paris and embody some startling combinations of color such as emerald green, striped obliquely with black, red and yellow, in cut silk, and white and black cross stripes on grey, in a knitted tie. Extremely new are the latest bow ties, sponsored by Fifth Avenue for weddings, developed in pale grey silk, figured in green, black and yellow. This style is now adopted by both bridegrooms and ushers in smart weddings this spring and bids fair to become an established fashion notwithstanding its somewhat unusual effect. Bow ties may be of several styles this season, including slightly flaring ends, or else a flaring bow with broad knot and pointed ends, or even the straight club bow. There is a strong feeling in New York against the constant adoption of the grey or mixed black and whitetie for weddings, as being too gloomy for the occasion, and it is quite likely that the more brightly colored effects will become the established rule at smart weddings in future. At any rate, the bow tie is likely to be more widely adopted in Canada than it is at the present time, where its possibilities have been largely confined to inexpensive quality merchandise.

TRY THIS TONGUE TWISTER.

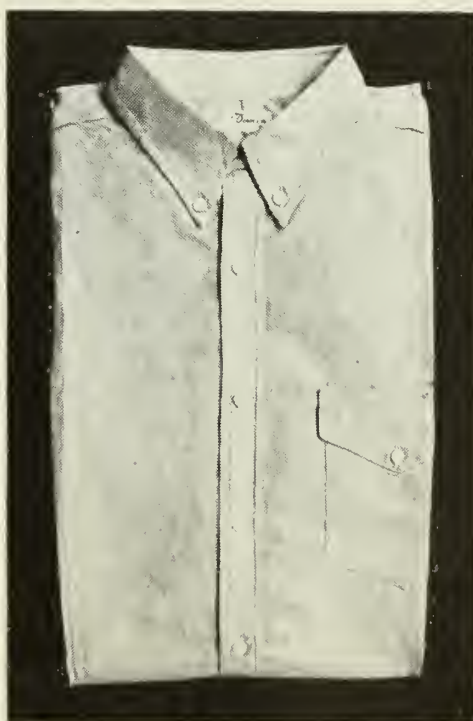
The McDonald Men's Wear Store, of Ottawa, recently ran an amusing stunt which attracted a good deal of attention to the store's windows. In the window which featured a goodly showing of smart new shirts, was placed a poster which read as follows:

"See our six slick silk shirts."

Anyone who can repeat the above phrase three times quickly without stammering, spitting or stumbling over it, we will present with one of our six slick silk shirts at cost price. Come on in and try it.

The water's fine!

According to a member of the firm, there were few successful applicants but the fun aroused by the idea provided plenty of interest in the store and resulted in increased sales of shirts on the day in question.



The shirt with the two-button collar has taken the fancy of well-dressed men. This one is of imitation silk and is shown with both French and single cuffs. Made also in mercerized poplin, pongee and imitation pongee. Shown by the Deacon Shirt Co., Belleville, Ont.

F. W. Stewart, Canadian Manager of Cluett, Peabody & Co., Limited, has been elected chairman of the Quebec Division of the Canadian Manufacturers Association. During the past year Mr. Stewart has been the Vice-chairman and prior to that was chairman of the Montreal branch of the Association.

Knowledge of the Science of Salesmanship and Merchandising will Carry Merchants Through

President Mackintosh of the Advertising Clubs of the World Tells St. John's Ad. Men What Proper Education Means to Better Business—Inefficiency in Business Can Only Lead to Blank Failure—New Methods Required

BRAIN work and real salesmanship are two points which Henry Mackintosh, president of the Advertising Clubs of the World, stressed at a recent meeting of the Advertising Club of St. John's, N. B., as necessary qualifications of salesmen and merchandising men to ride over the present period. While the manufacturer might conduct a very efficient and broadcast advertising campaign, Mr. Mackintosh pointed out that the final outlet of the product was through the retail salespeople; if, therefore, this person was only half as efficient as he should be, the outlet of merchandise was restricted just to that extent. Upon the proper education of salespeople, said the speaker, depended the ability of many business men to successfully carry on their business over a prolonged period of declining prices, a period that might extend for twenty-five or thirty years. The president alluded to the fact that many men had left their former pursuits at the beginning of the war-time prosperity to engage in retail business. These men had been temporarily successful not because they had studied the science of merchandising or salesmanship, but because buying was being done on an extravagant scale, and all that was required was some merchandise and a place to sell it. These people, he said, were bound in time to hit the wall but any man who would devote himself conscientiously to the problems of doing business on a falling market and correlate his selling and his advertising might escape these consequences.

Must Learn New Methods

Continuing his address, Mr. Mackintosh said, in part:

"There never was a time in the commercial history of this continent when it was so urgent that we business people get together and discuss conditions thoroughly and carefully. We have got to learn to do business to-day on an entirely different basis from the last quarter of a century and for another quarter of a century to come we will have to do business upon this new basis.

Colonel Ayres, the government statistician who founded the statistical department for the American Expeditionary Forces over in France and then came back to Washington and investigated price figures running back more than a century, has prepared a very interesting chart which shows us that the extreme peak of high prices over which we have just passed is nothing new in the history of our country. We have

heard people talking as if this last burden of high prices were something absolutely unparalleled in the history of this country, while it has happened precisely three times the same way. Three times prices have gone up 250 per cent. above the starting point. The first time, after a slow climb of thirty years, that peak was reached in 1812. The war of 1812 accelerated the climb of high prices so much that they toppled over and started down.

"Then for twenty-five years that downward path continued until the bottom of the valley was reached. Once more prices started slowly to climb until after a quarter of a century the war of 1861-1864 accelerated the prices and toppled them over. Again they started downward and kept going down for a period of twenty-five years when once more they started up for twenty-five or thirty years until the great war accelerated them enormously and again they toppled over and started down.

Prosperity and High Prices

"Prosperity and high prices have nothing in common. If high prices meant prosperity, which would be the most prosperous country in the world to-day? It would cost you (but I hope it won't cost you) 1,500,000 roubles to-day to buy a suit in Russia. It would cost you 2,000 roubles to send a first-class letter. If high prices meant prosperity, obviously a country having prices which have reached such high levels would be the most prosperous in the world. In reality, of course, high prices have nothing to do with prosperity. The only relation is this: How much in commodities can a man get for what he earns by his labor? How much will his effort buy him?

"Most of the selling in America is done of course by retail salespeople. It isn't done by highly skilled specialty salesmen. And these salespeople look upon the proposition of creating desire and concentrating it upon certain goods as work. Human nature naturally flees from work and retail salespeople in the last four or five years have not had to sell goods.

"As a result we find to-day that we are obliged to meet an increased resistance with a very much lowered pressure.

"I like to lift a simile from the electrical industry. The electrical people have a law they call Ohm's Law. Ohm's Law tells us that volume always equals pressure divided by resistance. Now Ohm's law of electrical industry applies

just as thoroughly to selling, does it not? Sales volume always must equal sales pressure divided by sales resistance.

When the Sale is Made

"I like to compare the process of distribution to the creation of a vast pipe line leading from a great tank into which the producer pours his manufactured article. The first link in the pipe line of distribution is the merchandise broker. Then there is a joint of transportation, carrying on to the second link, the wholesale house. Another joint of transportation carries that link on to the great jobbing house, and again there is a joint of transportation which carries on to the last link in the pipe line, which is the retailer. Now the manufacturer who thinks that he has made a sale because he has moved his merchandise out of this tank along to one or other links of that pipe is making a great mistake. Brokers, wholesalers, jobbers and retailers do not use merchandise; they merely handle it. Let a manufacturer move a thousand cases of his merchandise into the warehouse of a wholesaler and until that merchandise moves along the pipe line of distribution to the ultimate consumer, the only effect is to clog the pipe line at that point.

"The only sale that really counts is a sale made to the person who will wear the stuff out or eat it or in some way render the reproduction of that merchandise necessary. The merchandise must pass clear out through the end of the pipe before the sale has really been completely made. At the end of the last link in this pipe line of distribution we have a tap, and through that tap ninety-odd per cent. of all merchandise sold in America must pass and does pass into the hands of the ultimate consumer. That tap is the retail sales person behind the counter. Experiments made recently have shown us (in the case of our experiments at least) that this tap is just forty-five per cent. open to-day; that fifty-five out of 100 sales made by advertising are killed by salespeople.

"Advertising seldom sells goods. Advertising does not sell goods except in the case of the great mail order houses, perhaps, and the companies that deal directly with the consumer. All that advertising may do for most of us is to bring customers into stores where salespeople may either sell them goods or kill the sales, as they did in fifty-five per cent. of the cases of our test.

"We don't sell articles, we sell the need for or the use of an article. Twenty years ago Mr. Simmons, of the Simmons Hardware Company, said to the salesmen in hardware stores: 'Don't try to sell augurs; sell the customers holes and he will have to buy an augur to make them.' The same thing is true of everything that you and I try to sell. For example, let's take the case of men's overcoats. Perhaps you think you bought an overcoat last Fall? You didn't buy an overcoat. What you bought was warmth, comfort, protection, style, fit, appearance. You bought the functions of the overcoat. Every woman who buys clothes buys style first and the other considerations—she does not buy a cloak or suit; she buys the function of the cloak or suit to her. It is always true that what we must sell is the use to which the article is to be put. To find that use we must look at the article through the eyes of the prospective customer and consider what could the customer do with this article if she or he bought it.

"It is a fact that the good will of our customers on which the success of our business depends no less than the reclaiming of fifty-five per cent. of sales which might be and are not made as the result of our advertising, rests in the hands of retail salespeople. What are we going to do about it? What are we going to do to realize that fifty-five per cent. of lost sales? The answer must be found in education.

A Campaign of Education

"The Associated Advertising Clubs of the World are, without question, the greatest marketing organization in the world, and therefore we have felt that it was our duty not only to get in back of a movement for better advertising, but to enable the retailers using this better advertising to secure its full benefit through backing it up by better salesmanship. Therefore our educational department has prepared two courses, one a short course in advertising which the retailer—or the person in his establishment who takes care of his advertising—may take up, and the other one a short course in retail selling for the benefit of the salespeople in the retail stores. The short course in advertising is generally put on by our local advertising clubs, and is meeting with great success in all parts of the country. Some of our clubs are also putting on the short course in retail selling, while, in other cases, the retailers prefer to put this course on in their own stores."

Damage to the extent of several hundreds of dollars was sustained by the New Brunswick Overall Manufacturing Co. of St. John in a recent fire.

Complications of the Sale Tax

Dominion Secretary Trowern Reviews Some of the Troublesome Cases That Have Arisen as Result of the Tax—Case of Pedrick & Palen, Merchant Tailors, of Ottawa, Goes to the Former—Hopeful of Amendments

WHEN THE present Sales Tax Act was placed on the statute books by the Dominion Parliament it was not intended that a sales tax should be collected from retail merchants. During the carrying out of the operations of the Act by the Department of Customs and Excise, the officials of the department, however, included a number of retail merchants in it and called upon them to pay a sales tax as manufacturers.

The principal ones were retail cake and pastry bakers, confectioners, carriage and waggon dealers, druggists, electrical dealers and contractors, florists, furriers, harness and leather goods dealers, hardware dealers and tinsmiths, jewellers, merchant tailors, milliners, monument dealers, optometrists and opticians, photographers, picture framers, job printers and publishers, etc.

Objection was made by The Retail Merchants Association of Canada to the action of the Department, and in order to test the validity of the act a suit was taken by the Government against Pedrick and Palen, merchant tailors, Ottawa, members of the Association. The case came before the Exchequer Court and Judge Audette gave judgment in favour of the Association. This case applied to milliners and dress-makers, as well as to merchant tailors, none of whom were considered manufacturers. Following this judgment, the Act was amended by adding a clause which excluded all those Retail Merchants who make goods to the order of their customers.

Another suit, however, was instituted by the Government against Karsons, Confectioners, of Sparks Street, Ottawa, members of the association, and Judge Gunn, of Ottawa, rendered judgment in favor of the association's contention. A further case was taken against the same members, Karsons, in the Exchequer Court and judgment was returned in favor of the plaintiff. The amount in dispute was about \$200.00 and the court costs were \$409.09, not including the solicitor's costs on both sides. An appeal was taken by the association against this judgment to the Supreme Court, but the court, having the right to decide whether to go on with a case or not if it were less than five hundred dollars, decided not to take it up.

While the above cases were proceeding another case was taken by the Government against Messrs. Auger & Robertson, Limited, job printers in Saskatoon, Saskatchewan, who are also members of the Retail Merchants Association of Canada. This was a case wherein the Government claimed that a job printer who printed any articles for stock or sale in his retail store was subject to a sales tax. The Retail Merchants Association of Canada, who defended the case, contended that they had no right

to pay a sales tax, and the Judge decided in the Association's favor. The following is a copy of the judgment:—

In the facts agreed on in this case by counsel, and they appear to me sufficient for the purpose in question, I am of the opinion, following the judgment of the *King vs. Pedrick and Palen*, that the defendants are not liable; and the only doubt I have had in my mind was caused by the fact that in the regulations the nature of the business carried on by the defendants, namely that of job printers, is given as an illustration of the status of manufacturers. It appears to me however from the judgment to which I have referred that the defendants cannot be said with any degree of real accuracy to be manufacturers within the meaning of the Act. Their business, in fact, one might almost say their entire business, is that of retailing to the consumer, because I cannot think that the isolated instances, in which they worked for the parties mentioned in the statement of facts who carry on similar business, puts them in the class of manufacturers. This is a very short ground, but there is no use spending time elaborating it; it is amply covered in the judgment referred to. And the result is that there must be judgment for the defendant, and the action dismissed with costs.

Dated at Saskatoon this 25th day of March 1922.

(Signed) Judge McLord.

Owing to the uncertainty of some of the clauses of the Act, The Retail Merchants Association of Canada is hopeful that it will be amended so as to avoid any further litigation or uncertainty. Retail merchants as a class do not object to pay any portion of their fair share of taxation, in fact, they pay the largest share of any class in every municipality, and all taxes that are paid to the Government by manufacturers or importers are passed on to the retail trade, and in fifty per cent. of their purchases and sales they are unable to collect it but are forced to absorb it in their overhead expenses. They say that their chief desire is to see that all systems of taxation are levied equitably.

Tip Top Tailors have opened a new branch at 87 James street north, Hamilton. J. Burton is the local manager.

Men's clothing workers in Chicago recently accepted a wage reduction for a three year period averaging about 10 per cent.

Robert Ltd., are opening a store at 396 St. Catherine St., West, Montreal, where they will carry a large stock of men's and boy's furnishings.

The Art of Showcard Writing

How to Master the Egyptian Block, One of the Most Popular Alphabets—Roman Capitals and Their Formation—Mental and Physical Attributes—A Word of Encouragement to the Beginner
Value of Persistence

By Jalexo

Herewith are illustrated the elementary strokes which comprise the component parts of Gothic lettering. Gothic characters are of uniform thickness throughout as in the plate of numerals shown on opposite page. In point of construction, Gothic resembles Roman, in general outline, the roman alphabet differing because of its accentuated lines. Gothic is used extensively for display lines on showcard lines which are intended to stand out in bold relief to attract the eye. Gothic must be used with good judgment. Many cardwriters use Gothic numerals in company with alphabets of another classification.

The numerals illustrated in this article were executed in the "one-stroke" system. That means, each stroke was done with one stroke of the brush. Of course there are several distinct strokes in some figures, but strokes must be done separately, lifting the brush after each stroke. In practising the elementary principles in this lesson, observe the same rules applying to the Roman strokes shown last month in this series. Gothic is acknowledged to be more difficult to do than other common styles. The chief feature of Gothic lies in the uniformity of thickness. A Gothic numeral or letter which varies in width at certain points, is more noticeable than a slight irregularity in the Roman. The Roman letter, consisting of accentuated lines, permits of more freedom.

It is observable that any student of showcard writing may attain marked efficiency with his practice strokes during the course of a week or so of continual practice. The real trick of showcard writing begins when you have to put these strokes together into a letter or numeral, to arrange those characters into a word and to combine the words into an announcement. Assuming that you have a good working knowledge of the strokes, let us consider further how to put them together.

Proportion Stroke To Letters

It is primarily important that you suit the width of stroke to the height and width of the character. An examination of the Gothic plates in this lesson will make this point quite clear. You can see that the numerals for example contain strokes which do justice to the size of characters. Different cardwriters show individual taste in this respect. Some prefer medium lettering, while others adhere to the Condensed. By Medium is meant that the characters are contained within a square. In other words they are as high as they are wide. Condensed Gothic is in such popular usage as to be considered a favorite. This is perhaps because more words of Condensed can be put in a line, than would be possible





with Medium. Space on the showcard is limited and a heading set in Gothic Condensed occupies less space, yet is quite legible. To correctly join the strokes of a character in which two or more strokes are used, requires some skill. By way of illustration take the figure 2 in the Gothic plate. Note the three strokes required in the making. The first stroke is a short curved one which commences at the topmost part of the figure and travels toward the left, as per arrow. The finishing touch to that short stroke is a knack in itself for the beginner to acquire.

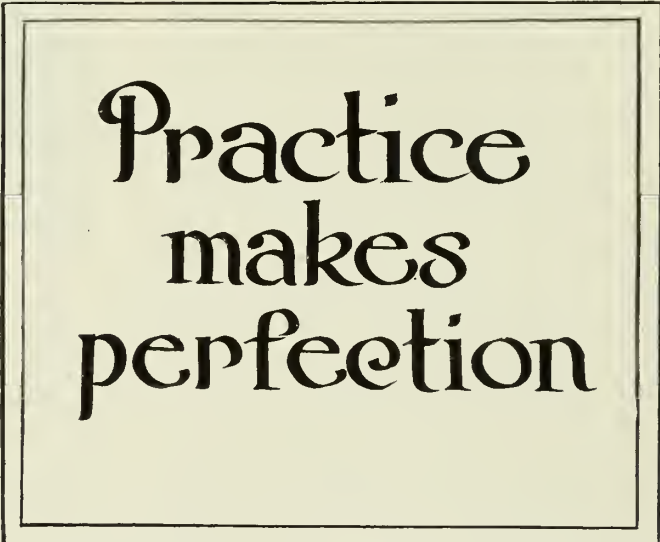
It is done by carefully watching your brush as you pick it from the card or paper. Watch the movement of the hair and see how it curves around as you give your brush the necessary inclination that way. This seeming detail is something that requires serious consideration. To do this well means that you have learned to "finish off" the curved strokes. The second stroke of the figure 2 is begun well over on top of the first stroke, so that when the brush actually starts on the second stroke the joining will not be noticeable. This, of course comes from practice. Expert showcard writers do this quite mechanically without even a thought of the matter. It simply becomes a habit, and the two strokes melt into each other as a matter of course.

Test The Patience

The third stroke in the figure 2 is done by drawing the

brush from left to right. This stroke begins by overlapping the bottom part of second stroke. The end of this third stroke sometimes requires touching up. This is done by making a short perpendicular stroke on the extreme end of third stroke so that the outside of the brush makes a clean-cut edge. This last detail should be done with very little colour on the brush. The figure 2 has been chosen for illustration because it contains the principles involved in all of the other numerals. To thoroughly master the figure 2 is to make short work of the others. The beginner will experience some difficulty at first—but only at first. This is because his eye and hand have not become sufficiently trained.

It is these details which at first test the patience of the beginner. The student is inclined to marvel at the magic of the expert's brush, but the expert has become pro-



ficient not so much by superior intellect as by sheer diligence and persistence.

Persistence A Jewel

The letter which you cannot now make correctly, will be quite possible in a short time. At this critical period of the course it is timely to say a word or two of encouragement. The beginner needs something to hold him to his task of showcard writing. Too many lack the patience and perseverance which the mastery of the first few lessons entails. But it is really only in the beginning that the student feels disappointment in his efforts. Progress will be swift and certain once the first principles are well in hand. Just bear in mind always that a careful perusal of these first few lessons accompanied by some real intensive study and

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 ROMAN CAPITALS

practice cannot possibly fail to bring the desired results. The making of a showcard is not so much a matter of mental ability as physical ability. It is the physical qualities which must be trained in the eye and hand to work together for ultimate results. You can see therefore, that while it is easily possible to memorize several lines of verse within a few minutes, it is not possible to learn how to hold a showcard brush correctly in less than several days. Therein lies the reason why physical practice is so indispensable to the mastery of showcard writing.

Roman Capitals

The alphabet illustrated at bottom of page contains the capitals that go with the lower case alphabet shown in the first lesson. The method of construction is the same as outlined for lower case. The first capital letter "A" for instance, contains three separate strokes, exclusive of the spurs or serifs. The first stroke is a light stroke and is done by drawing the brush from top to bottom sideways; the second stroke begins at top also and is done by using the full width of the brush; the short stroke which connects these two is drawn from left to right, using the brush sideways. The spurs are then added by deft touches of the brush. The making of the other Roman Capitals is accomplished by adhering to the original principles of practice strokes. The card which reads "Practice makes perfection," is a reduced facsimile of an original done on card 11 x 14 inches. This alphabet is a modified Roman and is easy enough to do. The beginner with a few weeks experience ought to duplicate this card with comparative ease. Should any student of these lessons wish further information in connection with any detail, he is asked to write JALEXO, Men's Wear Review, Toronto, and the question will be answered as quickly and as accurately as possible.



Probably the only retail store in Eastern Canada employing an art department is the firm of R. T. Holman, Limited, of Summerside (P. E. Island). This store, which has become famous through the unique fact of being "the largest small town business in the world," employs two artists who are responsible for most of the work in the mail order catalog issued by the store twice a year, and also for the special illustrations used for newspaper advertising and store display.

It is principally on style-plate work, and fashion drawing however that the artists are employed. Line, wash, stipple, pen-painting, and all other methods are used. The engraving account for the year is a very appreciable one, and keenly sought by the leading plants.

A popular innovation of the big P. E. Island store is the posting of cartoons, regularly covering popular topics. Cartoons on the prohibition question, on local election issues, on federal and general matters of popular interest are the ones most in demand and the series was responsible for an increased patronage toward the store. A front cover of the Holman catalog showing some of the work of the staff artists and a snap-shot view of the art room are shown herewith.

Six Free Presses With Each Suit

New Policy Adopted By Hudson Bay Co.
Of Vancouver—Service
Appreciated

The clothing department in the new Hudson's Bay Store at Victoria, B. C. has the advantage of the newest ideas in fixtures. As may be seen from the photograph, the appointments are of hardwood throughout. The lighting was the subject of particular care, a firm of lighting engineers having finally arranged the lighting as shown. The light in any part of the store is so ample and of such good quality that no difficulty was experienced in photographing any part of the store with no other light than the usual electric lighting.

J. L. Hunter, the manager of the men's wear section mentioned particularly the low display stands used in his department. They are like low tables,

approximately 26" high, and about six feet square. On these, attractive stands of men's overcoats, suits, pajamas, etc., can be arranged. These low forms also accommodate two full size drawers in which stock is stored. The drawers are fitted with extension arms and roller bearings and may be pulled out all the way.

All clothing with the exception of some of the boys' suits is hung in cabinets. The clothing cabinets already are found to be inadequate for the size of the business, and already a considerable portion of the boys' clothing is on open racks although the intention was to use no open racks at all.

Six Free Presses

One of the new plans put into effect in the clothing department by Mr. Hunter is one whereby the purchaser of a suit is given several pressings free. When the purchasers reach home they find in the breast pocket of their suits a card advising them that they will receive six

free pressings. The card bears six spaces for the presser to punch as the suit comes in.

In speaking of this Mr. Hunter said, "Besides keeping that suit looking its best for a while, these cards, and this service keeps us in touch with these suit purchasers. They bring in their suit, and if there is anything else in the clothing line that they are ready to buy, we stand a good chance of getting the business. It may be that the last pressing that they ask us to do will bring them up to the time when they are ready for another suit. At any rate, the suit purchaser seems to appreciate our offer to press his suit a few times free, and whether he brings it in or not we have demonstrated in a perfectly clear manner that our interest in him does not cease after he has taken his suit away and paid for it."

The Royal Tailors have opened a branch at 30 Rideau street, Ottawa.

Suggestions for Showcards for Seasonable Merchandise

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

NEW HAT BANDS FOR EVERY CHANGE OF
APPAREL

PRICES THAT TEMPT WITH VALUES THAT
DO NOT DISAPPOINT

WE STAND FOR QUALITY TO-DAY, TO-
MORROW, AND ALL THE TIME.

THE NEWEST STYLES IN FANCY HOSIERY

SHIRT NOVELTIES IN CHECKS AND PLAIN
COLORS AT MODERATE PRICES

SERVICEABLE ENGLISH AND SCOTCH
GOLF HOSIERY

GRENADINE NECKWEAR IN THE LATEST
DESIGNS

THE SEMI-RIGID COLLAR—NEW AND
DIFFERENT

THE SEASON'S CHOICEST SHIRTINGS

RICH FOULARD CRAVATS FOR THE GEN-
TEEL DRESSER

ALL THE SMART NEW COLOR COMBINA-
TIONS IN LIGHT WEIGHT
HOSIERY

SHIRT FASHIONS FOR SPRING—1922

NEW SHADES AND NOVELTIES IN SILK
NECKWEAR

SURPRISE VALUES IN CLOTHING FOR
MODERATE PURSES

A HIGH GRADE GARMENT AT A MODERATE
PRICE

WE CARRY A FULL LINE OF SPORT CLOTH-
ING FOR YOUNG MEN

SUPERIOR QUALITY AND FAULTLESS
WORKMANSHIP IN OUR
SPRING HATS

HATS OF TO-DAY SHOWING THE FASH-
IONS OF TO-MORROW

HEADWEAR OF QUALITY, ORIGINALITY
AND VALUE

THE TWO-PANT SUIT IS CLOTHES
ECONOMY

NEW SPORT MODELS POPULARLY PRICED

A JAZZ MODEL FOR THE YOUNG MAN

GOOD QUALITY CLOTHING AT AN EX-
TREMELY LOW PRICE

STRAW HATS THAT ARE BEST UNDER
THE SUN

STRAWS LIKE THESE NEVER BROKE A
CAMEL'S BACK

THE LID IS OFF—STRAW FASHIONS
FOR 1922

THE SEASON'S FOREMOST STRAW HATS

A STRAW ON THE HEAD IS WORTH TWO
IN THE WIND

HATS THAT FIT YOUR PERSONALITY,
YOUR PURSE, AND YOUR
HEAD

GREET THE SUMMER WITH A NEW STRAW

YOUR LAST STRAW HAT IS STILL GOOD—
FOR THE GARDEN

ATHLETIC UNDERWEAR FOR THE SPORTS-
MAN

Increased Volume 48% Last Year

Brooklyn Merchant Tells How They Increased Their Volume During 1921, Increased Their Number of Transactions, and Cut Down Their Operating Expenses—The Cash System—Bargain Spaces

METHODS of increasing their volume of business during 1921, decreasing their overhead expenses, and, by closely following the trend of public buying, are told in the May issue of *System*, the Magazine of Business. This story is told by B. H. Namm, president of A. I. Namm & Son of Brooklyn. It will be remembered that Men's Wear Review some months ago told of the No Profit Sale which this firm ran at a time when unemployment was very acute in the city of Brooklyn and a number of Canadian retail firms conducted a somewhat similar sale after the character of this sale became generally known. Incidentally, in this article Mr. Namm refers to the advantages derived from that sale. He says it cost them \$50,000 to buy, sell and deliver the \$500,000 worth of goods, but the net gains were "first, we sold at least as much of our regular merchandise as we should have expected to sell had the No Profit sales not even taken place; second, we rendered a service to our customers and to industry; third, we increased the purchasing power of many who would otherwise have been idle—and the success of every store depends upon the purchasing power of the public; fourth, and very important, we built a store prestige both local and national unequalled by anything we had done in the 46 years of our existence."

Pass Savings Along

From our experience in business during the last two or three years, writes Mr. Namm, one principle stands out. That is that when you make a saving of any sort, it pays to pass along the saving to your customers. To phrase this another way, it is sound business to take a fixed percentage of net profit and whenever you find a way to operate at lower cost, to cut your prices by the percentage you have saved.

The differential between our selling price and our gross cost (the price we paid plus operating expenses) is something we never increase. And if we slip back a little and our operating costs increase, then we suffer the loss out of our net profit, instead of increasing the price to the consumer.

This is sound management, we find, for when we are penalized in this way for an operating inefficiency or a falling off in volume of sales, we forthwith busy ourselves about the job of eliminating the unnecessary expense, or of increasing the sales volume, or of both. And in a very short while we discover that our costs have decreased to a point lower than ever, which enables us to cut our selling price, increase our vol-

ume, and lower our costs once more. It is the antithesis of the vicious circle.

There are those who declare this procedure is all wrong, who in times past have assured us it might do well enough while prices and consequently sales volume were increasing. "But look out," they warned us, "for the time when prices and volume drop! Then is when you will change your policy, or go broke."

Certainly sales volume of retail stores fell off last year. Authentic figures for 1921 showed a considerable decrease in the dollar volume of business of department stores over 1920. Some stores showed, I think, a decrease also in number of transactions. For the same period our store showed a fraction more than 48% increase in volume of business, 83% increase in number of transactions handled, and 3% decrease in operating expenses. We were forced, by our growth to erect a new building; the new building, of course, helped us to increase our volume.

We did not sacrifice net profits. We did not curtail our service. We did not reduce our salaries. What we did is very simple and not new. It is chiefly the result of the fundamental merchandising policy I have described, plus common sense methods of handling the situation which arose when the business boom of 1920 ended.

At that time, we met replacement costs promptly. The mark-down was a bitter dose of medicine; but we took it all at once. We bought and sold entirely for cash, as we always do and we went out for big sales and small profits. And last, but not least, we advertised as never before.

Advantages of Cash System

In this fight for business, we had no greater ally perhaps, than our 46-year old cash policy. In buying merchandise we enjoyed, I must admit, a very real advantage over those concerns which did business on credit.

This was clearly illustrated during January, 1921, when we bought and sold a great quantity of bargain-priced merchandise. We put a quick turnover price on our merchandise and sold it all within a week, promptly converting the proceeds into special goods again. Another store, obliged to price its merchandise to include the cost of credit accounts, took longer to dispose of its stock on a similar sale and even then was forced to wait from 30 to 60 days before it could reinvest the proceeds of its sale.

Another advantage of cash trading was the effect upon our manufacturers and jobbers. When they had merchandise to close out at a price, their need

for cash prompted them to offer it to a store such as ours, which was known to pay cash.

And again, we had another advantage in that those women, whose charge accounts at other stores had been closed or cut down due to delinquent payments, but who, woman-like, resented being "dunned," came our way. Many of these women were able to pay their bills but were careless in the management of their affairs. Consequently we not only did not lose customers; we gained many.

As far as the fundamental merchandising problems were concerned, our situation did not differ essentially from that of the general store in a small community, or that of a sizeable store dealing largely in staple merchandise of almost any sort, whether it be a women's speciality shop on Fifth Avenue, New York, or Chestnut Street, Philadelphia, or a department store on State street, Chicago, doing chiefly a charge-account business.

Our "buy for cash, sell for cash" policy gave us an edge, to be sure; but where we have profited especially, the profit has been attributable to our general merchandising methods rather than to the fact that we do a cash business.

And let me here point out the fallacy of an idea which business men rather generally hold that a cash store must by reason of being a cash store, handle trashy merchandise, or at least merchandise not above the "moderate-priced" lines. We have, iconoclastically perhaps, worked away from that idea. And we have proved in the retail field that it is not only possible, but even more profitable, to sell quality merchandise to cash customers than to deal in inferior stuff.

Bargain Spaces

A point was brought out by Mr. Namm worth consideration by every retail merchant, whether large or small, is that in regard to providing bargain spaces for that considerable class of persons who are unable to pay regular prices for merchandise and who are, perhaps, content with seconds or bargain prices on merchandise not strictly up-to-date. Mr. Namm says:

"In line with our idea of upgrading our merchandise and our trade we looked about for a way to direct from the main parts of the store the bargain seekers who, because of their financial limitations, must seek the low-priced goods. We wanted their business, not only because it is profitable, but also because these folks are potential upstairs cus-

tomers. So we installed a bargain basement in charge of a merchandise manager whose instructions were to provide real bargains, good values in dependable merchandise of a lower grade.

This basement handles merchandise of the lower grade—and provides remarkable bargains. The prices are low because of limited service; we do not deliver basement purchases, and in general people serve themselves. The stock is turning regularly at the rate of 12 times a year. No wonder, for such values as serge dresses at \$1.88, women's coats at \$1 and all-wool yard goods at 75 cents occur there from time to time, though I do not want to give the impression that they are typical; they are exceptions, yet we had them recently.

As a result, the price-hunters do practically all their shopping in the basement—at the rate of \$2,000,000 a year since the present bargain basement has been in existence. And the sale of better quality merchandise to our regular buying public goes merrily on upstairs.

SCOTTISH WOOLLEN MEN ARRIVE HERE TO PREPARE FOR AD- VERTISING CAMPAIGN

Preparatory to an extensive educational campaign in behalf of the goods produced by the members of the Scottish Woollen Trade Mark Association, an official delegation of that organization arrived on the S. S. Baltic recently. The party is made up of W. Thow Munro, president of the association; F. H. Bissett, secretary; T. H. Ballantyne and J. B. Sime. A larger, but unofficial delegation was here in the early part of this year and the information gained then will be called into service to perfect the advertising and distribution plans for the Scottish trademarked tweeds.

No samples will be shown or orders solicited this time it is understood.

No detailed program for the three weeks the delegation will spend here has yet been drawn up. Places outside of New York may be visited if occasion should warrant. There is no intention of going to Canada this time, it was said.

Reports that a lessening demand in England for tweeds forced Scottish manufacturers to look for other markets were emphatically denied by members of this official delegation, which stated that never before were Scottish tweeds more popular in Great Britain than at the present. The contemplated advertising campaign here is the natural growth of the collective action undertaken and sustained by the association during the last three years, it was stated.

When the members of the delegation were asked whether they would pay greater attention to the women's wear trade in their campaign in this country, it was said that no change in the manufacturing policy of the various members of the association could be expected.

Annual Bird House Competition

Two Macs of Ottawa Add Two Thousand Names to Their Boy's Mailing List—Contest Runs from March 1st to April 15th—Store Gives an "At Home" to Bring Successful Contest to Conclusion

THE ANNUAL Bird House Competition held by the 2 Macs, Limited of Ottawa, was held during the month of April with extraordinary success in every way. Speaking of the event to a staff member of Men's Wear Review, a representative of the firm stated that the 1922 competition had surpassed that of last year due to several reasons. Much better houses, more houses built, and a greater public interest in the event were marked features. An unexpected and invaluable aid to the success of the competition was the excellent support given to the store by the local press who gave much space in both news and editorial columns to the event, which was commented on as being "a distinct advance in the educational campaign tending to the preservation of bird life."

Rules of Contest

The contest opened on the first of March and ended on April 15th. The conditions were simple with no strings attached whatever. All a boy had to do was to drop in at the 2 Macs store and register his name for entry at the Boys' Clothing Department. Any boy under 16 was eligible to enter and the stipulations made stated that all houses must be new, must be built by the boys themselves, aided by their manual training teacher if necessary, and brought to the store as soon as finished. Houses were judged according to design, utility and workmanship, and small houses had just as good a chance as big ones in winning a prize. Boys were advised to state what species of bird each house was for, in each case.

20 Prizes Awarded

The prizes offered ranged from \$20 for the first, to \$15, \$10, \$5, but after the judging took place a special prize of a book and fifteen prizes of \$1 each were also awarded as the work was in many cases so excellent. Boys were informed at the store regarding the kinds of houses preferred by birds and every aid was given to the contestants which would enable them to produce real homes for birds. All above conditions and rules were embodied in neat posters which were distributed to all the schools during the first week of the competition, while on Saturdays during the 6 weeks of the contest. "follow-up" advertisements were run in the daily press to answer enquiries and maintain interest.

The contestants numbered about 2,000 in all out of which some 200 entries were selected for exhibition in the store, including the prize winners. At the close

of the contest an At Home was given by the 2 Macs store to which the people of Ottawa were invited to view the showing of bird houses. This reception was held on Tuesday evening, April 18th from 7 to 9 p. m., when the prizes were formally presented and interesting addresses given by such prominent men as H. Lloyd, supervisor of wild life at the Dominion Parks Branch and P. Tavener, Dominion Ornithologist. Stewart McClenaghan, president of the 2 Macs, presented the prizes and a pleasing feature of the event was the fact that over 50 of the bird houses were sold during the evening, netting considerable profit to the young architects. An orchestra was in attendance and added to the pleasure of the guests who numbered over 1,500 during the evening.

Editorial Comment In Press

In commenting upon the event, the Ottawa Journal ran an editorial which praised Mr. McClenaghan's idea of encouraging the building of bird homes, and made it plain that something more than mere notoriety underlay the contest plan. As the Dominion Supervisor said, the competition indicated a finer feature than the mere display of mechanical ability among the youngsters or the achievement of publicity for the store because, "the boys of Ottawa are learning that it is more fun to build a home for the birds and watch them nest and bring out their little families than to go out with a .22 rifle and slaughter them." "I understand," said Mr. Lloyd, "that few of the houses built last year for the 2 Macs contest were long without tenants, and it will be the same this year."

The editorial went on to express the hope that Mr. McClenaghan would continue his contests from year to year, "for the cumulative results will be beyond accurate estimate and he will have the satisfaction of knowing that he is achieving something for the general knowledge." The hope was expressed that greater interest would be taken in such events by girls also and that the 2 Macs might consider means to interest girls as well as boys in future events.

2,000 Names For Mailing List

One of the most practical and valuable side issues of the contest which should not be overlooked was the fact that it afforded the store a mailing list of 2,000 names of potential buyers of boys' clothing, while it did much to build up still greater good-will and sympathy between store and customers.

The Golden Rule in Advertising

Have Been Cycles of Business Activity Since First Seven Fat and Lean Years of Ancient Egypt—Depressions Caused by People Who Try to Monkey With Multiplication Table and the Ten Commandments—Integrity, Self-Control and Inspiration

Ever since the first recorded cycle—the seven fat and the seven lean years of ancient Egypt—business has run its never ending course, made up of succeeding periods of prosperity, decline, depression and improvement.

Divisions of business lines during these thousands of years have been constantly harassed by fluctuations from hard times to good times and then hard times again. Those who have learned to shift with conditions have succeeded—those caught by the adverse currents have gone under.

In the first months of 1922 we find business still at low tide after one of the most precipitous declines in history. We remember the feverish activity of 1919 even as we always remember the last period of prosperity. We would fare better if we could remember depression as well but somehow we tend to forget all we have learned and believe somehow that each period of prosperity will be permanent.

The Babson chart universally known shows the regularity of these cycles and illustrates clearly the law of action and reaction which causes them to follow one another with clocklike regularity. It is not difficult from such a basis to forecast coming conditions—in fact, it can be done with a high degree of accuracy in every individual phase of our business, commodity and financial worlds.

Real Causes of Depression

These charts, these statistics, these forecasts are but incidental, however, since they measure and reflect only, ignoring the causes.

A strange statement you say for a statistician to make. Yet that is the one conclusion that my twenty years study of fundamental conditions has brought me to. If we are to iron out the jumps and bumps that beset Canadian business, carrying us from riotous prosperity to disastrous depression, we must get below the surface and deal with causes.

Depressions are not caused by money stringency, as is popularly supposed. Depressions are caused by people trying to monkey with the multiplication tables and the Ten Commandments.

The condition of our business world depends upon three things: the integrity, the self control, and the inspiration of the majority of the Canadian people.

I put integrity first because honesty and confidence are necessary before we can build our business world. The cancellation of contracts, curtailment of credit, growing distrust between employer and employe and the general disease of getting all you can for a dollar instead of giving all you can for a dollar, break out in a period of prosperity and start things for the toboggans.

Self control means temperance, and temperance in business is a prime requisite if we are to escape the disastrous extremes of silk

EXPRESS CHARGES

J. Ramsden of the J. Ramsden Co., Castor, Alberta, writes to us as follows:—

"We received this morning a small parcel from Stanfield's Ltd., the amount of the invoice being \$23.75 for six suits of men's light weight combinations, and two spindles of wool (6 pounds each). The express was \$3.65, tax 69 cents and cartage at this end 25 cents, a total expense of \$4.95. Figuring cost on the dollar will be a little over 19 per cent., the rate per hundred is \$13.65, but on a small shipment of 21 pounds they seem to have a scale making it per hundred from Nova Scotia, Truro, approximately \$18.00 per hundred.

"We cannot get goods on to the public at a reasonable price while this is what the retail merchant is up against."

shirts and bread lines. Men lose control of their minds and business goes to smash. On the peak we forget the lessons we learned so painfully when we were down in the trough and go on a spree of spending and speculation. We squander our surplus without thought of the morrow.

Once the depression sets in executives first whistle to keep up their courage, then deny that depression is upon us, finally they lose control entirely and give up when the country needs men of courage and vision who can see beyond the present difficulty to the next period of improvement beyond.

Finally we must have inspiration—an urge to go on that must be based on something much deeper and stronger than a man's conceit.

Statistics show that 80 per cent of the business buildings of this continent are owned by church members, 76 % of bank savings are credited to church people; 62 per cent of our factories are in the hands of religious men and 81 per cent of our farms are owned by men who go to church almost every Sunday.

To Save Civilization

Canada must get back to these plain fundamentals, not alone to build solid and permanent prosperity for our business world—but to save our very civilization from the disaster that threatens it. We must get back to the worthwhile or our children must see the world go to pieces about their heads, even as Egypt, Greece and Rome went down before prosperity.

Because we are largely a commercial nation our future is to a very great extent in the

hands of our business leaders—the men who by example and precept fashion the minds of those who work under them.

I appeal to you advertising men because no one can be at the heart of big business as I am without realizing that advertising is second only to religion as the greatest moving force in the world today. As a civilizing agent it is also second only to religion.

As Honest as Pulpit

You men who write your messages to the masses stand only second to our ministers in your opportunity to help. You build confidence or distrust as your readers find your message true or false. Every piece of copy you write either reinforces or undermines your product as you truly represent or misrepresent it. That same piece of copy either reinforces or undermines the public confidence in advertising, in business in general, in their fellow men.

If it were as easy to tell the truth as it is to want to tell it the problem would be simplified. Unfortunately one's prejudices and one's enthusiasm tend to overpaint the picture. Resolve in the copy you write this year to tell the cold truth and to tell the whole story. Sincerity outweighs enthusiasm and a pound of frank honesty carries more weight than a ton of claims.

Canada needs again vigorous men—men like those who overcame hardships and discouragement to build the country we enjoy—men who have vision and courage—men who see their work as an opportunity for service rather than for self.

You advertising men can do more to help and more to hinder, than any other one group in the business world. For your own sakes, for the sake of business, for the sake of Canada—set your mark high—an example of integrity, self control and inspirational service that will help every man woman and child toward the things that are worth while.

David McCullough, for fifty years a well known and respected resident of Brockville, died recently. He was a tailor and was with W. H. Mowat prior to his death.

Roth Eaton, the Arcade Clothier of Toronto, has a sign on the baseball grounds at Toronto where the international league games are played. Any ball player who hits this sign during any of the scheduled games is entitled to a suit of clothes from Roth Eaton's. Andy Anderson performed the lucky stunt recently and is now the proud possessor of a fine new suit of clothes from the Arcade clothier.

Some Odd Ideas that Got Business

Cashing in on an Odd Name Which no One Could Pronounce—
Advertising of Particular Interest to Sports—Making Use of a
Thermometer and Barometer—Helping Mother With Clothes for
School Days—Dress Chart for Athletes

THERE is a small but well equipped haberdashery shop in New York City located away up near 181st Street, which is owned and managed by an energetic young man by the name of Phil. Graubert. For some unknown reason, many of the customers of the store have experienced difficulty in pronouncing Mr. Graubert's name, and so frequently did the query come, 'Just how do you pronounce your name Mister?' that this retailer hit upon the expedient of putting the following words on his sign outside:

Phil. Graubert—Men's Wear. Call Me Phil.

And everybody took the hint, he says, and to young and old he is known as Phil. or Mr. Phil. and such a title seems to introduce a friendly atmosphere to the store that it never had before. At any rate, the customer feels as though he were dealing with a personality, not with a mere organization.

Sport Advertising

Now that summer is approaching there is an excellent opportunity for the retailer to do some advertising a little different from the usual sort. In localities which boast a flourishing football, baseball, racing or other club which arranges a schedule for the season, it should be possible for a leading clothier or haberdasher to get out little cards, of the size of a vest pocket, listing the season's events in the particular league or club of most interest to customers. If the store carries equipment for any of the above sports, the reverse of the card should show a brief announcement to this effect, together with the address of the firm. Score cards for use in various athletic meets can be inexpensively put out with the firm's name also featured, with excellent results in the way of returns in proportion to the financial outlay. A retailer down in Moncton, N. B., is noted for his horse racing score cards, which are supplied to racing fans gratis, and features his name prominently, together with the fact that he carries high grade wearing apparel for men and boys.

Probabilities

In summer, the average man and woman is more interested in the vagaries of the weather than in winter, perhaps because clothes are more perishable and more apt to suffer by the oncoming of a sudden shower or a thunderstorm, and when also many people like to feel assured regarding week-end 'probs', if they have planned to go on a picnic. For this reason probably, a Montreal retailer of men's wear installed a composite barometer, thermometer and humidity re-

gistering device in his store, near by the entrance, and placed over it a chart explaining how to read various dials correctly. A bulletin recording the weather probabilities for the next 24 hours was posted at the noon hour in the store, and needless to say, the number of persons who called in just to ascertain if 'tomorrow is going to be fine' or 'if this awful heat will ever stop' grew steadily more numerous. At the same time, there was plenty to interest them in the way of new goods, displayed in attractive ways to entice hot and tired pedestrians. This store was located in a busy downtown district but the idea would be just as interesting in any section, for human curiosity varies little anywhere.

School Days

Here is an idea which may not be so useful just now, but is worth keeping for reference. It is tried out year after year by one of the leading stores in New York and was adopted not long ago by a Montreal department store. It consists of a neat memorandum in the form of a 4-page pocket folder of cardboard listing those things necessary for the school boy's wardrobe, and is designed to be an assistance to the boy's mother in getting him ready. Columns are provided for suggestions including everything from suits and all outer garments to pyjamas and slippers. Three parallel columns give space for checking the items on hand, those needed, and a total.

On the outside is printed an explanation of the use of the memorandum, which may or may not have a small pencil attached together with the store's address and its compliments. It is of course, a development of the Christmas list idea, and is capable of various methods of handling. The same firm is issuing a neat card with spaces for telephone numbers on the back, and with a bulletin of its manifold services to shoppers on the front.

Correct Dress in Sports

With summer sports just about to begin, it is worth while for the men's wear store to look about and discover ways in which masculine needs in dress may be capitalized. For example, this idea tried out last summer by an American retailer, might be adopted with success by any store which caters to young men of sporting tastes. The idea consisted in issuing charts of correct dress for such sports as tennis, golf, boating, dancing, polo and riding, and included a few words on bathing kit. These little charts were included in every purchase made at the store during May, June, July and August, and it is surprising how many men commented on the fact that they

were unaware of so many things. The up-to-date retailer will tactfully introduce the subject of blazers to the customer who purchases flannels or duck trousers, and he will be particular to show the correct style of negligee shirt and a tie which will not clash with the blazer. The point to emphasize is the fact that it is no longer correct to wear anything that is uncomfortable in summer, irrespective of looks.

Taking a Trip Round the World

Managing Director of Wm. Hollins Co.
Ltd. Spent Few Days in Toronto
First Visit to Canada

The managing director of William Hollins Co. Ltd., Mr. Hare, recently paid a visit to his Canadian offices. While in Toronto, Dry Goods Review had a chat with him relative to conditions in the Old Land and prospects for the development of Canadian and Dominion trade in the other sister-nations of the empire where they have established offices.

Mr. Hare stated to Dry Goods Review that conditions were showing some improvement in England but that they were still quite unsettled. This, he said, was the reflection of European conditions as a whole and that until there was more stabilization on the continent, they did not expect things to right themselves in England.

Future of Prices

Mr. Hare stated that so far as their main products were concerned he did not see that there would be any downward change on their fall lines. What slight changes there might be in manufacturing costs—and he did not see any at the present time—would make practically no difference in the price of the finished article. Cotton and wool which are the basic materials for their principal products, if anything, show an upward tendency in price. This does not mean that their products will advance in price—Mr. Hare said he was not certain, though, if they could maintain their present price throughout the fall.

His First Visit.

This is Mr. Hare's first visit to Canada and he expressed himself as very anxious to get all the first-hand information he could during his all too short visit to this Dominion. He expected to visit Montreal, Quebec and then go to the Western Provinces. From Canada, Mr. Hare will visit Australia and New Zealand. His present trip will take him pretty well around the world.

Like Micawber, Are you Waiting Till Things Turn Up? Policy not Adapted to Present day Conditions

Micawber Was Not an Individual But a Type That is Frequently Seen in Business Circles To-day—Instead of Turning Things up They Wait for Them to Turn Up—The Profits in Small Things Not to Be Overlooked—Why Five and Ten Cent Syndicates Make Money

MICAWBER—Dickens' character in David Copperfield—was a poor business man. He was always waiting for "something to turn up." He felt that the hand of every man—almost—was turned against him, that an unseen combination of events transpired to prevent him from getting the living which, he believed, the world owed him. What energy he had was seldom used to good purpose; most of it was expended in tirades against the prevailing conditions that robbed him of those creature comforts which he believed were his by eternal right. And because he was always waiting for something to turn up instead of trying to turn things up himself, he spent a good portion of his time either in misery or in jail.

Micawbers of To-day

There are Micawbers in business to-day. Men who are waiting "for things to turn up," for business conditions to improve and for people to come into their places of business and spend their money. Micawber, the Dickens character was a type, not an individual—and the type still lives. Said a manufacturer to Men's Wear Review the other day—a man who has just negotiated an order for his products which would necessitate night work in his factory—"Like a lot of other manufacturers we could have sat down and waited for business to come to us, or for conditions so to improve that we would, in the natural course of events, get our fair share of what was going. But we didn't. We got out and hustled after business—and we got the business." The policy of this firm was not the policy of Micawber, it was not the policy of many business firms that are following lines of least resistance and letting other houses grab business from under their very noses.

Business Not All Big Business

Business is not all big business, that is, all sales checks are not checks of large denominations. In the course of the year there are bound to be a lot of small ones. During 1922 there are bound to be a lot of small ones—as well as large ones. Because there are a lot of people out of work does not mean that they have stopped buying absolutely. And because of the fact of their being out of work influences others to be more economical is no reason for supposing that they are not buying, either. And the "idle rich" keep on buying just the same. People must live and to live they must

buy. Their purchases must, of necessity, be small. The wise merchant, therefore must not overlook the possibility of getting these small purchases. Said the advertising manager of one of the large department stores in Toronto to Men's Wear Review a few days ago, "We are trying to keep the people buying, buying just a little, but buying. The saving habit is a very easy one to get into and so we feel we must do something to induce small purchases. That is why we are using a good deal of advertising space these days to push the sale of little things, inexpensive things. We know there are a lot of people who haven't much to spend, but they have something and so we are advertising those things which their limited means can afford to purchase."

Get After Small Sales

The time is opportune, therefore, to get after small sales, the sale of little things. Not every man who is a probable customer of yours can afford to buy a new suit of clothes this Spring. He may, of necessity, have to have the old one pressed up or the old topcoat renovated so that it will do for another season. But that is no reason for supposing that he is not in the market for a new shirt, necktie, collar, hose, garters, suspenders, gloves, etc., etc. If your advertising, day after day, is overlooking these sales, you are failing to appeal to a prospect. He knows he can't afford a new suit or overcoat; but he also knows he needs some smaller things, and if no mention is made of these day after day, he loses interest in your daily message. If conditions in your community are such that the majority of people are incapable of large expenditures, concentrate on small things. There is a margin of profit on these that should not be overlooked. We know of some very large stores that are getting big sales on small articles. Are they getting them at your expense?

A Lesson in Profits

Butler Bros. of Chicago, in the April issue of their catalogue, sent a useful lesson in the sale of small things. They ask a question that might well be considered by every merchant. Why should the five and ten cent syndicates be the only ones in America, they ask, wholesale or retail, who made more money in 1921 than in any former year and continue to show large gains in January and February? "Why should this be so when you and every other retailer," they continue, "are having trouble in

making both ends meet?" It is exactly for the same reason that the five and ten cent business got its start forty years ago. Now, as then, the people of this country are hungry for goods which they can buy at small prices. America is now undergoing the same sort of wild fire demand for ten cent and other popular priced goods as swept the country four decades ago. The very condition which now creates the demand for high priced goods creates a multiplied demand for five, fifteen and twenty-five cent goods. You can, if you will, harness this fact to the business as the five and ten cent syndicates have harnessed it to theirs."

Suggested Method

Butler Bros., then give several suggestions to retail merchants as to how they can get after this business.

1. Let the first thing inside your store door be a variety of quick-selling, popular priced goods such as people throng into syndicate stores to buy.

2. Lay the goods out on the counter so they can be seen and handled—group them at uniform popular prices—5 cents, 10 cents, 15 cents, 25 cents, etc., and put a price ticket on every article.

3. Sweeten your bargain counters every few days with new specials which will keep interest alive, and tell your world about them in every way in your power.

And the net profit per \$100 on investment in counter goods will be greater than from any other like investment in your store. This is not guesswork. This is not theory. We know what we are talking about because it is being done in thousands of stores just like yours.

E. M. Trowern, Dominion secretary of the R. M. A., states that a merchant tailor has as much right to letters after his name as a college professor. He went on to say that it took care and study to make a first-class suit of clothes and he pointed out that the carelessness of the merchant tailor, in some cases, was the greatest business-getter for the clothing manufacturer.

Dave Livinson of Montreal, well known to the retail trade in that city, is making a tour of Ontario for the purpose of studying merchandising methods employed in this province. His trip will be an extensive one. Mr. Livinson believes there is a good deal to learn by getting in personal contact with other retailers in the country and he is adopting this method of improving his own qualifications as a live merchant.

Dignity of Worker's Personality

Professor of New Brunswick University in Addressing Retail Merchants of St. John's Says This Must be Recognized in Industrial and Business Life—Officers Elected for Ensuing Year—R. A. Macaulay the New President

THAT the Golden Rule must come in for more general application to the industrial life of the country was the contention of Dr. W. C. Kierstead, professor of the University of New Brunswick, in an address at the annual meeting of the St. John's Retail Merchants Association held in April. Officers of the association for the ensuing year were elected as follows:

R. A. Macaulay, president; A. E. Everet, first vice-president; S. L. Emerson, second vice-president; J. A. McKay, secretary, and J. H. Marr, treasurer. F. A. Dykeman, the retiring president, was named honorary president and chairman of the advisory board which includes F. W. Daniel, A. L. Skinner, M. E. Grass and S. E. Fisher. Mr. Dykeman presided at the banquet and acted as chairman during the evening.

After welcoming the gathering to the banquet, Mr. Dykeman quoted from statistics based on the retail trade done by 266 firms in the United States and Canada during the year 1920. The aggregate volume of business done by these people was about \$500,000,000. On the basis of the replies received it had been computed that the average net profit of these firms was only 1.8 per cent. Mr. Dykeman submitted these figures as evidence against the contention that during that time retailers were largely responsible for high prices.

Although merchants were now passing through a period that required judgment and care, he said that New Brunswick and especially St. John had reason to be cheerful. Bank clearings he said, were usually accepted as a good indication of business. The St. John clearings for the three months, January, February and March of this year showed a decrease of about fifteen per cent below last year's figures. For the same period, however, the Halifax decrease was more than twenty-one per cent and that of Moncton twenty-nine. Moreover, while for the whole of Canada during the year 1921, as compared to 1920 there had been a decrease of about twenty-six per cent in the clearings, there had been in New Brunswick an increase of nearly five per cent. There was a message of hope in these figures and if vision, intelligence and labor were applied to business it would pass through the present period all right.

Annual Reports

S. E. Fisher, the secretary, reported the membership of the association to stand at 137, which he held to be too small and he urged an immediate campaign for increased membership.

M. E. Grass, the treasurer, reported \$40.53 on hand. The report of the provincial secretary, Miss A. D. Alward, was also read.

The Golden Rule in Business

In opening his address, Dr. Kierstead said that although men had learned to apply the discoveries and principles of

science to the material problems of industry they had not yet generally learned to master the great human forces in modern industrial life. Here was an opportunity for social science and a knowledge of human nature to step in, Dr. Kierstead said, in beginning his address.

Was the Golden Rule needed in business, he asked. He went on to say that the law of supply and demand, the principle of competition and the principle of gain and self interest which operated in the working of business were not complete enough and adequate enough to regulate business of themselves. One must conclude that it was not always legitimate for the business man to take what he could get.

But good intentions to carry on business on a high and honest plane were not sufficient. The Golden Rule was a general and not a specific rule. It was essential to have wider knowledge of the complex nature and the far reaching consequences of business.

To Prevent Recurrence.

In order to prevent the recurrence of conditions through which the world was passing it would be necessary to have knowledge that would permit of a control of such things as inflation. There must be a knowledge of international relationships, an understanding of social organization and there must be an application of this knowledge of special forces to the problems in hand. It was in such a manner that the problem of unemployment would have to be met and studied if it were hoped to devise means to avoid a like condition in the future.

The significance of the application of the Golden Rule in industry and business was that it placed a Christian valuation upon life and upon the goods of life. After all personality was the supreme thing in industry. The individual must not be used merely to multiply gains of the proprietor. The individual and his personality should be regarded as an end and not as a means. To know, understand and direct his workers, to win their love and comradeship was a noble ideal for the business of man.

Moreover, the speaker declared, this could be made to pay. He believed that the day of profit-sharing with employes was coming and a day of better relations and better understanding between employer and employe would soon dawn. He believed that that day would be brought about not by the teachers but by men of high ideals in industry itself. The principles of justice must pervade international as well as industrial relations.

If employers could carry these principles into the business of this year, if they would establish better relationships between themselves and their employes, they would be doing a great service to

the community and making a splendid contribution to the social life of Canada.

Other speakers during the evening were A. O. Skinner, Robert Strain, Mayor Schofield, William Hawker, F. W. Daniel, R. A. Macaulay, the newly-elected president, and T. F. Drummie.

AN ATTRACTIVE WINDOW

The Robert Wright Co. Ltd. of Brockville recently arranged an attractive window in connection with a Made-in-Brockville week.

The arrangement of the window was symbolical of Brockville's industrial activity and emphasized the necessity for active support of the Board of Trade. A painted background shows an industrial scene in front of which is placed a miniature factory with lighted windows and smoke being emitted from a tall chimney. A.C.P.R. train is shown emerging from the tunnel and motor trucks are on either side. In the centre is a large flywheel, operated by a small electric motor and whirring merrily, with the slogan above: "Keep the Wheels Turning: Join the Board of Trade." This centre arrangement is surrounded by tastefully grouped exhibits of products from a number of local industries.

A number of clever slogans are also displayed. An idle motor wheel is marked: "Start Up the Wheels of Industry; Join the Board of Trade." A pile of bricks and tools is labelled "Build Up Brockville." A copy of the Brockville Recorder is shown with the designation "Our Mouthpiece; The Oldest Newspaper in Ontario." Shields showing the coats of arms of Brockville, Ontario and Canada are shown at the top and a map bears the inscription: "Keep Brockville on the Map: Join the Board of Trade." Other slogans are: "If Possible, Buy Made-in-Brockville Products," and "To-day is the To-morrow You Worried About Yesterday; Join the Board of Trade."

The window was designed and executed by E. J. Hamilton, display man for the firm.

D. A. Murray, manager of the McLeod Brothers store in Calgary, was on his way home when a man stepped out of an automobile and commanded him to "stick 'em up." On the impulse of the moment Mr. Murray grabbed the gun, and so started the "would-be" gunman that he dashed into his car again and jumped on the throttle. The highwayman got the scare of his life and D. A. Murray retained his money.

There is everything in being mentally stable; in holding a right mental attitude; in having a mind that is confident, poised, sure of the principles on which its philosophy is based. People who are all afloat and not mentally dependable, who have no fixity of purpose, and are not reliable, are not the men we turn to in emergencies. It is the self-confident man, the man who is sure of his philosophy and of his principles, the man of great faith, on whom we depend in supreme crises, when others are driven to the wall.

Beware of the Inoffensive Match

It is the Most Prolific Cause of Preventable Fires and Results in Thousands of Dollars' Worth of Loss of Merchandise Every Year
—Campaign of Education by Fire Marshal is Bringing Results
—Decrease in Number of Fires Recorded

MAY seems to be the month of the year associated in people's minds with cleaning up. The Fire Marshal of Ontario makes a special effort in the month of May to interest the school children of the province and the various municipal bodies and organizations in the question of fires and their prevention. Cleaning up the back yard; getting rid of the accumulated refuse of months, refuse that is a constant danger to every merchant's livelihood; directing attention to various preventable methods against disastrous fires—these are some of the things urged by the Fire Marshal's department in the May campaign against carelessness that causes fires, and in favor of cleanliness and carefulness that will prevent fires. For, after all, the great majority of fires are those due to preventable causes; in other words, a little care, behind which there should be some knowledge of elementary facts, would largely wipe out the fearful bill against Canada every year for fires. Some idea of the work being carried out by the Fire Marshal's department to combat carelessness that results in fires and to broadcast knowledge with regard to methods of preventing fires can be gauged from a recent report which shows what was done in a year in an educational way. Some 15,000 copies of a 16-page prospectus, suggesting ways and means for the proper observance of Fire Prevention Day were distributed, 20,000 copies of the Royal Proclamation; 25,000 lithographed posters; 50,000 copies of the booklet, "Conservation of Life and Property from Fire;" 25,000 fire prevention blotters; 1,000 lantern slides for use in the moving picture theatres; 3,000 letters to the clergy of all denominations in the province; 500 letters to high schools, colleges and universities; 300 letters to fire chiefs; and 500 copies of "Fire Prevention News" to the newspapers.

Bringing Results

The efforts of the Fire Prevention League which works in conjunction with the Fire Marshal's office are bearing results. In his last presidential address, Arthur Hewitt used these significant words, "For the first six months of this year, while the fire losses for the Dominion and, in fact, throughout the American continent, show large increases, there were in Ontario 440 fewer fires and \$280,000 less of loss than in the corresponding period of the preceding year. (This refers to 1921). At the same time, the records for July, August and Sep-

tember of this year are not so gratifying when we realize that there was a total loss of \$1,517,000 for the month of July, \$1,357,000 for the month of August, \$1,532,000 for the month of September, with four fires in lumber interest alone amounting to \$649,046. You see a few fires, a very few fires, have caused a tremendous proportion of the loss." This statement shows that the number of fires is on the decrease; the actual loss, as is pointed out, is most frequently due to a few large fires.

Fires in the Province

The report for the year 1920 shows that in that year there were 9,296 fires with a loss of \$11,771,718—a per capita loss of \$4.70. During the last five years there have been 48,312 fires in Ontario, consuming \$64,844,935 worth of merchandise, buildings and foodstuffs, averaging one fire every hour of the day and night, and a daily loss amounting to \$35,500. In this day of advanced civilization it is appalling to think of this awful destruction of our substance which is gradually, but nevertheless effectively, impoverishing our people.

Carelessness With Matches

In an address at the third annual convention of the Ontario Fire Prevention League, George F. Lewis, Deputy Fire Marshal of Ontario, gave some startling facts with regard to fires and their causes.

"The most prolific cause of preventable fires in all walks of life," he said, "is unquestionably the careless user of matches. The habit of carrying strike-anywhere matches loose in pockets results in many serious fires. In pulling something out of one's pocket it is very easy to haul out a match by mistake and drop it on the floor, barn or other place where inflammable material, hay, straw, etc., has accumulated. Subsequently it may be stepped on by a horse or a man and start a fire.

"Wherever there is human life, there are matches. They can usually be found in every room in the house and in the pockets of every suit of clothes worn by most men in the country. There is a fascination about fire and especially about the burning of the match, for the smallest child. A child uses matches carelessly because they are placed where he or she can readily get them and because children see these matches constantly handled in a careless fashion by their parents.

"It is well to form the habit of striking a match away from you, and not towards you; so that if the head flies off

or the stick breaks it will not have a chance to set fire to your clothing. Always close the box before lighting a match on it. If the matches are stuck in a box holder see that the heads are not exposed, otherwise the flame may set fire to the whole box.

"One of the most frequent forms of involuntary incendiarism known is the way thoughtless individuals—generally smokers—throw away matches without taking the simple precaution of blowing them out, and assuring themselves that they are extinguished—a matter of a second or two, although they were perfectly willing to spend fifteen seconds' time in igniting the match and lighting the tobacco. This careless practice is universally prevalent throughout the country.

"There is one safe way to dispose of every lighted match. Break it in two before throwing it away. If you will preach this doctrine broadcast throughout the country people will become accustomed to breaking the matches, and you will find that the number of match fires will be greatly reduced.

"The day will come when we will not be permitted to be careless with matches or blind to the ethics of Fire Prevention. Individual responsibility will be so great that personal indifference will be pushed aside and the causes of Fire Protection and Fire Prevention given their proper status. The appalling size of the national ash-heap will be reduced, through the elimination of our worst and most deeply rooted national failing. CARELESSNESS.

"When the Ontario Fire Prevention League, Inc., was organized in August, 1918, it advocated 'the universal adoption and use of the safety match which will only strike on the box, and legislation prohibiting smoking in all parts of factories, industrial and mercantile buildings, except in such fire-proof rooms as may be especially approved for the purpose, by fire departments.' That tenet of faith has since been re-affirmed and although the loss of life and destruction of property as the result of the careless use of matches throughout this country has been appalling, yet we are somewhat encouraged by knowing that the number of fires, and amount of loss, occurring from this cause in the Province of Ontario, at least, has been on the decrease.

"The average number of match fires for the three years 1918 to 1920 inclusive, has been one thousand and seventeen, with an average yearly loss

Continued on page 51

Activity in Small Accessory Lines

Novelty Jewelry Lines in Strong Demand With Approach of Summer Season—Smallwares Are Quiet and Service is Important Factor—Lively Demand for Rubber Composition Belt—Inconspicuous Patterns in Scarf Pins—Spiral Armlets

THERE are certain well defined styles in men's jewelry this season which are fully as important as any other style mandate, and which are duly observed by well dressed men, although the said jewelry need not necessarily be of the 16 karat, jewel studded variety. According to a prominent wholesaler in Montreal, everything in men's smallwares tends to be unobtrusive and quiet in design and workmanship, although more than the usual amount of service is required.

Loose Connection Links Not Wanted

As summer vacations approach there is a marked increase in demand for novelty jewelry such as the various form of patent cuff links, studs and soft collar pins. All kinds of belt buckles and key chains, watch guards, etc., seem to be called for as well. The stiff connection is now selling almost entirely in better grade cuff links of the regular sort, with both oval and oblong faces.

Gold in a dull finish which can be suitably engraved if desired is the preference of most smart men, but mother of pearl is proving especially strong, particularly in medium priced lines. The latter effect is now incorporated in very good looking links of the snap variety and can be had in either of two styles. Enamel effects are offered among the cheaper lines, and grow more popular each season.

Gift Sets of Studs

There is a slight falling off in demand for collar pins, perhaps due to the vogue of the semi-stiff collar, but there is a novel little holder called the "grip" which holds the fronts together without the use of a pin and retails at fifty cents. The humble collar stud has appeared this season in a new guise, having been boxed in sets of four by an enterprising manufacturer. These sets are gold filled and the box of 4 sells at \$1. which is not out of the way, because the box in which they are fitted bears a little rhyme on the cover together with a picture of a victim of a lost shirt stud. These boxes are said to be very popular as gifts with women customers.

Rubber Composition Belts

The demand for belts seems almost endless, but in this connection a Montreal wholesaler states that the rubber composition belt is now having a large sale because of the advantageous price. The buckle on these belts is nickel plated or silver plated nickel as desired. The demand for belts is by no means injuring the sale of invisible suspenders,

which are nearly always worn in conjunction with the belt, but outside suspenders are reserved for working hours, apparently, rather than dress wear. The demand for invisible suspenders has been greater this Spring than ever before, it was said, especially in 2 and 4 point styles. Rubber composition belts with smart oblong buckle can be had in a choice of three shades priced as low as \$4.75 a dozen. Brown is said to be the foremost color, with black and grey next.

Bathing Belts of Rubber

In connection with belts, it is interesting to note that bathing belts are now an established line with men's wear retailers for the coming season. These belts are designed to wear with the popular "life guard" bathing suits and are shown in two-color effects, such as scarlet faced with white or grey and white. Non-rustable nickel buckles and slides are adjusted to the belts which are made of the rubber composition also and dry instantly. Men's bathing caps appear to be a permanent fad among swimming enthusiasts and are offered in tight fitting styles with or without chin strap and in several colors.

Watch Chains Favor Fine Links

The demand for men's watch bracelets seems to spring up automatically in the Spring to replace the ubiquitous watch chain, but this season will probably have a close rival in the new "pocket to pocket" ribbon of black corded silk, or the new chain novelty which fastens to the wearer's belt. Watch chains are still slender and fine of links, in fact, it would seem as though chains must become somewhat heavier, as the last word in delicacy has now been reached. A smart novelty is composed of alternate green and white gold links in elongated effect.

Scarf pins favour inconspicuous patterns and are small in size. The favorite stone setting is the pearl, but sapphires are very popular in slightly more expensive varieties. Diamonds are considered only in the very best and most expensive designs. The scarf pin has become entirely a gift article, it is said, and is the invariable choice of women shoppers rather than men. Tie clips are another useful and ornamental article of jewelry which may be had in domed or flat effect with engine-turned or monogrammed decorations.

Spiral Wire Armlets

Spiral wire arm bands are having a very good run. The spiral styles can be had in either nickel or gilt finish in either of two widths.

Homer Buckley, speaking in Chicago recently, reported the analysis of the reasons influencing an average hundred persons to change store patronage;

Sixty-eight changed because of store indifference;

Nine because of better service elsewhere;

Three because other stores are more convenient;

Fourteen because of unadjusted grievances;

Five were influenced by friends to go elsewhere; and one died.

Rod. Weir, sales and promotion manager of "Fashion-Craft," who has been absent in the West on business for the firm, and occupied in visiting their various agents and customers, has recently returned to Montreal.

A. D. Descarries of the Alphonse Racine Company, Montreal, attended the National Sample Men's Association convention at Louisville, Kentucky, during May.

BEWARE OF INOFFENSIVE MATCH

Continued from page 50

of \$413,322, out of a total average number of 9,477 fires, aggregating an average yearly loss of \$12,653,063. The total number of fires caused by carelessness with matches and children playing with them in 1920 in Ontario, were 913, and the amount of loss was \$323,231. To this loss, charged directly to carelessness with matches, might well be added a large portion of the loss caused by the careless smoker. Fires under this classification during the last three years have averaged 468 in the province entailing an average yearly loss of \$339,296. This means that more than fifteen per cent. of the fires occurring in Ontario each year are caused by carelessness with matches and by careless smokers.

"In the statistics compiled by the National Board, matches and smoking are combined under causes that are strictly preventable. In 1917, the total loss from this classification amounted to \$15,406,165 and in 1918, the loss amounted to \$16,453,562. It is of noteworthy consideration that of twelve classifications under which the National Board places strictly preventable causes of fires, that of matches and smoking heads the list by several million dollars."

Tells Commercial Travelers of International Labor Conference at Geneva Eight-Hour Day Discussion

S. R. Parsons Addresses Concluding Seasonal Luncheon at King Edward—Believes International Conference Can Accomplish Little for Either Capital or Labor—Too Much Politics?—Co-operation, the Key to the Difficulty

AT THE concluding Saturday luncheon of the season of the Commercial Travelers Association of Canada held at the King Edward on May 6th, S.R. Parsons told the gathering of the League of Nations Labor Conference which was held at Geneva in October and November of 1921. Mr. Parsons has been the employers' delegate at this conference on two occasions and his conclusions—after attending them, are that they cannot accomplish anything of permanent benefit to either employer or employee because of the diversity of interest in the various countries represented, the difference in the character of the industries engaged in, and the apparent disposition of government delegates at these conferences to "play politics."

Before Mr. Parsons was called on for his address, J. Harry Dodgson, first vice-president, gave a five minutes talk, urging the members of the association to be more enthusiastic in the work of the organization. He emphasized the fact that the commercial travelers of this country could have one of the finest organizations in Canada if the rank and file would take a more active interest in the meetings by attending them and getting others to attend them. His remarks were loudly applauded.

S. R. Parsons

Mr. Parsons, in speaking of the labor conference in connection with the League of Nations, first told of the machinery that had been set up by the League for the discussion of world labor problems. It was provided that each country signatory to the League should have four representatives to this conference; Canada had two representatives appointed by the government, one from the employers and one from labor. The first conference had been held at Washington, the second and third at Geneva; and the speaker said he had had the honor of representing the employers at two of these conferences. The speaker explained that these conferences were not given legislative powers, but merely advisory, and their deliberations were sent on to their respective countries. It remained with the government of the day whether these deliberations were crystallized into law. Mr. Parsons said that a subject might be brought before the conference in two ways; either as a recommendation or by convention, the latter being the more important way. Anything that was endorsed by the convention method was usually considered to be effective for a ten year period.

The Eight-Hour Day

Mr. Parsons devoted the principal portion of his address to an explanation of the discussion on the eight-hour day proposition. He said the provisions of this proposal were

A NOBLE DEED

The Commercial Travellers Association of Canada have added to their laurels recently. They have held four luncheons within the last few months and at these luncheons they have taken up collections for a cot in the Sick Children's Hospital at Toronto. The announcement was made at their concluding luncheon on Saturday, May 6th, that enough money had been collected to equip and furnish a cot in the Sick Children's Hospital which will be known as the Commercial Travelers Cot.

severe and drastic and that only four of the countries represented in the League had endorsed it, and they were not really industrial countries at all. Great Britain had said that conditions were such at the time that she could not agree to an eight-hour day.

The speaker believed that the chief mistake made at this conference was that too much was attempted. As a matter of fact, Great Britain and Canada had the eight-hour day but by agreement between employers and employees rather than by legislative enactment. The speaker felt that the question was largely a continental question and because the United States was not a member of the League of Nations it would be next to impossible for Canada to take any step in this direction that was not effective in the United States as well.

In discussing the question of an eight-hour day as applied to agriculture, Mr. Parsons asked the question if some of the government delegates were playing politics. He said that France, for instance, had submitted a petition against the mere consideration of the question at all; yet when it came to a vote the French delegates refrained from casting their votes. Though the British government delegates spoke against it, they, too refrained from casting their votes. There was also a certain amount of dissatisfaction because non-industrial countries had the same voting power as industrial countries like Great Britain, for instance.

The speaker believed there was a general dissatisfaction with this international labor conference and its ability to bring about a solution of outstanding labor problems. What then, had they to look forward to so far as the solution of these vexed problems was concerned? Was there any way by which industrial peace could be brought about? So far as the speaker's experience went, he did not believe that any international labor conference could bring about industrial peace. Neither did he believe

that any world-wide organization composed of representatives of the employers and employees could settle these problems. In such conferences two great armies were opposing each other with nothing in common to bring them together. When these two armies had interests that were common and employers and employees all feel that they can work together for a common end, then they would have industrial peace. He felt that they must get back to the time when the employer took more interest in the employee, in his life and comforts; both employer and employee must take a greater interest in each other's work.

Co-Operative Committees

Mr. Parsons believed that this could be brought about through the instrumentality of co-operative committees. It was impossible to lay down a program for individual industries. This had been attempted under the Whitley plan in England but the expected results had not been obtained because it pre-supposed two great organizations of capital and labor lined up against each other.

The employer should think and plan for the employee, he should plan to give him the things he did not have and was entitled to, he should formulate schemes by which he could help the employee to save. For once a man began to save, he became a capitalist for a capitalist is a man who had a dollar left over from yesterday. Individual savings would do away with Bolshevism, because when a man had savings he had something at stake.

Speaks of Re-establishment

After Mr. Parsons's address, a five-minute talk was given by Mr. Hirst who outlined what had been done for soldiers' re-establishment in the Niagara Peninsula.

W. H. Judge presided.

Almy's of Montreal won a 2 to 0 victory from Goodwin's of the same city in the feature game of the Mid-week soccer league.

The machinery and business of the J. C. Baker Hat Co., in Belleville, Ont., have been purchased by S. Kronick of the American Hat Co. Operations will be resumed in the near future on a large scale.

James M. Ross who has been in business in Moncton since 1877, died on May 12, at the age of seventy. He conducted a tailoring and men's furnishing business in Moncton for many years. He was interested greatly in civic affairs, having been at one time an alderman.

Brisk Business In Spring Shirts

No Price Change In Sight—Collar To Match Grows In Favor

REPORTS from Montreal shirt manufacturers indicate an exceptionally good spring business this month. Early in January last the hope was expressed by one of the leaders in the shirt and collar industry that the market for shirts and collars might become more settled. It was pointed out that wholesale stocks were generally in a satisfactory condition but merchants were buying very carefully owing to the fact that so many different prices were being quoted for similar quality goods. Buyers naturally were uncertain as to advisability of purchasing for future requirements but with the advent of real spring weather the volume of sorting orders especially from the eastern section of Canada, has been large. One leading shirt manufacturer in Montreal stated to Men's Wear Review that sorting business has been exceptionally heavy and has surprised even those who were most sanguine during the earlier spring months. The looked-for improvement from the western provinces will probably occur when harvest conditions right themselves next summer. Prices of grain and cattle in the west are still lower than normal and the necessity still exists for wholesalers to carry merchants in the prairie provinces for another twelve months, but this undesirable state of affairs is somewhat offset by the general bettering of demand in the east.

No Price Changes In Sight

Although there are rumors of a slight drop in prices of materials next month, any such change may not be reflected in the cost of finished goods until late in the fall. Factories are still busy on immediate delivery goods, and preparing for the departure of travelers about May first.

Touching on the style features of fall shirtings, one manufacturer stated that he looked for a heavy demand for covered designs in dark shades, especially in prints. Neat patterns would dominate the demand exclusively with a total absence of loud or conspicuous designs in all fabrics. White ground shirtings with fine blue stripes, however, will continue to be a leading favorite in staple shirtings. Another manufacturer in this connection, commented upon the fact that although he had heard repeated rumors of the coming vogue for solid color shirts, yet only blues and greys were in demand in Canada. Tans, greens or mauves did not seem to have an appeal to the average retailer for some reason.

Collar To Match Grows In Favor

The collar to match shirt has come to stay, according to unanimous reports

from three leading firms in the Montreal field. One house which favors the double colored collar to match in either soft or starched effect states that retailers are now calling for these in quantity and deliveries are being made as quickly as possible. Another house comments on the demand for wing points on single ply collars matching shirts and anticipates a heavy demand from the better class trade.

The all-white shirt continues to dominate mid-summer demands, and is being linked up with the showing of the new unshrinkable collars.

Price ranges show no change, the \$15 basis being maintained for popular priced goods with a corresponding increase according to novelty features.

Shoddy Prices and Shoddy Clothes

Victoria Merchant Says Dealers Should Drive Home Facts About Good Clothes Costing Money

The purchaser at the George Straith men's wear shop in Victoria, is favourably impressed by the artistic card which is found enclosed with the package, be it a necktie or a suit of clothes. The card is shown.

If, upon opening this parcel, the contents are found to be in any way defective or different from what you ordered, we will consider it a favor if you will immediately notify us.

We are determined our business shall grow from the foundation of satisfaction and prompt service.

Geo. Straith,
1117 Douglas St.
Telephone 1356

These little touches give the individuality to a store that count so much in the year's business, and in the building of that intangible but valuable asset—GOOD WILL.

Tempted

"I have been sorely tempted this year," said Mr. Straith to the writer, "to cater to the public clamour for lower prices. But I am so thoroughly convinced that low prices cannot go hand in hand with good merchandise, that I am again committed to about the most high-priced line of clothing that has been shown me. I have educated the young men of Victoria for years to the fact that good merchandise can only be obtained at a good price; that good tailoring and good tie-fashioning and knitting is wasted on second-rate material. That a suit should be bought on the basis of what it will look like after it has had six months wear, that a hat

with good felt will be worth blocking again—these are some of the things that I have preached to my trade for years, and to-day they are buying good clothes, and paying the price necessary to get the quality they know is cheapest in the long run.

Dangerous

"I feel that it is dangerous to pander to a customer's temporary obsession for cheap prices. The clothing merchant who is in business to stay cannot just sell "clothes," he must sell lasting appearance, comfort and the confidence that goes with good dressing. He needs to sell these things to his customer and then give him only the merchandise that will make good on the sale made. It behooves us all—and the entire trade engaged in selling clothing will benefit—to dispel the notion that real cloth can be bought at shoddy prices, or real master craftsmen may be hired at labourers' wages. Style, fit, workmanship and material must be paid for or they cannot be had. The days when distress stocks of big value can be obtained for the proverbial song are just about gone. In any case, there is a great advantage in making a sale that can be duplicated. The man who was sold, two years ago, a good article at a ridiculous fraction of its value, is to-day lost to the merchant who sold it to him, because that merchant either must ask a great deal more for a similar article, or is offering an article of evident inferiority in an attempt to meet his former price. A merchant must either be master of his own business, and dominate the situation or be thrown hither and thither by the vagaries of the fortunes of various manufacturers and the hectic efforts of his "bannersale" competitors.

NECKWEAR NOTES FROM THE MONTREAL FIELDS

Deliveries on silks from European markets for the men's neckwear trade are exceedingly slow this spring, it was stated this month to Men's Wear Review by a Montreal wholesale firm. No apparent reason is vouchsafed for this condition of affairs which has had the effect of retarding spring and summer deliveries of novelty neckwear to the retailer. Manufacturers are still working on late spring and summer lines which are being called for in increasingly heavy amounts from the retail trade after the delay in placing earlier in the year.

The trend of demand is entirely upon military stripe effects, it was said by this firm, and bright color combinations are especially good for summer, in cut silk effects. Knit ties are quieter at present as was to be expected after the flood of cheap grades which overflowed the market during the past few months.

There is no demand for narrow widths to speak of, the moderate or medium width being preferred by all classes of trade. According to this manufacturer it will not be surprising if the medium width has come to stay, for it is by far the best style for wear with the new style of sports clothes and permits just the right amount of shirt to appear at either side.

How to Introduce Some New Styles

Suggestions to Solve One Problem of Men's Wear Dealer

Just how to introduce a new style very frequently becomes a problem with the men's wear dealer. Though style may and does play a very important part in his merchandising, he may be at a loss to know the best methods of reaching his customers with something that is the acme of fashion. He wants to do something more than merely, by word of mouth, telling the customer that "this is new;" he wants to get the style appeal across in a manner that will bring results and will so fasten itself upon the minds of the readers of his advertisements or those who pass his store that they will come to regard his store as real style headquarters.

Must Keep At It

To acquire the reputation of being style headquarters means everlastingly keeping at it, keeping abreast of the latest developments in clothing and furnishings and acquainting your customers with such facts as you glean from week to week. Some of the most aggressive men's wear dealers in Toronto and Montreal, for instance, are devoting much of their advertising space these days to style talks, acquainting men with what is the newest on the market and what fashion demands that they wear if they are to be classed as well dressed men. They say such advertising is bringing results, not only in sales but in expressions from readers of their advertisements to the effect that they appreciate the style "tips" that are given from day to day. They haven't the time to study styles themselves and are given a real service by the advertising manager when he tells them what is new. Such advertising supplements very well the more general style of talking fabrics, price and quality.

A Suggestion

"Merchancer," who writes for the American Men's Wear, has a very useful suggestion for men's wear dealers, outlining the method to be followed in introducing a new style. He takes the case of collars, but the method he suggests might be followed in other lines of furnishings.

"I would dress up myself," says "Merchancer," "I'd wear the new things myself. I'd wear the low, long pointed collar. Then I'd give orders to my window dresser that he was to use only this collar for display purposes, whether on clothing forms or in neckwear displays.

"The next move I would make would be to instruct my advertising man (a most important man in the scheme of things, because he is open-minded to new thoughts and ideas) not only to have his artist depict this low collar on all classes of men but to seductively bring it into his advertising copy with a few words. If he mentions comfort in

clothes, or hats, or shoes, let him say, 'as comfortable as the new style of stiff collars.' Or if he is talking about style in another line of apparel, words like this, 'as smart as the new, low pointed collar.'

"After a week or two of this silent propaganda work, I'd begin on the buyer and clerks in all departments. I'd explain what I was doing and why. I'd impress upon them that besides our reputation for quality, price and service, we wanted to build a reputation as being first in our town—an authority on our business—men's dress—and that it can't be accomplished 100 per cent. unless we get the help and co-operation of 100 per cent. of our own people. I'd get every man possible to wear this collar. I'd tell him every reason I know why he should wear it—and then I'd let it go at that. You'll see its sale begin to increase by just these simple, silent propaganda or insidious methods."

Plunder-Merchandise is merchandise in which quality, workmanship, service and satisfaction have been sacrificed to create fictitious "bargains."

Plunder-Merchandising is the poisonous growth of illegitimate competition between unscrupulous dollar-chasers who have no appreciation or respect for public good and good-will.

If the increasing evils of Plunder-Merchandising are not checked by a determined stand on the part of Manufacturers' Associations and Chambers of Commerce, as well as by individual effort, the high Canadian standards established by reputable merchants, manufacturers and workmen cannot endure.

CAPS

Men's and Boys' Caps
Children's Tams; Boys' Etons
Also caps made from your
own materials

Universal Hat & Cap Co.
London, Ont.

SHOREY'S BROCKVILLE, ONTARIO

Successor to
Hall's Limited
Manufacturers of
MEN'S and BOYS' GLOVES and MITTS
ALSO LADIES' GLOVES

GIMP YOUR PATTERNS

"EASICUT" Sample Cutting Machines are
Fast, Economical, Practical and Neat.
E. W. McMARTIN,
45 St. Alexander Street - Montreal.

CASH REGISTER WANTED

Single drawer. Receipt printer. Must be in excellent condition. Box 43, MEN'S WEAR REVIEW, 153 University Ave., Toronto.

Service for Sale.

Sales manager offers his connection, experience and time in developing and handling selling force for

Made-to-Measure Clothing for Men

Is familiar with the best districts of Canada from Halifax to Vancouver on account of having travelled the Dominion appointing Agents.

Salary—Five thousand per year and commission against which will be turned in an active selling force who are handling advertisers' registered brand of tailored-to-order clothing. Their work will go on uninterrupted.

This is a BIG chance for a house prepared to give good values and service and who desire a large outlet for their goods. Apply to Box 24, MEN'S WEAR REVIEW, 143-153 University Ave., Toronto.

J.&J. Taylor's Safes for Sale

One J. & J. Taylor Safe, inside dimensions 15 inches deep, 2 feet 6 inches wide, three feet 11½ inches high and fitted with a built in compartment. Price \$250.00.

One J. & J. Taylor Safe 18 inches deep, two feet 9 inches wide, four feet 5 inches high, fitted with a steel compartment. Both safes are in good condition and can be bought at a price that will save considerable money to the purchaser. Price \$200.00. Box 68 MEN'S WEAR REVIEW, 153 University Avenue, Toronto.

Vineberg



Every kind of Men's and Boy's Pants for all occasions—White, Khaki, Duck, Riding, Outing and Working

Pants — exceptionally well made at popular priced figures. Inspect the Vineberg line before buying—if our traveller has not called write for samples

Vineberg Pants Co.

160 McGill Street
MONTREAL

A campaign to help YOU



WHEN you handle Tress Hats you know you are working in association with a London house which in seventy-five years has made itself a leader in Quality and Style wherever the Union Jack flies. "Quality and Style" is the keynote of the Tress newspaper advertising now appearing all over Canada.

TRESS

HATS

TRESS AND COMPANY, LIMITED,
 Romain Building, King Street West, Toronto.
 London - Sydney - Calcutta - Capetown.



Can You Sell Air In a Men's Wear Store



It sounds difficult;
Air is free!
And selling air for under-
wear sounds harder still!
But it is not.
A cushion of air between
skin and clothing is the
very acme of cool comfort.
But how to get it there?

That is where Aertex comes
in. That is what you are
selling your public in Aer-
tex Cellular Underwear—
the air cells that are created
by this new weave.

That is what we are selling
the public in the ad-
vertising we are now start-
ing all over Canada. They
have only to try Aertex
once—it is something to
which they have been utter-
ly unused—underwear
that is freedom itself—they
will enthuse and tell their
friends. They are doing it
all over the world.

You can sell air, and you
can sell Aertex with the great-
est of satisfaction to your-
self and your customers.

**Cellular Clothing Co.,
Limited**
323 Bleury St., Montreal, Canada.

Pure
Irish
Linen
Thread



"Fountain Brand"

Manufactured by

The Island Spinning Co., Ltd.
Lisburn, Ireland

ASSURES ECONOMY

to manufacturers of clothing and leather
goods, due to its reliability.

No broken ends and no snarling makes
FOUNTAIN BRAND the most econom-
ical thread on the market.

Sole Agents for Canada:

Walter Williams & Co., Limited

MONTREAL QUEBEC TORONTO VANCOUVER
508 Regad Building 553 St. Valier St. 20 Wellington St. W. 217 Crown Bldg.

"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



Monarch-Knit

Sweater Coats



The Monarch-Knit "M.391" Coat above illustrated in two sizes is an ideal garment for the golfer. Its smart, but conservative style appeals to every man. This coat is also very popular as a house or office coat as well as for out-of-door wear.

Feature This Coat in Your Displays of Golfing Apparel

The Monarch Knitting Company, Limited

Head Office : Dunnville, Ont.

Factories : Dunnville, St. Catharines and St. Thomas, Ont.

Toronto
Ogilvie Bldg.
Cor. Bay and Wellington Sts.

Montreal
Dubrule Bldg.
Phillips Square

Vancouver
408-409
Mercantile Block



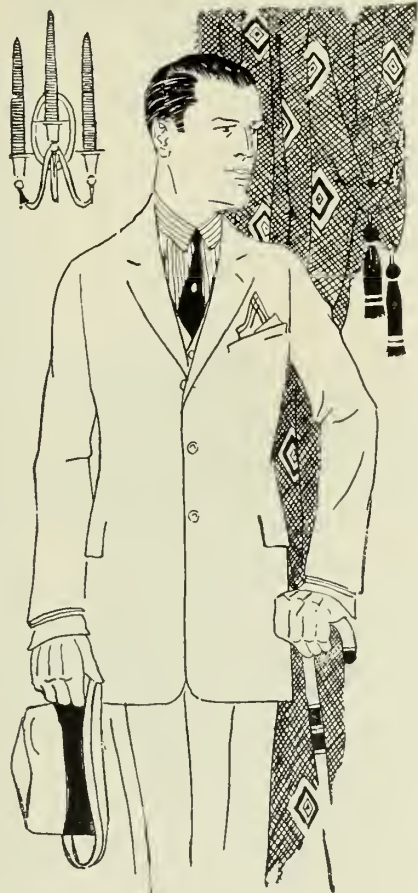
Fur
Collars
if
desired

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

ACME GLOVE WORKS, LIMITED
MONTREAL



OXFORD BRAND CLOTHES

Style, wear and value after all, are the main standards by which good clothes are judged.

Good materials—are the foundation upon which our designers have built. Men who are accustomed to the best, know by experience what the name "Oxford" stands for in the realm of fine clothes. The name alone will bring customers.

Our designs are original and distinctive. Ask to see our patch pocket designs.

Our representatives are now out and will be glad to show you how you can profit by handling the Oxford line.

Made to Individual measure or from stock.

OXFORD CLOTHING CO.

LIMITED

King Street and Spadina Ave.

TORONTO

A Quick Turn-Over

—that's what counts these days.



Every pair you sell means service to your customers. With no rubber to spoil or will not deteriorate on your shelves. Try our invisible suspenders. Write for prices. They will insure good profits. A year's wear or a new pair. Every pair guaranteed.

Nu-Way Stretch Suspender Company

MANUFACTURERS

St. Thomas - Ontario

Better Display Forms Make Bigger Sales

We have everything in the way of fixtures that will aid you to excel in your window displays.

Our up-to-the-minute models here shown, finished in Mahogany and Walnut, and mounted on 8" and 12" Wood Base are most complete at almost pre-war prices.

Write us about them.



Delfosse & Co.
247-249 Craig St. W., Montreal

"Tout Passe"

(Everything Changes)



THE FRENCH have a proverb which begins "*Tout passe*" (Everything changes). This contains the germ of an idea which should be good medicine for the business man who is inclined at the present time when trade is quiet to rest on his oars and delay making preparations for the busy period until that period actually arrives.

Everything in this world is continually changing. Some philosophers even tell us that there is no present; there is only the past and the future; the past is gone and to-morrow, even the next hour, the next minute, are in the future. And in the future only one thing is certain, that is, change.

So conservative is human nature that the great majority instinctively assume that whatever conditions exist at the moment must continue to exist for some time to come. The direct contrary is, of course, the case. The philosopher knows that whatever else may happen one thing is certain, viz., whatever is, is not going to continue.

Why is it that only the few can make money in stock exchange speculation? Because the ordinary man waits until prosperous times appear to him to have become established and to have become a permanent institution before he buys. And in most cases he then finds he has bought at the top of the market. On the other hand, when things are at their lowest and he could buy with a prospect or almost a certainty of profit, everything appears to him black and he cannot see any likelihood of change. The shrewd operator, however, knows that when things look at their worst it is time for them to mend. This is the time he chooses for buying and when everything is booming is the time he picks for selling.

We may not be on the eve of a big boom, but one thing is certain, things are not going to remain as they are for long.

Now is the time when shrewd and far-seeing men are preparing for prosperous times. They are making preparations so that opportunity may not take them unawares. They see that now is the time to cultivate trade and make their products known so that when the tide of prosperity is on the flow they may be in a position to take advantage of it and reap the benefit of their foresight.

If anyone tells you we are in for several years of business depression, take heart and be assured that this is a sign we must be nearing better times.

In the spring of 1918 many well-informed men predicted three further years of war. The war ended that autumn.

In 1920 many business men spoke of three or four more years of prosperity. The prosperity wave was even then on its ebb.

These men like the great majority did not realize that everything changes. Are you going to place yourselves among their number, or are you going to rank among the minority and bear in mind the proverb—*Tout passe*?



McGregor Caps

*are practical, comfortable
and dressy—economical
too—*



Price \$12.25 and up



THE RECORD HAT

You have the story in the picture—a hat that is extremely appealing. In Beaver and Pearl Grey.

Price \$37.50 and up.

Do you know Cap Value?

If satisfied customers are expected, caps must be bought like other lines of merchandise. The growing demand necessitates care in the selection of your stock. McGregor Caps have a national reputation for dependability. Showing full range of Fall samples. Latest tweeds and Perfect styles.

Hyde & Halliwell

43 Scott Street - Toronto

Representing: Messrs. J. Woolfenden & Co., Denton, England. The Record Hat, Velours and Felts. Messrs. M. Bertish & Co., Ltd., London, E.C., England. The Consulate Shirts, Collars and Pyjamas.

“I Will Give You \$1 for that Copy”

So said a Toronto business man to one of our representatives who showed him a copy of one of last year's issues of THE FINANCIAL POST.

Recently another subscriber offered \$2 a copy for several back numbers of THE POST required to complete a file. Because THE POST supplies much information that is to be had in **no other publication** many of its readers keep it on file for reference.

The City Treasurer of a large Western city had a special table built in his office to carry a complete file of THE FINANCIAL POST to which he refers

nearly every day. There are many others like him who find THE POST valuable beyond the first reading.

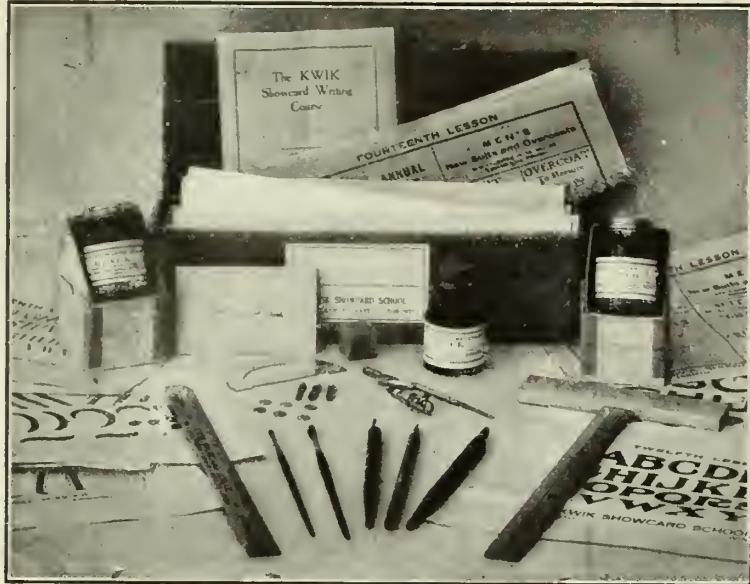
It is because THE FINANCIAL POST is valued by its readers, is closely studied and is in many cases retained for reference that it offers the advertiser so much of those important qualities that advertising experts call “**reader attention**” and “**reader interest.**”

*The leading investors, business men, bankers,
financiers, public officials in every community
of Canada read THE POST. THE FINANCIAL
POST gives the advertiser*

“**QUANTITY of QUALITY**”

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. 8 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 |
| 4 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

The Kwik Showcard School

81 Bond Street, Toronto

SPORTALLS

—just what customers are looking for. Priced at a price any mother can afford to pay.

SPORTALLS protect the underclothing.

Cut down laundry bills.

Save mothers hard labor.

They are cut full length of the leg; saving the cost of stockings and making the youngsters feel grown up.

Sportalls retail at \$1.00 and up per suit.

Send for sample Dozen.

The JACKSON MFG. CO., Ltd.

CLINTON, ONTARIO

Factories at Clinton, Exeter, Goderich and Hensall.

Instructive Advertisements

"I think the advertisements are good and I read them all the time. If it were not for the ads. I would not be able to keep up-to-date on new equipment. It is the only way we learn about anything new, as circulars are mostly kept in the offices," writes a Hamilton reader.

*Double Moral---Read the
Advertisements*

Use Men's Wear Review for
Advertising



THE FALL LINE
of
ARROW
SHIRTS

Is Ready for Inspection

A feature of the showing is the introduction of
DOUBLE-WEAR CUFFS
which will now be found on all **ARROW SHIRTS**

There are many new styles in the line and many worth while fabric introductions. These include the Bengal Dimities, Satinara Stripes and Gloria Pongee.

The neck bands of **ARROW SHIRTS** are Pre-Shrunk and there are several sleeve lengths to each neck size.

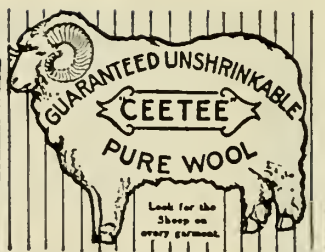
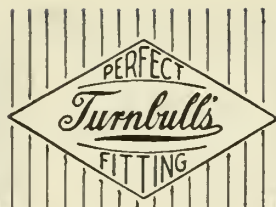
CLUETT, PEABODY & CO., of Canada, Limited

MONTREAL

TORONTO

WINNIPEG

VANCOUVER



MADE BY TURNBULL'S OF GALT

INDEX TO ADVERTISERS

A	
Acme Glove Works, Limited	58
Atlantic Underwear, Limited	10
B	
Bradford Dyers' Association, Ltd.	4
C	
Cluett, Peabody & Co., of Canada, Ltd., Front Cover	
Cellular Clothing Company, Limited	56
Cook Bros. & Allen, Limited	16
Coppley, Noyes & Randall, Limited	2
D	
Dale Wax Figure Company, Limited	15
Delfosse & Company	59
E	
Elkin, J. & Company, Limited	11
F	
Fashion Craft Mfgs., Limited	3
Fels, Limited	8
Freedman Company, The	5
H	
Hickok Manufacturing Company, Limited	13
Hyde & Halliwell	61
J	
Jones Bros. & Company, Limited	32-33
Jackson Mfg. Company, Ltd.	62
K	
Kwik Showcard School	62
L	
Lang Shirt Company, Ltd. .. Inside Back Cover	
Leishman, Wm. H. & Co., Ltd.	9

M	
Monarch Knitting Company, Limited ...	57
McMartin, E. W. & Company	54
N	
Nu-Way Strech Suspender Company	59
O	
Oxford Clothing Company, Limited	59
P	
Parsons & Parsons Canadian, Limited ...	15
Peck, John W. & Company, Limited	1
R	
Randall & Johnston, Limited	7
Racine, Alphonse, Limited .. Inside Front Cover	
Raven, Wm. & Company	56
S	
Schwartzman Bros., Limited	12
Shorey's	54
Stifel, J. L. & Sons	14
T	
Tress & Company, Limited	55
Turnbull C. & Company, Limited	64
Tutt Clothing Company	6
Tooke Bros., Limited	Back Cover
U	
Universal Hat & Cap Company	54
V	
Vineberg Pants Company	54
W	
Walter Williams & Co., Ltd.	56
Box 24	54

THE INQUIRER'S CORNER

You may want to know where a certain line of merchandise in the Men's Wear Trade can be procured; you may have on your hands a problem in connection with your business that is difficult to solve. Men's Wear Review can render you a service and will cheerfully do so if you will fill in this blank.



INFORMATION WANTED

Men's Wear Review,
153 University Ave.,
Toronto, Ontario.

Date1922

Please tell me

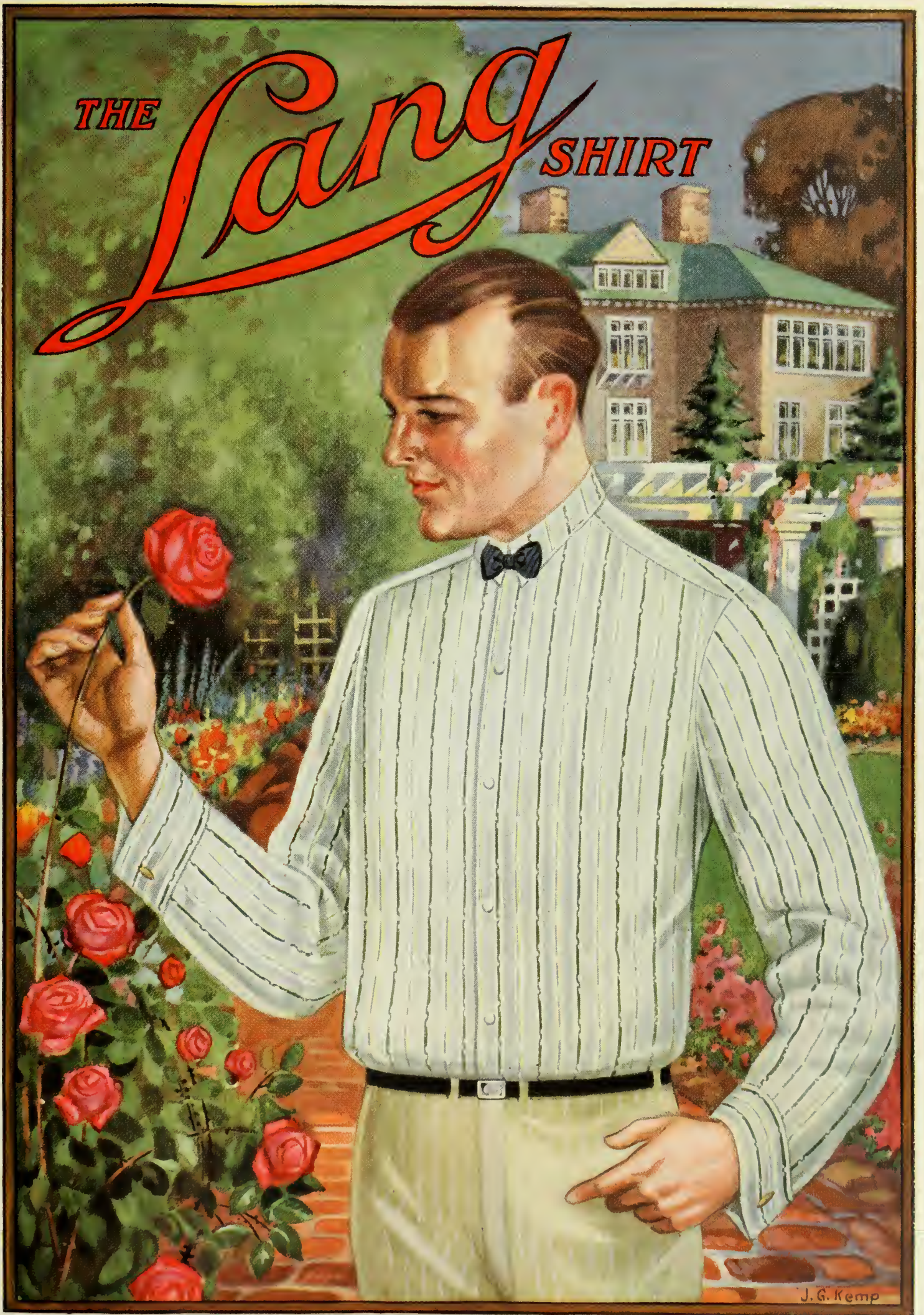
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.....

.....

Name

Address



THE LANG SHIRT CO., LIMITED

KITCHENER, CANADA

Tooke



CANT SHRINK

CANT CREASE

“KANT-KREASE”

SOFT COLLAR

1/4 SIZES

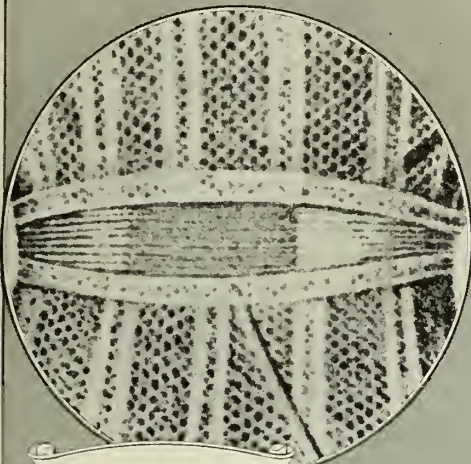
5 STYLES

MENS WEAR REVIEW

Vol. XII. No. 6

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

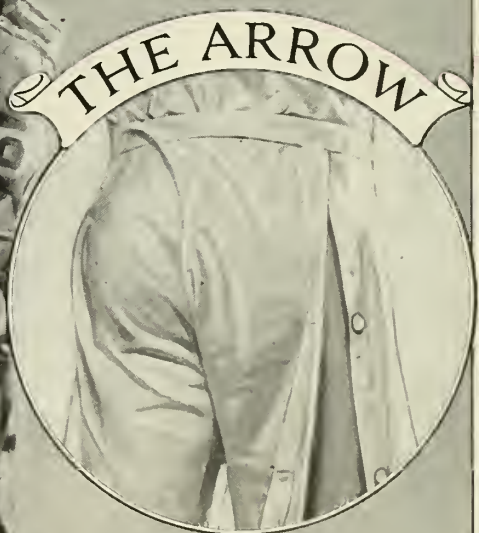
JUNE, 1922



W.P.P.
WEB BACK



W.P.P.
COOLTEX



COPYRIGHT, CANADA, 1922. BY
C. P. & CO. OF CAN., LTD.

FABRIC UNDERWEAR

In Every Desirable Form of Construction

CLUETT, PEABODY & CO., OF CANADA, LIMITED



When They See Them! —They BUY—

STRAND SHIRTS sell themselves. Tremendous sales from Strand displays have proven this time and time again. Strand superiority in quality of workmanship and design, never fails to create in the passer-by a desire to buy.

Opportunities for the sale of Strand Shirts in your locality are not only good now, but grow greater as time goes on. If you are not handling the Strand Line—

Write us today

STRAND SHIRTS

Alphonse Racine Limited

Makers of

“Racine” Working Shirts
and the “Strand” (chemise de luxe)

“Pennant” Fine Shirts

MONTREAL

Factory—Beaubien St., Montreal.

St. Denis, Que.

St. Hyacinthe, Que.

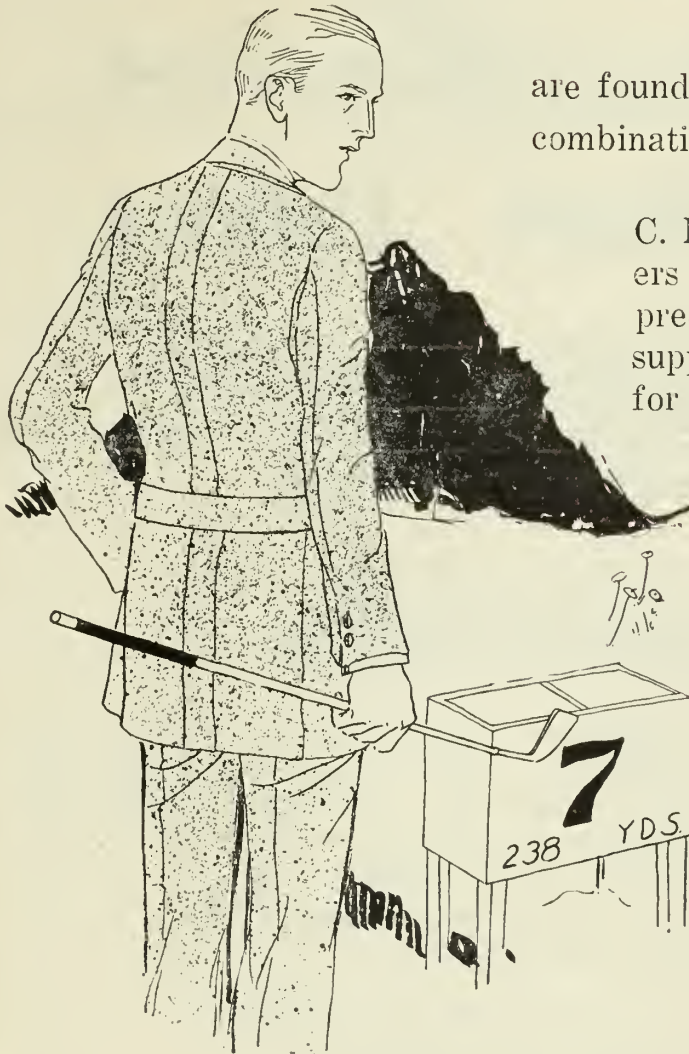


Values

are found in our new Fall line which is a combination of style and satisfaction.

C. N. & R. models are popular sellers everywhere among men who appreciate QUALITY. They will supply novelty, too, and make sales for your clothing section.

There is a wide demand for them. Have you ample stock on hand? If not, prepare for this assured business. Place your order at once for C. N. & R. Clothes.



many extra refinements of style, fit and finish. Wide selection of colors. These are big sellers, so order now.

Women's Cambridge Ulsters

Smartest, most perfectly tailored of all sport coats. Tailored like a man's, but, with

Coppley, Hoyer & Randall, Limited

Hamilton

Canada



Clothing Manufacturers and Merchant Tailors

will find much to interest them in the linings, dyed and finished by the Bradford Dyers' Association. Two finishes of extraordinary quality, value and popularity with the trade are:

B.D.A. "MARQUISE"—a finish for Cotton Venetians that gives to these sturdy linings the appearance of the finest silk.

Moreover, B.D.A. "MARQUISE" linings are not affected by ironing or pressing.

For medium grade garments, we recommend the **B.D.A. "SUNBRITE MARQUISE DE LUXE."**

This is a finish that gives to Cotton Venetians a lustre and depth of shade second only to silk.

Samples of these, and of other B.D.A. finishes suited to the garment trade, may be had by writing to the principal offices in Bradford, England.

THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER

6 OXFORD ST
57 PETERS SQ.

BRADFORD

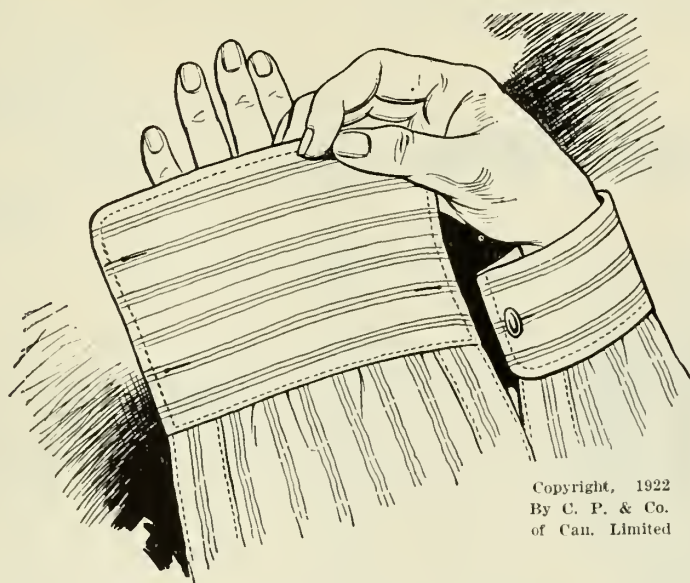
Dept. 3
39 WELL ST.

LONDON

128 & 129
CHEAPSIDE E.C.2.



(COPYRIGHT)



Copyright, 1922
By C. P. & Co.
of Can. Limited

*The double wear cuffs that double
the life of the shirt*

The **W.G.P.**
SHIRTS

Fall 1922 Showing is Now Ready

A MORE than ordinary showing of entirely new effects in cloths that make the best of shirts at prices which will be found to be very attractive. The shirts are made up by a staff of experienced operatives who take great pride in their product. The shirts are all made with double wear cuffs, pre-shrunk neckbands and in several lengths of sleeves to each neckband size.

CLUETT, PEABODY & CO. of CANADA, LIMITED

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

Schwartzman Bros.



OVERCOATS

For

Fall and Winter

Your customers will be pleased with this new line of English Woollen Fall and Winter-weight Topcoats.

They come in the latest English and American models, with check plaid backs, half silk and Polo linings in all the popular shades. Hand-tailored to meet the tastes of well-dressed men.

Our new creation "The Reigncoat" in an all English Gabardine has won great popularity and is selling beyond expectation.

Write us about it.

Schwartzman Bros.

Dubrulle Bldg., Phillips Place
MONTREAL

Exclusive Makers of "The Reigncoat"



You and We Sell The First Garment

You sell just one Aertex garment to a man—you make just one selling effort—tell him what it is, where it is different and why he should have it.

Thus far, we ask for your good salesmanship.

But you will never have to sell that man again. As long as he is in your town and as long as you are handling Aertex Cellular Underwear, he will be your customer.

Incidentally, we are here to help you sell him his first Aertex garment. We are advertising from one end of Canada to the other telling the underwear story of the age—air cells—the underwear that puts the cushion of air between skin and clothing—and just what the air does.

Aertex is right from the first to the last stitch—it delivers comfort hitherto unknown to men.

The best dealers all over the World handle Aertex. It is a good seller, because it is a sound seller—it gives more comfort and wear than the buyer expects.

**CELLULAR CLOTHING CO.,
LIMITED**

323 Bleury Street, Montreal, Can.



12 to 18½



11½ to 19



12 to 19

From All Parts—

of the country come requests for KANTKRACK collars.

This is evidence that customers value the service and long wear that KANTKRACK collars give. Prices are greatly reduced but the quality is maintained. The new price is \$2.90 per doz. Boys' sizes in six styles \$2.40 per doz. Single band in Cress and Joe style \$2.40 per doz.

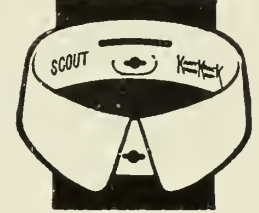
Better value through longer service makes this line the favorite with the buying public, and consequently the most profitable for the retailer to handle. Made in Canada and sold direct to the trade at **one price to all.**



11½ to 21



11 to 19



11½ to 18½

Parsons and Parsons Canadian Limited

Est. in U.S.A. 1879

HAMILTON, CANADA

Est. in Canada, 1907



Deacon Shirt Co.

Offer for Immediate Delivery

Soft Collar attached shirts and soft collar separate to match shirts.

Pongees
Oxfords

Silkettes
Fine Poplins
Madras

These lines have won popularity with dealers because they sell rapidly and win best trade. They are well made in every respect and are suitable for almost every occasion.

Send for samples.

THE DEACON SHIRT CO., LTD.

BELLEVILLE - - ONTARIO

Cave Man Stuff

BACK near the beginning of things, our pre-historic forebears would have perished from the earth if they had not understood the science of reading advertising.

The cavemen didn't know much about underwear, neckties or overcoats, but they did have to eat. The one who could follow the tracks of the game he hunted, or read the meaning of a twisted leaf or broken twig, was best off in life.

Then, as now, the most consistent reader of advertising was best dressed, best fed and most contented.

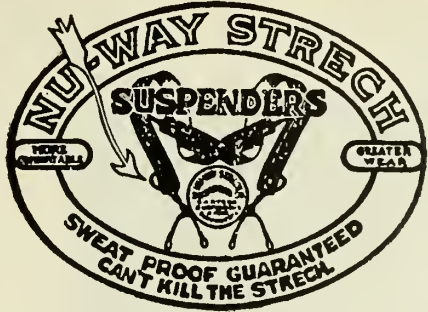
There has been something of an evolution in advertising in the last few thousands of years, but the principle is just the same.

The *consistent* reader of the advertisements is invariably best informed on what to eat and where to get it; what to wear and how much to pay for it; what to do and how to do it. He's up on the most important things in life. Consequently he gets most from life.

Throughout the ages, advertising has done much to make life livable and pleasant. We owe it much.



Let's make the most of it.



are so comfortable and easy one hardly knows he has them on. That is one reason for the increasing demand for

NEW WAY SUSPENDERS

Nu-Way suspenders, garters and hose supporters are dependable merchandise. They pay good profits and build your trade through satisfied customers.

Get the Business by selling New Ways

Nu-Way Stretch Suspender Company

MANUFACTURERS

St. Thomas - Ontario

A Real Suit for the Boys

At last mothers have found a suit for her boy or girl that is perfect in every way.

SPORTALLS the ideal suit for every day wear. Youngsters can romp and play in any way without fear of getting dirty. They're labor saving; money saving; healthful, economical and practical.

Feature them and you'll get the trade.

Sportalls retail at \$1.00 and up per suit.

The **JACKSON MFG. CO., Ltd.**

CLINTON, ONTARIO

Factories at Clinton, Exeter, Goderich and Hensall

Buying a Pig in a Poke

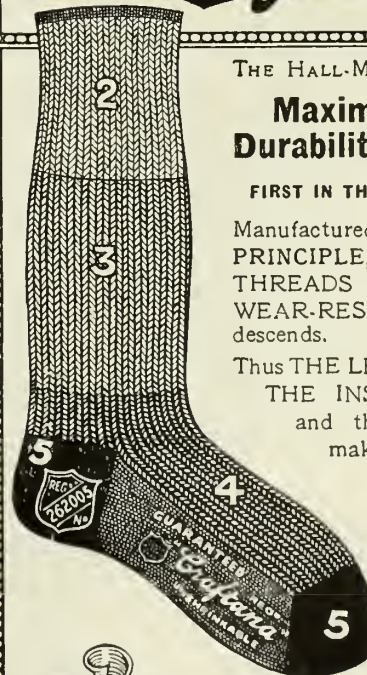
The buying of advertising space used to be buying "a pig in a poke." The quantity and quality of circulation was shrouded in mystery and often the bag was tied against investigation.

That day has passed. The advertiser no longer depends upon "mere claims." The Audit Bureau of Circulations has untied the strings to the sack and the circulation of the better class of publications is thrown open for the most searching scrutiny.

In buying advertising space in the Men's Wear Review you are not buying "a pig in a poke." Our A. B. C. statements will stand the analysis of the most exacting investigator.

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:



A Successful Clothing Business Built On "Society Brand"

Dunfield & Company, Limited, have been doing business successfully on Yonge Street for twenty-five years, first as a Men's Haberdasher, sharing their store with a tailor, who looked after the clothing end of the business.

Five years ago, however, Dunfield & Co. decided to take over the Clothing Department and chose "Society Brand" Clothes.

The factors that led to their choice were as follows:—

Society Brand Clothes are leaders in styles that appeal to the well-dressed man.

Superiority of Society Brand tailoring.

Society Brand Clothes are made of all wool British fabrics.

The very high standard of Society Brand advertising.

Confidence in the makers of Society Brand Clothes.

Since handling Society Brand Clothes, Dunfield's clothing business has increased steadily each year.

*The Society Brand Agency is available in some territories.
Write us for particulars.*

**SOCIETY BRAND CLOTHES LIMITED
MONTREAL**

Society Brand Clothes

Men's Wear Review

VOL. XII.

JUNE, 1922

No. 6

The Budget -- and the Amendments

Increase in Sales Tax of 50 Per Cent. An Important Item to Retailers—The New Stamp on Receipts Not Yet Clear As to Its Application—Depreciated Currency Legislation Introduces a Few Difficulties Not Yet Cleared Away—Leaves Much in Hands of Appraisers

SO FAR as the men's wear dealers of Canada are concerned, the budget of the Minister of Finance brought down on the 23rd of May will not make any very great difference to him. It does not add to his perplexities; it will throw little or nothing in the way of a further restriction to business. It may bring some lines of merchandise to his counter cheaper than before the 23rd of May; but on most lines there will be little difference, and it is barely possible that on some lines there may be a slight upward tendency.

Sales Tax Increase

The principle feature of the new budget so far as the retailer is concerned is the increase in the sales tax. This undergoes a general increase of 50 per cent. Formerly, the retailer paid a 1½ per cent. sales tax to the wholesaler, a 3 per cent. sales tax to the manufacturer; now he will pay 2¼ and 4½ per cent. respectively. Formerly the tax on the sale of imported goods by the manufacturer to the jobber was 2 per cent. and now it is 3 per cent. The same applies on the sale from the jobber to the retailer, making a total of 6 per cent. sales tax collected on imported goods before they reach the retailer. Under last year's sales tax the amount of \$72,000,000 was secured. As formerly, however, this tax is placed on the invoice and the customer knows nothing about it.

Absorbed Or Passed On?

There is one feature of this sales tax, however, that creates a new problem for the retailer. Formerly many retailers absorbed this sales tax and forgot it. According to some of the keenest merchandising men in the trade, this will now be impossible. The new sales tax, they say, will have to be considered a part of selling expense or overhead and taken into consideration when the selling price to the customer is fixed. On the other hand, some retailers have said they intend to absorb it as before.

Amendments

So far as the original budget is considered, that is about all there is to be said about it. The amendments that

Tax and Tariff Changes Affecting Men's Wear Trade

Sales tax increased by 50%.
Passenger automobiles increased 5% up to \$1,200; 10% above \$1,200.
Tax on receipts on bills of \$10 and upwards, 2 cents.
Cheques, 2 cents up to \$50; 2 cents on each additional \$50 up to \$5,000.
Tax not to exceed \$2.
Insurance, 5% on premiums paid unlicensed companies.
Telegrams and cables increased from 1 cent to 5 cents.
Cotton fabrics, grey, bleached or dyed, reduced under the preferential tariff, 2½%.
Cotton clothing reduced 2½%.
Flannels, lustres and mohair, 2½%.
Alpaca and Italian linings, 2½%.
Woollen fabrics, woollen clothing, cloths, doeskins, cassimeres, tweeds, coatings, overcoatings and felt cloth not otherwise provided for, reduced 2½%.
Rubber clothing, 2½%.
Knitted goods, 2½%.
Boots and shoes, 2½%.
Collars and cuffs, 5%.
German goods or goods from a country where the currency is depreciated must be assessed at English value and the duty so levied. In explaining this feature of the budget, the Finance Minister said: "The effort of the Government was to obtain a standard by valuing the mark and determining what value should be put upon it, having regard to various considerations."
"The way we are trying to do is, we are not thinking of the value of the mark, but we propose to have the value of the article determined by the standard of English value. If two parcels come into Canada on the same day, one being from England and the other from Germany, both of the same character, the value shall be determined by the value of the English article if the articles are made in England or like value."
"Where the articles are not made in England and therefore you cannot get the English standard of value to serve your purpose, you take the value in a neighboring country, where the currency has no substantial depreciation. We might take Holland or Switzerland or some of those countries where there is no substantial depreciation. The standard is the English value. Whatever is the English value of the article we will take as the value of the foreign country, in any case in which there is a depreciation of currency."

were brought down by the Minister of Finance on June 12th have brought some changes of considerable importance into the field of merchandising. At this time of writing, some of these points have not yet been made clear and we will have to leave to another issue the full elucidation of these points.

One of the new regulations and an altogether new tax is the stamp that has

to be placed on receipts. This does not come into effect until the first of January, 1923, and long before then it will be understood just what is required. Mr. Fielding stated that a 2-cent stamp must be placed on all receipts of \$10 and upwards but whether this applies to a cash transaction or merely to an account is not yet clear. It is said that this new tax is fashioned after the English law.

If that is the case, as we understand it, this new tax will apply only to an account and not at all to a counter sale or a cash transaction. As we understand it, in England a customer may demand a stamped receipt when making even a cash purchase if he so desires, but in the majority of cases he does not so desire, and consequently the tax is not paid.

It would certainly make a great difference here if this tax applies to all cash or counter sales. Difficulties would immediately arise. Take, for instance, the case of returning goods to stores that have adopted the exchange principle. If a consignment of \$12 worth of goods were bought and \$3 worth returned, it can easily be seen where difficulties would arise. Or if a stamp has to be placed on every sales slip of \$10 and over—a slip that is really a receipt—it will mean many dollars during the year to dealers. This point requires fuller explanation but it should not be forgotten that it is not in effect till January of next year. E. M. Trowen, Dominion Secretary of the R.M.A., declined to make a statement to Men's Wear Review on this point, because he said he was not at all certain about it as yet.

Depreciated Currency

In the original budget of May 23 the depreciated currency legislation was wiped out entirely. The Minister of Finance stated that it had not worked satisfactorily in any case, and he was probably right. What seems to have gone on under this provision is this: Commission agents have acted for many firms in this country, buying from foreign countries, having the goods enter England under the Free Trade regulations, and then re-shipped to Canada.

On the 12th of June, an amendment was brought down by Mr. Fielding in which it was set forth that goods from a foreign country where the currency was depreciated, "must be assessed at English value and the duty so levied. Mr. Fielding's elaboration of this amendment is given in another section of this issue and is worth considering. At the present time, there is considerable uncertainty regarding the effect this will have on goods coming in from, say, Germany, Austria or Italy. In these countries the currency is greatly depreciated.

Leaves Much To Appraiser

In the first place, the application of this new regulation will leave much in the hands of an appraiser. For instance, a Canadian wholesaler, purchases some Italian or Austrian hats. An appraiser who, in all probability, knows little or nothing about hats, places it beside a hat of English make and says that "this Italian hat shall be considered to be the equivalent of this English hat," and he proceeds to levy the duty on the Italian hat as if it were really an English hat. The same would apply to any line of merchandise from a foreign country, no matter what it might be. Unless there are Appraisal Boards with expert knowledge of merchandise there is bound

"This change in the Sales Tax will have the immediate effect, of course, of increasing the cost of all clothing to the retailer by 1½%, which is the net increase in the Sales Tax rate.

These changes, however, in the tariff and Sales Tax on imports, will not affect our selling price for the balance of the season, notwithstanding the increase in the cost to us of Canadian materials received since May 24th. The slight reduction, however, in the cost of British materials, due to a reduction in the rate of duty, is more than absorbed now by the constant increase of British exchange.

Regarding the proposed currency legislation and its effect, from what we understand, the cost of the raw material is so high to the countries having a very low exchange rate, that even though they could produce, which we doubt, the quality of woollens suitable to our trade which can be obtained from this country or from Great Britain, this new legislation cannot affect the prices of high grade clothing which we manufacture. In fact, all fine woollens and worsteds cloths are increasing in price, notwithstanding this announcement in the change in the legislation concerning the valuation of foreign goods for customs purposes.

Our point of view is confirmed by the remark recently made by a very prominent Englishman, Mr. Arthur Balfour, of Sheffield, England, who, at the banquet of the Canadian Manufacturers' Association in Montreal recently, declared that due to the practical worthlessness of the German mark, German competition is no longer to be feared by British firms in the export trade, and the proof of this is that Mr. Balfour could now sell in France the product of his large plants at 25% less than German goods."

Joseph Desautels, Secretary "Fashion-Craft" Mfrs., Ltd., Montreal.

to be some trouble in store for importers.

Importers are asking themselves where the difference is between the original budget of May 23, and the amendment of June 12, so far as depreciated currency legislation is concerned. Some say that it is only a change of words with very little, if any, change of meaning. The Italian lire or the German mark are still the lire and the mark at a greatly depreciated value and while the duty is levied on the equivalent in English merchandise, it does not in-

crease the value of the lire or the mark; consequently does not erect a barrier to a much larger importation of foreign goods from countries where the currencies are greatly depreciated. On the other hand, others say that this regulation brings foreign currency up to English valuation and, therefore, puts the products of the two countries on a par so far as productive costs are concerned. It really makes a vast difference which of these two interpretations is the correct one, and at this time of writing we are unable to clear up the point.



A well appointed department for boys and young men was recently opened by the Chas. Ogilvy store of Ottawa. This section was formerly a stock room but was transformed to meet the needs of the upstairs store from which it had its origin. A well-equipped nursery and barber shop are located at the far end and are both well patronized. Note also the extra tables and chairs for mothers who may be tired and who undoubtedly appreciate this convenience.

Charter Saskatoon Street Car Service for One Day Hudson Bay Co. Give Free Rides in Business Hours

Official Returns Show That Only Thirteen People Did Not Ride at the Expense of the H. B. C.—Novel Method of Holding a Sale—100 Extra Salespeople to Handle the Crowds—Conduct an Essay Contest in Connection With Window Display

GREAT things were expected when the Hudson's Bay Company opened the doors of their Saskatoon store on Monday, May 1st., but the crowds that thronged the store, and the selling which resulted far surpassed the expectations of even the most enthusiastic.

At the opening hour of 9 a. m. both entrances to the store and the entire sidewalk were swarmed with crowds eager to be among the first to enter and share in the special offerings which had been advertised in a big two-page spread. Every minute from the opening to the closing hour every section of every department on the five big selling floors was taxed to the utmost capacity. Even with one hundred extra salespeople in addition to the regular staff of 125 it was impossible to take care of everybody. In an effort to provide the quickest possible service cash registers were used on every floor in addition to the tube cash system with which the store is served. By courtesy of the management the entire staff lunched at the King George hotel, just across the street from the Hudson's Bay store.

25,000 Ride Free With The H. B. C.

A "stunt" unique in the history of Saskatoon, and one productive of magnificent results was the chartering of the Municipal Street Car Service by the Hudson's Bay Company. From 8.30 a.m. until 6 p. m. no fares or tickets were collected on any street car in the city. Practically the entire population took advantage of the invitation to

"Ride Free with the H. B. C." The population of Saskatoon is slightly greater than 25,000, and the official count showed that the number of passengers cared for by the street railway was 24,987.

The Advertising Campaign

The Hudson's Bay Company acquired the business of J. E. Cairns, Limited, on April 15th. For a period of two weeks the store was closed for the purpose of taking stock, re-marking merchandise, re-stocking the various departments with new goods, re-decorating the store and preparing for the 252nd anniversary sale.

During the period in which the store was closed the entire staff of J. F. Cairns, (taken over with the business), was employed. Full-page advertisements appeared every day in both the local papers. These advertisements dealt with service and buying features of the H. B. C. and, towards the time for re-opening the store, dealt with the approaching 252nd anniversary sale and the disposal of the J. F. Cairns stock.

Local items appeared in the press almost daily, dealing with some new feature planned for the opening. The personal element was injected by using cuts of department managers who had been with J. F. Cairns a number of years and who were continuing in the same capacity with the H. B. C.

Children's Essay Contest

As a preliminary feature to arouse interest a special window display repre-

senting the signing of the charter was arranged. Inspection was invited and special prizes of \$10, \$5 and \$2 were offered to the children under 16 years who sent in the best essay as to what the window represented. Hundreds of letters were received and it was with difficulty that the judges made the awards. From the answers received it was very evident that the children of Saskatoon studied the history of the Hudson's Bay Company. The window display was arranged the Thursday prior to the opening and crowds thronged the sidewalk inspecting it.

252nd Anniversary Sale

The Hudson's Bay Company was founded May 2nd 1670. The big feature of the opening of the Saskatoon store was the 252nd anniversary sale. Comprehensive and thorough preparations were made for this event. A big two-page spread of outstanding values appeared in both local papers. Windows were filled with special offerings. Special anniversary sale cards were used throughout the store. Every window on the first three floors was stenciled with the announcement of the 252nd anniversary sale. Even the delivery rigs carried the same message. During the course of the sale windows were changed every day and a full page of fresh values advertised. The selling staff was imbued with the sale spirit. Consequently the success was tremendous. The sale continued one week and interest was maintained at the highest pitch of enthusiasm.

Sport Revival at the Capital

The city of Ottawa is in the throes of a great sport revival which is working out considerably to the advantage of the clothing trade. Men and women alike, as well as the younger set are "dressing for the occasion" as they have never done before. Take golf for an example. Last year very few men wore knickers. This year they are all wearing them.

"I had a call from one prominent man only yesterday," said Mr. Stewart McClenaghan, president and manager of the Two Maes. "He bought knickers and declared that while he hated to wear them, he felt compelled to do it

because all the other boys were dolling up. Last year that same man went about the links every day wearing an old pair of trousers baggy at the crotch and hanging down on his heels. You would be surprised if I were to give you the names of some of our prominent gents who are donning the shorts this year and romping over the golf links like two year-olds."

Then the aquatic boys—the young men who have not yet reached the golf stage—are exhibiting an unusual liking for club colors on their hat bands. A few of the dealers are having them specially made up. Another craze which has struck Ottawa for the first time and which is becoming very popular, is the club tie. Most clubs have put in orders for their particular colors, and those who are not members of any particular organization are wearing varied colored stripes just to be in the swim.

Boys, who a year ago were content to get out on the back lot and play ball all day in their shirt sleeves are getting fussy and demanding pretty sweaters, with socks to match.

The sport writers of the capital say they never in all their lives saw such a fussy bunch of athletes as there are in Ottawa this year. And the clothiers are quietly patting themselves on the back, for the boom is undoubtedly a big and paying one.

Messrs. Rennie and Hunt have opened a high-class men's furnishing business at 86 St. Paul St., St. Catharines, Ont.

W. F. Boughner, who has a men's wear shop at 392 Richmond St., London, Ont., is moving to larger premises two doors south of his present location.

Representative Business Men on the New Budget : Opinions of Manufacturers and Other Merchants

Shirt and Overall Manufacturers Say It Will Make No Difference to Price of Working Clothes—Hat Manufacturer Believes it Will Materially Assist Importers of Italian Hats—View of Clothing Manufacturer

WHAT do representative business men, retail, wholesale and manufacturing, think of the Fielding budget? What will be its effect on lines of merchandise carried by men's wear dealers?

These are questions, the answers to which Men's Wear Review canvassed many business men, having in view securing their views and passing them on to the trade so that dealers might know what to expect. Among the replies we have received we give the following as fairly indicative of the general opinion on the budget of the Ottawa government.

No Change in Work Clothes

R. P. Sparks of Sparks-Harrison, Ltd. Hull:—"The changes in the tariff announced by Mr. Fielding will make no substantial difference in the price of work shirts, overalls or work clothing as the slight reduction on British goods is offset by the advance in the sales tax. Very little of this class of merchandise is imported from Great Britain.

"While the cancellation of the depreciated currency legislation will no doubt seriously affect some lines, it is affecting our industry directly but very slightly as very few ready-made garments are imported from European countries whose currency is affected by this legislation."

R. G. Pickell, vice-president Peabody's Ltd., Walkerville, Ontario:—"We feel that while we must raise certain large sums of money to finance our country and to pay off our war debts, that probably our finance minister has taken the best method to handle the situation. It also occurs to us that it is impossible for the finance department to lower the customs tariff without creating new means of raising revenues, and this seems to us to be a very interesting sidelight on what would happen to our taxes in general if the customs duty were removed entirely. In other words, if we do not raise the finances of our country by customs, we must raise it by other means such as federal sales tax, income tax, luxury tax, etc.

"The increase of the sales tax may be beneficial to the retailer as he absorbed, in most cases the old sales tax. It will be impossible on the majority of lines for him to absorb the new one and he will, therefore, be forced to pass the entire amount on to the consumer. This, however, may not work out."

Very Good Budget

Ed. Mack of Ed. Mack, Ltd. Toronto:

"I consider it a very good budget and it looks as if it will have a tendency to bring around better times.

"I do not see any particular hardship to the retailers in men's wear lines and I think the higher tariff on the American goods is an excellent thing the way conditions are and I think the lower tariff on the British goods is a step in the right direction, I think that anything we cannot buy in this country should be bought from the Mother Country if possible.

"With regard to the sales tax, we all know that our debts have got to be paid and if we can work this tax in such a manner that everyone will have to participate but that no one will know just how they are participating it is a wonderful idea; therefore, I consider the tax all right providing they continue to collect at the source of supply."

Retailers Will Cheerfully Accept

J. C. Begg of Begg & Company, Ltd. Hamilton:—"Retailers as a whole will always accept any burden that is fair and is for the general good of the country. The increased sales tax, levied as it is on the cost of the invoice of the jobber and manufacturer is, we think, a very practical and economical way of raising taxes on the sale of merchandise and I feel it is much to be preferred to the collecting on the transaction between the retailer and the consumer. I do not believe that it will, in any measure, restrict trade and feel that it will be absorbed as part of the invoice cost to us.

"In the reduction of the preferential tariff in favor of British merchandise, I feel that it is a step in the right direction, if we expect to get export trade of our own raw materials and such manufactured articles as England desires from us. I favor any step that will show British statesmen that we are desirous of working on a give and take basis and any legislation that will encourage larger trading between Britain and Canada."

Received Favorably

H. Everett Hunt, St. John, N. B.:—"I do not see any reason why the new budget should not be received favorably by the retailer. The sales tax is, of course, the big item and as it is added on by the manufacturer or jobber and handed down to the retailer and eventually the consumer, it really does not cause very much inconvenience. After all, it is really a very small increase and does not affect the retail price to any extent and therefore, I cannot see that

it will be any restriction to trade. We all fully appreciate the fact that the government must raise money and, personally, we do not object to the increase in the sales tax. The present system is certainly a blessing after a few months of the luxury tax when it was necessary to tell the customers that they would have to pay a tax on their purchases."

Hat Manufacturer's View

F. R. Ramsay, general manager and secretary, Biltmore Hats, Ltd.:—"While we have not thoroughly studied out all the points of the new budget, we do know that the new exchange rates in reference to of foreign exchange are going to work a great hardship with us. For instance, in the new customs regulation wherein the ruling in respect to foreign hats in arriving on a basis for duty charges used to be taken at 50% on par, now it will be based on the exchange rate ruling on the date entry is based. If the government allow this rate of exchange to stay in force, we are going to be up against a very strong Italian competition.

"For instance, we can take the Borsalino hat which is costing approximately 480 liras. Under the old regulation a duty of 35% was paid, approximately 10 cents to the lire, amounting to \$16.80 on hats costing 480 liras per dozen. Under the new regulation, the duty would be 35% at approximately 5 cents to the lire which is rate of exchange, or in other words \$8.40 less to lay down Italian hats now than it did formerly. This is going to give the Italian hat the preference over the British hat as the exchange rate ruling there is in the neighborhood of \$4.50 and the government are allowing the Italians to place a hat on the Canadian market \$8.40 cheaper than formerly and \$7.00 cheaper than a British hat of the same quality and price.

"We have not much objection to the increase in sales tax as we know that we must meet the indebtedness of the country and while we have to finance the money for the sales tax monthly which runs into a considerable amount, we feel the sales tax can be assumed by the retail merchants and the consumer without any great disadvantage."

Little Effect

I. Danson of the Wolfe Cap Co., Montreal:—"In our opinion the change in the new tariff is too slight to affect us in any way. The slight decrease in duty on British goods would be offset by the

Various Opinions Expressed By Men's Wear Dealers Must Take Increased Sales Tax into Account

Opinion Expressed That New Budget Will be Boon to Larger Trade With Motherland—One Retailer Favors Turnover Tax and Another Says it Would Have Yielded a Larger Revenue—Depreciated Currency Legislation

increase in the sales tax. The increase on the American goods due to the increased sales tax would be too slight to figure in the costs. The 1½ per cent. increase to the retailer in our opinion, is also too small to count in the basis of cost and would have to be absorbed by the retailer in his overhead expenses.

"We believe what will affect trade in general will be the change in the manner of duties levied on imports from other countries having a deflated currency. We think it will be the means of flooding the country with German goods in particular which will naturally react against Canadian manufacturing and Canadian labor."

Clothing Manufacturer's View

Bruce Harvey of Copply, Noyes & Randall, Ltd., of Hamilton:—"On looking into this I find in the case of imported British materials that on the wholesale cost of clothing there may be a very small reduction. There is a reduction of 2½% on the raw materials but to offset this there is an increase of 1¼ per cent. on the sales tax, leaving a reduction of 1¼% on the material, but when this suit is passed on to the retailer we find that there is an increase of 1½% on the wholesale price of the suit again which will have a tendency to make the suit cost the retailer more than it does at the present time.

"In the case of Canadian goods we find it much more serious. The manufacturer has to pay an increase of three quarters of 1 per cent. on all his materials and when invoicing this suit to the retailer there is another increase of 1½ per cent. on the sales tax which will add quite an item to the cost of the suit to the retailer and eventually to the public who will have to shoulder the extra cost as the consumer always does.

"Re the cancellation of the Currency Legislation, I do not think this will have any material effect on the clothing business as there is very little of the raw materials used in men's clothing business imported from any of the countries with greatly depreciated currencies, most of these materials coming from Great Britain whose currency is gradually getting back to normal."

John O'Connor, manager of Murray-Kay Co., Ltd., Toronto:—"While newspaper reports indicate that this tax is meeting with general favor I can hardly bring myself to believe that those who express favorable opinions have given the matter much serious thought.

"I am opposed to the fullest extent to the present method and am strongly in

favor of a turnover tax whereby every business activity shall contribute.

"The attitude that a limited number of retailers should take all the burden and assume the onus of collecting the tax from the ultimate consumer is entirely wrong in my opinion and I do not believe that business conditions in Canada will be stabilized to the fullest extent until every man in business (and out of it for that matter) is prepared to contribute his share toward wiping out our public debt.

"The lowering of duty on British imports and increasing the sales tax 50 per cent. merely adds to our mathematical difficulties; as a kindergarten for compelling larger interests in fractions, vulgar and otherwise, it may serve a useful purpose. 'Twill, however, as far as I can see, do nothing to lighten the already heavy burden of taxation."

Have to Consider New Tax

One of the directors of The Robert Simpson Co. Ltd. of Toronto, who did not wish his view to be used as expressing the view of the company said the following:—

"Re Sales Tax. It was perhaps a very natural action for the government to take in view of the general acceptance of the previous taxation. When the sales tax was introduced there was very little complaint from anyone and the same situation remained when the first increase was made in the rate. The returns from this taxation have shown that in the face of declining commodity prices the sales tax revenue increased in about the same proportion as the rate of taxation.

"It is probable that a turnover tax which would be a smaller percentage which would cover all commodities which have passed from the raw product stage to a process of manufacture or into trade transactions would have met more general acceptance and have raised a much larger revenue. Such a tax would have been more generally spread and would fall less heavily upon the necessities of life which are more heavily taxed under the present law. I believe that the present increase will meet with general acceptance. The size of the tax is such that no trader can disregard it. The difficulty about the smaller rates of sales taxation was that many dealers would fail to realize the effect it had on the net results of trading and, therefore, failed to take it into account in the margin of profit sought.

Must Now Take It Into Account

"The larger levy means that any

tendency to careless consideration of smaller tax will be eliminated and all merchants will be on the same basis because of the necessity for carefully taking into account the important percentage which is now added to all trading transactions.

"Disadvantage is sure to be felt on all lines subject to the tax that are more or less sold at a recognized fixed retail price. There, no doubt, will also be lines of merchandise of the staple kinds in respect to which the temptation will be to sell with little or no profit.

The Tariff Changes

"I do not think there will be any important change in trade goods of this easement which is largely in the extension of the preference to British goods. After the increased sales tax has been added at the time of importation there is very little difference in the laid down cost of such goods; but while it must be borne in mind that this is true, there is an increase in domestic goods by reason of the increased sales tax which comparatively gives the British goods some advantage as against the old condition.

Depreciated Currency

"Trading conditions in the countries where currencies are largely depreciated are so difficult by reason of the fluctuation of their exchange that it is questionable if there will be any great immediate increase in transactions. There is no doubt about the good sense of the change in the law because, as pointed out by the Finance Minister, the goods were coming through indirectly from Holland, England and other intermediaries, so that the large difference in exchange was virtually offset. In such transactions, however, there was the profit of the intermediary and sometimes duties into these other countries which only increased the cost of the goods to the consumer and did not benefit either our federal revenue or any Canadian trader."

The employees of the Woodstock, Ont., branch of the Grafton Company, were the guests recently of the company at an illustrated lecture on the history of the firm, followed by music and refreshments. The story was told beginning with the opening of the first store in Dundas, Ont., in 1853. Nearly 200 pictures were used depicting the various stages of the different branches.

Fine New Link in Dowler Chain

Now Have Store in Windsor Facing Ouellette Avenue—Arrangement and Appointments Are Most Modern and Contribute to Sales' Efficiency—The Boy's Department on Mezzanine Floor—A Good Sales Idea.

ON MAY 11th, R. H. and J. Dowler realized an ambition which they have cherished for some considerable time. They opened a wing to their store premises on Ouellette Avenue in Windsor. Formerly, they faced Sandwich street only; and while this is a good business street, they have felt for some time that Ouellette Avenue was a growing business street which could not be overlooked by an aggressive firm such as theirs. Therefore, they set out to obtain a store entrance on Ouellette Avenue, and on May 11th they held a formal opening in connection with this new wing. Their store is now L-shaped, the two entrances being on Ouellette Avenue and Sandwich streets respectively. This formal opening was held in the evening; no goods were sold at it, and music made the occasion not only a lively but a very pleasant one. A profusion of flowers throughout the store bore witness to the host of well-wishers amongst manufacturers and retailers all over the country.

A Handsome Store

Perhaps the pictures shown in connection with this article tell the story of a handsome store better than words can. Nothing that will contribute to the convenience or comfort of the customer has

been overlooked in the arrangement and fixtures of this new store. While the actual floor space in the new L-shaped store is somewhat less than when both entrances faced Sandwich street, the selling efficiency is improved by the newer arrangement. The windows of the store facing Ouellette Avenue are finished in the old ivory background with highly polished oak flooring. The most modern lighting system has been installed so that goods at the rear of the window are seen as distinctly as those at the front. On the right as one enters the door are kept underwear, sweater coats, men's and women's bathing suits and workmen's clothes. On the left are kept collars, shirts, hosiery, and gloves. The arrangement of the goods is such that they are dust-proof, and they are displayed with such rapidity and convenience that time and efficiency are happily combined in quicker and more satisfying sales. Three large, well-lighted showcases containing neckwear, pyjamas, and other lines of furnishings are to be seen in the centre of the store, yet there is an abundance of room without anything approaching overcrowding.

An outstanding feature of the new wing is the boys' department which is

arranged on a mezzanine floor which is shown in one of the accompanying pictures. A very wide stair-way leads to this department, wide enough that the idea is not created that one is approaching a department that was arranged out of a spare corner of the store. This department was definitely planned for a separate floor entirely and the same care of clothing in handsome fixtures, the same care of display are taken in this department as in the men's department. Here is the boys' little kingdom where he may purchase everything except shoes. He may even have his hair suitably cut, for a fine little corner has been fitted out with an up-to-date barber shop—and he may even bring his little sister. Moreover, there is absolute privacy in this boys' department—a feature that is strongly emphasized by the manager A. J. McLean. Mothers are the large buyers of boys' clothes and they want privacy above all things in purchasing for their boys. Then, too, there comes a time in the life of the boy when he gets a bit sensitive about his clothes and wants to be away from the men's department.

In connection with the boys' department, one of the best stunts ever pulled



Above is a reproduction of the new boy's department in the new store opened by R. H. and J. Dowler at Windsor on May 11th. Manager McLean says that the absolute privacy afforded by this department, together with the convenient arrangement and display, has resulted in bigger business.

off by the Windsor store was the giving away of a wagon with each suit of clothes. The announcement was made that a wagon would be given away with each purchase of a suit of boys' clothes. It was not possible to buy one of the wagons at all; they had to go with the suit. The name of Dowler was conspicuously printed on the

wagon, of course, and the firm refused to make deliveries. The sight of boys going through the town with a Dowler wagon and a parcel containing a suit of clothes seemed to have a cumulative effect, for in two days 112 wagons and suits were disposed of.

Altogether the new store is a valuable and creditable acquisition to the Dowler

stores of London, St. Thomas and Sarnia. It is a credit to the Border Cities and the progressive spirit of that section of the province. Competition in the Border Cities from across the river is very keen. Up-to-date stores that give quick service, satisfaction and range are meeting this competition. Dowler's is one of them.



Above is a picture of the interior of the new wing opened by Dowler's in Windsor on May 11th. Nothing has been overlooked to make it an up-to-the-minute store in every respect, with plenty of room, convenient display arrangements permitting of quick service, and an abundance of light. In the upper left hand corner of the picture may be seen the barber's chair for boys and girls; while the business offices are in the upper right hand corner (though not shown in the picture.)

OVERHEAD EXPENSE

Lord & Taylor Issue Bulletin Showing How It Can Be Done

Figures showing the enormous quantity of supplies used in a year's time are revealed to the employees of Lord & Taylor in a bulletin just distributed to emphasize the need for their more careful use in an effort to reduce the high cost of operations.

The figures were given by A. McMasters, vice-president after a discussion held last week at a meeting of the store executives.

Figures on supplies are the ones emphasized in the bulletin.

The bulletin, in part, follows:

"At a conference held among the executives of this organization last Wednesday, the subject of the cost of doing our business was discussed, and Mr. McMasters gave some very interesting but very large figures of what we—meaning all of us—spend yearly in our use of things for which Lord & Taylor pays. Supplies is one item of expense that we can help to control. Mr. Schoman gives us the following figures to consider:

"We use in one year 15,000 scratch of twine, 315 pounds of rubber bands, 570,000 drinking cups, 1,400,000 paper bags.

"We use in one year 1,000 scratch pads, but we also use countless pads of printed forms for the same scratch pad purposes, and the cost of the printed forms as compared with scratch pads is from 5 to 25 times as much.

"Monthly figures are just as astounding when we hear that we used 312,000 sheets of tissue paper and four tons of wrapping paper last month.

"Mr. Edwards says that we are using from 50,000 to 60,000 kilowatts of electricity each month, when normally at this time of year we should be consuming only 40,000 kilos, and the same excess appears in our water metering—we are using 500,000 cubic feet of water when the amount that is reasonable is 400,000 cubic feet."

Men's Wear Displays in Detroit

Several of the Leading Men's Wear Displays Seen in the Leading Stores of Detroit Described—Effective Backgrounds That Lent Themselves to Attractive Displays—Linking Up Radio With Up-to-the-Minute Merchandise.

WITHIN the last few days, a staff member of Men's Wear Review spent some hours looking around Detroit shops. Display in an outstanding feature of American stores and particularly in a very large centre like Detroit where thousands are passing their windows every day, men's wear dealers spend a good deal of time and thought on their window displays. Perhaps, they figure, they cannot make much of a noise with their city advertising in comparison with the big fellows, but their window displays, if originally and tastefully arranged, cannot fail to attract attention—and that is the first essential of successful window display work. Some of these windows seen on this occasion are well worth describing.

Hosiery and Neckwear

Capital Clothes have a unique way of displaying considerable quantities of hosiery and neckwear. In the corner of the window and at the very front, they run a long board about two feet wide (it might be less) from the floor to the ceiling. This, they cover with plush of some shade that acts as an attractive background for the particular merchandise which they happen to be showing. Pairs of hose are then pinned across this board, there being about five pairs and about eight rows. In this way some forty pairs of hose are shown in an enticing manner without taking up much space. Neckwear was shown in the opposite window the same way. It can readily be seen that many different styles and patterns could be shown by such a display of hosiery or neckwear and in these days when men are shopping it is a good chance to show them a big range in a short time.

"Listen In"

"Listen In" is a much-heard-of phrase these days in connection with radio; in fact, radio concerts and messages are the thing of the hour. Truly Warner in Detroit linked up a window with the popular craze for radio. He called it a style flash, and prominent in the window his famous five-foot shelf showing the latest style. On this shelf was the head and bust of a man with a radio equipment attached to his ears and he was "listening in" to the style flash regarding the latest styles in hats—the styles, incidentally, being shown on the five foot shelf. The background of the window was mostly of card board with the familiar radio flashes in a conspicuous yellow. There were many little price cards that, in design, were miniatures of the large ones

used to form the background. It was a window display that could not fail to attract the eye from some distance.

Sporting Togs

Golde's in an eight-foot window gave a very attractive display of sporting togs. To bring out the sporting idea very prominently they used tennis nets at the back of the window. The principal merchandise shown was white and colored flannel pants, with a few white ducks. Distributed amongst this merchandise, emphasizing the sporting element throughout, were tennis racquets, balls and canes. The use of these little articles of sport gave a realistic touch to their window that created an attention that would not otherwise be created if the merchandise were shown without these sporting accessories.

A Neckwear Display

Kern's had a very attractive neckwear display and yet a very simple one to emulate. The background was of pongee silk in the natural color. Three headless forms, waist length, were placed on three tables, dressed with shirts and showing neat bow ties. Other than this there were three three-foot tables and two two-foot tables. On these tables a short upright stand was used. Eight or ten ties were wound around this upright, and fastened at a point about the length of the tie above the top of the table. The ties were then allowed to hang gracefully spread out over the top of the table. Without the tables, these same stands were used in different parts of the window, the ties resting on the floor. From the five tables used in the display, long lengths of silks in dotted and fancy designs were draped to the floor of the window. A few canes and handkerchiefs added an artistic touch to the display which showed a great variety of neckwear without the appearance of over-crowding.

A Palm Beach Display

A display of Palm Beach or mohair clothes can be made very attractive in a very simple way and without any expense whatever to the majority of men's wear dealers. Bond's of Detroit simply had a few palms distributed throughout their windows which were devoted to a Palm Beach display. There were also a few flowers here and there in the windows. The charm and appropriateness of a Palm Beach suit are greatly emphasized by this simple device. A few days before this, Bond's had used their window space to emphasize the quality of the clothes they carried. They had

an actual demonstration in the windows of the important features in connection with garment making. These windows drew large crowds and were good advertising for both the retailer and the manufacturer.

A Startling Background

King Blain used a startling background in color effect to display four Palm Beach suits. It was an eight-foot window. The background was of blue plush with a large panel centre of bright yellow raw silk. The color combination was an arresting one, the eye could not possibly escape it. Only four suits were shown in the window, alternately on forms and T stands. The pants were arranged over the top of the T stand and the coat allowed to hang in a natural way from about the centre of the stand. The forms were on little tables about eighteen inches from the ground, with the pants draped around the base of the form. A few canes were used to complete the window.

Hats and Suits

Capper and Capper arranged a mixed display of Palm Beach, mohair and straw hats in a twelve foot window. In this display were three suits, eight straws and two Panamas. The table in the centre of the window was about one foot high with the coat on a form, the pants hung over a T stand and the Panama resting on the top of the stand. At either end of the window, the coat was hung from an upright stand, the pants arranged at the bottom of the stand and a hat resting on the pants. There were four hat stands, two two-foot stands and two eighteen-inch stands. At the bottom of each of these stands another hat was tilted and resting against the base. Across the top of the table used, two canes were carelessly laid.

Moderate Priced Window

F. G. Clayton's is considered one of the most exclusive men's wear stores in the city. They bow to the demand for moderately-priced merchandise by a display of suits \$25 and upwards. In an adjoining window they showed outing flannel pants with odd trousers. Rich plush artistically festooned from the back of the window and from the tables used in the display gave the appearance of luxuriousness for which Clayton's are celebrated. Three hats were used in the window, together with a few belts and gloves.

Shirt Display

An effective background for shirt display
(Continued on next page)

British Woollens Again in Lead

Temporary Preponderance of American Importations Now Overcome by British Manufacturers—Lead in 1920 Undergoes Radical Change in 1921—British Increase Canadian Business During the Falling Market

Ottawa.—The big slump in the imports of heavy woollen cloths into Canada last year, came near to wiping out our market for United States goods of that sort, which developed during the war and in the period immediately following the armistice.

An examination of statistics of the imports of tweeds shows that British goods are once more in control in Canada. In the fiscal year 1914, ninety-six per cent. of the tweeds imported into Canada came from Britain, the total imports being 2,070,000 yards. By 1919 our imports were down to 572,000 yards for the twelve months, but Britain still had the lion's share of the business, sparing us 506,000 yards out of her war-time production.

U. S. Leads in 1920

The fiscal year 1920 saw a jump in the trade that was wonderful, even in that time of amazing expansions. Our total imports increased to 4,265,000

yards. Right at that moment the American manufacturer was on the ground with his goods and he got the big end of the new business. While the British goods sold increased by 1,524,000 yards, the American stuff came in to the increased extent of 2,157,000 yards.

Reaction in 1921

Then came the reaction and the mushroom character of the trade from the United States was demonstrated by its shrinkage of eighty per cent. in the next year, while the British manufacturer actually increased his Canadian sales by five per cent., though the total imports into Canada fell off nearly forty per cent.

Last year the total imports sagged still further, going below the 1914 level. The remnant of the American trade was more than cut in two and the British producer lost more than twenty per cent. of his sales in Canada.

In worsteds and serges the story is less complete, because the statistical classifications were changed just after the war and comparisons with 1914 are impossible. However, in the big year of import trade, 1920, the Americans had forty-eight per cent. of the business, which totalled 7,685,000 yards. Then the total imports began to drop and the Americans suffered not only the whole of the loss, but also by the transfer of large purchases to the British producer. The Britisher thus gained trade in a falling market. He picked up 1,235,000 yards of new sales in 1921 and nearly 40,000 yards additional during the latest fiscal period, while American sales were reduced by 2,562,000 yards in the first case and by 537,000 yards in the latter.

Of course, the price slump obscures the whole picture if it is studied in the light of values.

The subjoined table merits a glance:

IMPORTS OF TWEEDS, WORSTEDS AND SERGES INTO CANADA
(Fiscal years ended March 31)

	1914	1919	1920	1921	1922
Tweeds—					
From United Kingdom yds.	2,069,694	505,938	2,030,392	2,139,688	1,706,666
\$	1,243,943	784,622	4,033,443	4,513,330	2,072,431
United States yds.	14,394	65,794	2,222,791	420,268	191,246
\$	4,917	103,907	3,089,115	794,727	329,751
Total imports yds.	2,135,706	571,732	4,265,399	2,585,883	1,925,303
\$	1,274,755	888,529	7,158,551	5,378,147	2,448,274
Worsteds and serges, including coatings—					
From United Kingdom yds.	4,003,100	5,238,820	5,297,056
\$	10,061,336	14,566,067	9,001,126
United States yds.	3,665,824	1,103,932	566,657
\$	6,201,993	2,252,381	1,032,920
Total imports yds.	7,685,015	6,453,434	6,053,591
\$	16,303,136	17,097,360	10,329,758

MEN'S WEAR DISPLAYS IN DETROIT

(Continued from previous page)

play was used by Baumgartner's. The display of shirts and ties was in about a four-foot space. This background was beaver board, white or cream with a Swastika pattern painted in an irregular fashion across the top of the board. The board was about three feet high. In front of this background two shirts on forms and a third one over a T stand were shown with a few ties and handkerchiefs.

Background for Sporting Goods

Summerfield and Hecht used a background that is very effective in display-

ing many lines of sporting or summer goods. It was a square latticed fence about nine feet high, with beautiful flowers and vines intertwining the spaces in the fence. In one of their thirty-foot windows, they used this fence with three archways in it, and in an eighteen-foot window they used the same archway effect with the latticed fence. It can readily be seen that such a background would lend itself to a display of Palm Beach suits on full figures with here and there a few sporting goods shown. Or, it would make a splendid background for a summer garden party scene. There are many uses to which such a simple background might be used.

Hetherington's haberdashery has opened for business at 2229 Dundas Street west, Toronto.

Popular selling numbers of shirts in the United States are ranging from \$2.50 to \$5.00 retail, according to a representative survey of manufacturers and retail dealers. Collar attached shirts are selling for \$3.00 and \$3.50.

President A. L. Katz of the Arkansas Retail Clothiers' Association in his retiring address, stated that he believed clothiers were making a big mistake by forcing cheap goods on the public to meet their immediate fads and fancies, not looking to what the future would bring.

Toronto Manufacturers Building to an Ideal: Clothing Output Approaches \$18,000,000 Yearly

Over \$10,000,000 Invested by Thirty Wholesale Manufacturers in Addition to Custom Tailoring Houses—3,000 Factory Hands Receive More Than \$4,500,000 a Year in Wages—Aim at Quality in Materials, Style in Design, Integrity in Manufacture.

IN THE manufacture of men's and boys' clothing, Toronto occupies a dominant position which the country is rapidly learning to appreciate. When it is known that approximately 40 per cent of the total Canadian consumption of factory-made clothing comes from Toronto warehouses, gives employment to 3,000 factory hands, fifty per cent of whom are married, and many of whom own their own homes, and distributes more than \$4,500,000 a year in wages, the size of the industry may be appreciated. In addition to the numerous houses doing custom tailoring, many of which have an international reputation for style and quality, there are thirty firms engaged in wholesale manufacturing with a capital investment of \$10,000,000 and turning out in a normal year \$17,000,000 or \$18,000,000 worth of clothing at wholesale valuation.

Building to an Ideal

This is merely the skeleton of the story. Substantial as are the figures indicating the size of the industry in the city, its reputation is yearly gaining in prestige because of those qualities, which though intangible in a measure, are, after all, the real substance upon which successful business is developed. In a high degree Toronto clothing manufacturers—the outstanding ones—are building to an ideal. The race is no longer to the sweat shop with its unsanitary conditions, its long and grueling hours, its skimping here and there, its perspiring effort to produce a garment at a low price and worth infinitely less because of lack of essential workmanship. The large, well-lighted, well-ventilated factories in Toronto, with the last word in modern conveniences, are workshops where a healthy, cheerful and optimistic atmosphere, reasonable wages and fair working hours, attract the most skilful mechanics and induce the utmost in carefulness. The product of these workers is constructed with an exactness in detail which would amaze the average consumer; in its hidden depths as well as on the surface it is "a thing of beauty."

Quality-Value Market

At the Textile Products Exhibition held at the King Edward Hotel in the Spring, many of the Toronto manufacturers of men's clothing displayed the sign "Made in Toronto." The ideal behind the product was the idea behind the sign—that Toronto-made clothing, by and large, meant quality in materials, style and design, integrity in manufacture. Toronto has become known as a

SAYS NEWSPAPER ADVERTISING BEST

H. O. Teasdall, of Teasdall's Clothes Shop, Toronto, believes that newspaper advertising for the retailer is better than direct-by-mail advertising. He tried it out and proved it to his own satisfaction. Some time ago he got out an altogether original card, with some catchy phrases on it. He recognized that it was in the nature of the "circular letter" advertising and frankly stated on one side of the card that he knew that the waste paper basket was the usual receptacle of such advertising. He begged a better reception for this, however, and asked the recipient to turn the card over and read what was on the other side. On the other side he told them that he would have some interesting news for them next month about blue serges.

A few people told him they had received his card and hastened to add that it was rotten advertising. "Did you read it all?" asked Mr. Teasdall. They said they had, and Mr. Teasdall then concluded that it must have been fairly good advertising of its kind.

The Next Card

The following month, the second card was sent out and again some catchy phrases were used, such as could not help but attract the attention of the reader. Then he went on to tell about the offer he had in blue serges. He told Men's Wear that about six people came in and inquired about the serges he was offering.

Newspaper Advertising

Following this he used some liberal space in the newspapers to advertise these same blue serges. In three days he sold fifty suits.

quality-value market; it proposes to retain the title. Millions of dollars' worth of worsteds, serges and tweeds are imported annually from the leading mills of England and Scotland. All the large firms send their buyers to Britain twice a year to make selections of goods to meet the particular needs of the Canadian consumer, several have resident agents on the ground all the year round. These same firms employ designers who are known in every clothing centre of the continent as high class artists; their work is followed through the factories by "quality men" who see that nothing is overlooked that can make the garment "stand up" to the requirements of the wearer.

Selling For the Future

In any market there is liable to be the "catch penny" manufacturer, who is looking for a sale at a price, regardless of the value he is giving and heedless of the repeat order. The dominating note in Toronto, however, is sounded by the manufacturer who is selling today for the business it will bring in future seasons. His business is based upon dependability, service, value. Manufacturing with him has passed so far beyond the sweatshop system that it has become a science. His organization is scientific and his methods are scientific. He has

installed the most up-to-date machinery. Time studies of operations are in progress constantly with a view to clipping fractions of minutes and reducing costs.

It is this constant personal supervision inaugurated and developed during the past few years which has justified Toronto as a clothing centre in the belief that the "Made in Toronto" sign for men's clothing will represent the watchword in the trade throughout the country as expressing the ultimate in quality plus style plus value.

Thomas Cooper died on June 8 at Richmond Hill in his 92nd year. He was for eighteen years a tailor on Wilton avenue, Toronto. He came to Canada from Yorkshire, Eng., 70 years ago.

INTO NEW QUARTERS

Randall & Johnston, Limited, clothing manufacturers of Toronto, who formerly had their manufacturing plant and warehouses at the corner of Simcoe and Wellington streets, have recently moved into new quarters at 50 York street.

Dineen's Limited, of Montreal, have removed from Peel street to 568 St. Catherine street west, where the business will be conducted in future.

Toronto Neckwear Output Passes Million Mark; Many Changes Since Retailer Bought Twice a Year

Time Was When Retailer Bought His Yearly Stock Twice a Year
—Now He Can Buy and Get Delivery Nearly Fifty-Two Weeks of
the Year—Many Style Changes Recorded—Toronto Leads as
Neckwear Manufacturing Centre.

WHAT would become of the volume of neckwear sales of the Canadian retailer if he were obliged to depend on his yearly stock by ordering only twice a year?

To bridge the time that has elapsed since conditions were such as these is to tell an interesting story that has a very humble beginning but which brings the 1922 chapter of the story up to a period when Toronto stands out as the leading neckwear manufacturing centre in the Dominion of Canada. Accurate figures are next to impossible to get, but a careful and conservative computation is that the output of men's neckwear in the City of Toronto exceeds a million dollars. It would not be surprising if it actually ran considerably over that, but to be on the safe side one might put it at a million and be certain that he was below rather than above the exact figure.

The Early Beginnings

Going back forty years in the history of the neckwear trade in Toronto brings us to the time when neckwear styles were vastly different from what they are today. It was at this time that the made-up puff or flat scarf was practically the only style worn by the men of fashion during the close of the seventies and the beginning of the eighties. Shortly after this period, the four-in-hand was introduced for the first time, but at that time it was tied in what was called the sailor-knot. This really meant that the knot was tied before it was put around the neck, and the end was roughly pulled through. While we look upon these old styles as being crude in the light of the modern manufacturer's product, it must not be forgotten that these innovations were marked with great curiosity in those days.

Early Importations

Even up to thirty-five years ago practically all of the neckwear used and distributed in Canada was imported from two firms only, Welch-Margetsen and J. H. Buckingham. To mark the change that has taken place since that day is to appreciate the gigantic strides that have been taken by neckwear manufacturers in this city in the short period of twenty-five or thirty years. At that time, neckwear was ordered just twice a year, allowing the manufacturer from four to six months to make up his merchandise and place it finally in the hands of the retailer. For the Easter trade, neckwear lines were received by the retailer in February and March; while August was the shipping month for the Fall and Christmas lines of neckwear.

MEANS NOTHING

"As far as I am concerned it does not mean anything," said Stewart McClenaghan, president and manager of the Two Macs, when discussing with the Ottawa representative of Men's Wear Review, the effect of the 2½ per cent. increase in the British preference.

"The increase is so small that it cannot make any very material difference; and besides I am strongly in favor of giving our own manufacturers every possible show," said Mr. McClenaghan. "If they can produce the goods and lay them down at a fair price why should we go out of our way to pay duty on practically the same class of stuff manufactured in England.

"Our own factories are turning out high-class goods—stuff that we should not be ashamed to exhibit along side imported articles; and that being the case it would hardly seem to be the part of economy for us to load up with great quantities of English-made goods when we can buy as we need in Canada."

Things have moved quickly and scientifically in the last thirty years so far as the neckwear industry is concerned. Time was—and that not so very long ago—when neckwear was not regarded as one of the chief items of a man's wardrobe, for he expected either a tie or a pair of suspenders thrown in with any reasonable purchase he made and 25 cents was considered a good price for the "Sunday best" in neckwear. Now, the retailer places his order for a consignment of neckwear on Monday morning and he expects shipment of it by Thursday or Friday of the same week; while in the rush holiday seasons he goes to the factory or calls by long-distance phone and either carries it away with him or looks for it by mail or express the following morning.

Early Manufacturing

It is difficult to find out who was really the first neckwear manufacturer in Toronto. One of the first in Toronto—and, indeed, in Canada—was the firm of E. & S. Currie. Edward Currie and his wife formed a business partnership away back in 1875, dealing in fancy lines of one kind and another. They probably manufactured in small quantities for some years prior to the date that is now fixed when they really began the manufacturing of neckwear in earnest, that

is, 1892, and to go to the retail trade with it. The original interests in this firm were long ago sold out to a limited corporation. Since that time wonderful strides have been made in the manufacturing and in the output of the same. It is claimed that Toronto manufacturers were the first to seam and turn neckwear while England was still making it by hand, and many of the later ideas put into effect by Canadian manufacturers of neckwear have been copied by the English manufacturer. Today, there are many manufacturers not only in Toronto, but spread well over Canada, who are turning out as good neckwear as can be purchased anywhere in the world.

Variety From the World Over

With the rapid development of transportation in the closing years of the nineteenth century and more particularly in the first two decades of the twentieth century, manufacturers of neckwear have travelled the world over to bring to the door of the Canadian retailer the finest silks and other fabrics that can be used in making up this important article of a well-dressed man's wardrobe. The leading Toronto manufacturers send their buyers on very frequent trips to important centres of the United States, where the choice silks of the world are laid before them for their selection. Also, very frequent trips are made to England and to continental countries for the same purpose, and there is nothing new that is put upon the market that is not soon to be had by the Canadian retailer from coast to coast.

Toronto has a right to be proud of the important position manufacturers have brought her to with regard to neckwear manufacturing. Their progressiveness, their industry, and their desire to give a second-to-none service in materials, styles, and qualities have enabled them to produce a type of merchandise that has brought big profits to Canadian retailers.

The man putting up a front arranges his wardrobe and dresses up his personality and supervises his vocabulary and stage-manages his conduct so as to make all comers believe that he is important.

Three fundamental facts of merchandising to keep in mind are to keep a well-rounded stock of merchandise, that too much stock means a loss of profit, and that too little stock means a loss of customers.

Toronto Output Runs Into Millions

Overall and Shirt Manufacturers Output is Over 52,000 Dozen Overalls a Year Alone—Shirt Output Even Greater Than This—Many Changes in Conditions and Prices Since Early Days of the Industry—The Association and Its Objects

WHILE the overall and work shirt industry is well spread over the whole of Canada, Toronto has become a very important centre for the manufacture and distribution of these products. Welland, Walkerville, Brantford, London, Montreal and Toronto boast large overall manufacturers, and there are many other factories scattered over the whole Dominion. As a branch industry consuming many thousands of yards of cotton and cotton products weekly, the overall manufacturers have formed an association called the Canadian Association of Garment Manufacturers, Incorporated. There is at present a movement on foot to widen the scope of this association to include all needle workers, that is, all industries whose output is cotton products worked by machines. If this is done, it will make a very strong association, and, if wisely directed, will—as good associations always do—tend to stabilize the industry and their prices to the trade.

Representative Firms

Such firms as Larned Carter & Co., Limited, Hamilton; Carhartt Cotton Mills, Limited, A. Bradshaw & Son., and the J. A. Haugh Manufacturing Co., Limited, are representative firms in Toronto engaged either in the manufacture of overalls and work shirts or in one of these. So far as is known T. E. Braime & Co., Limited, were the first manufacturers of overalls in the city of Toronto, the J. A. Haugh firm being the successors of this firm. Mr. Haugh stated to Men's Wear Review that Mr. Braime had sold Timothy Eaton the first bill of shirts he ever bought after he started in business over half a century ago. Although the industry has grown very materially since the early days of Toronto's history, it has been a remarkably stable one throughout. As surely as there is work to be done in this country by workingmen, from Halifax to Vancouver, so surely will this industry flourish. It is not and never has been an industry of large profits, in fact, the margin of profit is a very small one. Steady turnover on large volume is the basis of success of this industry.

Weekly Output

In discussing the question of the output of the Toronto factories with one of the officials of the association, Men's Wear Review was informed that one thousand dozen pairs of overalls a week would be a fair estimate. The value of this output would probably be \$18,000 a week, and spread over the whole year it would mean an output of 52,000 dozen

Objects of Association

The Canadian Association of Garment Manufacturers has been formed for the following purposes:

First. The objects of this association shall be to promote acquaintance and form friendships and good fellowship among the Garment Manufacturers of the Dominion of Canada; to foster and protect the business of its respective members from the evils of misrepresentation; to establish and promote a foundation for honest, intelligent upright business methods and principles among its members, between its members and tradesmen and establish by education and illustration the most scientific, efficient and economical methods of garment manufacturing.

Second. To form among the members thereof a closer acquaintanceship.

Third. To encourage the utmost of mutual confidence and helpfulness.

Fourth. To cultivate that friendship and good fellowship with each other as shall temper the asperities of a killing competition and bring in its stead an era of mutual forbearance.

Fifth. By a general and easy medium for an exchange of views to eradicate many of the annoying evils that have grown in the business, and to guard the business against misrepresentations of unscrupulous tradesmen.

Sixth. To establish, as far as possible, a uniformity of business methods with the trade.

Seventh. To keep the members of the Association in close touch with each other and with the trade and to be watchful of their every interest.

Eighth. To gather, obtain and disseminate information and intelligence in all matters that will aid in placing our industry on a more scientific basis.

Ninth. To establish means for the purchase and exchange of commodities among the members.

valued at nearly a million dollars in overalls alone. In work shirts, this official estimated that the output would be even greater, though it was hard to estimate this because there are a number of firms engaged in their manufacture who are not members of the Association of Garment Manufacturers. Two, at least, of the firms mentioned above also manufacture well-known brands of work shirts and other than these there are a score of smaller firms in the city who turn out lines of work shirts ranging from the cheap to the highest grade shirts.

Changing Conditions

There have been many changes in the industry since its earliest days in the City of Toronto. A great deal of money has been spent by manufacturers in perfecting their machinery so that greater production could be secured, and a more perfect production at a lower price. At the present time, the operators in this and kindred cotton industries are among the very highest, if not the highest, paid operators in garment manufacturing. Time was when female operators were considered to be making "big money" if they received \$9 to \$12 a week; now they are getting between \$20 and \$30 a week and their employment, once they become efficient, is of the most permanent character. In the early days of the overall industry they were sold around \$2.00 a dozen and many retailers used them as leaders to other lines of merchandise they handled—there are not a few who still do the same thing. The high grade overalls now sell to the trade at between \$20.00 and \$22.50. In work shirts, the early prices were around \$4.00; now they run between \$9.00 and \$15.00. Of course it must be remembered that, in those days, cotton prices were around 6 cents a pound, while now it is around 21 cents.

The firm of Inglis and Son of Brantford, Ont., celebrated its 65th anniversary recently. In 1857, the late Capt. J. J. Inglis, a native of Scotland, opened a clothing and tailoring establishment on Market street, between Colborne and Da'housesie, and the complete list of others engaged in the same line is: Henry Gawler, Thomas McLean, John Montgomery, James Montgomery, Robert Sproule, Alfred Strass, Strobric and Botham. All of these names and firms have disappeared, with the exception, in the last named respect, that the business of Ogilvie and Lochhead constitutes a continuance of Mr. McLean's establishment.



Not only is it true that the camera cannot lie but it is equally true that it can tell some very pleasant truths and the accompanying reproductions can tell a better story than any word description of Milton's Limited, fine new store at 84 Yonge Street, could tell. Miltons were formerly on King Street between Yonge and Bay Streets, and they moved into their new home somewhat over a month ago. As will be seen, Miltons carry both men's and women's lines of merchandise. The upper picture is the men's wear section; the lower, the ladies' section which is just at the rear and around the corner of the men's wear section. The manager of Miltons, Mr. Tucker, says they have had splendid increase in business since moving to Yonge Street. "The much better display we are able to give our merchandise together with the better location have resulted in a good increase in business," he said. It is an up-to-the-minute store in every respect.



Manager Eddie Onslow at Teasdall's Clothes Shop: Novel Scheme in Toronto Successfully Operated

Toronto Boys Are Invited to Meet the Popular Toronto Manager and a Famous Pitcher—Demonstration of "Serving Them Up" and Talk on "How to Play First Base"—Upwards of Two Hundred Baseballs Given Away in a Week's Time

IT IS not often that one associates a clothing house with a school of instruction in the manly art of baseball playing, or a meeting place where young enthusiasts go to shake hands with celebrities of the International League. Looking at such a venture as a one-act play, one can see three distinct advantages to three distinct parties. In the first place, the young boys are encouraged to meet men of whom they read every day and this very meeting will enliven the boys' interest not only in the game of baseball, but in men whom they have actually met. That is a distinct advantage to baseball as a national sport. In the second place, the baseball celebrities themselves are benefited because they make new and warm friends who come to regard them as heroes, and to be popular with boys is one of the greatest assets in the sporting world today. And, in the third place, the clothing house derives a distinct benefit. Hundreds of boys are brought inside the store, the house is popularized, the boys regard the proprietor in the kindest light because he has been the medium of introduction to heroes of theirs, and the foundation is laid for bigger business.

Teasdall's Clothes Shop

In a word, this is what Teasdall's Clothes Shop, corner of Yonge and Bloor streets, did on May 13. For some days prior to this date, they announced that the young boys of Toronto would have a chance to meet the popular manager of the Toronto baseball team, Eddie Onslow, and one of the star pitchers, "Pitcher Taylor." There is not a boy in the whole city of Toronto who has not heard, read and dreamed of Eddie Onslow, and how he plays first base in the International League. And by May 13 Taylor had sufficiently demonstrated his ability on the mound to encourage the enthusiasm and arouse the curiosity of the young fans. But to actually shake hands with them and hear Eddie Onslow give a talk on "How to play first base," was a treat for the gods. The whole stage was cleverly set by Mr. Teasdall and his assistants; the electric lights were taken down so that Onslow and Taylor could give a demonstration of how to "put them over."

Did They Come?

Did the boys of Toronto respond to the invitation of Teasdall's Clothes Shop? Well, rather. They came by hundreds. They could hardly get in the doors and during all the time Onslow and Taylor were there—about three



It was a merry crowd of boys who posed before the cameraman at Teasdall's Clothes Shop on the morning Manager Onslow of the Toronto Baseball Club and Pitcher Taylor gave a demonstration on "serving them up." Onslow and Taylor are in uniform, Onslow being the left figure in the picture. Mr. Teasdall may be seen at the rear and to the left of the picture, wearing glasses.

hours—about 200 boys were constantly around them, so Mr. Teasdall told Men's Wear Review. They stepped out into the middle of the floor and for some minutes Taylor served them up to Manager Onslow in his best style. The popular manager and first baseman then gave the boys a short talk on "How to play first base," and he gave them some pointers that were subsequently tried out in many a back yard, or against some high board fence. It was a close-up meeting and it is safe to say that there were not two people present who enjoyed it more thoroughly than Manager Onslow and Pitcher Taylor.

How the Store Cashed In

But there is an advantage not to be forgotten in this story—the advantage to Teasdall's Clothes Shop. In the announcement of this event, it was also stated that a real league baseball, autographed by either the manager, Eddie Onslow, or Pitcher Taylor, would be given away with each fifteen dollar suit of clothes. The two baseball players were kept busy autographing brand new league baseballs. It made a great day's business for the store and more than 200 baseballs were given away in a week. A parent who can restrain the enthusiasm of a young boy for a suit of clothes

when there is a national league baseball behind it, one already autographed by the manager of the Canadian team, is a parent whose sympathies are not easily aroused.

Mr. Teasdall figures that he is giving a lasting popularity to his store by getting in close touch with the boys; he is making customers for the future. Mouth to mouth advertising, too, is of a good sort. And when you increase the circle of two hundred boys to the number who will play with those balls given away by the Teasdall Clothes Shop—every one of them knowing where the ball came from and how it was secured—well, you have a tolerably large clientele.

Serve your customer best not by selling him what you want him to buy but by supplying him with the merchandise that will be most helpful to him.

One of the best ways to focus attention of all travellers on the store is to establish a travel information bureau. This bureau might take the form of a booth with a pretty girl in charge. It should be located at the rear of the store, so that folks who wish to visit it will have to go all through the stocks to get to it.

Toronto as Hat and Cap Centre

This City Boasts Oldest Manufacturing Firm in Canada Established in 1875—Important Canadian Firms Have Their Sales Offices Here—Wholesale Houses Send Buyers to Every Market in the World to Purchase Best and Choicest in Hats and Caps

TORONTO is the distributing centre of about forty wholesale and manufacturing hat and cap firms. While there is not a great deal of felt hat manufacturing done right in Toronto, this city boasts that it has the oldest established felt and straw hat manufacturing concern in the Dominion of Canada. Rather, perhaps, it should be said that one of the largest firms in Canada, the Robert Crean Co., is the successor of this firm that was organized away back in 1875. The Ontario Straw Goods Manufacturing Co. and the American Felt Hat Co., of Balmuto street, were formed in 1875 with Robert Crean and George H. Hastings as the original managers. They occupied a two-storey brick and frame building that was 60 feet by 120 feet. Copies of old newspapers still extant state that there were 200 hands employed at this time, but there is some doubt, so say the succes-

sors of this firm, if this was really the case. It is true, however, that there was a goodly number employed; and some idea of the tremendous progress that has been made in hat manufacturing may be gathered from the fact that there are now fewer hands engaged by this firm, yet their output has increased many-fold. It is rather significant that two of the largest Canadian firms—the Robert Crean Co. and Guillet & Sons, Ltd., of Marieville—were organized at about the same time, the latter firm being established in 1877.

Other Manufacturers

The bulk of headwear manufacturing done in Toronto is in cap and tweed hat lines and this city can also boast a growing panama hat manufacturing business that is a distinct credit to the heads of firms attempting this work. The time is not far off when Toronto

will become a very active centre in the panama hat business, as it has already become in the manufacture of felt hats, straws, tweed hats and caps, and as a distributing centre for manufacturers of hats and caps the world over.

As a Distributing Centre

As has been mentioned, as a distributing centre Toronto is very active. Many of the oldest established wholesale houses in Canada have their warehouses here; while important manufacturers established in other sections of the Dominion have their sales offices here, where they may quickly serve this city and the surrounding centres. There has been a rapid growth of the number of lines of hats and caps carried by Toronto wholesale houses. Time was not so very many years ago, when the retailer had a comparatively narrow field from which to select his headwear. Now all this is changed. Toronto wholesale houses send their buyers to all the important countries in the world to buy the choicest makes of these countries, so that they may be placed on the counters of the Canadian retailers. From the United States, from England, from France, from Germany, from Austria, from Italy and from some of the small-

(Continued on next page)



Sometimes it is most desirable to give the effect of quantity in a showing of straw hats and, at the same time, have some uniformity and distinctiveness to the display. The moderate price of many of the season's straws lends itself to quantity display very well. Buckhams of Yonge Street, Toronto, have done this very well in the window reproduced above. There are upwards of three hundred hats shown in this window.

For three or four Saturdays Buckhams have tried out rather an unique sales plan in connection with their straw hats. There are two door entrances to their store and between these two doors is a display window, giving them three display windows for the store. In this centre window on Saturday mornings they have had an orchestra playing music, attracting the passing crowds and, incidentally, fastening their gaze on the big showing of hats they have had in their windows. The result has been that crowds have been seen in front of these windows each Saturday morning and they report very satisfactory sales of straw hats.

Facts About Toronto In 1921

Population	522,666	Net Debt	\$101,906,003
Assessment	\$693,483,354	Taxes Levied.....	\$23,076,988
Tax Rate, (including 1 mill war tax).....	33 mills		
Building Permits Issued	9,297		
Buildings erected	\$ 11,291		
Value of Buildings Erected	23,878,240		
Telephones in Use	101,531		
Exports to U.S. From Consular District of Toronto, (1920)	39,924,488		
Net Postal Revenue	4,947,776		
Money orders issued	6,800,280		
Money orders paid	162,992,195		
Free Imports	73,186,268		
Duitable imports	169,723,515		
Exports to U.S. From Consular District of Toronto, (1920)..	39,924,488		
Number of manufacturers, (1919).....	3 157		
Capital invested	406,858,200		
Value of products	506,905,639		
Cost per week of a family budget of staple foods, fuel,lighting and rent	24.02		
Bank Clearings	5,104,893,766		

TORONTO AS HAT AND CAP CENTRE

(Continued from previous page)

er European countries, merchandise comes after careful selection by the buyers of Toronto houses.

The activities of Canadian manufacturers combined with the purchasing power of large wholesale houses that act as distributors of the world's best merchandise in headwear, makes it possible for Toronto to serve every wish of the Canadian retailer insofar as up-to-date hats and caps are concerned.

At a meeting of the men's clothing and furnishing section of the Provincial Retail Merchants' Association held in the City Hall, Regina, June 6, 1922, with H. D. MacPherson in the chair, the following were present: Jack Wood, Mr. Hindson, J. Schwartzfeld, H. J. Beveridge, L. R. McVicar, Mr. Newman.

Moved by Mr. Hindson and seconded by Mr. Schwartzfeld, that the officers of the clothiers and furnishings section of the provincial committee be: H. D. Mac-

Pherson, Regina, chairman; Jack Wood, Swift Current, first vice-chairman; R. A. Miller, Prince Albert, second vice-chairman; L. R. McVicar, Regina, hon. secretary; A. E. Wild, Melfort, hon. treasurer. Further moved by Mr. Wood and seconded by Mr. Hindson, that Mr. H. D. MacPherson be Dominion representative of this section.

GIMP YOUR PATTERNS

"EASICUT" Sample Cutting Machines are Fast, Economical, Practical and 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

Artist Supply Co., Ltd.

Room 50, 77 York St., Toronto
Complete Show Card Material Dealers

Write for Price List

READ

THIS!

For the Advance Style we have changed all our Model Forms to suit the prevailing Styles of Ladies', Juniors', Girls' and Men's Forms.

Complete information is given in our new circular, if you do not get one—

Write for one

DELFOSSÉ & CO.

47-249 Craig St. W., Montreal

Dale---Better Displays



Better and more sales compelling window displays for your merchandise are needed in order to justify increased sales.

Every article in your store can be attractively displayed. Our fixtures are practical and for this reason have exceptional value—because they save time in bringing about effective displays.

Write for the new Dale catalogue.

Dale Wax Figure Co., Limited

86 York Street, Toronto, Ont.

AGENTS:

E. R. BOLLERT & SON, 501 Mercantile Bldg., Vancouver.

O'BRIEN, ALLAN & CO., Phoenix Blk., Winnipeg.

P. R. MUNRO, 259 Bleury St., Montreal.

Sell and Satisfy

It is because the "Tutt" line is easy to sell and sure to satisfy that these models are business builders for the retailer

They may cost a trifle more than ordinary clothes but give twice the service and satisfaction (and bring back repeat orders.)



TUTT CLOTHING Co.

MAKERS OF FINE CLOTHES

21 Dundas Street East
Toronto, Ontario



THE RECORD HAT

You have the story in the picture—a hat that is extremely appealing. In Beaver and Pearl Grey.

Price \$37.50 and up.

Our Caps Sell and Give Satisfaction

Our Fall and Winter range is now in our salesmen's hands. Critical young men who demand superior style and workmanship will be attracted the minute they spot a McGregor in your window.

McGregor Caps

Smart and elegant—every one a cap creation. Merchants now handling this line realize their excellent qualities.

Make sure you see them.

The "Consulate" Shirts

wash right. They are made from the best of materials, colors are guaranteed fast, so they stand the wash and come out bright as new.

They are roomy and cool—they're just the shirts for the warm weather.



Price \$12.25 and up.

Hyde & Halliwell

43 Scott Street - Toronto

REPRESENTING: Messrs. J. Woolfenden & Co., Denton, England. The Record Hat, Velours and Felts. Messrs. M. Bertish & Co., Ltd., London, E.C., England. The Consulate Shirts, Collars and Pyjamas.



Fall Suits with that Graceful, Stylish Appearance

Young men who wish to wear clothes that are essentially correct will find their true ideal correctly expressed in the new creation now being shown under the Oxford label.

Every garment for Fall and Winter has that distinctiveness and individuality that have made the name Oxford the synonym of clothes correctness.

Our travellers are now on the road. Be sure to see this range—prices reduced.

OXFORD CLOTHING CO.

LIMITED

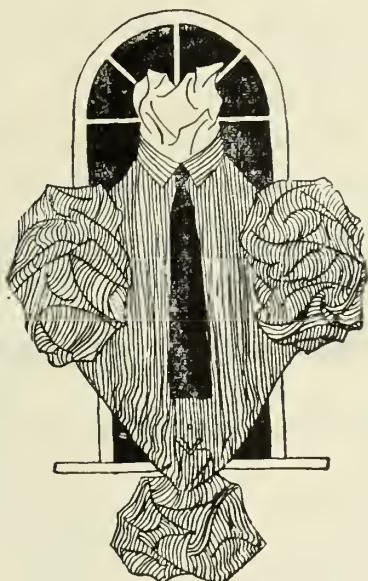
King Street and Spadina Ave.

TORONTO

Boost your summer sales
 With *MILLER'S*
 S u m m e r t i m e
 Specialties

WHITE DUCK PANTS
 FLANNEL PANTS
 KHAKI DUCKS
 LUSTRE COATS, ETC.

All our garments are designed and tailored to ensure real satisfaction to your customer and maintain his good will towards you.



We also have an exceptionally fine line of:

Summer shirts in all the wanted sport and novelty styles in silk and cotton, made right in our Toronto shirt factory.

When in a hurry send us an open order!

Miller Men's Wear Limited
 48 York Street
 Toronto

Clothing Specialties, Shirts and Neckwear
 "TORONTO MADE FOR THE BEST TRADE"

Quality without Extravagance



You can always Depend on the big line of

Canadian Panama & Straw Hat Co.

Limited

579-585 Richmond St. W.
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. 8 best quality red sable showcard brush | 1 protractor |
| 1 No. 4 best quality red sable showcard brush | 1 pencil |
| 2 pen holders | 1 ruler |
| 4 Soennecken pens | 1 complete set of lessons including nine modern up-to-date alphabets with full instructions on showcard writing. |

Write for Illustrated
Catalog of Supplies

The Kwik Showcard School

81 Bond Street, Toronto



Leishman Clothes for Fall

will strengthen the reputation of your store.

Because the three fundamentals of good merchandise—quality, workmanship, value are splendidly apparent in every Leishman model

Leishman clothing is not only good in appearance but so tailored that shape-keeping qualities are built right in and customer-satisfaction assured. Customers are willing to pay the difference provided they can procure just what they want.

WM. H.
LEISHMAN & CO.
LIMITED

192-4 Spadina Ave.
TORONTO

*Makers of the Best Tailored Garments
for Men*

A large, ornate, Art Deco-style frame surrounds the central text. At the top, an oval contains the words "ART CLOTHES" in a bold, stylized font. Below this, a horizontal line separates the words "COOK BROS & CO" on the left and "ALLEN LIMITED" on the right. The frame features vertical columns with decorative patterns and a base with a central oval containing the slogan "Builders of Good-Will".

ART CLOTHES
COOK BROS & CO ALLEN LIMITED

“Art Clothes”

Will help you maintain your reputation
for selling **Quality**.

At the same time guarding your other
object in business, **Profit**.

Art Clothes look out for you as well as
your customer.

*We invite your enquiry for Fall 1922
special order samples NOW.*

COOK BROS. & ALLEN CO.

LIMITED

Wholesale Tailors

TORONTO

*Builders of
Good-Will*

Men's Wear Review

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No. 6

Feature of the Budget

PERHAPS the outstanding feature of the budget so far as the retailer is concerned, is the increase of fifty per cent. in the Sales Tax. So far as we have heard, there have been but few objections to this increase from retailers. If a new tax is well within reasonable bounds, the retailer is not greatly concerned so long as he is not confronted with the task of actually collecting the tax as he was in the case of the ill-fated Luxury Tax. If he can either absorb it himself or put it in overhead, it does not much matter to him so long as it is not so great that it immediately skyrockets the cost of men's wear lines to the consumer and, thereby, places a further restriction on business.

In many cases, however, retailers will have to arrive at a new decision with regard to the method of taking care of this larger Sales Tax. Formerly, not a few men's wear dealers absorbed this tax themselves, and the consumer was not even called upon to pay it in the purchase price of the article he bought. Now, however, this will hardly be possible. A three and a four and a half per cent. tax is really too large to be absorbed in this manner. During the last year, many merchants have reduced their margin of profit as it is, to create bigger business so that the sales volume might bear a favorable relationship to that of former years. He has been obliged to run some expensive mark-down sales that have eaten into the yearly profit sheet of the business. He can hardly, therefore, assume an extra expense of three or four and a half per cent. on certain lines of merchandise. It will have to go into his selling price; it will have to be passed on to the consumer.

On the whole, it cannot be said that the budget will reduce the cost of merchandise handled by men's wear dealers, except, perhaps, with one or two exceptions. The decrease in the preferential tariff is practically offset by the increase in the Sales Tax. In many cases, the retailer will actually pay more for his merchandise.

From some quarters serious objections have been raised to the cancellation of the depreciated

currency legislation and the effect it will have. Hat men, for instance, say that it practically means free trade with Austria. If that is the case, it opens the door to Austrian competition, particularly in velours.

We understand that some representations have been made to the Government by one or two classes of manufacturers and it would not, perhaps, be wise to be too certain that all of the provisions of the budget will stand as originally laid down by the Minister of Finance. No one but appreciates the position of the Government in being faced with the necessity of raising hundreds of millions of dollars with which to carry on the business of the country; but there will always be objections raised as to their methods of doing so.

Eyes West

IT IS at this time of the year that the eyes of business men instinctively turn to the west. There is no use in denying the fact that essentially Canada is an agricultural country, and that our progress is wrapped up in the fields. So long as the sun shines on the country it will shine likewise on the city, on industry and, in fact, on all phases of Canadian enterprise.

All reports that come from the west are most encouraging for a bumper crop. It is said that the outlook has not been as good since 1915 when the west gave a record crop. There is, as yet, plenty of moisture, and if devastating droughts do not overtake the west, we shall probably have crops that will give very great satisfaction, not only to the western farmer, but to the whole of Canada.

The west, at present, is moving in a business way, having in view the forthcoming crop. Commitments of any considerable size are not the order of the day. The west hesitates with, however, their optimism still unbroken. If a good crop comes out of the west in 1922, it will mean a very definite turn in the business outlook for the whole country. It is very re-assuring at the present time to hear only the most favorable reports from this section of Canada.

Not So Bad

WE SAID in an editorial a few weeks ago that things were never so bad as they appeared to be. We had a verification of this only a few days ago when talking to a director of one of the large retail organizations in eastern Ontario. He told us that they had looked for a certain percentage drop in their business during 1922 on account of general conditions which were not as favorable to trade as last year. Up to the end of May, he says, they were ten per cent. better than their expectations. The crop outlook in that section of Ontario, he said, was excellent; and if the yield was as good as now appeared likely, they would not be surprised if they ended the year with a record almost, if not quite, up to last year's.

In other words, this firm has put "pep" into business.

Men's Wear Markets at a Glance

Fairly Active Movement in Seasonal Merchandise—General Tendency of Prices is Firm With Some Advances in Cottons—Fairly Heavy Placing on Fall Overcoats—Summer Lines of Merchandise Have Been Very Good—Phenomenal Sale of Straw Hats

SEASONAL trade in both the wholesale and the retail trade has been fairly active; in some lines, brisk. The interjection of a few really hot days brought customers into the shops of the retailers for summer underwear, summer shirts, collars, ties and not a few palm beach suits. This was soon reflected in the wholesale trade and there was an active demand for summer merchandise. The sale of straw hats has been phenomenal and there are few to be found to-day in wholesale houses in Toronto.

Insofar as Fall placing is concerned, while some lines such as underwear and knitted lines have moved fairly actively, other lines have been rather quiet. The merchant is still indisposed to commit himself to any extent for the future until he himself is more certain of the outlook for Fall. Wholesalers state that orders from the West within the last ten days have been more plentiful, something they regard as a very encouraging sign. It would appear from this that Western merchants feel confident enough of the Fall crops to make some purchases for their Fall and Winter's business.

So far as prices are concerned, the whole tendency is very firm. One of the leading Canadian cotton mills sent out a revised cotton list within the last few days, revising upwards from 5 to 10 per cent. on some lines of cottons, mostly unbleached variety.

Wholesale houses report that they have had a very good sale of palm beach clothing for the summer trade and that there is still a demand for it from the retailers. They are looking for a good sorting trade on this line of clothing. Reports indicate that there has been a fair amount of placing on overcoats for the Fall and Winter trade. Retailers had a very good season on this last season and they are placing in expectation of another good one during 1922-23. The placing on suitings has not been so active, though the retailers are anxious to see models and are looking for lively patterns. Evidently it will be a good sporting season and a very bright one so far as young men are concerned.

The sale of straw hats has been most active. One wholesaler told Men's Wear Review that he had never had as big a season in straw hats in his history, and he is the head of a very old and well established firm. He said he could have sold two thousand dozen more if he had had them. Other houses have been in about the same position. It is, say wholesalers, the result of failure to place ahead with a rush at the last moment for merchandise. In spite of this fact, however, there is not a great deal of placing being done on Fall lines and wholesalers are saying that there will be another shortage of merchandise in the Fall. Manufacturers and wholesalers are somewhat in the dark regarding their own operations as they find it difficult to anticipate retail requirements for the Fall

trade. The head of one of the large wholesale houses in Toronto who has just returned from a trip to England and France states that there is a noticeable improvement in conditions over there. Domestic trade has shown a very marked improvement; there is a relief in the unemployment situation; and export trade is picking up very nicely. Withal, he says, that prices are firm with, in some cases, an upward tendency. In placing orders for tweeds for caps he states that advance prices have been asked. He does not anticipate any advances in hat and cap prices but he says there is nothing yet to indicate that there will be a lowering of them in the near future, at all events.

Summer lines of underwear, neckwear, etc., have moved very quickly during the last few weeks and retailers are looking for good business during the holidays, judging by the orders they have placed with the wholesale and manufacturing trade. Bathing suits, light weight and light fabric underwear, wash ties, hosiery—all have had and continue to have a very good sale. Placing on Fall underwear has been fairly heavy, and knitted lines, generally, have moved more freely than many other lines of men's wear.

Travellers from some of the largest shirt manufacturers are just taking the road with their Fall lines and it is a little early yet to state anything accurate with regard to their response from the retail trade. They are showing many attractive lines, priced moderately and they go with a degree of confidence that prices will remain very firm for some time to come.

Dealing with market conditions in England a statement by the Ontario Trade Commissioner says:

The improvement in the ready-made clothing trade reported last month is being maintained. Production has increased and many factories previously working not more than half time are now running their machinery almost at normal. In some cases a system has been adopted of working five days per week with several hours overtime, so as to give a free Saturday. This change is appreciated by the workers and has the effect of reducing establishment charges.

In the Leeds district there are 800 fewer clothing-trade operatives on the unemployment list as compared with a month ago.

Stocks of clothing are low and most of the present production is to meet current season's trade. Large quantities of sports jackets and flannel trousers are, however, being produced in readiness for the summer.

Buying has been mainly on account of home trade; the nature and volume of export inquiries show signs of the possibility of an improvement in business as conditions become more stable.

Do Barnyard Scenes Sell Straws?

Montreal Display Men Get Away Altogether From the Haystack Idea This Year—Displays Emphasize the Style Quality of 1922 Straws—Artistic Backgrounds Used—Some of the Windows Seen by Men's Wear Review

THE SEASON for straw hats opened formally on the 13th of May in Montreal, with many interesting displays in the various uptown and downtown shops catering to men. There is a decided change in the type of window featured this year which is without doubt an improvement, and that is the entire absence of the ludicrous haystacks and bunches of straw which seemed to be the only setting employed last season to play up straw hats. The hay stack is all very well in connection with a Harvest Home window, or some such celebration which calls for a rustic setting, but just how the idea first took hold with display men as a background for hats which are by no means constructed out of grass, is a mystery to most of us.

Of course the idea behind all the barnyard fodder was the desire to drive the fact home that summer is coming, but until this year, few display men seemed awake to the fact that this method of featuring hats only tends to cheapen and depreciate the style and worth of really good straws. The psychological effect of a barnyard scene upon the average man who is in quest of a new straw hat would be to prejudice him against the hats in that particular window and to instil in him a sub-conscious lack of respect for them, even though they might be priced just as high as others on view in the ordinary way. Display men who have tried out the hay stack idea in the past have discarded it this season for this very reason, according to several with whom Men's Wear Review has talked.

Unusual Touches Are Advisable

There are many ways in which the straw hat can be displayed which are likely to make a stronger appeal to purchasers than in the way just described. And in any case, the element of unexpectedness is not without its charm, provided it does not verge on the ludicrous as in the case of the barnyard setting. Two noticeable windows featured by stores in Montreal early last month proved this and attracted instant business. In both cases large windows were used, completely filled with sennet and split straw sailors, with various types of bands and in different shades. The background in the case of this window was untouched but a large trunk of an unstripped birch tree was placed in the centre, upon the top of which a gigantic straw sailor hat, measuring fully 3 feet or more across, was placed, with ordinary hats resting on its commodious brim. The striking appearance of this huge bit of headwear together



"HAIL AND FAREWELL"

An amusing window trim used by David's of Montreal to introduce their Spring straw hats. Wheat was used to lend a summery touch to the window.

with its unusual support, led many people to study the window, when the price card informed them that the hats within were not only smart, but moderately priced.

Grass and Daisies as Background

In the other large display, the hats were grouped in half dozens, both on stands of various heights and on the floor. The floor itself was entirely of grass, which was subdued to convey merely the necessary touch of summer, and was not in any way reminiscent of the much-abused hay. Real daisies were used as the floral touch.

In still another window great vases of fresh flowers were used, while the hats were cleverly posed in pyramids of

irregular but artistic arrangement about each vase, fronds of ferns drooping down softly and lending a much softer appearance to the usually stiff setting which prevails with hats of the sailor type. A good touch noticed in this window, as well as in several others, was the use of separate bands in vivid sports or college stripes used here and there wherever space permitted, to enliven the sameness of straw and black bands. In all cases, care is used to turn the inside of the hats round towards the street to show the imprint of the store's name, together with the device so interesting to purchasers: "Imported from England by—"

(Continued on page 47)

Reports Show Fall Placings Light

Montreal Men Say Retailer is Buying Cautiously on Account of General Conditions—Weather and Many Movings and Alterations Cause Delay—Large Demand for Soft Fabrics—What the Consumer Demands in Clothing—Heavy Placings on Boys' Clothing

ORDERS for fall clothing to date have not been as satisfactory as was anticipated, according to a leading Montreal manufacturer of widely known brands of suits and overcoats. Taking the month of May as a whole, as compared with the volume of business done at the corresponding period in 1921, it would appear as though the weather or some other cogent reason is against a normal demand and instead of placing being done on a definite basis, (even though less than the 60 per cent. of the season's requirements usually ordered at the outset), it seems as though the retail trade were merely marking time.

Both wholesale and retail trade is at present to a great extent dependent upon the good graces of the weather man, who has until the time of writing turned a very cold shoulder to the prayers of clothiers and manufacturers alike. Another thing which has militated to some extent against an early resumption of buying is the unusually large number of retailers who have moved or effected extensive alterations in their businesses, necessitating a few weeks' delay before the usual attention to the matter of fall buying can be given. The manufacturers claim, however, that back of these and other reasons for not buying, the retailer is in a pessimistic frame of mind, and they feel it is going to require exceptionally good values, together with attractive merchandise to awaken the interest so dormant at present in winter stocks.

The majority of fall overcoat lines in staple fabrics start approximately 10 per cent. below last season's prices, with the exception of those garments made of novelty English worsteds, on which prices will show a slight increase, probably also around 10 per cent. The trade insists upon novelty materials in overcoats, it is found, and to meet this demand, the foreign markets have been combed to supply the demand for the softest and most effective colorings and weaves. So far, the demand in novelty fabrics is almost exclusively confined to light shades.

Consumer Demands Soft Fabrics

Manufacturers are still unable to give any guarantee with soft fabrics it was said, but the demand continues as large as ever, for the reason that the prevailing loose lines demand a material which will drape effectively, which fashion it is impossible to develop in firm-finished goods. Only in the more moderately-priced lines is there any demand felt for hard-finished fabrics, and these only

when real wearing qualities are desired above style and up to date effect.

Suit Prices Show Little Change

Generally speaking, suit prices are slightly in advance of the opening price of last season, the very cheapest lines in one well-known house being quoted at \$17 or \$18, while the best grade is quoted at \$35 (wholesale). Fine English Saxonies, however, show a greater advance, and in this connection a manufacturer emphasized the fact that deliveries on all of these high grade English woollens are not likely to be good throughout the summer and unless orders are placed at once, many annoying delays are certain to be experienced.

Two-Trouser Suits Find Greater Favor

Speaking of the kinds of garments preferred by the retailers in general this season, this manufacturer stated that the two-trouser suit was far and away the most important feature of the season. This representative has only just recently returned from an extended trip through eastern provinces, during which he found that 95 per cent. of the sales of suits made by retailers in the leading towns and cities he visited were for two-trouser suits. The demand for the extra pair of trousers is likewise being registered in almost every case where fall samples are concerned, it was said. The average cost of the extra pair of trousers is comparatively light, approximately 30 per cent., or \$5.25 on a \$25 suit, and when the lengthened life of the suit is considered, the consumer of popular priced clothing will have no other kind.

Boys' Clothing in Better Demand

It is expected that the coming fall season will be a good one for overcoats, which is generally the case whenever

suits go more slowly, but in the case of boys' clothing, the demand has been exceedingly good, indicating that whatever the cause for delay in buying men's lines may be, it certainly is not affecting the volume of orders for boys' merchandise. The orders received by one Montreal house which is noted for its boys' clothing, indicate that one of the biggest seasons in juvenile suits and overcoats is anticipated. According to this firm, the trend of demand is entirely for plainly-cut suits, the majority of which feature an all-round belt but no fancy pleats, tucks or trimmings. The better class lines of American clothes reflected this tendency last season, and it is being clearly proved this month in the numerous requests received from retailers for the plainest models, in all cases, of better cloth when possible. Lovat shades and silky tweeds are the first choice, though staple navy blue serge shows no diminution in popularity.

This manufacturer does not anticipate quite so marked a demand for extreme models in young men's suits for the reason that these are pre-eminently a spring and summer line, and with the preference shown for both fall and winter overcoats, it is not thought that extreme styles of clothing have the same opportunity of success that they at present have.

Raglan Overcoats Are Smart

In any case, one general conclusion can be made even in the face of the discouraging state of buying, and that is that retailers are picking up Raglan overcoats almost exclusively, particularly those with the kimono type of shoulder, and it looks as though next winter would see an eclipse of the set-in sleeve temporarily at least.

What Does the Consumer Want?

A Montreal manufacturer drew the attention of Men's Wear Review to an interesting questionnaire recently sent out to a number of retailers who handle boys' clothing. This questionnaire was based upon the general problem regarding what retail customers demand in fall clothing for boys. The replies showed that the following points are insisted on in every case:

1. Good fabrics.
2. Good workmanship.
3. Reasonable price.
4. Style.
5. Good fit.
6. Good trimmings.
7. Two pairs of pants with each suit.
8. Retail prices, \$10 to \$15, or \$12.50 for 2-pant suits.

Such points as these ought to make admirable texts for fall advertising from the retailer's standpoint.

A CORRECTION

In the last issue of Men's Wear Review, a mistake was made with reference to the name of the new designer who has recently taken charge of designing and manufacturing for the John W. Peck & Co., Limited, of Montreal. The name should have been H. S. JACQUES.

Shirt Manufacturers on New Budget

General Agreement That It Cannot Mean Lower Prices to the Consumer—False to Liberal Promises, Says One Manufacturer—Retailer Will Now Have to Add Tax to Selling Price Where Many of Them Had Formerly Absorbed It

WHAT will be the effect of the new budget on the shirting situation in Canada?

Men's Wear Review solicited this information from representative shirt manufacturers, believing that they could tell the story accurately because of their intimate connection with the industry and the effect that new tariff regulations were bound to have on it.

F. W. Stewart, Canadian Manager of Cluett, Peabody Co. Ltd., and Chairman of the Quebec Division of the C. M. A. has the following to say:

To Satisfy Progressives

"The changes of custom duties, taxes, etc., as announced by the Finance Minister in his budget, were undoubtedly decided upon, having in mind the necessity of satisfying the Progressives and maintaining their support, at the same time adhering to the views of the members of the Liberal party from the Province of Quebec, who realize that the future progress and development of the province, lies with industry, rather than with agriculture and natural resources.

"The adjusting of the tariff downwards on specified articles, under the preferential tariff, will not mean lower prices to the consumer, for the reason that Canadian manufacturers do not base the prices of their product upon the rate of duty which applies upon the particular articles they produce, but upon actual cost of production, and as the prices of goods, generally, produced in this country, will compare favorably with those of other countries, under normal industrial conditions, the matter therefore, of lowering the tariff on any article, does not necessarily mean a lowering of the price to the consumer.

"Therefore, the changes in the customs tariff will have little or no effect upon the prices of the majority of articles upon which the duty has been lowered.

"On the other hand the increases in the sales tax and stamp tax, are distinct increases in the taxes upon industry, and consequently will increase the cost of production and distribution.

Consumer Must Pay

"This increased cost must naturally be passed by the manufacturer and wholesaler, through the retailer, on to the consumer, with the result that although the Liberal Party promised to legislate to lower the cost of living, if they were returned to power, the new taxation will undoubtedly tend towards the creating of higher prices.

"Personally, I have been favorable to the sales tax, believing it to be equit-

able to all classes of the community, and there should not be any criticism on the increase as announced.

"The cheque stamp tax is a distinct error of judgment on the part of the Government, and should be adjusted to a satisfactory basis before July 1st.

"If a fixed amount for all cheques were decided upon, say 5c, there would be a satisfactory increase in revenue from this item, and the regular channels of commerce would not be interfered with.

"The investment in stamps, by industrial concerns, would be enormous.

"A vigorous protest should be made against this tax, as announced, being passed by Parliament.

Flood of Foreign Goods

"The opening has been made for this country to be flooded with German and Austrian goods, and the Government will no doubt find, in due time, that the repealing of the 50 per cent. Currency Clause is not to the benefit of commercial or agricultural interests, and the revenue from the imports, based on the exchange value of these countries, will be negligible.

"The changes as incorporated in the budget, clearly demonstrate that it is from the industrial sections of the country which are looked to to provide the necessary revenue, the agricultural interests not being looked to to any extent for the increase in revenue which is required.

"There will be a decrease in revenue from customs duties, without any benefit of lower prices to the consumer, and higher prices on account of increased taxes on the commercial community, which clearly demonstrates that the Government has failed to make good its promises to make the cost of living easier, when returned to power.

"The one gratifying feature of the budget was that the retail merchants were not called upon to collect any taxes. Their burdens are heavy enough under present day conditions, and it is hoped that the manufacturers and wholesalers will always be looked to to collect the sales tax, whatever it may be.

"The manufacturers should not suffer from any changes in the customs duties; the taxes will increase many prices to the consumer, and an inclination on the part of the people to realize that the policy of the late Government was sound, as it was generally confirmed by the present Government, by the Finance Minister, through his budget."

Not Much Difference

W. R. Moore of the Lang Shirt Co. Ltd., of Kitchener, says: "We cannot see

where it will make a great deal of difference to us. The reduction of 2½ per cent. of the preferential tariff really means 1¼ per cent. on account of the additional excise tax. It will not affect the price of shirts to any great extent. There have been some complaints from customers who have been in the factory during the past several days regarding the sales tax; they intimate that the shirt manufacturers should make their prices so that they could maintain their present retail price without any increase owing to the increased sales tax. This is utterly out of the question as the shirt manufacturers at the present time are working pretty close from a profitable standpoint, the same being very small. There is no doubt but that the depreciated currency legislation will have some effect on certain lines but cannot see where it will affect the shirt business very much."

Will Have to Charge Up Tax

Another manufacturer believes that the increase of the sales tax will have to make some difference in the policy of the retailer with regard to the payment of this tax.

"The reduction of 2½ per cent. in duty on cotton fabrics will doubtless be of benefit to the trade at large, for our cotton mills are forced at all times to meet outside competition. But when one considers the increase of 50 per cent. in the sales tax this item overshadows any reduction there might be in other lines. Taking matters in their total we think it will mean that the retail trade will have to charge the sales tax on their selling price of all articles. They cannot absorb this tax as they have been doing the 3 per cent. tax in the past."

Anybody will make a mistake once. "Fools make the same mistakes twice." Try to beat yesterday's record to-day.

Always state facts. Deviation from the truth will not be tolerated.

The Associated Men's Neckwear industries of New York are taking a census of the neckties of that city. They are going about it in a most ingenious way. Men are posted along Fifth Ave. and at important intersections as well as in the lobbies of hotels to watch the passing throng of males. They are reporting the color of the tie and the type worn by men in different callings and professions. They expect this information to be invaluable to manufacturers and that the data they are getting will bring about a new era of activity in neckties.

Selling Methods That Are Proven

Good Salesmen May Possess Genius to the Extent of About Two Per Cent. But Other Ninety-eight Per Cent. is Made up of Common Sense and Hard Work—
Pointers on Drawing Business to the Store

From the experiences of P. A. KENNEDY, Brandon, Man.

BEFORE starting in to deal with points pertaining directly to selling methods, I would for just a few moments say a few words about the buying of your stock, the kind of goods to buy and where to buy them. The foundation of every sale is "the buying of the article." There is no truer maxim than the saying "goods that are well bought are half sold."

Let us take a practical illustration: suppose one of you men to be a live grocer on one of the main streets, with a good-sized business. On Saturday morning you go down to one of your best and most reputable wholesale fruit houses and buy fifty barrels of No. 1 apples. On Monday morning you place the apples on display in your store. Having bought them from a reputable house, and deep down in your heart you know that both the quality and the price is right, naturally you are proud of your goods and you become enthusiastic over your buy. What follows?

Quality—Price—Enthusiasm

You give vent to your enthusiasm by telling every customer who enters your store about the fine apples you have for sale, and before the week is closed you find you have disposed of the whole fifty barrels. Now, what sold the goods? First of all, the quality; secondly, the price and thirdly, as a result of the first and second, your enthusiasm. But that is not all. Your scores of customers who bought the apples are sure to be pleased and not only will they come again but they will very likely, directly or indirectly, bring new customers. A quick turnover with a fair profit.

Let us take the other side: suppose you went to a house that you were not so sure of, and when you placed the apples on display Monday morning you found they were not quite up to your expectations. You are not anxious to tell your customers of your buy, you will lack the enthusiasm, and, possibly, after several weeks, in order to get rid of the goods, you will have to almost give them away. Here you have a slower turnover, decreased profits, and, the chances are, dissatisfied customers, or, in other words, loss of business. This same illustration can be applied to any line of goods or business. This brings out my first point on salesmanship.

A Word For Wholesalers

Goods that are well bought are half sold, or, in other words, in order to sell goods you must be enthusiastic and you cannot be enthusiastic when the quality is not there. Still another point in buying. Not only is it essential for you to

see that the goods are right but you should convince yourself solidly in your own mind that the house you are buying from is right. Once you have done this, you should confine your account, as far as possible, to that one house, make your account worth while looking after, and you can rest assured that wholesale house will take care of it. If there are any real good buys going, such accounts as yours will get first preference, and more important still, especially in just such times as we are passing through now, if you need financial assistance at any time, that house will give it to you if it is at all possible.

I think I am quite safe in saying that there are very few retail men in this province who at some time or an-

This article is the substance of an address delivered by P. A. Kennedy, of Brandon, Man., one of the liveliest pharmacists in Western Canada, to some two hundred merchants enrolled in the short course on merchandising put on for the retailers of the Province of Manitoba University. The Manitoba Board of the Retail Merchants' Association of Canada is deserving of credit for the part it has played, through this course, in making the retailers of the province better merchandisers.

other do not require support from their wholesalers.

A Few Facts on Buying

You may say this to me: "What has that got to do with the selling of goods?" It is this, gentlemen, no man can sell goods if he is worrying about a draft which he has to return the next day. This concludes the second, and, I think, very important point that I want to leave with you. Buy your goods where your credit will be best protected. Buy nothing you cannot sell at a profit, either in money or advertising. Buy what your customers want in the quantities they need and at the prices they are willing to pay.

After you have placed the stock in your store, the next problem which confronts the retailer is the successful selling of the goods. This depends almost entirely upon the attractiveness of the store, the convenience it affords, effective advertising, intelligent clerks, prompt deliveries, honest goods, service and innumerable other factors.

Pace-Makers for Salesman

Before passing on to deal with the actual personal selling of the goods, let me say that stock displays are the greatest silent selling force in modern

merchandising. They are the pace makers for the salesman. A large percentage of the sales can be traced directly to attractive store and window displays, price cards, etc. It is, therefore, obvious when I say that your selling force can be either stimulated or retarded 50 per cent. by either attractive or poor shop arrangements. Good shop arrangements are, therefore, most essential to the successful selling of goods.

Dealing with the actual closing of the transactions, I would say at the outset that probably less than 10 per cent. of all retail salesmen are skilled to the trade, the other 90 per cent. are working along in the dark, faithfully perhaps, but blindly. I am speaking in the broad sense, alluding largely to the average sales people found in the retail and departmental store. It is, therefore, essential that you supervise your sales force as you would supervise your stock.

Cleanliness and Courtesy

Skill, loyalty and interest can be aroused, you can fit and train your help to their places, but you must share with them your enthusiasm, your knowledge and your loyalty. Build up your salesmen and they will build up your business. Sales people should be impressed with the fact that patience, tact and a common-sense view of the customers' wants are most essential. Courtesy towards your customers is of inestimable value; in fact, courtesy is the main spring of business life.

Do not allow a customer to enter your store without greeting him or her with a pleasant "Good morning, Mr. Brown, or Mrs. Jones" as the case may be. But, above all, do not over-do it. Every salesman should be neat and clean and, as I have just said, he should not only be polite and tactful with his customer, but he should be thoroughly conversant with the department which he represents. Not only should he know where every article is in that department or store but he should, so to speak, "understand his business."

Broadly speaking, 90 per cent. of the buying public have to depend upon the integrity of the salesman as to the actual value and quality of the goods. Let me ask—what does the average layman know about the quality and value of jewelry, teas, drugs, hardware, or, in fact, almost any commodity you might mention?

Honesty The Best Policy

This leads me to the key-stone in the arch of every successful sale—honesty.

has its assured reward. Fraud is a bubble. Truth is a rock that cannot burst. It is good business to live and let live. You are all familiar with a paragraph which I am going to quote to you, written by that great English writer, Shakespeare, in the Merchant of Venice—"if I can once catch him on the hip I will feed fat the ancient grudge." You know what happened, he got caught himself; and so will every salesman who adopts this method of getting business.

I have spoken in the broad term of the salesman "knowing his business." When he approaches his client the salesman must bear in mind that he must first of all gain the confidence of his prospect. To obtain that confidence, the salesman must in one way or another prove to his client that he is thoroughly conversant as to the quality and value of the particular line of merchandise in question, be it jewelry, dry goods or musical instruments, or any of the larger commodities. Once the confidence is gained, it being taken for granted that you have the line of goods wanted, the sale is very easily closed.

Adaptability and Politeness

Adaptability and politeness are very essential, more particularly with ladies. I once heard of a very successful shoe clerk who in his knowing the likes and dislikes of women generally, was one day selling a lady a pair of shoes. His client had tried on the footwear and one of the shoes seemed to fit a little tighter than the other. The lady remarked "one of my feet must be larger than the other." The wily clerk replied, "No, madam, one of your feet is smaller than the other." I think you see the point I am driving at.

Kindness to children at all times, whether they are accompanied by their parents or not, is good business. Gentlemen never overlook the fact that the kiddies of to-day are the men and women of to-morrow.

Clerks working on busy counters in rush hours of the day when every minute means a sale should not overlook the fact that it is much better to sell nationally advertised goods in preference to stopping and trying to introduce new lines which might bring you a little larger profit.

Staple and well-advertised goods are always sure to satisfy your customer. They are much more easily sold and during such rush hours, not only increase your sales but your profits as well, due to the increased turnover by selling such goods. Some people refer to a good salesman as a genius. I do not. He may possess 2 per cent. genius but the other 98 per cent. is common-sense and hard work, principally hard work.

As I said at the outset, deep down in your heart you must know first of all that your goods are right. Naturally, if you have any license to be on the floor as a salesman, you become enthusiastic over your merchandise. Give

vent to your enthusiasm in your own natural way and you will find the closing of big deals, not only easy, but a pleasure.

Honest goods and enthusiasm are the two main essentials in closing your first sale. Maintain that quality, give service and the other sales will close themselves. We find particularly noticeable in our musical department, that a large percentage of our new business is a direct result of previous sales which were well and successfully closed.

Closing Big Deal

Speaking of closing big deals: In August, 1920, when I was president of the Brandon Board of Trade, I went to Eastern Canada on a holiday. Before leaving I made up my mind that I was going to sell a fine big, brick and reinforced concrete warehouse which the city of Brandon had built for a wholesale dry goods firm in 1914, and which, so to speak, was a white elephant on the city's hands all these years. I arrived in Toronto and started out full of enthusiasm and a determination that I was going to dispose of that warehouse. I called upon several big jobbing houses and laid before them my proposition, and, although I had received some very nice and pleasant interviews, nevertheless, I was turned down at every call. I kept on going, and finally walked into the office of the general manager of one of Canada's largest farm implement houses. I was very nicely received but was told they had no intention of making further extensions in Western Canada. I pressed my claim, and kept on pressing, until finally I knew my hearer was becoming interested. This gave me new life, so I put forth the best argument that was in me, with the result that he called into his office the vice-president of the firm, and in less than six weeks I had closed with that house a deal running close to \$140,000. Faith, enthusiasm and determination closed that deal.

I merely mention these actual experiences of mine to give you what I have found to be the real foundation of the art of selling goods. With confidence, enthusiasm and determination you can accomplish anything. Why was it that the line of battle in Flanders held by our Canadian soldiers was never broken? Simply because they knew they had right on their side and coupled with that confidence was an enthusiasm and determination that struck terror into the heart of every opposing Hun, who no doubt must have known his goods were not up to par.

How to draw business to your store—it might be of interest to you to hear of some of the ways which we have found most successful in our own business. In fact, it is not my intention to talk theory. I have tried, as far as possible, to base the main topics of my address to you upon my own practical experience, and which I have found to work out successfully.

When I started in business in Brandon sixteen years ago, I had a very limited capital; in fact, so very limited I do not just know if I am even justified in calling it capital. I was told I should be prepared to lose money for the first six months, but I could not afford to lose money for even the first week, so I made up my mind I was going right out after business. Two days before I opened my store I sent out an invitation of a type-written letter, properly addressed and signed with the pen, to every lady householder in the city, announcing our business policies and the opening of our store on a certain date.

My store was very small but neat and attractive. I backed my letters up with newspaper advertising, and I want to tell you, gentlemen, that not only did I pay expenses but I made money from the day I opened.

We use these letters from time to time whenever we have something extra special to announce, and I can tell you it is the very best kind of advertising.

There is a saying that "Fortune knocks at your door but once." Speaking of selling goods, I would say that the opportune moment for closing your deal comes but once. The successful salesman is always keen to realize when that moment has arrived. Most of you, no doubt, have seen deals spoiled by either showing too much variety or by too much talk after the client has reached the point where he is ready to close. There is no set rule, the temperament of no two people is exactly the same; some people can be led very easily, others have to be driven, then again others have to be given their own way.

Underwear Factory For Burlington

"Coldvoid" Product to be Placed on
Market—New Process Involved

The Coldvoid Underwear Company Limited, has been incorporated with head offices and plant in Burlington, Ont., for the purpose of manufacturing high-class underwear for men, women, and children, in wool, silk and cotton. Also jersey cloth and all kinds of knitted goods of high quality.

The company will concentrate in manufacturing pure wool scientifically treated, rendering the fabric soft, silky, unshrinkable and cold resisting—hence the trade name which has been adopted "COLDVOID."

The process of manufacture is one comparatively unknown on this continent. Hitherto any goods which might compete with the product of this company have been imported. Plans for the erection of the new factory in Burlington are well under way. The directors of the company are as follows:

A. E. Elton, Hamilton, Ont.; D. J. Hoggarth, Toronto, Ont.; J. M. Bullen, Toronto, Ont.; Gerald Murphy, Toronto, Ont.; N. S. Robertson, Toronto, Ont.

The Collar Helps to Make More Sales Than Any Other Single Item of Haberdashery"

Complete Stock Will Help to Popularize the Store—Methods Employed by Department Stores to Cater to Men's Trade—Three Keys to Success—How to Get After the Hat Business—Popular Priced Hats Are Featured

A VERY alert and successful salesman of men's furnishings in a store of Ottawa, recently told Men's Wear Review that he attributes much of his success in this department to the fact that he always kept his collar business up. "The collar helps to make more sales than any other single item of haberdashery," was his opinion, "and any retailer who keeps his stock well assorted and is never 'just out' of any favorite models, can count upon selling at least one other article and in many cases, several. This particular dictum explains in part why this man has succeeded in making his department as popular with men shoppers as with women, for in the ordinary course of things as everyone knows, the furnishing section of a department store depends almost entirely upon its feminine clientele. In fact somebody has gone to the trouble to compile statistics as to the exact proportion of purchases of men's attire bought in department stores and has proved that nearly 75% of the customers are women, so that the achievement of this man is something to be recorded with pride.

Men Are Prejudiced

Getting the man to shop at a department store is one of the vital problems which merchandising men have to face. The average man apparently, shuns the department store and classes it in his mind as a "hive of women," and having a strong distaste to purchasing his needs amid a bevy of feminine customers, he has passed on to the exclusively masculine establishment which caters solely to men. His attitude has in many cases been actually encouraged by retailers for the reason that women can shop for men quite as successfully as the latter do for themselves, and as women are apt to visit the store frequently it is certainly logical to suppose that they will prove to be the most profitable customers in the long run. Department store haberdashery as well as clothing sections are now recognizing the fact that it will pay them to go after the men as well as their wives and the wisdom of this action is all the more apparent when leading men's wear stores now retaliate by advertising the fact that they desire women customers to shop as freely as men. "What's sauce for the goose is sauce for the gander," as the proverb has it, and if the men's store wants women's trade why should not the women's store seek a following among men customers?

A noticeable improvement in methods and ways of building up men's wear

trade have been lately observed in leading department stores in both Montreal and Ottawa. In the case of the larger stores which have more facilities, a separate entrance is one of the features which gets most publicity. But even the separate entrance and the presence of male salesmen and the most up-to-date equipment will not satisfy the exacting male shopper unless he can be got into the store and interested in merchandise that he wants. This can be done provided the merchandise, and the department and advertising are right. It is in respect to the latter point that the department stores of the larger centres owe much of their recent success with men customers.

Newspaper copy having to do with the men's section of a department store, is usually distinct from the main "spread" and is written from the masculine viewpoint. Not a single hint of any connection with the store proper is permitted to enter into the advertising of "Men's Shop" as such sections are usually designated. The copy is usually to be found on the sporting or financial pages of the newspaper rather than in proximity to the usual announcement of the store, and its tone is different to that used to describe the newest in women's apparel.

A man is naturally prejudiced against buying in a department store, but no matter how strong his prejudice may be, he can be persuaded to do so if his interest is aroused, and once he makes a highly satisfactory purchase, he becomes one of the store's most valuable assets. This is where the importance of collar sales mentioned above, is most conclusively demonstrated.

The Headwear Problem

There is only one other item of apparel which men prefer to buy for themselves and always at exclusively masculine shops, and that is their hats. The department store has to admit that the headwear problem is a genuine one to solve where building up trade with men is concerned. Very few such stores can record any degree of success with their headwear section for the reason that men seem to have a hereditary instinct against buying their headgear in a shop which is frequented by women. It is especially difficult to stimulate the sale of hats, for though shirts, ties and hose are practically all bought by the women yet the most henpecked husband insists upon buying his own hat. How to get men into the department store for hats, therefore, is a problem which can also be solved by the three aforesaid general conditions—the hats, the service and

the publicity must be the best of the kind.

A valuable suggestion was made by one store this month. The manager of the headwear department is going to feature one special straw hat, under a particular name, and is going to price at very little more than \$2. This hat is going to be advertised by means of street car cards and newspaper cartoons from early May to the height of the season. Similarly, in the Fall, a felt hat will be selected as the headliner and will also bear a popular price, probably under \$4 and this also will be used as a leader to familiarize the entire male population with the hat section of this store.

The names selected will probably be those of leading hotels which are familiar to the public and carry a certain distinction.

Use The Mailing List

The personal mailing list should not be overlooked either, in the effort to win new friends for the men's section, and no better way of increasing business could be tried than the compiling of a mailing list from the membership of such clubs as Engineers', Bankers' or Insurance men's as well as those clergymen, doctors, lawyers and teachers. The various sporting organizations should not be overlooked by the department store either.

NATIONAL SAMPLE MEN'S ASSOCIATION

The efforts of the National Sample Men's Association to reduce the number of trunks carried; to improve the appearance of samples submitted to the trade; and to make the showing of these samples as convenient as possible to the merchant, is of interest to every retail merchant in the country.

The average merchant is a busy man and when an improvement enables him, in half the time usually taken, to go through a line of laces, embroideries and ribbons, for example, then he is interested in our efforts. Where the old-fashioned books were used, we are now using an accordion fold book, which enables us to lay out on the merchant's counter the complete line of these necessary and beautiful goods and avoid the turning back and forth of the somewhat cumbersome pages of the old book for the purpose of reviewing the samples which attracted attention as the pages were gone over.

The average men's furnishings line is sent out now in one half the trunks of five years ago and that in itself is a very convenient and time-saving feature for the benefit of the retailer.

Knit Goods Men On The Budget

One Manufacturer Says That Prices Will Necessarily Be Higher With Increased Sales Tax—Retailer Will Not Have to Pay Much More, But Will Have to Ask More—Very Sane Budget is Opinion of Agent

FOLLOWING are the opinions of some of the representative Knit Goods men on the new Fielding budget:

Mr. Clark, of C. and A. G. Clark, Toronto:

The Fielding budget marks another milestone in Canadian commerce. Perhaps no previous budget created as much interest as the one just brought down. Tariff revision, taxation, the enormous national debt, were perhaps uppermost in most men's minds. The fact that as a nation we were not paying our way, while interest charges on accumulating debt charges made us all wonder how Mr. Fielding would approach the task before him.

Viewing it from a business standpoint, we must admit that the budget has done as little to upset business conditions as could be hoped for. Any revision of tariff which would have caused an advance in the cost of living would have had a very serious effect on business. The public are more ready to resent anything in the way of advancing prices than ever before.

The changes which stand out most prominently are the increased sales tax, which must be figured in the cost of all merchandise placed on the counter. The reduction in customs tariff of 2½% on British textiles, reduces the protection to the manufacturer correspondingly.

The tax on automobiles would seem to be as fair as taxes generally are, as most people buying an automobile can afford taxes.

The repeal of the deflated currency regulation is open for a lot of controversy, but the facts are that the law was mainly observed in the violation of it as Belgium, Italian, German and Austrian goods were purchased in terms of dollars and simply shipped through another country.

It is regrettable that a simple regulation, made simple enough to be workable, could not be put into force where the country of origin should be marked on the containers, tickets and so forth, of all goods being imported into Canada. Public sentiment would strongly support such regulations, keeping before us the fact that the cost of living should not be increased. With a huge tax bill which had to be met it would be hard to suggest a saner budget than the one brought down by Mr. Fielding.

W. Mitchell, President of Circle-Bar Knitting Co., Limited, Kincardine:

"The 2½ per cent increase of the British preference does not apply to hosiery as it does to knitted goods and underwear. The tariff on hosiery still remains at 25 per cent from Great Britain, 32½ per cent. intermediate, and 35 per cent. general tariff. This means that

the tariff on hosiery is the same as heretofore, but the sales and importation taxes had been increased 50 per cent., and is now 4½ per cent against the former 3 per cent. This with the stiffening of prices on all lines of fine botany and merino yarns, can have only one result, that is to make all wool and percentage hosiery a little higher in price for the incoming Fall season. As to the other changes in the tariff and the effect they will have on the knit goods business and trade in general, when taken into consideration with the increased sales tax and other increases in the cost of doing business, such as the check stamp tax, increase in the tax in telegrams, etc., and the effect it will have is problematical, so is also what the outcome will be of the depreciated currency act, and we do not care to give our opinion as to just how these changes will affect business."

Will Pay About Same

C. Turnbull, of the C. Turnbull Co., of Galt, Limited: "We are of the opinion with regard to the reduction of the preferential tariff and the increase in the sales tax that it will not make very much difference to the retailers as to the prices they will have to pay for their goods, but they will have the additional sales tax to add to same, and collect.

"The knit goods manufacturers, owing to increase of sales tax on their raw material, and the fact that no reduction in tariff has been made on the material they use, in the way of yarns, etc., will not be able to manufacture as cheaply as before, and for these reasons do not expect any material change."



"ADVANTAGE IN"

is a certainty to the tennis player who dons summer togs like these displayed by Goodwins of Montreal recently. The illusion of a tennis court was cleverly enhanced by the use of regulation tapes on the floor of the window. Attire for other sports, together with suitable accessories such as paddles, fishing rods and a well-filled picnic hamper were all given their due prominence. The old hickory chairs lent a further "out door" touch to this attractive window.

Luggage Sales For Summer Months

Many Men's Wear Stores Are Missing Good Profits in Not Handling These Lines—Lower Prices Afford Valuable Inducements to the Purchaser—Cheaper Lines to be Avoided—How to Arouse Vacationist's Interest

IF YOU are one of those retailers who remark when anyone enquires if you keep a supply of bags or other luggage, "Yes, we keep them, but we don't push them," then the message contained in this article is for you.

Men's Wear Review has frequently noticed while visiting retail stores in different parts of the country, the comparatively insignificant part played by luggage in the general showing of merchandise, and it would seem as though the majority of bags or trunks displayed are more in the nature of decorations, or left-overs, from some bygone period, than actual profit-making merchandise. It would appear as though most retailers had come to the conclusion that traveling was no longer being done and that handling luggage is no longer a worth-while proposition. At any rate, the half-hearted method of promoting sales of any kind of travel kit usually in evidence in men's wear stores, points to this conclusion.

Unwise to Carry Over Old Stock

June and July are two ideal months in which to check up stock of this line of goods, in the nick of time to interest vacationists, especially so this year when manufacturers advise that prices are practically back to pre-war levels in both bags and trunks. They recommend that traveling bag stock be liquidated as early as possible as new goods can be now had on a new basis of prices which will attract good business. Bags which formerly cost \$45 wholesale can now be had for as little as \$27, and many makers of fine trunks are quoting 25 per cent. off wholesale lists issued last winter. Furthermore, literally hundreds of improved features have been introduced in the newest models of trunks, bags and suitcases that breathe the last word in convenience and comfort in traveling, and which will appeal to even the most economical man. Trunks are now made designed exclusively for men's use with hat forms, special hangers for suits and trousers and convenient drawers for holding furnishings and small articles. These are usually shown in black fibre with brushed brass finish and are smartly lined with moiré leather or other artistic fabric, and are guaranteed indestructible. Furthermore, kit bags, suit cases and club bags are now offered in newer and extremely good-looking styles which would add prestige to any traveler's outfit. There has been some change in the colors decreed as correct in luggage and the all-black suitcase is now the choice of the most discriminating men, while the kit bag has become quite as popular

as the ubiquitous club bag, now popularized as the "best seller" in luggage.

Men's Store Logical Place For Luggage

When the question arises as to who sells these trunks, bags and other accessories to the legion of travelers each summer, it is usually taken for granted that the department and specialty stores get most of the orders, for the reason that they are in a better position to go after this business aggressively, and are able to make large purchases at close margins, together with their wider scope of publicity to promote future sales. Then again, the average man naturally gravitates to a specialty shop which deals exclusively in luggage, thinking he will find a greater range to select from than anywhere else. But if these two types of stores have succeeded in registering a greater success in travel kit than most men's wear retailers, it might also be argued that they can also sell clothing furnishings with equal success. Just how logical this argument is can be judged easily enough, and the secret of success in selling luggage just as in any line of men's furnishings is the application of keen interest, ability and knowledge in the fundamentals of buying and selling. That altogether too little enthusiasm is shown by the majority of retailers is evident from the remark quoted at the beginning of this article, by a leading haberdasher whose show cases are liberally adorned with specimens of traveling accessories. And furthermore, any retailer who will put as much thought into the building up of a well-selected stock of these goods as he does into the purchase of umbrellas or golf supplies will get just as much patronage from his customers in this connection as he does in any other line.

Cheap Luggage Does No. Pay

In any case, the main point to be remembered is the fact that cheap, shoddy baggage is out of place in the men's wear store. It has been often claimed that a retailer who sells the highest grade of merchandise will offer traveling bags of inferior standard. This, of course, is entirely bad policy, and unless the retailer can devote considerable time to studying the construction and other fine points about bags and trunks so that he may recognize a good article readily, he will fall into the error of selling luggage which is inferior to his regular merchandise. The one should conform to the standards and quality of the other, and the point should be at all times driven home that there is no economy in a cheap piece of luggage.

There is, at the present time, considerable competition in a line of black leather suit cases which resemble patent leather. These are being offered at prices varying widely from about \$7.50 for a large size, up to \$25 apiece, by leading stores in Canada. Customers are often heard to complain that prices should vary so much on this one style of bag, and they accuse the retailer of taking too much profit. Here is where the importance of thorough knowledge regarding the construction of all grades of luggage comes in, for the customer is, of course, unaware that manufacturers nowadays turn out thousands of different types of bags, each looking, superficially, exactly like many others, but close examination reveals that one is poorly constructed while another is literally "hand tailored" out of the finest materials and by skilled workmen.

Stimulate Sales Early

Therefore, by all means get after prospective travelers this summer, for there will probably be a greater demand for new bags and trunks than in any previous season since the war. Don't wait until the customer asks to be shown something in the way of travel kit, but go after him and show him that he needs a new kit bag or suit case. Put a half packed wardrobe trunk in your window and place the rest of the apparel in natural positions on chairs or on tables close at hand, and play up the vacation atmosphere, stressing the fact that new styles in luggage are now in, and prices are moderate.

A small folder illustrating a new style of bag or trunk, together with a list of general rules for packing clothing properly, could be placed in every parcel wrapped up for customers or mailed direct. General directions about checking, transportation and insurance of luggage might also be included. Emphasize the quality of the luggage at all times but stress moderate prices equally strongly. In your newspaper advertising announce the arrival of the new luggage by some such heading as this: "Playtime is at hand—Let us pack your trunk." Then might follow a brief description of some of the more popular types of luggage with this helpful hint tucked in as a postscript: "When you pack your shirts, remember the first one should be laid on the bottom of the drawer with the bosom up. The next one laid on top of it bosom down, and the collar band opposite to that of the first. Shirts should alternate this way until the capacity of the section is reached. Pack everything as flat as possible to avoid mussing."

Business In East Reported Good

Montreal Travelers Say Maritimes Are Buying Quite Freely—
Demand is for Better Grades of Neckwear—Brilliant Stripes—
Rubber Belts Should Not Interfere With Leather—Knit Goods
Sell Well—Headwear and Hosiery For Fall

MONTREAL wholesale houses handling men's furnishings report exceptionally heavy business in these lines with the maritime provinces, and state that orders received this month are very satisfactory. Travelers who have been over the western territory with little success find the maritimes are eager for goods.

There are one or two peculiar features about the demand for various lines, it was said. For example, retailers cannot be interested in underwear for fall and not even one-tenth of the expected volume of business has so far come in. This attitude is regarded in a serious light by the leading wholesale firms for the reason that the habit of coming in to the market with a rush on certain lines at the eleventh hour is proving a positive evil all around, and from present indications it appears as though a shortage in wanted goods is bound to occur. It has been pointed out often enough that prices are exceedingly advantageous at the present and there is every reason why the mills should not be held up by lack of orders, yet everywhere travelers meet with the same apathetic response when the subject of underwear is brought up.

One wholesale firm stated that they noticed a tendency on the part of buyers to purchase lighter weights in underwear with each successive season, while another contradicted this and commented on the fact that they were now showing samples of underwear in heavier weights than ever offered before. The demand for athletic underwear has overshadowed everything else this season, but it has not replaced the two-piece combination, and therefore, retailers are advised to bear in mind the fact that there are always consumers who do not prefer a union suit in summer. In many lines of underwear there is a shortage already, it was said, and a leading mill is promising July deliveries only, which is altogether too late for fall trade where Montreal wholesalers are concerned.

Higher Grades of Neckwear Preferred

There is no demand whatever for cheap neckwear at present, the lowest price in which the retailer shows any interest is \$6.50 a dozen, but the majority of orders are for considerably upwards of this. There is still too much stock in the way of neckwear on retailers' shelves, it is thought, which partly accounts for the dullness in demand and the fact that only novelties are wanted. The only lines in neckties and batwings which command any degree of interest are those which are novelties, featuring bold colorful patterns or unusual weave and design. This is regard-

ed as a sign which points the way to an adoption of more striking effects in neckwear than have prevailed in the past.

The prevailing demand is entirely for brilliant club stripes in cut silks, especially the diagonal effects in medium widths. No small patterns are wanted by anyone, with the exception of polka dotted batwings which look good in all parts of the country.

Keep the Interest in Leather Belts

One firm which has done a good deal of business in the rubber composition belt, and which has given this article a good deal of publicity and promotion, now points out that retailers should not let sales on real leather belts fall off simply because they are higher priced and not easily sold. They emphasize the fact that the rubber composition belt is not as practical an article for hot weather wear as is the leather belt, for the reason that it rubs and is apt to give off an odor of rubber when the body is unpleasantly warm. For these reasons therefore, the leather belt should receive more attention by haberdashers during the summer months. The choice of buckles is wide in both styles of belt but the nickel plated buckle is still the preference of the general trade. One wholesaler is advising the showing of separate buckles in finer qualities to replace worn buckles of last year's belts.

Knitted Goods Selling Freely

One line which seems to have sold with a real degree of success during the past month with the wholesalers is fancy knit goods, such as scarfs, hose, sweaters. In scarfs, brushed wool styles lead again for next fall, with several new effects introduced in plain knitted wool with fiber stripes and in all silk. More than twice the number of scarfs usually sold at wholesale have been disposed of during the month of May, it was said, and it is now taken for granted that the scarf is no longer a luxury in the male wardrobe. In fact, according to one retailer, it is possible to sell a man at least two scarfs each season, even allowing for the number which are annually given as gifts. Fine silk scarfs are imported from England and show many interesting and unusual color combinations, in both plain and mottled tones. The price quoted on plain brushed wool scarfs is only \$12 a dozen, while for the fibre striped styles the figure is \$21.

Clocked Socks Again For Fall

The demand for plain cashmere socks is quiet but sufficient supplies to meet the call for thread silk hose cannot be

got. Only fancy hose are selling in large quantity and embroidered clocks are preferred on both silk and wool. The demand for heather and lovat mixtures in English worsted hose has picked up well lately and even though the price has stiffened the demand seems to indicate a prolonged season of popularity for these colorful hose novelties.

"Scratch" Felt Hats Are Smart

Speaking of headwear possibilities for Fall, a Montreal wholesale representative told Men's Wear Review that he expected "scratch" felts to lead in popularity for the reason that they are the only really appropriate style for wear with the popular soft finished overcoats. Angora felts will also be good, but this authority does not look for as much interest in velours because so many cheaper grades have flooded the market to the detriment of the better kinds. Steel greys with black bands, as well as tans, champagnes with darker bands are predicted as Fall favorites in colors. It is rumored that brims are showing a wider tendency in London and it is certain to be reflected in hat styles in Canada in a season or two. The present season is said to be starting off well insofar as straw hats are concerned, but the demand is entirely for plain styles and few of the novelty effects have taken hold. So much depends upon the weather of the next few weeks that the season cannot be said to be under way even yet. Prices are decidedly lower at any rate, and retailers are said to favor the sailor which can be retailed around \$2 to any other.

The London Sunday Express says: That men's clothes are becoming smarter is the opinion of several celebrated tailors. They report a tendency at the present time for men to wear clothes every day which two years ago they would have regarded as their best suits. The city man now appears daily in the most fashionable garments, and the morning coat and top hat, which have been practically dead for years, are rapidly resuming their pride of place.

The day of the grey flannel trousers and sports coat for work in town has gone.

"Men are dressing up to their station of life far more now than they have ever done," said a prominent tailor. "It is the same in city offices. The head of a firm no longer comes up to town in any old suit merely because it is comfortable. He now wears clothes which mark him as the head of the office. The head cashier is doing the same; so are all the other clerks."

Jazz and Extreme Model are Different

Retailer Will do Well to Bear in Mind That These Two Classifications Appeal to Different Types of Men—The Derivation of Jazz—Indications Point to Popularity of Both Classes for the Coming Season

WHENEVER the subject of next Fall's clothing crops up the inevitable question is asked, "Will jazz styles have any degree of popularity?" for despite the sneers and jibes which have been levelled at some of the more daring types of this class of clothing for men, there is a considerable market for it right here in Canada. There is no doubt that the supply of so-called jazz clothing would be greater than it is in Canada were the buying public larger, and, even at the best, the number of manufacturers who are turning out ultra extreme models are very few in comparison to the makers who concentrate upon "safe" conservative styles. But the significant point to be kept in mind by the retailer in connection with his buying for the coming Fall is the fact that there is now a definite difference of meaning between the terms "jazz clothes" and "extreme styles" even though at first sight they may seem to be synonymous. Nearly every manufacturer is including at least one "extreme" model in his Fall collection of samples, recognizing the fact that the bulk of purchasing in clothes is done by young men rather than by their elders, and consequently, it behooves the retailer to bear in mind the same fact, and vary his purchases of Fall models accordingly.

Derivation of Jazz

In order to explain more exactly the subtle distinction which exists between "jazz" and "extreme" models, let us hark back to the original derivation of this type of clothing. Everybody remembers how the aftermath of the war brought with it a craze for erratic music

and dancing that positively enthralled the youth of America. It was inevitable that the younger generation should demand apparel which would express, in a sense, the desire for pleasure, or relaxation and restraint from convention. Young men discovered that loose garments were not youthful in appearance, nor were they smart and distinctive as the snugly fitting garment invariably is, and so, almost simultaneously with the advent of the fox-trot came the "jazz suit." This style, as everybody knows, featured a high waistline, extremely snug fitting coat body, wide lapels and usually a link closing while the trouser bottoms were flared. Then there were various modifications in the way of braid binding, odd shaped pockets and inset pleats which, figuratively speaking, resembled nothing so much as the bizarre noises introduced into a jazz band orchestra by means of instruments not hitherto recognized as musical. That this type of clothing was a success cannot be denied, for after the first shock had worn off, the demand among all classes of young men became most marked.

Modified Jazz Known as "Extreme"

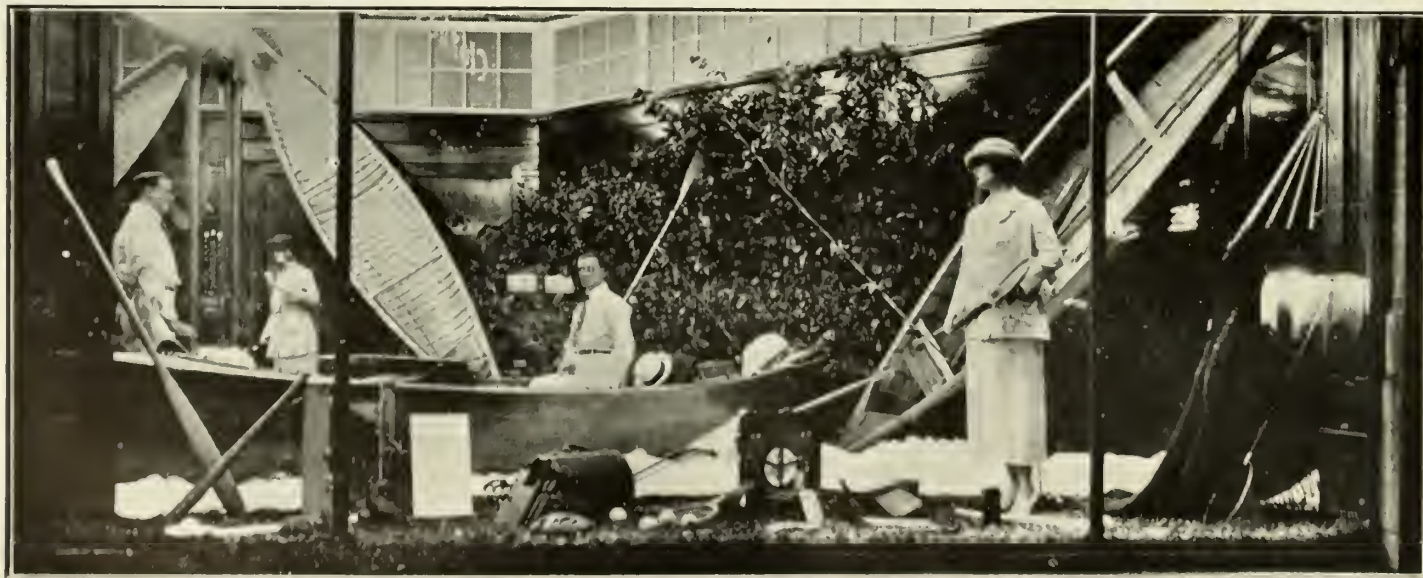
But with the gradual toning down of the more blatant features of jazz music and what are known as the "modern" dances, has followed a similar modification in respect to "jazz" clothing. While it continues to be in demand even in its most novel forms, there is now a new development that will exactly meet the taste of young men who want something less pronounced, but nevertheless, youthful and smart in cut. The "extreme" suit, as its designers prefer to term it,

is characterized by sufficient conservatism of design to appeal to all purses and tastes, and while it possesses all the "snap" that is required by the modern young man, it is equally appropriate for business or ordinary everyday wear. In a general way, the extreme suit may be described as a snug fitting style, with longer gorge and lapels, single breasted or link fastening, regulation cuff and trouser effect, and a more normal waistline than in the jazz model. There are no elaborations in the way of trimming to speak of, and in the main, the "extreme" model is scarcely recognizable from the ordinary business suit, except that it does possess a jauntiness that is certain to prove irresistible to young men.

Demand is Strong For New Models

According to one Montreal designer who has registered a distinct success with his "jazz" and "extreme" models, his travellers are reporting even greater demand for both types this month than was the case last year. He predicts that once the dancing season begins next Fall and town activities are again in full swing, the retail trade is going to have its hands full in keeping up with the demand for this new type of clothing. In all cases, tweeds and medium light color fabrics are being favored by designers for Fall, with a good percentage of pencil strip worsteds in conservatively styled models.

The Hunter Haberdashery have commenced business at 2314 Bloor Street west, Toronto. W. R. S. Mooney is the proprietor.



Suggestion for a window display of sporting togs.

The Art Of Showcard Writing

The Adaptability of the Showcard Brush—Formation of Egyptian Block—Lower Case and Capitals—Laying Out—The Showcard—Arrangement of Text and Display Lines

By JALEXO

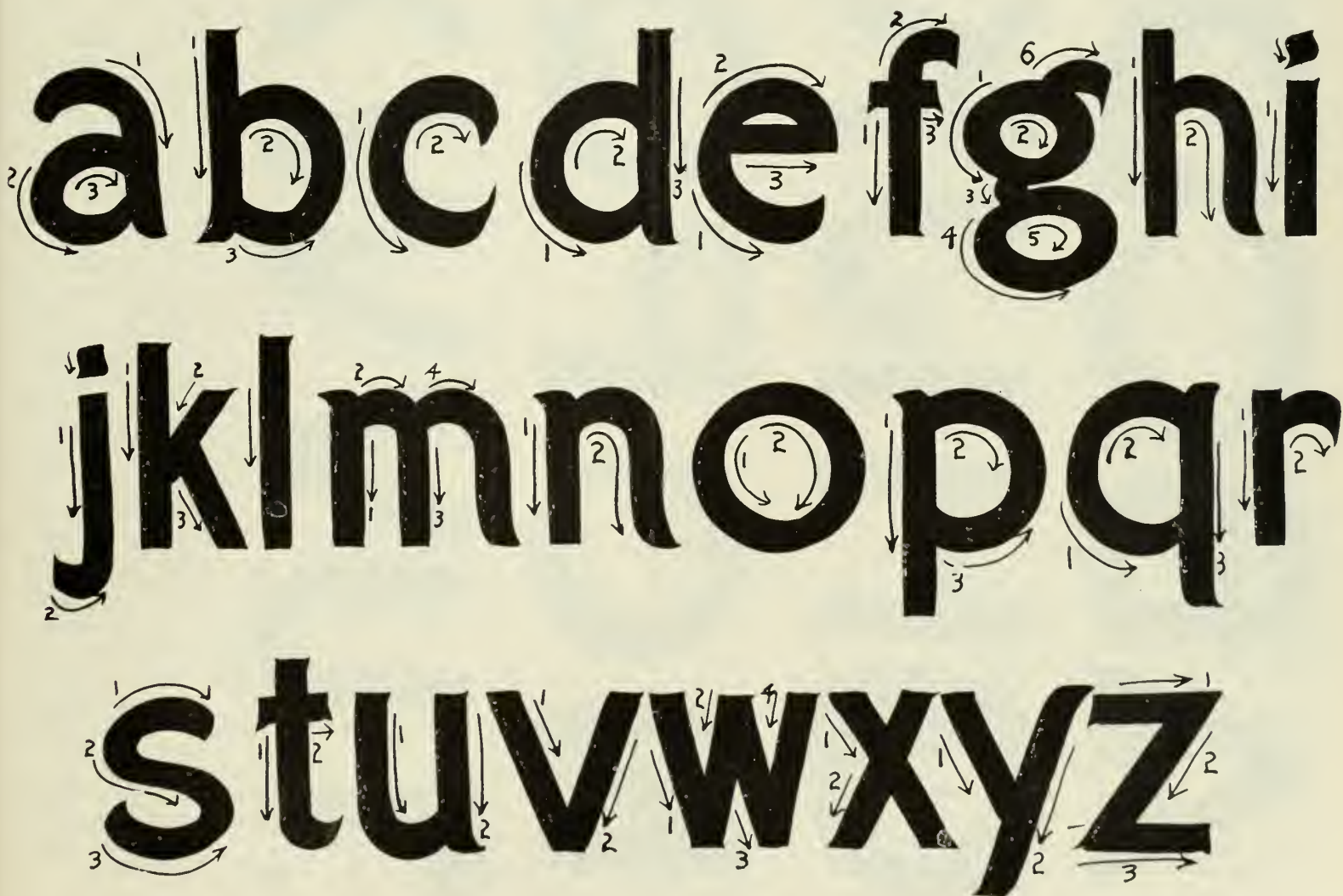
IT IS now expected of the student that he be fully conversant with his brushes, their maximum and minimum chisel edges and so on. He ought to know by this time what size of brush is best suited to different lines of lettering. For example: he will know that his number of brush will spread comfortably to execute a letter two inches high and a half inch wide. Similarly a smaller brush will accomplish letters relatively smaller. It is this knowledge which saves time and trouble, and the student is advised to become thoroughly acquainted with these facts. It is easy to see that once the student knows the adaptability of his brushes, the results in lettering will be at once marked and gratifying.

Egyptian Block—Lower Case

In the accompanying illustration is shown the lower case series of Egyptian Block lettering. It will be remembered, by the way, that the numerals that go with this alphabet, appeared in

the article preceding this in last month's number. As previously explained, Egyptian Block is one of the most widely used alphabets in connection with showcard work. It is pleasing to the eye; it possesses strength and dignity and it is easy to read. The student who has applied himself to the mastery of the fundamental strokes should find the making of these lower case letters comparatively easy. In the letter "a," three separate strokes are used. The first requires more skill in its doing, since it is a two-way stroke. A stroke of this sort should be practised at least one hundred times before an attempt is made to fashion the complete letter. Here, the student will have an excellent opportunity to record his progress by comparing the first practice stroke with the last of the hundred. A distinct improvement is bound to be noticeable. This measure of progress will be indicative of the improvement which will characterize any part of the student's work which is given a like

amount of practice. This test will emphasize, as nothing else can, the imperative necessity for, and the unflinching results of, continued effort. With the last stroke of the letter "a" completed, the student should go about practising the second and third strokes in the same manner as the first. The second stroke starts at the point where the "2 arrow" begins, and take a well-carved sweeping stroke to join the first stroke at a point just a little above the base. To correctly finish this stroke, it is necessary to run it well over on top of the first stroke before lifting the brush. The third stroke should begin on top of the second stroke, far enough over so that the joining of the two strokes will not be noticeable. This trick of hiding the "angular curves," so to speak, will come from practice. In finishing this stroke the same rule holds good as applies to the second stroke namely, run it over the top of the first stroke before lifting the brush. The beauty of this letter and of the entire



alphabet for that matter, lies in the uniform thickness of the strokes. In time, the student will become accustomed to the alphabet and will be able to form dozens of interesting variations by way of novelty. The other characters in the plate should be studied with the same care and attention as outlined for the first letter.

There is one letter which perhaps will call for more than ordinary attention. That is the "o," this letter is by no means simple to master, yet it is within anyone's reach who bends every effort to acquire proficiency. The "o" should be done in two sweeping strokes

which are so combined as to present an appearance of a continuous circle. First attempts of course will be crude, but the doing of several hundred and keeping at it for say an hour or so, will repay the student for his pains.

The letter "S" too, has brought many a frown to the student's brow. It is in the balancing of the individual strokes in this letter that the most care is required. Ragged curves will mar the first attempts, but, as in the case of the "o" the student should have no difficulty in matching his against the letter plate sample.

Egyptian Block Capitals

The lesson plate, illustrating the Egyptian Block capitals, is practically self explanatory. By following the instructions as outlined for the lower case characters, the student will have correct guidance in making the capitals. The arrows and numbers should be closely followed until whatever time the student has memorized the strokes and their order of execution. The brush, of course, must be lifted from the paper after each stroke.

Laying Out The Showcard

See how the "centered" display effect gives the card a balanced appearance. The spaces are evenly proportioned between the individual letters and in the margins. This spacing is something which requires serious consideration. It makes or mars the finished production. In making the card shown here, draw a pencil line through the center and mark in the letters lightly to secure correct spacing. Three important points to remember are:

First — Keep the lines of lettering sufficiently close as to prevent the lowest line from resting somewhere near the bottom margin. Look closely at the illustration and see how the lines are centered.

Second — Be sure to use a stroke wide enough for the size of letter in order to obtain the desired strength.

Third — Arrange the letters in such close proximity as to leave no awkward holes between. Letters must not touch one another.



The Showcard Layout

The showcard illustrated herewith is a reduced facsimile of original 11x14 inches. A casual glance will reveal a layout which is balanced and pleasing in effect. The top line "Notable Values" is done in a modified Roman italic which will be discussed in a later article. The chief display line "Men's Hats" is done in the Egyptian block alphabet which is the theme of this article. This card is adapted for use in stores where good taste and simplicity prevail.

When the two perpendicular lines come together in a word, a space equal to the width of a stroke should be allowed between. This showcard affords splendid practice material for the student who is now studying the Egyptian block alphabet.

**DO BARNYARD SCENES SELL STRAWS**

(Continued from page 35)

Another clever display was noticed in a leading uptown window which drew many amused spectators. Amid an effective decoration of tall grasses and flowers, a good showing of sailor hats was made, raised high at the back and graduated to the front of the window where the attention of onlookers was focused upon two hats. One was a felt amusingly painted to represent a weeping man of grotesque appearance, while the other was a straw sailor, also painted to represent a smiling round-faced man. By the aid of cardboard legs and arms, the two hats were made to appear as though shaking hands in a sort of "Hail and Farewell" the felt departing and the straw arriving. A show card announced these words, which conveyed the suggestion that felt hats are now passe, and straws are in order.

According to this man, there is no better way to play up the straw hat than in a setting which emulates the atmosphere typical of utter comfort, coolness and happy leisure hours. He suggests that the display man might feature from time to time through the months of June and July a verandah scene, using whatever rustic or wicker furniture that space will permit, and placing the hats in a natural manner to appear as though their owners had just left them there temporarily. An extra touch might be the addition of a tray of iced drinks, in three or four glasses, embellished with straws and slices of lemon or cherries to convey the effect of refreshment. Even though the hottest days have not yet arrived, this idea could be advantageously played up at any time in connection with straw hats or other summer apparel.

BARGAIN BASEMENT IN MEN'S STORE

The Oak Hall store of St. John, N. B., announce that they intend to open the first Bargain Basement Department in St. John.

H. H. Scovil and S. C. Young, members of the firm of Oak Hall, have re-

cently returned from Boston and New York, where they have been studying this question in such places as Filene's of Boston, who have made this new method of merchandising such a wonderful success. They also spent much time in Wanamaker's, Gimbel's and other stores of New York.

Anyone who has ever visited these Bargain Basement Departments fully appreciates the wonderful advantages that the people of these towns enjoy in procuring quality merchandise at very low prices, for it is a well recognized fact that merchandise can be sold through the medium of a bargain basement department at a much lower cost than in any other known way; and now these advantages are being brought right to St. John residents by Oak Hall.

While in New York and Montreal, Mr. Scovil and Mr. Young made extensive purchases with which to start this new department. They procured thousands of dollars worth of high quality merchandise at such exceptionally low prices that when the new bargain basement is opened the public will be astonished at the purchases they will be able to make for only a fraction of what they would believe possible.

This Bargain Basement will be conducted along the same lines as the large New York departments. It will have its own buyers, its own method of merchandising. It will positively not be a clearing house for any of the other departments of the business, but will be stocked with fresh clean merchandise that has been bought in the open market at very much lower prices than usually prevail; brought in and marked very low, because every lot must be a bargain to sell quickly, and by Oak Hall's special merchandising system, the cost of selling in this new Bargain Basement will be much lower than in ordinary stores, and this saving goes straight to the customer.

This Bargain Basement Department will do a strictly cash business. There will be no credit to anyone. There will be no merchandise go out on approval. No returns will be allowed. All these things tend to bring down the cost

of doing business which is directly reflected in the marking of the merchandise.

The Oak Hall management are very enthusiastic over this idea, and have great hopes of its success from the very first day. They have just put in a wide spacious stairway to make access easy, and it is so located as to be conveniently reached from their three entrances, King street, Germain street, and Market street.

Swiss Imported More Than Canada

Allowing for Over \$8,000,000 of Canadian Cereals Taken by Switzerland

The Swiss consul, Dr. Carl P. Huebscher, makes an important point in connection with the trade between Canada and Switzerland, that his own country imports nearly twenty-five times the amount of goods from Canada that is credited in the returns of the Department of Trade and Commerce. In the statistics just issued covering the fiscal year ended March 31, 1922, the Canadian imports from Switzerland are given as \$8,671,608, while Swiss imports of Canadian goods are only \$345,626. The latter figure does not take into account, however, several million dollars' worth of Canadian grain that goes every year to Switzerland via United States ports, and which are credited to that country in its reports and are not contained in Canadian statistics. Dr. Huebscher takes the Swiss returns for the calendar year ended December 31, 1921, in which Switzerland is shown as importing \$8,740,000 of Canadian goods while Canada actually imported less than this from Switzerland, \$8,522,000. This places Switzerland in a more correct and much more favorable light as a customer of this country.

Goodman's Limited have taken over the haberdashery shop formerly conducted by Olivier Legault on Bleury street, Montreal.

Where and When Stores are Closing

A List of Half Holiday Closing in Towns and Cities Throughout Canada Prepared From Information Supplied by Merchants—
Demonstrating the Growing Popularity of the Weekly Half Holiday

THE setting aside of one half day in the week for a holiday has now become quite general across Canada. This weekly holiday, however, does not fall on the same day in every municipality and much confusion and time lost has often resulted with the travelling business man. With the object in view of assisting the travelling man, Men's Wear Review for some years past has published a list of the places enjoying a weekly half holiday. Every effort has been made to make the following list as accurate as possible. Merchants whose town is not listed are requested to send in their name and a further list of the places enjoying a weekly half holiday. Every effort has been made to make the following list as accurate as possible.

BRITISH COLUMBIA

- CRANBROOK—Stores close Wednesdays at noon all the year round.
 FERNIE—Stores close Wednesdays at noon all the year round.
 KAMLOOPS—Stores close Wednesdays at 1 o'clock all the year round except in a week where another holiday occurs.
 MERRITT—Stores close Wednesdays at noon all the year round.
 MISSION CITY—Stores close Thursday the year round.
 NELSON—Stores close Wednesday at noon throughout the year.
 NEW WESTMINSTER—Stores close Wednesdays at 1 o'clock throughout the year.
 REVELSTOKE—Stores close Wednesdays at 1 o'clock throughout the year.
 VANCOUVER—Stores close Wednesdays at 1 o'clock throughout the year.
 VERNON—Stores close Thursdays at 12.30 o'clock throughout the year except the week wherein another holiday occurs.

ALBERTA

- CALGARY—Stores close Wednesdays at 1 o'clock throughout the year.
 EDMONTON—Stores close Wednesdays at noon throughout the year.
 EMPRESS—Stores close Wednesday afternoons during the months of June and July.
 FORESTBURG—Stores close Thursday afternoons, commencing May 15, and ending August 15.
 MEDICINE HAT—Stores close Wednesday afternoon the year round.
 PINCHER CREEK—Stores close on Wednesday afternoons from May 4th until October 26th.

WAINWRIGHT—Stores close on Wednesday afternoon during June, July and August.

SASKATCHEWAN

- KERROBERT—Stores close Wednesdays at noon during June, July and August.
 MOOSE JAW—Stores close Wednesdays at noon the year round.
 MAPLE CREEK—Stores close Wednesdays at 1 o'clock during June, July and August.
 NORTH BATTLEFORD—Stores close Wednesdays at noon from May to August inclusive.
 PRINCE ALBERT—Stores close Wednesdays at 1 o'clock from June 15 to September 15.
 UNITY—Stores close Wednesdays at noon from May 15 to August 15.
 WEYBURN—Stores close Thursdays at 12.30 o'clock from May to August inclusive.
 MELFORT—Stores close on Wednesday afternoons during the summer months.
 QU'APPELLE—Stores close Thursday afternoons during May to August inclusive.

MANITOBA

- BRANDON—Stores close Thursdays at 12.30 o'clock from May to September inclusive.
 HAMIOTA—Stores close Thursday afternoon from April 28 to August 31.
 FRANKLIN—Stores close Wednesdays at 1 o'clock from May to August inclusive.
 PORTAGE LA PRAIRIE—Stores close Wednesdays at 12 o'clock from May 15 to August 15.
 SOURIS—Stores close Thursdays at noon during June, July and August.

ONTARIO

- AUBURN—Closes Wednesday afternoon at noon during June to September inclusive, also Wednesday and Friday evenings at 6.30 p.m.
 BARRIE—Closes Wednesday afternoon at 12 o'clock during June to September inclusive.
 BELLEVILLE—Stores close Wednesday at noon during May, June, July and August.
 BOBCAYGEON—The stores close on Wednesday afternoons during June, July and August.
 BOWMANVILLE—Stores close Wednesdays at noon every month with the exception of December.
 BRACEBRIDGE—Stores close Thursday at noon during June, July and August.

BROCKVILLE—Closes Wednesdays at 12.30 during June to August inclusive.

- BURLINGTON—Stores close Wednesdays at 12 o'clock during June, July and August.
 CALEDONIA—Stores close Thursdays at noon during June, July, August and September.
 CHATHAM—Stores close Thursdays at noon during May to September inclusive.
 COBALT—Stores close Wednesdays at 12 o'clock from May to August inclusive.
 COBOURG—Closes Wednesday afternoons at 1 p.m. from May to November inclusive.
 COLBORNE—Stores close Wednesdays at noon during May to September inclusive.
 COLLINGWOOD—Stores close Wednesdays at noon during June, July and August.
 DRESDEN—Stores close Wednesdays at noon during June, July and August.
 DUNDAS—Closes Wednesdays at 12.30 every month except December.
 DUNNVILLE—Closes Wednesdays at 12.30 from April 1 to end of September.
 ELMIRA—Closes every Wednesday at 12.30 from May 1 to September 30.
 ELORA—Closes Wednesdays at 12 o'clock from May 1 to October 1.
 ERIN—Closes Wednesday at noon from June to August inclusive.
 EXETER—Closes Wednesdays at 12.30 from June to August inclusive.
 FERGUS—Closes Wednesdays at 12 o'clock from May 1 to October 1.
 FOREST—Closes Wednesdays at 12 o'clock from May to September inclusive.
 FORT FRANCES—The stores close Wednesdays at noon during June, July and August.
 FORT WILLIAM—The stores close Wednesday afternoons.
 GALT—Stores close Wednesdays at 12.30, all the year round except December.
 GANANOQUE—Stores close Wednesdays at 12 o'clock from June 16 to September 3.
 GUELPH—Stores close every Wednesday at 12.30 all the year except December.
 GODERICH—Stores close Wednesdays at 12.30 o'clock from May to September inclusive.
 GLENCOE—Stores close Wednesdays at 12 o'clock from May to August inclusive.

(Continued on page 50)

Oak Halls, Ltd., A New Organization

Walter A. McCutcheon and James Paterson Head New Company That Breaks Away From Sanford Manufacturing Co., Ltd., After Fifty Years Connection—First Stores in Toronto and Hamilton—Stock Sold Only to Employees—The New Officers

FIFTY YEARS ago the late Senator Sanford, one of the commercial leaders of the country at that time, organized the W. E. Sanford Manufacturing Company. From that day till this Sanford clothes have stamped themselves indelibly on the clothing industry of this country. And at the same time, there sprang into being what was called the Oak Hall stores, a chain of retail stores, linked up with the Sanford Company, that reached from Halifax to Vancouver. This chain of stores is really a bit of Canadian history. Confederation was barely under way when the first of these stores made its appearance in the City of Hamilton, to be soon followed by a second one in the City of Toronto. During the last half century of Canadian history, Oak Hall stores have dotted the country in many quarters; their ideals of commercial honor are reflected in the rugged name given this chain of stores. Not only have they grown like the Oak, but their name for two generations has been and is one that is highly respected for the service they have given, for the high standard of commercial morality that has governed their business dealings and enterprises, for their honesty of purpose in all their transactions. They were successful because they were honest, they were aggressive, they cherished the ideal of the "square deal."

The announcement recently made that a new company called Oak Halls, Limited,



WALTER A. McCUTCHEON
President and Managing Director of the newly organized Oak Halls, Limited.

ed, had been formed is of interest to the retail and wholesale and manufacturing trade of Canada. According to this announcement the Oak Hall chain of stores now has passed into the exclusive control of this new company, capitalized at \$1,000,000. Their head office is in Hamilton. Their present branches are to be found in Toronto, Hamilton, Brantford, Galt, London, Owen Sound, Peterboro, St. Thomas, St. Catharines, Welland and Windsor. In Toronto, there are two branches; one corner of Yonge and Adelaide, and the other on Danforth Avenue. The consummation of this deal means separation from the old firm of W. E. Sanford Manufacturing Co. Limited. Not only will it mean buying in the open market for the Oak Hall stores but it will mean a more intensive effort, no doubt, on the part of the Sanford Company. Those facts are of very considerable moment to the retail and wholesale trade in Canada. It is worthy of note that one of the policies of the new company is that no stock will be sold to those not employed in the services of the Company. As a retail force in Canada, the adoption of such a policy will doubtless mean a more aggressive selling organization.

Walter A. McCutcheon is the president of the newly organized firm of Oak Halls, Limited. His whole life has been given to the department of mercantile life in which he now becomes a leading figure.

He was born at Listowel, Ontario. Six years of his life in his native town were given to the parent firm, twelve years in Galt, nine in London and the last five with the Sanford firm in Hamilton where he has acted as supervisor and merchandise manager of the Oak Hall stores. He has mastered every detail of the business, and by experience, ability and character is well fitted to occupy the position of president and managing director of the new firm. Like many another successful business man, he began at the very bottom and his industry and ability have brought him the just reward.

The new vice-president is James Paterson. He started his career in the clothing trade in the city of Brantford and then spent ten years in some of the leading American cities where he gathered valuable experience. During the last fourteen years he has been with the Sanford Company in Hamilton where he has acted as buyer in the European woollen markets for the Company.

Edward McCann who has been chief accountant in the office of the Sanford Company is the secretary-treasurer.

Two directors are Thomas Bryden, manager of the Oak Hall store at Windsor; and F. R. Smith, manager of the Hamilton store.

The deal just consummated is one of the largest in Canada's retail history, the entire stocks of men's and boys' clothing, furnishings and fixtures amounting in all to over \$500,000.



JAMES PATERSON
Vice-President of Oak Halls, Limited.



EDWARD McCANN
Secretary-Treasurer of Oak Halls, Ltd.

(Continued from page 48)

HAMILTON—Stores close Wednesdays at 1 o'clock from May to August inclusive.

HAVELOCK—Closes Wednesdays at 12 o'clock from June 1 to August inclusive.

JARVIS—Closes Thursdays at 12 o'clock from June to September inclusive.

KENORA—Stores close Wednesdays at 1 o'clock from May to September inclusive.

KEEWATIN—Stores close every Thursday at 1 o'clock the year round.

KINCARDINE—Closes Thursdays at 1 o'clock from May to September inclusive.

KINGSTON—Closes Wednesdays. Also every night at 5 o'clock.

KITCHENER—Closes Wednesdays at 1 o'clock from May to August inclusive.

LA SALETTE—Closes Thursdays at 1 o'clock but opens from 3.30 to 4.30 for distributing mail from June to September inclusive.

LEAMINGTON—Stores close Fridays at 12 o'clock from April to October inclusive.

LINDSAY—Stores close Wednesdays at 12.30 o'clock during July and August.

LISTOWEL—Stores close Wednesdays at 1 o'clock from May to September inclusive.

LONDON—Closes Wednesdays at 1 o'clock from May to September inclusive.

LUCKNOW—Closes Thursdays at 1 o'clock from June to August inclusive.

PORTLAND—Stores close on Wednesday afternoon from June 1st until September 30th.

GRAVENHURST—Stores close Thursday at noon from May first until August first.

ISLINGTON—Stores close on Wednesday afternoons from May 1st until October 1st.

LION'S HEAD—Stores close on Wednesday afternoons from June first until August 31.

LUCAN—Stores close Wednesday noon from May first until September first.

RAINY RIVER—Stores close on Thursday afternoon beginning June 2 until the last Thursday in August.

SUDBURY—Stores close Thursdays at 12.30 o'clock from May to August inclusive.

SUTTON—Closes Wednesdays at twelve o'clock from May to October inclusive.

ST. MARYS—Closes Wednesdays at 12.30 from June to September inclusive.

STIRLING—Stores close Wednesdays at 12.30 o'clock during June, July and August.

STREETSVILLE—Closes on Wednesday at 12.30 o'clock from May to October inclusive.

SARNIA—Stores close Wednesdays at one o'clock from May to September inclusive.

SHELBURNE—Closes on Thursdays at 12.30 o'clock from May to September inclusive.

TILLSONBURG—Stores close Wednesdays at 12 o'clock from May to September inclusive.

WYOMING—Stores close Wednesdays.

YARMOUTH—Stores close Fridays at 12.30 o'clock throughout the year except December.

HAGERSVILLE—Stores close Thursday afternoons from May to September inclusive.

SIMCOE—Stores close Wednesday afternoons during May to September inclusive.

AMHERSTBURG—Stores close Thursday afternoons during May to September inclusive.

COMBER—Stores close Thursday afternoons during May to September inclusive.

RIPLEY—Stores close Thursday afternoons during May to September inclusive.

DUTTON—Stores close Wednesday afternoons during May to September inclusive.

PALMERSTON—Stores close Wednesday afternoons during May to October inclusive.

ESSEX—Stores close Thursday afternoons during May to September inclusive.

BEAMSVILLE—Stores close Thursday afternoons during May to August inclusive.

POWASSAN—Stores close Wednesday afternoons during May to September.

LEFROY—Stores close Thursday afternoons during May to August inclusive.

OIL SPRINGS—Stores close Wednesday afternoons from May 17 until September 13.

NEW DUNDEE—Stores close Thursday afternoons from June 1 until October 1.

CREEMORE—Stores close Thursday afternoons during May to September inclusive.

OTTERVILLE—Stores close Wednesday afternoons during May to September inclusive.

ENGLEHART—Stores close Wednesday afternoons during May to August inclusive.

MASSEY—Stores close Wednesday afternoons during May to October inclusive.

OTTAWA—Stores close Wednesday afternoons during May, June, July and August.

NEW HAMBURG—Stores close Wednesday afternoons during May to September inclusive.

GRANTON—Stores close Wednesday afternoons from May 15 until September 15.

SMITHS FALLS—The stores close every Wednesday afternoon during June, July and August.

ST. CATHARINES—Closes Wednesdays at 12 o'clock all the year round.

NOVA SCOTIA

DARTMOUTH—Stores close Wednesdays at 1 o'clock the year round except December.

GLACE BAY—Stores close Wednesdays at 12 o'clock all the year round.

HALIFAX—Stores close Wednesdays at noon from May to September inclusive.

KENTVILLE—Stores close Wednesdays at 12.30 o'clock from May to August inclusive.

KENSINGTON—Stores close Wednesdays at 1 o'clock from June to September inclusive.

NEW GLASGOW—Stores close Wednesdays at noon from May to October inclusive.

NEW WATERFORD—Stores close Wednesdays at 1 o'clock from June to September inclusive.

NORTH SYDNEY—Stores close Wednesdays at 1 o'clock from May to September inclusive.

PRINCE EDWARD ISLAND

CHARLOTTETOWN—Stores close Wednesdays from June 15 to September 15.

SUMMERSIDE—Stores close Wednesdays at noon during July, August and September.

WINDSOR—Stores close Thursdays at 12.30 o'clock from June to September.

PICTOU—Stores close Wednesdays at 12 o'clock from May to September inclusive.

SYDNEY MINES—Stores close Wednesdays at 1 o'clock all the year round except from December 15 to January 1.

ST. STEPHEN—Stores close Thursdays at 12 o'clock from June to September inclusive.

SYDNEY—Stores close Wednesdays at 1 o'clock from May to October inclusive.

TRURO—Stores close Wednesdays at noon during June, July and August. At noon from May to September inclusive.

YARMOUTH—Stores close Friday afternoon the year round except the month of December.

NEW GLASGOW—Stores close Wednesday during May to October inclusive.

MABOU—Stores close Thursday afternoons during the months of May to October inclusive.

Harold V. Pratt, manufacturers agent, Vancouver, B. C., is in Eastern Canada at the present time on a business trip. He was in Toronto and Montreal last week and will visit New York before returning west. While in Toronto he met Sir Harold Mackintosh, head of the John Mackintosh and Sons, Ltd., Halifax, Eng'and, for whom he is agent, and discussed future plans. The Mackintosh company are selecting agents in other sections of Canada.

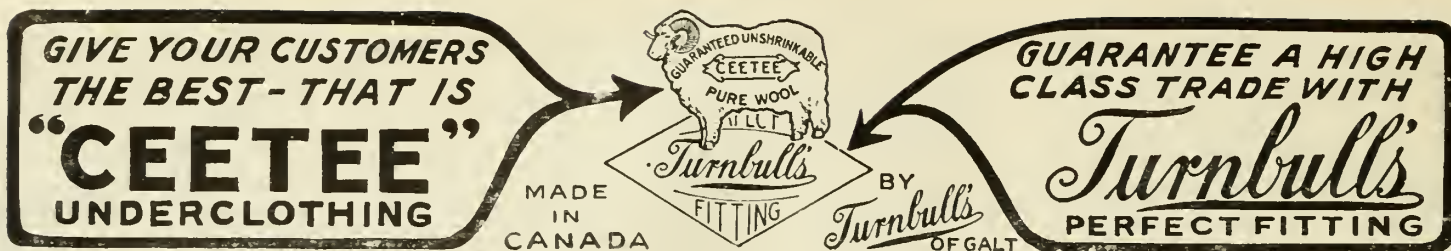
W. E. Sanford Manufacturing Company Limited, Hamilton, wish to announce that they have disposed of their interest in the "Oak Hall Chain Stores" which hereafter will be carried on by an entirely new company.

This change will enable the **W. E. Sanford Manufacturing Company Limited**, to devote all its energies to the manufacture of Men's, Boys', and Children's clothing and place them in a position to give unexcelled values and service to their many customers all over our broad Dominion.

W. E. Sanford Manufacturing Co. Limited

MEN'S AND BOYS' CLOTHING

Hamilton, Canada



INDEX TO ADVERTISERS

A	M
Artists' Supply Company, Limited 24	Miller Men's Wear, Limited 29
B	McMartin, E. W. & Company 24
Bradford Dyers' Association, Limited 2	N
C	Nu-Way Strech Suspender Company 7
Canadian Panama Hat Company, Limited 30	O
Cellular Clothing Company, Limited 4	Oxford Clothing Company, Limited 28
Cluett, Peabody & Company of Canada, Limited Front Cover 3	P
Cook Bros. & Allen, Limited 32	Parsons & Parsons Canadian, Limited 5
Coppley, Noyes & Randall, Limited 1	R
D	Racine, Alphonse, Limited, Inside Front Cover
Dale Wax Figure Company, Limited 24	Raven, Wm. & Company 7
Deacon Shirt Company, The 5	S
Delfosse & Company 24	Sanford Manufacturing Company, Limited, W. E. 51
H	Schwartzman Bros., Limited 4
Hamilton, Carhartt Cotton Mills, Limited.. 26	Shorey's 24
Hyde & Halliwell 28	Society Brand Clothes 8
J	T
Jackson Manufacturing Company, Limited 7	Tooke Bros., Limited Back Cover
Jones Bros & Company, Limited 27	Turnbull, C. & Company, Limited 52
K	Tutt Clothing Company 25
Kwik Showcard School 30	
L	
Lang Shirt Co., Ltd. Inside Back Cover	
Leishman Wm. H. & Company, Limited . . . 31	

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NAME

STREET AND NUMBER

TOWN PROVINCE



Lang

LANG OUTING SHIRTS are made in the correct styles and proper materials. The model illustrated here is a popular shirt for golf and general outing wear. It is made in coat style, with two-button cuff, the points of collar with or without buttons. The materials are Soisette, Pongees and Oxfords, in white, tan or grey, at various prices. Write us about your immediate requirements in Outing Shirts.

THE LANG SHIRT CO., Limited, Kitchener, Canada

OUTING SHIRTS

Tooke



CANT SHRINK

CANT CREASE

“KANT-KREASE”

SOFT COLLAR

1/4 SIZES

5 STYLES

MEN'S WEAR REVIEW

Vol. XII. No. 7

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

JULY, 1922

Lasting Qualities Bring Appreciation

Time is the true "test" of Quality. This is true with the men who wear or sell Leishman Clothing.

This steadily accumulating reputation for good Quality has placed Leishman Clothing in the outstanding position it occupies today.

Our Special Order Department is now preparing Sets for the Fall Trade and we are open to appoint agents where not already represented.

Wm. H. Leishman & Company, Limited

192 Spadina Avenue - Toronto, Ontario

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN



A Forty-fourth General Invitation

THE House of Racine established in 1878—extends an old and a new invitation to every retail merchant coming to Montreal market to inspect the General Office and Warehouses of the Company and have a friendly chat with the administration; whose policy in selecting the heads of the different executive and merchandise departments has been insistence on the qualifications of thorough information, sincerity, courtesy and carefulness.

The Stock:-

Finds the House of Racine "The Staple Dry Goods House of Canada," carrying in their Fourteen Departments one of the largest stocks of General Dry Goods, Piece Goods of Cotton, Wool, Linen and Silk, Home Furnishings, Floor Coverings, Bed Coverings and Draperies, Gent's Furnishings (four departments), Hosiery, Ready-to-Wear and Small-wares.

The Location:-

Within the shadow of the largest Seaport Elevator in the World.

The Business:-

Grows apace with the general growth of Canada and is today one of the Four Leading Wholesale Dry Goods Houses of Canada.

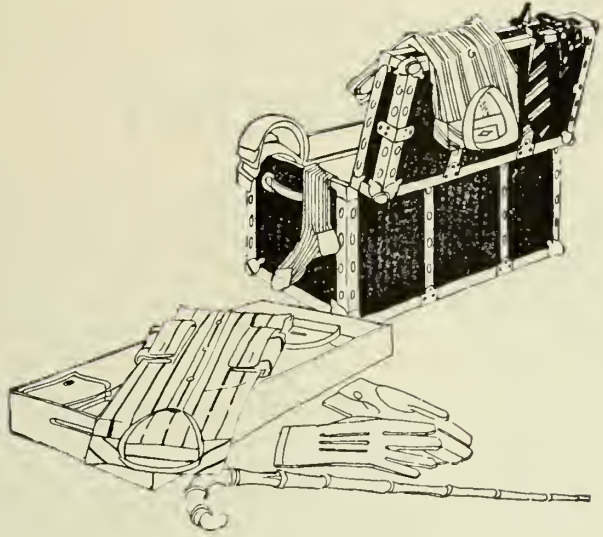
The Aim:-

of the House of Racine is to have a satisfied and prosperous clientele, in seeking constant improvements in merchandising and marketing worthy goods at satisfactory prices.

Alphonse Racine Limited

MONTREAL

RACINE VALUES



FOR YEARS our 4 Specialty-Men's Furnishing Departments have been leaders in giving big values in Men's Wear.

The merchant who chooses merchandise in a careful painstaking manner comes to find true value in Racine's goods—and his purchasing ability is being rewarded through the praise and satisfaction of his customers.

Our
4 — Men's Wear Departments — 4
are here to serve you

We are showing a large range of
"RACINE" Working Shirts
"PENNANT" Fine Shirts
"STRAND" (de Luxe) Shirts

"RACINE" Overalls
"SAMSON" Pants
"RECORD" Sox

Merchandise of our own manufacture—together with a full line of general and fancy Furnishings for Men and Boys.
"Visit our salesrooms or send for samples."

Alphonse Racine Ltd.

"Men's Furnishing Specialists"

60-98 ST. PAUL STREET WEST, MONTREAL

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

18 Permanent Sales Offices:

HAILEYBURY Matabanick Hotel	SYDNEY, N.S. 269 Charlotte Street	OTTAWA 111 Sparks Street	QUEBEC Merger Bldg.	TORONTO 123 Bay Street	SHERBROOKE 50 Wellington St
ST. PASCAL, P. Q. EDMUNSTON, N. B.	St. HYACINTHE Hotel, Ottawa	THREE RIVERS 38 Hart St.	CHARLOTTETOWN, P.E.I. Queen and Sydney Sts.	ST. JOHN, N.B. 85 Germain Street	
CALGARY Oddfellows' Hall	HAMILTON 418 Lister Chmbrs.	LONDON 115 Carling St.	SUDBURY Balmoral Hotel	HALIFAX 119 Roy Building	CHICOUTIMI Hotel Chicoutimi

MONTREAL

Montreal As a Clothing Centre

Has 67 Factories in Which \$11,871,308 is Invested—There Are 5,447 Workers Whose Output is Over \$20,000,000—Over 200 Customs Tailors Employing 1,000 Workers—Ideal Working Conditions Prevail—Meets Needs of All Classes of Trade

By M. G. de Soyres

OWING to a variety of reasons Montreal's claim to be second to none as a manufacturing and distributing centre in the clothing industry is granted unhesitatingly. Nearly 60 per cent. of the entire output of the clothing manufactured in the Dominion is the product of Montreal factories which supply the wants of all classes of society as well as the varied requirements of the retail trade, as regards boys' and men's apparel, from the Atlantic to the Pacific coasts.

\$20,000,000 Output from 67 Factories

Some idea of the importance of the industry as centralized in the city of Montreal can be gained at the outset by the study of certain figures issued by the Quebec Bureau of Statistics this month. Taking the subject of men's factory made clothing first, it is stated that there are no fewer than 67 organizations in the city which employ 5,447 workers. Taken together these 67 factories represent a total combined investment of capital equalling \$11,871,308 and the total value of the products manufactured is given as \$20,000,000. The latest available figures show that the sum of \$9,313,055 is paid out annually in wages and salaries to workers engaged in the men's clothing industry of Montreal while materials estimated at over \$8,000,000 are utilized each year.

Together with this imposing array of figures is issued an equally important list referring to the custom tailor trade which includes over 200 establishments, employing over 1,000 workers.

Pioneer Workers French-Canadians

Glancing back for the moment to the early days of the industry, a brief survey of the reasons for this remarkable growth in the short span of 60 years should be accorded passing mention. The geographical location of the city and its ever increasing importance as a seaport naturally led to the commencement of the trade as a means of meeting the demand from seamen and those travellers whose business brought them to the busy St. Lawrence port. Due to the characteristic industry and skill of the pioneer workers, mainly French-Canadian women, the manufacture of ready-to-wear

garments rapidly passed from the crude and shapeless stage which characterized its inception, to its present perfection of finish, fit and design. To-day there are many races engaged in the needle trades of Montreal including the garment industry, yet due credit must be given to the descendants of those early workers, whose traditions are part and parcel of the clothing industry in Montreal.

And so the present efficiency of the Montreal market is a matter of justifiable pride, both as regards the quality of the products of the clothing factories and also because of the status of individual plants, each one of which is operated in principles embodying most efficient, modern and scientific methods, ensuring the best welfare of the workers as well as the maintenance of high quality standards in the finished products.

Ideal Working Conditions Prevail

In practically every factory ideal conditions prevail and invitations are cordially issued to every visiting buyer to go through the plants in order to see for himself under what surroundings Montreal clothing is manufactured. Regulations governing sanitary and other hygienic conditions are strictly enforced by the clothing manufacturers who also appreciate the necessity for recreation. The "noon hour dance" has been for some time an established custom in most factories and it is not quickly forgotten to witness a huge workroom suddenly transformed into a dancing floor on which hundreds of young people are enjoying themselves to the strains of a large Victrola. In all these large plants sunlight alone is used for illumination, but when artificial light is necessary, it is supplied by specially powerful lamps tinted to avoid eye strain. Ventilation and other sanitation is provided for as well, while the majority of manufacturers go as far as to provide special types of seats for workers which will enable them to work with less fatigue. The purchaser may be assured that every stage in the production of established brands of Montreal clothing is cleanly, sanitary and humane.

Every possible innovation in the way of machinery, which has been introduced in any country with success is to be found in Montreal, including the newest vacuum pressing machine which costs more than \$10,000 to instal, but which lessens the period incidental to the delivery of a suit of clothes by days owing to the rapid manner in which evaporation and pressing occurs.

In the matter of the production of work also, conditions are mutually satisfactory to employers and workers. The now generally accepted plan of "collective bargaining" which was first introduced in Canada by the Montreal clothing manufacturers, with a consequent lessening of labor troubles, is in force. This carries with it "impartial machinery" for the adjudication of all differences, equal distribution of work in slack periods, the setting of wage scales twice a year, and standards of production indicating the amount of work required for the wage scale and based up on the average condition of a skilled worker ascertained by time studies of the different operations.

In addition to this, Montreal factories are operated on what is known as the week work system by which is meant a 44 hr. week; hours distributed as mutually agreed upon, usually 4 days of 9 and 1 of 8 hours, with no work on Saturday and Sunday and all overtime work discouraged. Women form nearly 50 per cent. of the entire number of workers and draw the same pay as men when doing men's work. The principle of measured production is uniformly followed and since its introduction has resulted in increased efficiency from the workers.

Caters to All Types with Success

Among the several outstanding features of the Montreal market is the fact that it meets successfully the needs of all classes of people; not only of those who habitually demand the best to be had, but also produces the intermediate and less expensive grades necessary to supply the insistent demand for popular priced goods that will stand the most stringent comparisons with clothing

(Continued on next page)

Interesting Facts About Montreal

Her Revenue is Now Nearly \$21,000,000 a Year, Having Increased Over \$8,000,000 Since 1915—As a Great Seaport Centre—2648 Manufacturing Institutions With Capital of \$409,908,183, Employing 11,089 Persons, Paying Them \$329,622,471 in Salaries and Wages

MONTREAL, the oldest city on the North American continent, which Jacques Cartier discovered in 1535. In 1611 a trading post was formed at this point by Champlain, who named it Place Royal. In 1642 it was consecrated a city and named Ville Marie, and in 1760 was taken by the English from the French. It is situated on an island 30 miles in length with a varying width to 10 miles, having a population of 800,000 which makes it the largest city in Canada and the fifth largest on the continent. Over 1,200 miles of navigable inland waters connect Port William, via the Great Lakes, with ocean navigation at Montreal, which is the summer terminus for twenty-five steamship lines.

Taxes payable in Montreal come under five headings:

(a) Water—6 per cent. on the assessed rental value.

(b) Business—8½ per cent. on rental value less service.

(c) Real Estate—1.35 per cent. on the assessed value.

(d) School tax—.70 per \$100 valuation for Catholics, and \$1.00 per \$100 valuation for Protestants and Neutrals (e. g. Corporations).

(e) Special tax—.44 per \$1,000 on assessed value of real estate.

The business tax is based on the actual rental value less about 33½ per cent. which is allowed for service heating, cleaning, etc., e. g. rent is \$1,200 the tax would be 8½ per cent. on \$800 if lease includes service.

Comparative Statement General Revenue of Montreal

1895	\$ 2,757,660.93
1905	4,149,562.04
1915	12,304,971.15
1920	20,955,940.99

The harbor provides 100 berths for ships from 350 to 750 feet in length with a depth of water up to 35 feet. Two large modern fire-proof elevators with conveyor system to 18 steamship berths at which 9 vessels can be loaded with grain at one time. They have storage capacity of 6,600,000 bushels. In addition to these grain elevators owned by the harbor commissioners there is a privately owned elevator of 2,600,000 capacity. There are 24 permanent transit sheds, 58 miles of harbor railway tracks, and a total wharfage of nearly 10 miles. The most recent addition to the harbor plant is a modern cold storage of 1,565,000 cubic feet. It consists of 8 stories and has space for offices on each floor. It is situated adjoining a dock where any ocean liner may berth. 10 refrigerator cars may be switched in-

to the house adjoining the trucking platform. 10 cars may be loaded or unloaded from a track just outside the warehouse. Motor trucks or teams to the number of 30, all under cover with the walls of the building, may unload directly alongside the trucking platform.

Passenger Traffic

The following statistics will prove interesting. This table shows the passenger traffic through the ports of Montreal and Quebec for 1912:—

Westbound 1st class	4,426
2nd class	40,174
3rd class	72,381
Eastbound 1st class	3,514
2nd class	25,256
3rd class	38,536

The port of Montreal being nearer Europe than any other large Atlantic seaport, as is demonstrated by the following distances to Liverpool, offers superior advantages not only to her immediate hinterland, but also to the American States, bordering on the Great Lakes:

Montreal	2,773 miles
Boston	2,810 miles
New York	3,010 miles
Philadelphia	3,160 miles
Baltimore	3,324 miles
Panama Canal	4,530 miles
New Orleans	4,553 miles
Galveston	4,730 miles

The following figures for 1921 show the quantity shipped by Montreal in her seven months season of navigation as compared with twelve months season at the other ports:

Montreal	138,453,980 bush.
Galveston	94,173,049 bush.
New York	84,698,581 bush.
New Orleans	73,689,399 bush.
Baltimore	55,314,808 bush.
Philadelphia	46,769,286 bush.
Portland, Me.	13,859,040 bush.
St. John, N. B.	10,638,339 bush.
Boston	5,078,617 bush.
Newport News	485,110 bush.

Manufacturers

In 1919 there were 2,648 manufacturing establishments in Montreal, with a capital of \$409,908,183, employing 111,089 persons, paying salaries and wages of \$116,481,019. The cost of the materials used being \$329,622,471 and the value of products manufactured being \$581,543,595. The range of their products is as wide as that of commerce itself for the city is the centre of the boot and shoe manufacture in the Dominion. It is the centre of the Dominion's textile industries. It is the centre of its sugar refining activities. It has the greatest

manufactories of electrical appliances in the country. It has some of the most important iron and steel works in the world, and produces products varying from the largest freight locomotives to fractional horse power electric motors. It possesses the greatest stock-yards, abattoirs and packing houses east of Chicago. Its renown as a centre of tobacco and cigar manufacturing is world-wide. Its brick-manufacturing and lumber-manufacturing plants are alike, huge in size and prolific in output. It is the headquarters of cement manufacture in Canada, as it is of paint manufacture.

MONTREAL AS A CLOTHING CENTRE

(Continued from previous page)

made in any other country, value for value and price for price.

The world's best markets are regularly drawn on to supply the factories with the finest imported fabrics each season, and in addition to this, vast quantities of Canadian made woollens are yearly required for the same purpose. Little yardage is now purchased in the United States, owing to the marked improvement in quality and design affected by Canadian mills. Montreal being nearer the source of supply from British mills, deliveries are obtainable in the shortest possible time while transportation costs are kept down to a minimum.

Montreal clothing designers are famed internationally for the styling of their models, several of them having achieved a distinct reputation for original designs which are considered as sensations even in the crowded American market.

One of the leading firms of Montreal has embodied the ideals of the industry in a comprehensive summary which might be termed the ethics of the clothing business. It runs thus: "The clothing we manufacture is popular in price, smart in style and satisfaction giving in every respect. We have purposely steered clear of the extremes in our trade. Our constant aim has been to elevate the manufacture of clothing to a position equal to that of any of the other great industries of our country."

How well the combined efforts of Montreal manufacturers have succeeded in achieving this ideal is common knowledge, and the fact that the trade-marks of Montreal firms are known from ocean to ocean is proof that the industry is established as a national one, and the success with which the clothing industry has met the problems incidental to the last few seasons is further evidence that the Montreal market is assured of even greater success in future.

Output Exceeds \$8,000,000 A Year

Montreal Boasts This in Shirts Alone of Which There Are Over 500,000 Dozen Sold Annually—One Million Dozen Collars—Early Shirt Manufacturing and a Fifty Cent Shirt—Handkerchief Output An Important Item

ALL Canada looks to Montreal for its shirt and collar supply for which lines of masculine apparel, this city has become widely known, the annual output of the several plants centred in and around Montreal being estimated roughly at 500,000 dozen shirts per annum and in addition to well over a million dozen collars. Moreover, 95% of the collars worn by the men of this country are the product of Montreal factories, of which there are three, two selling direct to the trade and a third selling the wholesale trade. At a very conservative estimate the wholesale value of the shirt output alone is said to be around \$8,000,000 per annum and this industry is practically confined to seven plants, including the Cluett, Peabody & Co., Tooke Brothers, the Van Allen Company, John W. Peck, the Standard Shirt Company, Montreal Shirt & Over-all Co., Alphonse Racine, etc.

If the official statistical year book for the Province of Quebec, the following figures are given referring to the men's furnishing industries of Montreal, which are the latest available with reference to the subject. Some 18 factories are mentioned as giving employment to over 1,500 workers, and representing invested capital to the amount of \$4,839,632. In the matter of hats, caps and furs, the number of manufacturers is given as 59, employing over 2,000 workers and producing goods valued approximately at over \$11,000,000 per annum.

Thus with an acknowledged reputation as the leading Canadian producing and distributing centre as regards men's shirts and collars, etc., it is worth while tracing back some of the causes which have contributed to build up this enormous and ever increasing volume of business.

Abundance of Skilled Labor

The first consideration which without doubt laid the corner stone of the industry in and about the city of Montreal was the abundance of excellent skilled labor available among the French Canadian population, the majority of whom depended upon sewing in some form or other as the main means of livelihood. Some 50 years ago or more, shortly after the date of Confederation, practically all the shirts and collars worn were made in England or in the United States, and when the industry first took shape, all work was done by contract and given out to women in their homes in and around Montreal. No machinery was in use then, and shirts of those days were far from being the smartly designed affairs they now are, nevertheless, the materials were as good

if not better than can be procured now and as all the work was done by hand or on the primitive sewing machines, the shirts were decidedly good.

Fifty Cent Shirts

In the early eighties, practically all the shirts were the ordinary white open back, stiff bosom style, made with different kinds of reinforcements, and were often sold by weight. Price was a strong consideration, and the average price of a dozen shirts wholesale was about \$4.50 to be retailed at 50 cents apiece. This fifty cent shirt was fully as good insofar as quality is concerned as the two dollar shirt of to-day.

Shirts were then sold unlaundered as the process of washing was generally so detrimental to the fabric of the shirt that purchasers preferred to buy the unlaundered variety and do them up personally. The Montreal firms producing shirts at that time were A. H. Sims & Company, Tooke Brothers and Skelton Brothers, two of whom have since gone out of business leaving Tooke Brothers as the oldest Montreal firm. This firm was the first to instal the modern extractor with which the laundering process incidental to shirts was enormously simplified and shortened, and some 25 years ago the Montreal public flocked in crowds to watch this machine operate and marvelled at the wonderful advance in industrial machinery.

Many developments in style were gradually effected until the now universal coat shirt became the accepted fashion, with all the refinements of cuffs attached, soft collars, etc. It is said that the first starched colored collar to match the shirt was made in Canada by the Montreal firm of Tooke Brothers.

Produces All Grade of Shirts

To-day all kinds and varieties of shirts and collars are produced in Montreal ranging from the heavier work shirts to the finest dress and silk shirts, while all varieties of starched, soft and semi-rigid collars are turned out to satisfy the demand for high grade goods.

Some 60% of the materials employed in manufacturing shirts and collars are the products of the largest Canadian cotton mills, also located in Montreal, whose output is now recognized as equalling the best turned out by American factories. The remaining 40% is divided between British materials and those from United States factories, chiefly woven goods in unusual novelty designs, designed for the high priced ranges.

Montreal is also an important centre for such lines as athletic underwear,

pyjamas and handkerchiefs, all of which lines are steadily increasing in demand owing to the care with which they are produced and the high standard of quality which is a watch word with Montreal makers. The largest handkerchief plant in Canada is located in Montreal, which turns out all kinds of cotton, linen and fancy handkerchiefs, both plain and embroidered. At times, the production of this plant reached the phenomenal amount of 1,100 dozen a day.

Montreal manufacturers of shirts and kindred lines declare that their products are not exceeded in quality, workmanship and finish by those of any other country, and taking the Montreal market as a whole, the retail buyer can purchase men's wear, quality for quality and price for price, better than in the United States.

Lower Prices Are Unlikely

Explanation of Manufacturer to His Travelers—Some Useful Points for Salesmen

A Montreal shirt and collar manufacturer has provided his travelers with some worth while data bearing on the present situation in this industry, designed to supply them with selling talks and definite arguments and facts bearing on the prices of both raw materials and the finished products, which should result in a better feeling of confidence in the minds of retail buyers.

According to this circular, the natural supposition of the retailer inclines to the belief that shirt and collar prices are going lower, but this is by no means possible, as a brief survey of current market conditions will demonstrate. Take the three fundamental commodities, for example. Wool has gone up 50 per cent.; cotton has gone up 100 and silk, 50 per cent.

Together with these advances, labor costs have only slightly decreased and thus the hope of lower prices on spring shirts is altogether unlikely. To begin with, shirt manufacturers could not purchase new materials for spring, 1923 at anything like those paid for this season's shirts, since the latest advance in raw cotton indicates that the new high level will remain. English prices also have advanced 10 per cent. lately on woven materials and present prices quoted by Canadian mills have been withdrawn.

(Continued on page 42)

*--and now for the Canadian
Merchant and his trade*

BETTER FABRIC VALUES IN CLOTHES

FOR YOUNG MEN AND MEN.

OUR association with Levy Bros. & Adler-Rochester, Inc., makes possible the offering of BETTER FABRIC VALUES—*Finely Tailored* in clothes that bespeak of the utmost in style, materials and hand-tailoring.

Specializing - that's what we and they are doing - and, as we work in line with their ideas, our Canadian Trade is assured of absolute authenticity—less all non-productive cost.

In this "off season" we want you to give this offering of ours the thought it entitles and to remember in the buying days - soon to come - that celebrated ADLER-ROCHESTER CLOTHES are now made in Canada.

H. W. & M. FREEDMAN,
LIMITED
SOMMER BUILDING - MONTREAL

Your name on our mailing list will bring you, from time to time, news of "What's What" in the Clothing World. Send it in!

The logo for Peck's, featuring the word "Peck's" in a stylized, cursive font. The letter "P" is large and contains a circular orange and black halftone pattern. The rest of the letters are in a dark, solid color.

CLOTHING

Men's

Young
Men's

Boys'

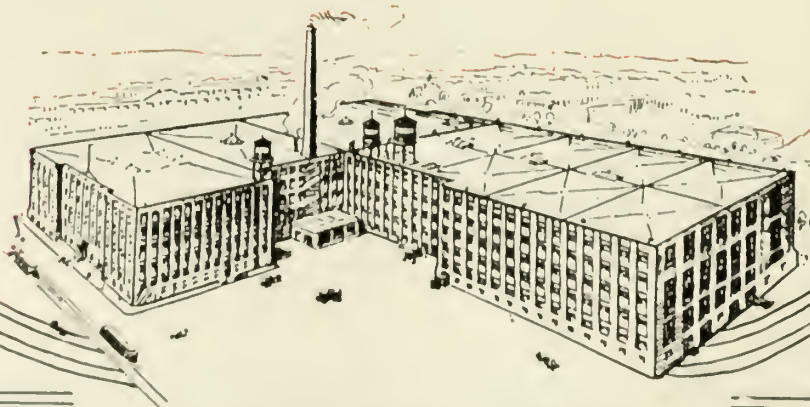
Any time you are in Montreal we invite you to visit our plant, which we know will interest you, as it is one of the largest of its kind. For nearly forty years this institution has been serving the clothing trade of Canada.

We Maintain an Efficient Special Order Department

JOHN W. PECK & CO.

LIMITED

Montreal Winnipeg Vancouver



For Immediate Call



Giving Service—

We carry in stock for Immediate Delivery a large assortment of Men's, Young Men's and Boys' Clothing—Special Values to offer in 2 Bloomer Suits at attractive prices.

Elk Brand Clothing

has gained its reputation by giving satisfaction in quality of fabric and smartness of design.



J. Elkin & Co., Limited

MAKERS OF ELK BRAND CLOTHES

Vitre Street

-

-

Montreal

Gabardine Coats AND Winter O'coats

for Men, Women and Boys
Fall and Winter Models

Now Being Shown

THE best English materials go into the making of these high grade rainproof coats.

Buyers can be assured when they place orders with us they are getting the maximum value from their investment.

Our all English Woollen Fall and Winter weight Topcoats are now being shown in the latest English and American Models, with check plaid backs and half silk and Polo linings.

Let our traveller show you the new line—or write for samples and quotations.



"Look for this Label"

Schwartzman Bros.

Exclusive Makers of "The Reigncoat"

Dubrue Bldg., Phillips Place

MONTREAL

Agents and Samplerooms

TORONTO—R. J. Sibbery,
Congrave, Bldg., 167 Yonge
St.

ST. JOHN, N.B.—E. A. March,
Victoria Hotel

WINNIPEG—J. C. Wreyford,
Hammond Bldg.

VANCOUVER—W. G. Geary,
409 Welton Block.

FRASER'S

MEN'S WEAR DIRECTORY

18th Edition
(Pocket Size)
Out in August

Put it in your pocket when you go to market.



It lists every manufacturer, wholesaler, by product. Saves time. Makes money —for you.

An approval copy of the current issue upon request, if not on our mailing list.

FRASER PUBLISHING COMPANY

128 Bleury Street
MONTREAL

122 Wellington St. W.
TORONTO

FOR THE FALL—Women's Wear, pocket-size, out in July.

Men's Wear, pocket-size, out in August.

FOR THE SPRING—Textile Products, large size, out in January.

Subscription, \$2.00 a year for the three books.

Complete circular on request.

Bankruptcy Act

TENDERS FOR SALE OF BUSINESS

Of L. A. Gareau Doing Business as English & Scotch Woollen Company, in Bankruptcy

Sealed tenders addressed to the undersigned, and endorsed "Tender for Assets English & Scotch Woollen Co" will be received at the office of the undersigned Trustee until 12 o'clock noon, Daylight saving time, on Friday, July 21, 1922, for the following assets of the above named bankrupt:—

(a) Merchandise in Bond (valued at laid-down invoice cost, duty unpaid):—	
Woollens, 88,138 yards	\$253,399.63
Linings, 123,329 yards	49,794.62
(b) Merchandise in Stock-room (valued at laid-down invoice cost, duty paid):—	
Woollens, 18,188 yards	85,663.75

(c) Merchandise in Stores, suitings, lengths, valued at laid-down invoice cost	102,586.49
(d) Made-to - Measure Garments awaiting delivery, balance due	53,958.35
(e) Made-Up Garments at various stores	82,357.55
(f) Plant and Equipment at book value	41,157.80
(g) Furniture and Fixtures at various stores, book value	41,075.17
(h) Estimated Equity in Property, cost price less mortgage, 282 St. Joseph Street, Quebec	30,000.00
(i) Leases, Trade Name, Goodwill, estimated value	150,000.00

The above mentioned assets, together with all the good-will, claims of the Trustee of every nature, exclusive of Cash on Hand, July 15, 1922, are offered for sale en bloc by tender. The business to be sold as a going concern. Inventories as shown above, were taken as at May 31; final inventory will be taken at July 15, upon which offers can be based, and after which date the business will be run for the loss or gain of the purchaser.

The quantities or the values shown in this advertisement or in the inventory of July 15 are not guaranteed, but arrangements can be made by which prospective tenderers may make such investigations as they deem necessary subject to the approval of the Trustee.

Tenders are subject to the following terms and conditions:—

1. Quantities or values of Inventories as specified in this advertisement, or in Inventory of July 15, are not guaranteed.
2. Payment to be in Cash, or at least one-third cash, balance to be secured to the Trustee and Inspectors' satisfaction.
3. The highest or any tender will not necessarily be accepted.
4. Transfer to be made as at August 1, 1922.
5. Overs and shorts in all the inventories are to be for the loss or gain of the purchaser.
6. Full particulars may be obtained upon application at the office of the undersigned Trustee. No tender will be considered unless accompanied by an accepted cheque on a Chartered Bank for a sum equal to ten per cent. (10%) of the tender price.

GORDON W. SCOTT,
Trustee.
Office of P. S. Ross & Sons,
142 Notre Dame Street West,
Montreal, Que.

H. E. DAVIS & CO.

Manufacturers of

Men's and Women's High Grade Garments

in

Gabardines Coverts Venetians Lovats, etc.

All English materials and Cravenetted. Tailor made, stylish and at attractive prices.

We have a variety of shades in above materials and can accept orders for immediate and early fall deliveries.

As manufacturers of the "Davis Storm Resista" Waterproofs, we are known from coast to coast, by all the principal merchants who carry our line.

H. E. Davis & Co.

Sommer Building

41-47 Mayor St.

Montreal

Strength and Durability

are to be found

in

"Fountain Brand"



- PURE IRISH LINEN THREAD -

Manufactured by

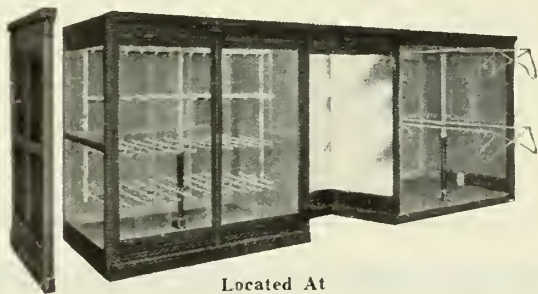
The Island Spinning Co., Ltd.
Lisburn, Ireland

"Fountain Brand" Threads have stood the test of years and are considered "second to none" in evenness and strength. "Fountain Brand" is highly endorsed and used by Clothing and Leather Manufacturers the country over.

Sole Agents for Canada:

Walter Williams & Co., Limited

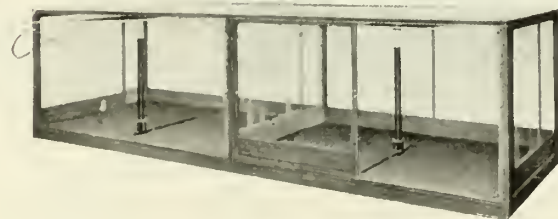
MONTREAL 508 Read Building QUEBEC 553 St. Valer St. TORONTO 20 Wellington St. W. VANCOUVER 217 Crown Bldg.



Located At

Oak Halls, Limited, Adelaide and Yonge Sts., Toronto, and their 13 other branches have found the use of "New Way" store fixtures essential in keeping down excessive departmental rental and overhead costs.

"New Way" methods for handling and displaying merchandise permit maximum carrying capacity and fully protect all goods from dust behind disappearing glass doors; and improved displays enable the salespeople to devote more time to actual selling—resulting in greatly increased individual sales and greater business volume.



The two wardrobes illustrated above are of the wall and center types respectively devoted to the sale of men's and boys' suits. This equipment is sectional and interchangeable and can be added to at any time with uniform results. These wardrobes are made with special interiors to accommodate the sale of suits, coats, cravenottes etc. Further information concerning our complete line of store equipment sent free upon request.

Getting Behind the Clothing Business

THE greatest endorsement of the "New Way" Revolving Wardrobe is perhaps the fact that successful merchants everywhere are using this type of store equipment and are free to admit that it results in greatly increased sales resulting from better display, appearance and service.

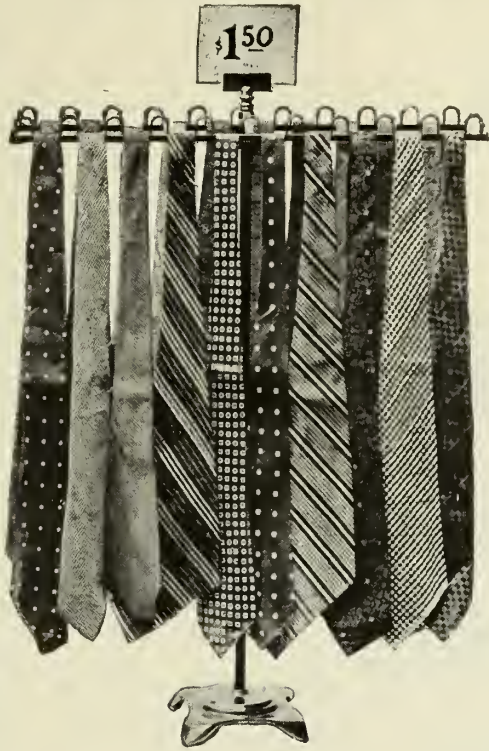
Better kept clothes sell better and with improved methods of handling garments, more time can be devoted to actual selling, resulting in more sales and greatly reduced selling costs. The fact that garments are carried in a scientific manner fully protected from dust and excessive handling, and that more garments can be carried in a given space than formerly, results in lower operating costs and reduced departmental rental.

The experience of others who have installed "New Way" Equipment may be of interest to you, and we shall be pleased to send the names of a few merchants in your community to whom you can write regarding their experience. Names furnished upon request.

JONES BROS. & CO., Limited

29-31 Adelaide St. W.

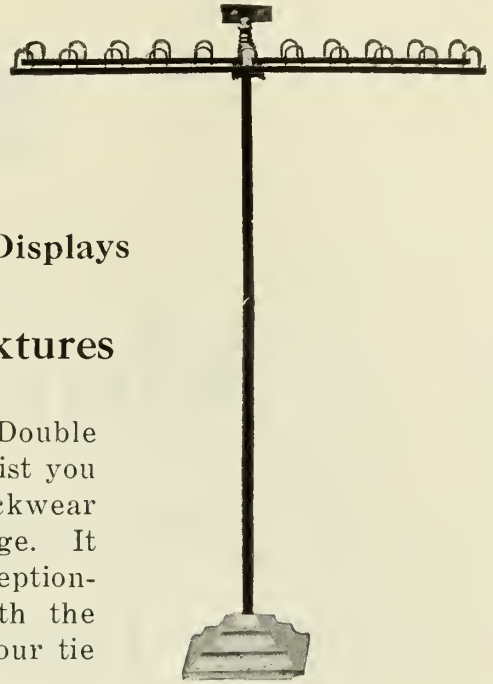
Toronto, Ontario



Imperial Base

The Finest Window Displays
are made up with
Dale Display Fixtures

The Dale Revolving Double Bar Tie Rack will assist you in displaying your neckwear to the best advantage. It has proven to be exceptionally popular and with the result of increasing your tie business.



Colonial Base

Dale Wax Figure Co., Limited

86 YORK ST., TORONTO, ONT.

Agents: P. R. MUNRO, New Birks Bldg., Montreal. E. R. Bollert & Son, 501 Mercantile Bldg., Vancouver, O'Brien, Allan & Co., Phoenix Block, Winnipeg.



12 to 18½



12 to 19

KANTKRACK

collars with the linen appearance and twice the staying quality of a dozen so called linen ones, just the collar for the warm days, always clean and also saves you money. You take no chances with a **KANTKRACK** as every one is guaranteed through the dealer. The merchant is also protected as we make only one quality and sell to all at one Price.



11½ to 19



11 to 19

One Grade Only and That the Best

Parsons and Parsons Canadian Limited

Est. in U.S.A. 1879

HAMILTON, CANADA

Est. in Canada 1907



Monarch-Knit

Sweaters, Hosiery

Bathing Suits

Yarns, Etc.

Three warehouses add to the efficiency of our service to the trade.

Toronto

Ogilvie Building, at the
Corner of Bay and Wellington Streets

Montreal

Dubrulle Building
Phillips Square

Vancouver

408-409 Mercantile Block

Buyers visiting any of the above cities are cordially invited to call at our warehouse to inspect the many attractive lines there displayed, and to make our warehouse their headquarters when in the city.

The Monarch Knitting Co., Limited

Head Office : Dunnville, Ont.

Factories : Dunnville, St. Catharines and St. Thomas, Ont.

Every sale of unworthy fabrics places the retailer's reputation in the background, but the "Tutt" line because they are worthy, make friends of customers and multiply the retailer's sales and profits.

Superior
Workmanship

TUTT CLOTHING CO.

MAKERS OF FINE CLOTHES

21 Dundas Street East
Toronto, Ontario

The Dods Knit Family



Light-Weight Merino and Natural Wool, for men and women, boys and girls. Two-piece and combination.

Dods Scotch Knit for men and boys; warranted 100% pure wool. Two-piece or combination.

Dods Elastic Knit for men. The best underwear of its kind—especially for farm folk and workers outdoors in Canadian winter weather.

Dods Wear for Children. Kiddies' Cotton Vests; Kiddies' Bloomers—knitted cotton—white. Kiddies' Sleepers, fleeced-lined, jaeger and white. Children's fleeced-lined Waists—white or jaeger.

Dods-Knit Fleece for men and boys—two-piece and combination—jaeger, violet random, cream, olive stripe. For women and girls, two-piece or combination, white, cream and jaeger; also with fleece bloomers.

HERE'S the underwear "that mother always buys"—depending on which member of the family she is shopping for.

Dods-Knit Underwear is one of the solid staples in the Canadian trade, and some of these lines hold the largest sale in Canada.



Selling Agents

Ontario & Western Provinces: R. Reade Davis, Manchester Building, 33 Melinda Street, Toronto, Ontario.

Quebec and Maritime Provinces: William C. Forster, 128 Bleury Street, Montreal, Quebec.

Famous in the trade, trade-marked and advertised in the newspapers, Dods-Knit Underwear is going to be a bigger factor than ever.

But, however much we advertise to the general public, however well the people become acquainted with the Dods-Knit line of underwear they have been buying for years without knowing the name—we are still going to do business through the wholesaler only.

Retailers—get in touch with your wholesalers and get ready for a big Dods-Knit season. Big advertising is on the way. If you have not handled Dods-Knit before, write us direct and we'll have great pleasure in directing you to the wholesaler carrying Dods-Knit goods in your territory.

The Dods Knitting
Company
Limited
Orangeville - Ontario

Fire! Storms! Traitors! Poison! Pirates!

threatened Ruth Ellis, a bonny Canadian lass who went sailing amongst them on her husband's clipper ship. While her husband lies the helpless victim of Sudi poisoning, Ruth undertakes to win a wager in a race with other tea packets from China to London—and arrives in the Thames a scant ten minutes ahead of her closest Yankee rival.

A story to fire your blood, a compelling, stirring sea yarn entitled

“TEA FROM CHINA”

Written by Frederick Wm. Wallace and illustrated by Charles Patterson
is the leading fiction feature of

MACLEAN'S

for

JULY 15th

A Big Job for Small Rivers

By J. L. Rutledge

A story of the Hydro Electric Development in the Maritime Provinces, showing how much is being accomplished at St. Margaret's Bay and on the Musquash River where but little was prophesied when the schemes were originally proposed.

Co-operation in Education

By Joseph Lister

A movement is on foot to bring about an amalgamation of a number of the Colleges in the Maritime Provinces. Mr. Lister points out some of the advantages which will accrue from the proposed pooling of resources.

Is “WELCOME” on Your Door Mat?

By Beatrice M. Hay Shaw

Has Canada assimilated its thousands of English war brides? Mrs. Shaw, a travelled English woman, who has lived many years in the Maritime Provinces, says: “No”—and blames the Canadians!

Bonar Law—Some Secret History

By F. Gordon Sampson

A dramatic story of a chivalrous great man, showing what happened when Bonar Law, a few months ago, declined to take advantage of a peculiar situation which might have made him Premier of Great Britain.



CAPT. FREDERIC W. WALLACE

CURBING THE VENDOR OF ILLICIT DRUGS,

By Judge Emily F. Murphy

THE JUMPED SNOWSHOES,

By Theodore Roberts

OVINGTON'S BANK,

By Stanley J. Weyman

OPPORTUNITY KNOCKS,

By W. Townend

On Sale
Today

20c.

MACLEAN'S

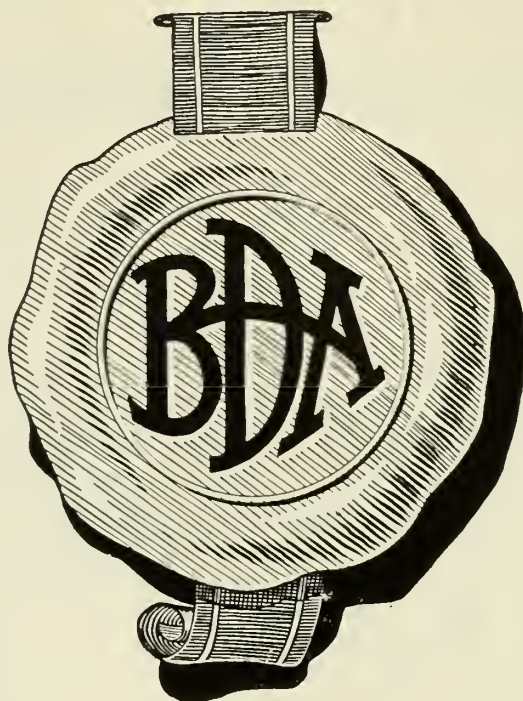
“CANADA'S NATIONAL MAGAZINE”

At News-
dealers

20c.

Get Your Copy Today or Send \$3.00 for a Year's Subscription to MACLEAN'S MAGAZINE, 143-153 University Avenue, Toronto

The Hall-mark of Excellence in the Textile World — and a guarantee of the utmost in Dyeing and Finishing.



This Trademark is important to the manufacturers of clothing as well as to merchant tailors. It means good linings.

Save Money on Linings

B.D.A. finishes enable the Clothing Manufacturer and the Merchant Tailor to use COTTON LININGS instead of Silk, and give the same appearance and more wear to the garments.

For instance, consider B.D.A. "MARQUISE" finish Cotton Venetians, processed by the "Marquise" Finish have the sheen and lustre of expensive silk linings—give better service—and are not affected by pressing or ironing.

Another very excellent lining is a Cotton Venetian, "SUNBRITE MARQUISE DE LUXE," which has a lustre and depth of shade second only to silk.

Ask your wholesaler or jobber to show you these, and other B.D.A. Finishes. They are soundly economical—and they are exceptional in quality, or the B.D.A. Trade Mark could not appear on them.

THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER

6 OXFORD ST.
ST. PETERS SQ.

BRADFORD

DEPT. 43
39 WELL ST.

LONDON

128 & 129
CHEAPSIDE, E.C.2



(COPYRIGHT)



The Biggest Christmas Sellers

Advertised in the World's Greatest Advertising Medium

HICKOK Belts, Buckles and Beltograms offer dealers greater Fall and Christmas volume sales possibilities than anything that has ever before been offered in the way of gifts for men and boys.

Never before have HICKOK Buckle and Beltogram designs been as attractive as they are this season. And never before have HICKOK leathers possessed a richer tone of quality. They are priced to suit every purse.

This season's gift boxes for both belts and beltograms are the best we have ever produced—carefully made and

beautifully colored—a perfect gift box for your most particular trade.

The world's greatest advertising medium—THE SATURDAY EVENING POST—will tell its millions of readers that you have HICKOK products to sell—in the most forceful message ever attempted by a belt manufacturer to help dealers close a year of record-breaking sales. Prepare to do business. Order EARLY. Our salesmen are now on their way to show you the complete new HICKOK line.

HICKOK MANUFACTURING CO., Ltd., Toronto, Ontario

Combined Factories Largest in the World Manufacturing Belts and Buckles

NEW YORK SHOW ROOM: 200 Fifth Avenue

CHICAGO OFFICE: 424 South Wells Street

U. S. FACTORY: Hickok Mfg. Co., Rochester, N. Y.



HICKOK



OXFORD BRAND CLOTHES

Your Best Seller for Fall

Our new Fall line of Overcoats will appeal strongly to buyers ever on the lookout for unusual merchandise which combines smart styling, reduced prices, and faultless workmanship.

HIGH GRADE SUITS for Young Men and Boys. The remarkable values are seen at a glance in the quality of the fabrics and the expert tailoring in every suit.

*Our Assortment is the Largest
we have ever had.*

OXFORD CLOTHING CO., Limited

King Street and Spadina Ave.,

TORONTO



*As good
as their
Name*

Sportalls built on Quality

They are in a class by themselves for convenience, style and long wear. Practical, healthful and economical.

**Sportalls can be retailed for \$1.00
and up per suit**

If you have not stocked them send for a sample dozen,

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.

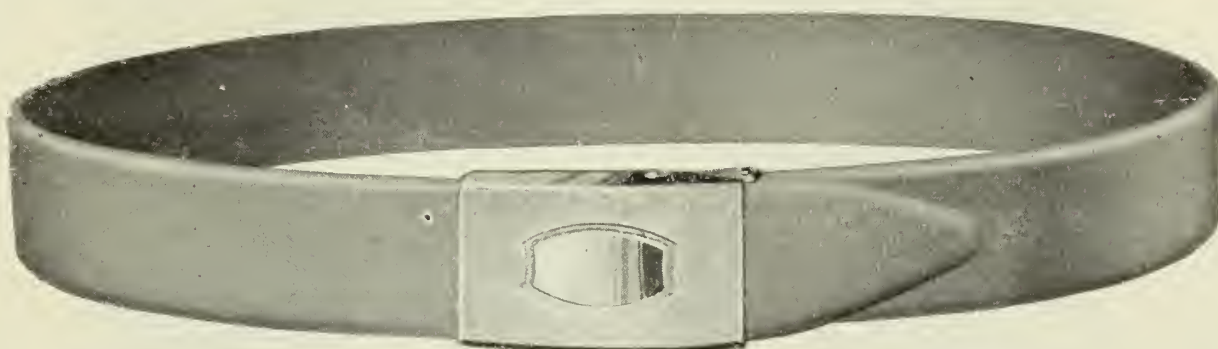
To be had from any of the Leading Wholesale Dry Goods Houses.

Marathon Flexyde Belts

(The Belt with a Thousand Imitations)

Black, White, Cordovan and Grey, in one-inch and $\frac{3}{4}$ in. widths, with choice of Solid Nickel Silver Engine Turned, Two Tone Gold or Two Tone Silver Giant Grip Buckles.

EVERY BELT AND BUCKLE \$7.50 per doz. Guaranteed one year.



Marathon Fifties With Solid Nickel-Silver Buckles. (Not Nickel Plate.)
BLACK, CORDOVAN AND GREY.

\$4.00 Per Doz.

We ship mail orders the day they arrive.

Jones & Robinson

Brockville - Ontario

Fall of 1922

Hanson  Socks

100% PURE

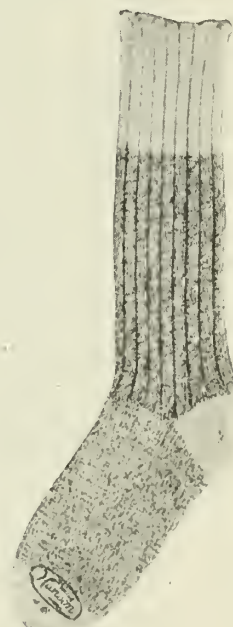
Imitated Everywhere—Never Equalled

We are still busy making Hanson's snow white or grey wool sox.

Experience is man's greatest asset. We have had 44 years of it to prove our worth.

Our representative warehouses, Toronto and Winnipeg, will be of great service to you.

Can furnish you on shortest notice. Carry complete stock always.



Name on the Toe.

GEORGE E. HANSON

Established

HULL, P.Q.

1878

Crown Tailoring Co., Limited
TORONTO



Evening Clothes that are Different from the Ordinary. Every suit Hand Tailored and Silk Trimméd throughout which gives a Distinctive Character: And priced to Retail at moderate prices
Guaranteed Delivery

Crown Tailoring Co., Limited

533 College Street
TORONTO

Men's Wear Review

VOL. XII.

JULY, 1922

No. 7

Canada's Oldest Store Is In Quaint Quebec D. Morgan, Tailor, Established 200 Years Ago

Business Still in the Hands of the Original Family That Started It In Time of Louis Fourteenth—Intermingling of Old World Charm With Modern and Aggressive Business Methods—Historic Collection of Displays Dates Back to Plains of Abraham

By M. G. de Soyres

IN THE city of Quebec, a stone's throw from the famous Chateau Frontenac and across the street from the post office where tourists flock to gaze upon the "Chien d'Or" of romantic fame, may be found Canada's oldest and most unique store. This business, which dates back to the eventful days of Louis XIV, is one of Quebec's most cherished points of interest and the object of intense local pride, not only because it has remained in the hands of the original family who founded the firm, but also because its very walls recall days of bygone glory, when the Governor-General made the building his official residence, and still later, when it became a popular music hall in which all the famous actors of the old world performed for the delight of Quebec society of those days.

Close on to two centuries has this firm been in existence, although in the earliest days it was located in what is called the "Basse Ville" or lower town. D. Morgan, its founder, was an Englishman to whom it was a tradition that only the best should find a place upon its counters and so well has this ideal been upheld that to-day the store of "D. Morgan, Tailor," as it is still quaintly advertised, bears upon its stationery and over its front door, the British coat of arms and the legend "Under the distinguished patronage of His Excellency the Governor-General."

It is impossible to describe the peculiar charm or the individual character of the D. Morgan shop without also

dwelling on Quebec's romantic history and commenting on its many fascinating local products. It is partly because of the intermingling of old world charm with modern business methods that the Morgan store possesses an atmosphere absolutely impossible to find anywhere else and partly because its stock is different, meriting the title of specialties rather than general merchandise. The scope of the store's policy is expressed by the words "tailor and general outfitter" on the store labels, yet this does not enlighten the customer who patroni-

leather, gaily colored rag rugs and Murray Bay blankets, homespun bags and a hundred other things which can be found nowhere else than in old Quebec. Besides these products, which are ranged round the front entrance to feast the eye of tourists, there are four long aisles along which tables are piled high with imported woollens and suitings of the finest quality, brought over especially by Mr. Morgan to be made up or sold by the piece as desired. All the finest tweeds, plaids and other fabrics of Scotch and English looms are assembled for the delectation of the connoisseur in fine woollens and so much appreciated is this department of the Morgan business that it requires 24 hour-a-day shifts of tailors to keep up with the orders which come in for suits and overcoats. A factory for custom tailoring is therefore in constant operation at the rear of the store and suits are made to order in ten hours after selection by purchasers, in readiness to despatch to hotels, steamers or trains as the case may be.

Gloves are a Famous Specialty

All round the walls of this interesting building are high wall cases

which contain rows and rows of small drawers and shelves, each neatly ticketed with contents and prices. Hundreds of these drawers are labeled with descriptions of gloves, both for men and women, and the Morgan glove department is said to contain the largest and most complete assortment in Canada. The pride of this department is that out of the thousands of pairs sold annual-

zes the store as to what he may acquire therein.

Quebec Handicrafts Attract Tourists

The somewhat old fashioned interior possesses all the fascination of an exhibition of arts and craft work as done by the Quebec peasants and the Indians, including exquisitely woven homespuns and coarse crash linens, moccasins of all sorts, beaded bags of undressed caribou



ly not a single one causes dissatisfaction and every one is fitted and guaranteed when the sale is made. Many American visitors return year after year or else write more frequently for gloves from this store, and the world's best markets are combed constantly for the choicest kinds including the heaviest wool-ken gauntlets from Scotland, fine French kids or rare Arabian mochas.

In another section of the store, which, by the way, is composed of a series of old fashioned rooms, some of which have no windows, is another high wall case containing every possible variety of necktie which has ever been devised for the adornment of man. All these ties moreover are imported from the best English makers and include the very newest bow effects as well as exquisite hand-knit styles in various colorings. Still another section provides for hosiery, of which the variety seems endless, ranging from golf hose of coarse wool to the sheerest cobwebby silk. Footwear for men is a famous specialty of Morgan's also, especially the smart English brogues with heavy waterproof soles so indispensable to golfers. Such boots and shoes are exclusive to Morgans in Canada and are much sought by Americans as well as Canadian visitors.

Quality Prevails in Knit Goods

Anything in leather from a dog collar to a travelling bag can be had here and in every instance the leather novelties are of fine and distinctive types. Knitted goods of course are still another famous specialty, and every conceivable type of sweater for men, women or children has a place in the stock. Such sweaters invariably bear the label of the best known Scotch knitters and represent standards of quality and command prices commensurate with merchandise of such established reputation.

Historic Collection Displays in Store

At the back of the store is located Mr. Morgan's private office in which may be seen the largest and most valuable collection of "Ceintures Fleches" in Canada. As is well known, these ceintures or sashes, were the ceremonial garb of Indian chiefs in olden days, and were woven out of brightly colored wools in a pattern reproducing the arrow head design. Similar sashes are now much affected for winter sports in Quebec and command goodly prices, but the collection of Mr. Morgan is composed entirely of real historic relics. To all visitors who express a desire to examine and admire the collection, Mr. Morgan extends a welcome, and those who are fortunate enough to see his entire collection of rare and unique curios, all of which date back to the days when Wolfe and Montcalm made history on the Plain of Abraham, carry away with them a sense of having come in contact with actual history.

Quicker Sales: Less Confusion An Idea That Worked Successfully

A big suit sale was recently featured by the Robert Simpson Co., Ltd., of Toronto. During the sale upwards of \$15,000 worth of merchandise was disposed of and the sale lasted only a short time. There was a rush for these "snaps" and a little idea they adopted made it possible for them to handle this rush without getting the department all upside down, the different pieces of the suits all mixed up one with the other, and give better service to their customers.

Before the sale opened, they separated the pants from the coat and vest. The trousers were neatly piled up at the back of the department, out of sight, and corresponding tickets put on them so that they could be found in a minute. In a sale of this description the coat and vest are really the determining pieces of the sale—if they are satisfactory, there is little trouble in connection with the trousers. With them it is only a case of measuring and getting them to fit.

And so the sale went merrily on. When a salesman was waiting on a customer and trying on the coat and vest he did not have to worry about the trousers, wonder where they were, and whether they had been covered up by some other salesman who was equally in doubt regarding the three pieces of the suit he sold. There was no confusion, whatever; and when the coat and vest had been sold the customer was taken to the rear of the department where the trousers were found and fitted.

Unless this plan had been followed out the salesmen would not have been able to serve as many customers, either satisfactorily or as conveniently; there would not have been nearly as many sales and—as everyone knows—there would have been confusion with a department at the end of the day that would have looked as if a whirlwind had struck it.

For nearly 200 years the firm D. Morgan have carried on the traditions of English merchants, and as the business descended from father to son, generation by generation, they have upheld two policies which have never once been allowed to lapse. One may be summed up as the desire to cater especially to those of discriminating tastes and appreciation while the other could be

termed the pledge never to sell anything which is not the best of its kind, nor which does not reflect and typify perfection, whether it be a bit of beaded skin, fashioned by an Indian woman into a quaint bag, or a hand-tailored suit of skilled workmanship, and the same invariable standard of simplicity and good taste goes hand in hand with a sterling guarantee of excellence.



A VICTORIA DAY WINDOW

In which bright colored blazers and neckwear lent a gay note to the display of white shirts and flannels. Croquet mallets, fishing tackle, racquets and base ball bats were appropriate accessories. Displayed in the R. J. Tooke Company Uptown Store, Montreal.

Community Effort Increases Sales

The Get-Together Idea Can Be Worked Effectively To Boost Business For a Whole Week—Using a Mystery Person Creates Considerable Local Interest—Bringing People in From the Surrounding Country—Features That Can Be Used to Advantage

A CO-OPERATIVE scheme among merchants will often boom trade for a week. Once the whole-hearted efforts of men who are seeking a common goal without little jealousies and prejudices interfering are exerted a week's good trade can be worked up. Here is a plan that might be followed.

Make arrangements for street parades, using the local band and enlisting the active support of any local organization that takes pride in your town or city and is willing to co-operate in an effort to make it grow. Of course, the whole thing should be well advertised with the purpose of getting people from the surrounding country in during one or more days of that week.

A man or woman of mystery might be used to good purpose in such a scheme. Have his or her picture at the top of a page advertisement with the announcement that this person will appear between the hours of 2 and 6 o'clock on one or more afternoons in certain streets. Give a cash reward for his or her capture, stating, however, that he or she must not be approached on the streets but in one of the stores co-operating in the scheme. State that a definite conversation must take place, something like this "Are you Mr. (or Miss) So-and-so?" to which this reply is made, "Do you trade in ——." To which the reply is made "Don't you see this tag." The person will then hand you the cash prize or an order for goods to that amount, whichever the discoverer of the mysterious person may desire.

Other Features

It is wise to have several features to be used on different days so that interest may be maintained throughout the entire week. For instance on one day you might release from the top of some building a number of balloons; attached to each balloon might be an order for the best seat in one of the local theatres (if it is a small place where there are only picture houses make it a week's tickets to this theatre). This order can be turned in to the chairman of the committee in charge of the week's merchandising plan.

Display Day

Display Day can be made a very interesting and active one. Display is one of the best mediums of salesmanship these days and on Display Day there might be combined a series of good displays with a guessing contest of some sort. In the co-operative advertising a coupon might be inserted, asking citizens to cut it out and cast their vote for the best-dressed window displayed

MR. FIELDING HAS DONE WELL

"We are of the opinion that Mr. Fielding has done exceptionally well, and that the finances of the country are in sane and safe hands. A good deal of money has to be raised, and the burden is bound to be quite heavy on us all. The Sales Tax is pointed to as greatly increasing the burden, but, after all, it is about as fair and equitable a tax as can be arrived at.

"With regard to the tax on cheques. This seems a little out of line, and no doubt if proper representations are made to the Finance Minister by the business interests, they will be given serious consideration, in connection with a reduction in this tax. On the other hand, we must look at the benefits we receive: First, the doing away with the marking act, also the valuation clause in the tariff. The cancellation of depreciated currency legislation, and the reduction in the preferential tariff in favor of British merchandise, does not affect the retailer a great deal. Except in the case of the latter, it welds the bonds of empire and makes them stronger. We think the business men have a great deal of confidence in Mr. Fielding, and a perusal of the budget confirms such confidences."—A. M. McLean, Managing Director of Scovil Bros., St. John, N.B.

and, at the same time, cast their ballot in the guessing contest—one town window might be devoted to this guessing contest for which suitable prizes might be awarded. This would serve the double purpose of getting people out on this day to see the windows and to cast their guesses in the contest; at the same time each store would enter into friendly rivalry with the other in arranging a display that would also be recognized by a prize given by the committee or one of the local organizations interested in the week's efforts. Let the people be the judges of the window displays. It might be well to feature music in the stores during this day.

Other Days

One day should be set aside for Bargain Day throughout the stores co-operating in this scheme. Buyers might take special trips to the markets to select some merchandise that they could offer at a very low margin of profit so that citizens might see that shopping at

home is profitable both to the purchaser and to the vendor because it builds up the town, creates a better spirit amongst the people and, generally, makes the community a better one in which to live because the community spirit is developed.

"Out of town" day should be one of the best days of the week and one in which a great deal of planning should be done. Its object is to draw people from the surrounding country into your town or city to spend their money and leave with them a lasting impression with regard to the wisdom of making your town a purchasing centre for their requirements. Arrangements might be made to accept certain lines of produce that can be readily marketed in exchange for goods bought; there are stores in this country which make a regular practice of doing this the year round and find it mighty good business to do so. This might be a good day to have the "mysterious one" drop a number of crisp one dollar bills in some of the stores. Some form of entertainment for the evening might be arranged so that a good, whole day—and a profitable one—might be spent by those both in front and behind the counter.

"Surprise Day"

The present is a time when not a few people in every community are unable to spend a great deal of money. It might be well to bear these people in mind when planning your week. They might be remembered in a "Surprise Day." Every store could have a small parcel, selling for 25 or 50 cents in which some useful little articles could be wrapped for general use in the average household. Nothing of the fake nature should be attempted as that would leave a bad impression both of the whole co-operative scheme and of the store where nothing was received of value for the money expended. Everything that goes in these parcels should be worth the money paid for them.

Close With Dollar Day

From the very first announcement made it might be stated that the last day's program would not be announced till the evening before. It might be a "Dollar Day." If it were announced before this, it might kill some of the business during the rest of the week—that is a good reason for keeping it secret. At the same time, other features of entertainment should be arranged for this day, making it a day long to be remembered as a fit closing for one of the best weeks in the retail history of the town.

Are You Looking for a Sales Idea?

MANY merchants are in the habit of holding discount sales. In very bold type that uses up a good deal of space they announce that they will give 10, 15, 20 and 25 per cent. discount on everything in the store. In doing so they go further and say they are giving away real cash in doing so because it means their profit.

But would it not be wise sometime to give the actual cash? A well-known clothing firm did make this announcement some time ago and made a real sensation with their sale. They announced that they would give a 25 per cent. discount in gold to all customers purchasing goods to the value of \$10.00 or over. Thus, when a customer came in and spent \$10.00 the sales clerk at the termination of the sale handed him a little white envelope with a two dollar and a half gold piece in it. Even though the customer expected it there is a little thrill that goes with gold that leaves a pleasant impression. In running such a sale it would not be necessary to actually give the gold, but make it cash. You will probably find, as this man did, that the discount was also spent before the customer left the store.

EVEN the humble barometer can be made the drawing card for many a sale. Whether it be in the heart of the great city or along the street of the smallest hamlet in the country, there are always bound to be men who are interested in what the weather man has in store for them for the next twenty-four

hours. Recognizing the fact, why not have a device in your window with a chart explaining the same indicating weather prophecies for the next twenty-four hours? Maybe a golf player with a game arranged for the afternoon, maybe a tennis player intent on the afternoon's tournament, perhaps a farmer wondering if he will be able to get the crop in before a rainfall—maybe one of a score of men wishing to know for one reason or another the weather outlook will take some extra steps to study this device in your window. And, at the same time, he will see the merchandise displayed in the window.

And if you happen to know of a golf match, a tennis tournament or some other sporting event on for the afternoon capitalize on it by a catchy little showcard stating that the weather man says "fair" and calling attention to the particular sporting togs that will be required for the event in question.

"ANYTHING else to-day?" is not a good sales-getter. The writer was surprised to hear it the other day in a store that is noted for good salesmanship. Good salesmanship never recognizes that it is the duty of the purchaser to make suggestions for further purchases. That is clearly the duty of the man behind the counter. If the suggestion made does not correspond with something which the purchaser really intended to buy he will say so and name the thing that he does want. And if he really did not think of anything else he

wanted the positive suggestion is more apt to create a desire than the negative one.

A Nebraska clothier got results by crediting every clerk who induced his customer to buy more than he ordinarily intended to buy. If the clothing salesman, through suggestion, induced his customer to buy a hat the sales slip recorded the fact and such suggestions, productive of sales, were credited to the salesman's record where they counted as a certain number of points in determining a salesman's salary.

MANY retailers feel that one mark of progress from the village-state to the metropolitan is the taking down of the familiar collar case that used to stand in front of the store with a double or triple row of collars. But there are some high-class shops that have discovered an error here. The motive which inspires buying must be taken into consideration and the motive for buying collars is often prompted by the very sight of them, conveying to the mind of the passer-by a new style or a more comfortable collar for the hot day. They are, therefore, putting collar cases out in front of the store, double or treble rows of them being shown so that the passer-by may see at a glance a number of styles of collars from which he may make a speedy selection.

CCOURTESY counts and costs nothing. That phrase is as old as merchandising itself is—and that goes back,



The Men's Wear Section of the new Hudson Bay Co., at Victoria, B. C. This is in charge of J. L. Hunter.

Perhaps You Will Find it is Here

away back into ancient history. Yet there are scores of salesmen who either forget it or don't know what it is. And that sort of conduct loses sales. An instance might be cited. A certain man went into a furnishing store to get some hosiery to match a new pair of shoes that he had just bought. The clerk behind the counter was waiting on a customer—the newcomer could see that himself. But in a lax moment of the transaction, the newcomer politely asked the clerk if he had hosiery that would match the shoes he had just purchased. Without replying, the clerk threw down a pair of hose, plainly indicating indignation at, what he believed to be, an interruption. The would-be purchaser said they would not match, and a further look that would almost kill went from the clerk to the customer. The customer walked out of the store across the road and put the same question to another clerk who was likewise busy waiting on a customer.

"Yes, sir," said this clerk, "I am sure we have something that will exactly match your new shoes. Would you mind waiting just a moment and I will see that every attention is given you."

The first clerk lost the sale. The second one sold three pairs of good hose, some handkerchiefs—and made a friend.

IMPRESSIONS are registered best through the eye. What a man sees is the thing that he remembers best and longest. These are facts that should be considered by the men's wear dealer who has several departments to his store, departments that are spread over a considerable space. Many sales are effected by introduction and even though the clothing department may be a long way from the neckwear department is no reason why every customer should not see neckwear in the clothing department or clothing in the neckwear department. By installing a number of little specially prepared showcases throughout the store, it is possible to do this very thing. In this way, the store's whole merchandise is arrayed before the eye of the customer and the power of suggestion thereby conveyed will very frequently result in more sales.

IF you are running a contest in which it is necessary for the contestant to write his name and address, it is possible by the very simple expedient to lay the foundation for future sales. On the coupon designated for the man's name and address ask him if he would be good enough to fill in the blanks suggested in the form. The blanks should be something like this, "Are you in need of a suit of clothes," or "Are you in need of some shirts," or "Are you in need

of some hose," or whatever the line might be you would like the information on. You might state at the bottom of the coupon that your reason for doing so is to inform him at a later date of some new merchandise that you think will be of interest to him when it arrives. That will arouse his interest, he will store up the information in the back of his head, and he will be on the lookout for your further advertising matter touching the lines in which he is interested.

THERE are many ways of getting mailing lists, but the best kind of a mailing list is the kind that leaves a pleasant memory in the mind of the person who supplies you with his name and address. More and more stores are realizing the possibilities of a boy's department in their store, and one of the first problems that confront them is how to get in touch with the boys, how to do something to win their friendship in such a way that they have a little good soil to work on when they want to cash in on an effort they made to get the list.

A very simple way is to give a theatre party for the boys in your town. Don't have any strings attached to it, other than the signing of a name and address. Let it be known that boys may have a free ticket to a theatre party if they will only drop in the store and ask for it. On the back of the ticket you can have spaces for the signing of the name and for the address. There are not many boys in the year of our Lord, 1922, who will refuse your invitation; you are sure of a full house of enthusiastic boys who will be good advertising agents for you when the time comes for their new suit, overcoat, or what-not.

And, incidentally, August is a good month for such a party. It gives you time to get live advertising matter in their hands before the buying for the Fall school term begins.

WOMEN very often know the condition of hubby's wardrobe better than he knows it himself. And they have become greater factors in the men's wear trade in the last few years than ever before. As Mr. Gilbert of Montreal would say, they are possibly the right "target" for advertising matter; if so, shoot and shoot to bring home the bacon.

You might add to your sales volume by letting the women know that they are at liberty to take home any number of shirts or ties for the approval of the man of the house. He is a busy man and either has not the time or does not take the time to select his furnishings as he requires them. If they are all laid before him, he will probably buy them in bulk. It saves time, and that is what the busy man is mostly in need of.

IF you want to get boys and their mothers into your store there are several very simple expedients whereby it might be done. Nicholas M. Peters of Syracuse—it will be remembered that Men's Wear Review had a story about his merchandising some months ago—got many hundreds of them into his store by a method that is bound to appeal to the boys. He simply announced that a liberal amount of chocolate would be given away to every boy who came into his store within a given time accompanied by his mother. Needless to say, there were not many missing.

Any particular display or selling event can be linked up with it at the same time.

THE SUMMER months abound in sporting events that can be used to good purpose by a live display man. For instance, there are very few towns or cities where an active interest is not taken in the big league baseball games. A little bit of moss and a couple of bushels of sand will make an attractive window. The whole diamond can be laid out and a pair of scissors can cut out well-known baseball figures that can be assigned to their different places on the diamond or in the field. It is a window that will attract attention. In the same window show some seasonable merchandise and see if it doesn't bring business.

SALES can be increased in August by featuring pictures of sporting events in your window. It may be rather a dull month but a fillip can be given to business if your windows become spots of daily interest to the young men of your town or city. If there are sporting events of a tournament nature being carried on in your town or city, they are drawing to a conclusion in August. It is a good bit of advertising to secure pictures of local contestants in sporting events and some of the scenes of actual games. If there are no local events of importance, you might link up with some of the national or international games and sports.

At the same time display some seasonable merchandise in your window. You are bound to draw young men to your windows by this method and sales will result.

Dave Livinson of Montreal has taken over the store formerly occupied by Walter Paul in the Orpheum Theatre Building, St. Catherine St., West, and is remodeling the store entirely. When completed it will feature a full range of men's furnishings and will be the second store to be operated by Mr. Livinson in a theatre lobby on the uptown section of St. Catherine St.

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What Is Advertising?

News is the recording of the unusual. Otherwise it is not news, it is a mere commonplace. If you pick up your morning paper and read that Henry Smith left his home at 8.30 o'clock this morning, proceeded by way of Victoria street to his place of business on Main street, arriving there at 8.55 o'clock, you would say in disgust: "That is not news." But if Henry Smith in the course of this daily routine of existence were hit on the head by a falling brick and taken to the local hospital in a serious condition, and this fact were recorded in the daily press, it would be news. It is the record of the unusual. Perhaps, Henry Smith had walked over these same streets at the same hours for many years without mishap; but the very moment that something unusual happened an item of real news was created. The public is interested immediately; notice is taken because an un-ordinary thing has happened.

Should not advertising copy reflect this same conception of its purpose, namely, the diffusion of news? The constant repetition of a statement destroys its news value, it does not matter whether that statement appears in an advertisement or in the news columns of the daily press. Now, the character of the news carried in advertising and in the columns of the daily press varies somewhat, but it should still be news. Advertising news—be it either in retail, manufacturing or wholesale advertising—is news that sells or helps to sell merchandise. Therefore, to get the message across to the reader properly, there must be something new in the story, something about it that both sells the merchandise to the reader and, in turn, helps him with the sale of it to his customer. If the manufacturer or the wholesaler is advertising, he should give some real live news about the merchandise he is trying to sell. And the man who buys that merchandise should be able to tear out the page of advertising, pass it along to his salesmen and say to them, "Here is some news about some merchandise I have bought. This news will help you sell this merchandise when it reaches our shelves."

It appears to us that injecting news value into advertising is strengthening considerably the selling power of the advertising itself.

Business Improvement

We cannot alter the fact that business conditions in this country follow those across the line. It will be remembered that the continent-wide depression in business that started many months ago, started in some of the large centres of the United States. It gradually spread till it affected practically every city and hamlet on the continent.

It would now appear that the reverse of the story is equally true and it is encouraging to note that a gradual and permanent improvement that seems to gain momentum each month has set in. The Federal Reserve Bank of New York has just issued the second monthly statement of the year which shows that two successive months—April and May—show better business in dollars and cents in the Department stores in that city than the corresponding months of 1921. In April, the increase was 2.3 per cent., and in May it was 3.6 per cent. It is worth while pointing out that there is not only a percentage increase of one month over the other, but that the increase started in April and continued throughout May, rather than, say, starting in February, jumping a few months, and then continuing in May. It lends permanency to the business outlook.

Another feature of interest with regard to this report is that the actual number of transactions recorded show an appreciable increase. The increase stands at 8.6 per cent. in spite of the fact that the average amount of each transaction declined 5.7 per cent. from last year.

There is a further item in this report of especial interest to clothing men. During the month of May sales of men's clothing compared more favorably with those of last May than did those of women's clothing. It is an old axiom of trade that the first industries hit by a depression are the first to recover. There may be in this report an indication that the men's wear trade is beginning to get back into its usual stride.

Sales Promotion

In this issue of Men's Wear Review we have presented a number of sales ideas which, we hope, may be of use to the merchandise manager or the proprietor during the coming months. They are little ideas that will assist sales promotions in the various departments of the store. They are "something different," that "something different" that the retailer himself is looking for in the purchase of his merchandise. There are still the mid-summer clearance sales to be planned and executed. In these ideas there may be something that can be applied to one or other of your departments or throughout the whole store. The more aggressive your methods of merchandising, the larger will be the returns. It should be remembered that while there is a certain proportion of the population out of employment—the percentage, after all, is very small—there are many—the majority, in fact—working on just as usual and spending about as usual. If, therefore, a new "pep" can be put into your story by the application of one or more of these ideas the results may be most encouraging to you and satisfying to us.

"We Build"

By E. DEWITT HUTT

KIWANIANs to the number of about six thousand gathered in June in convention in the city of Toronto. They came from the four quarters of this North American continent. These six thousand are only a small percentage of the number of men affiliated with the Kiwanian movement; altogether, their membership is upwards of 70,000. And the vast majority of these 70,000 men are business men, men whose life and best energies are devoted to problems of buying and selling merchandise.

The movement was started barely six years ago in the city of Detroit. Originally, it was the intention of the founders to weld it into a movement of specific benefit to business men; the members would agree to trade one with the other, thus keeping trade at home and building a bigger and better city because trading was done at home. There was in this conception the idea of building; "we build."

Then came the war, that is, it came for the United States after the launching of the Kiwanian movement. Kiwanians got a new vision, a vision that has inspired many noble pages of history during the last seven or eight years, a vision of untiring service to their country and to their fellow-men. Devotees of the movement in Canada and the United States saw the foundations broadening, the structure becoming greater and grander. "We build" was still the beacon light to Kiwanians, but the local significance and intent of Kiwanianism were swallowed up in the bigger idea of service, a service divorced from any selfish thought of gain and personal aggrandizement. The spirit of the movement grew with the myriad calls to service that came during those tortured years of the Great Conflict; it developed from a local to a national, from a national to an international movement, not forgetting, however, that real service to their country or to their fellow-men could be wrought in any of these three spheres.

And so, Kiwanianism stands to-day, we hope and trust, merely at the fringe of its noble history of service. As John O'Connor, president of the Toronto Kiwanis Club, said to the writer, the man who thinks he is going to get something out of this movement in a material way is up against the wrong idea. He must be prepared to give of his time and his money, unselfishly.

It seems to us that the outstanding feature of the Kiwanian movement is that it is the organizing of the business men of the country—this country and the United States—for local, national and international service. Business men, through this organization, are going to leave their impress upon local, national and international history. They bring to bear on all their activities that business acumen which governs them in their private transactions. They severely frown out of countenance shady procedure. The influence of such a movement is bound to have a bearing upon government, because business men have a growing conviction that government, after all, is a matter of pure business, not the sacred right of the so-called politician and the self-styled statesman. We do not suggest for a moment that it will develop into anything approaching a political party, but with the ideas that business men have of government, ideas that are being developed in the Kiwanian movement, sooner or later it will find expression in better government because it will be government conducted on sound business principles.

Internationally, the Kiwanian movement can profoundly affect international relations. It is one of the regulations of the movement that delegates attending the Toronto convention must make a report to their local organization, giving their impressions as well as an outline of the convention. These reports inevitably find their way into the public prints. If five or six hundred such reports are printed in the press of Canada and the United States, reports that abound in feelings of neighborliness and goodwill, the widening of the circle of international friendship is apparent. And as the movement grows, business men will make their voices heard in the inner councils of men who may be tempted to play fast and loose with the lives and properties of their fellow-men.

There are definite objects which the Kiwanian movement has in view, objects which are being worked out locally. It seeks to make better citizens of the under-privileged boy. Thus, in the city of Toronto, for instance, there are many hundreds of boys, who, some day, will rise up and call "blessed" the name of the Kiwanian Club. This is being done all over. It is but one small item in their local programs of civic service. In developing better citizens in better cities, they are building a better country.

There is no limit to the work that might be done by such a movement as the Kiwanian movement. So long as the idea of service is uppermost in the mind and heart of a business man who will give expression to that idea in a business-like way, just so long will the movement commend itself to all citizens and find for itself a laudable place in the pages of history.

A Co-Operative Effort That Has Built up A District and Promoted Profitable Sales

The Achievements of the Business Men's Association of the Danforth District—A Pageant and a Week of Special Sales and Values—Publicity Played a Big Part in the Event and the Growth of the District—What Does It Teach?

HOW DOES it profit business men to get together to form an association?

That is a very broad question, but it has a very definite, a very concrete answer in the achievements of the Danforth Business Men's Association, an association formed but a few years ago by the business men in one of the rapidly-developing districts of Toronto. Readers unfamiliar with Toronto may think of the Danforth district as a district of a few thousands of people, with indifferent stores and hurriedly-constructed dwellings, poor transportation and several other characteristics common to the development of districts in a large city. It is not any of these. It is a city in itself, a city with a population greater than that of the City of Hamilton and, like Johnny Walker, still going strong.

Its History

The meteoric rise of this section of Toronto is worth a few minutes' consideration. For a couple of years back it has been the best advertised district in Toronto; in fact, advertising has played a most important part in its growth. Just a little over ten years ago Danforth Avenue was a narrow country lane with farms and market gardens on either side of it, almost impassable at times owing to the swollen creeks and ravines. A few men, however, saw a vision; they saw that by the linking up of the Don with Bloor and Yonge Streets by a bridge this district would develop. Agitation resulted in the building of the viaduct, one of the greatest structures of its kind on the continent, and forming one of the finest thoroughfares in the city.

A Pageant

On Tuesday night, June 27th, a spectacular pageant was seen on the Danforth Avenue. It showed in picturization the growth and development of the Danforth district. Indians, soldiery, ox-carts of the period of the pioneers of that district, other characters representing other periods in history, brass bands, decorated automobiles and floats—these constituted a panorama of great interest and importance. In connection with this pageant, the business men held a week of special sales and values in which practically all the business men participated. It was a concerted effort to drive home still further the fact that buying at home pays both the buyer and the district. A "Dollar Day" was featured during the week when special efforts were made by the merchants to



A. E. DUNLOP

of Downes-Dunlop, Ltd. Chief Marshall of the Big Parade of the joint Danforth Business Men's Associations and a prominent member of the West Danforth Business Men's Association.

show what a dollar could do in the Danforth district. Many, many thousands of people saw this pageant; a decided impetus to business was given during the entire week of special sales and values.

And Behind It All—

And behind all this are the Business Men's Associations of the Danforth district. The growth and development of the Danforth district are linked up very closely, inseparably with these Associations of Business Men who operate on the broad principle that what benefits the district benefits every merchant in it. We have talked with many of the merchants in this district with regard to the Business Men's Associations, their work, and what it has meant to them individually. Without exception, they have answered as broad-minded men would answer—it has made a better district, it has wrought necessary improvements to the district, it has developed a much better feeling amongst the merchants in the entire district, building up the district has meant building up the stores in it and showing people who live "over the Don" that it really pays to shop at home. No man said he felt an individual benefit from it; he said

it was a collective benefit in which all shared alike.

Publicity

Publicity is the friend of the business man—everywhere. There is not a business man living who will not testify to the inestimable worth of publicity and advertising. And publicity has played a big part in the work of the Business Men's Associations of the Danforth. It played a big part in the success of this pageant that was held late in June. In the June 25th. issue of the Sunday World, the business men of the Danforth district took eight pages of space to tell their story, to advertise their pageant, to let the people of Toronto know they were alive to a big opportunity. Retailers and manufacturers alike combined in this big effort which resulted in big crowds, big business and one more spike in the permanent growth of this city within a city. Pictures of stores were carried in these eight pages and advertising announcements were made of some of the bargains, special sales and values to be had during this week. Some of the successful business men who have gone out from this district into other fields of Canadian endeavor were given a special article. The history of the district was written in an entertaining and interesting manner, its struggle for recognition, its rise into prominence, its present position as the most advertised district of Toronto. And the different Business Men's Associations of this district are at this kind of thing all the time. They are getting out an attractive souvenir of this pageant and week of special sales and values for free distribution. It is part of their big publicity campaign that is carried on from January to December. It is not a spasmodic effort; it is a continuous campaign directed at a definite and well-defined goal.

The Lesson

There is a big lesson in the work of these associations for business men all over the country. Its simple lesson is the value of co-operation amongst business men who are willing to sink individual gain, jealousy and prejudice in a big idea—that an effort directed to a bigger, better district—will, in the end, have achieved something for their city, for their fellow-men and for themselves. These business men have contributed their large share to the building of their district and, in doing so, they have built up their own business because they gave better service to the people in their district.

Manufacturers Not Trying to Control Retailer: F. W. Stewart Replies to Charge of A. R. McMaster

Says Manufacturers Are Trying to be Fair to Retailer and Manufacturer Alike—New Profit on Collar Sales is Small—Does Not Use Tariff in Fixing Prices—No Combination to Fix Prices by Canadian Manufacturers

CONSIDERABLE publicity has been accorded to the statement made by A. R. McMaster, K. C., M. P. during the course of his address on the budget in the House of Commons, to the effect that Canadian manufacturers were endeavouring to control the retail merchant, in illustration of which statement he instanced the point that a leading collar manufacturer had refused to sell their brand to a merchant of Renfrew, Ontario, because the latter was then retailing the said collars at three for fifty cents, which the makers claimed was a non-commercial basis, as it is invoice price, plus sales tax, and injurious to the interests of both the manufacturer and other retailers in the town of Renfrew.

Mr. McMaster in a subsequent discussion upon this topic expressed himself as being astounded that hosiery bought at \$1.37½ a pair and sold at \$1.75 is not a profitable transaction and invited an expression of opinion in explanation of the same.

As Chairman of the Quebec Division of the Canadian Manufacturers' Association as well as head of the Cluett, Peabody Co. of Canada, F. W. Stewart furnished Mr. McMaster with a detailed statement regarding the attitude of the Canadian manufacturer towards the retailer, and the desire of his company to see that the selling price of collars is fair to both retailer and manufacturer.

Mr. Stewart's response to Mr. McMaster is appended in part herewith and is printed for the express purpose of enlightening any retailer who may regard the attitude of the Canadian manufacturers as a whole as unfair or selfishly furthering the interests of the latter class at the expense of the retail trade:

"Collars are a product different to any other article carried in a men's wear store, as no manufacturer makes more than one quality of laundered collar, owing to the necessity for large enough production to quote the collars at the lowest price, and it would not pay any manufacturer to make more than one quality. As the price of materials, cost of manufacture, overhead expense and distribution charges are very similar with different collar manufacturers, the price is usually the same, and the retail price is the same with all brands. If the largest makers find it necessary to advance the price those conditions would likely prevail with the smaller makers at an earlier date.

"The price which dealers pay for collars selling at 25 cents, leaves the average merchant a net profit of 3 per cent. to 6 per cent., according to his cost of doing business, if he sells all he buys during the year at full price, which he does not do because there are always a percentage of soiled or out of date styles which must be sold at reduced prices. Therefore, there being only one price for collars which is at present \$1.90 per dozen wholesale, plus 4½ per cent. sales tax and 25 cents each retail, every store sells them at this price and there is no possibility of a merchant charging more than he should, as he could not ask 30 cents when his competitors are selling at 25 cents.

"You will therefore, appreciate the position our other customers in Renfrew are placed in, when one retailer sells our collars at 3 for 50 cents, practically the invoice price. They must either reduce their price to correspond with that of this merchant and lose money on every sale, or continue to quote 25 cents, a legitimate price, and allow the business to go to their competitor. Again they might discontinue carrying our collars and put in some other line, in which case, our collars would be killed with every other merchant, while the retailer in question would use our collars merely for advertising purposes. He is using our brand, which belongs to us, and not the collars, to bring customers into his store, and if this were not the case, he would purchase another brand, which he can do at the same price.

Protecting Others

"We have built up our business by fair methods, and by giving the best value possible for the price. I believe we are only being fair to our other customers by protecting them against the competition which this Renfrew merchant has created, and I have no hesitation in saying that if he undertook to sell all his merchandise on the same basis as collars and the hosiery mentioned, he could not remain long in business. Such a merchant is at liberty to sell the collars, once paid for, at any price he wishes, or even give them away. He has that right if he so chooses with any he has received, even if not paid for, but we have the right to decide whether he will receive further supplies from us to be used for the same purpose.

Without A Profit

"This merchant is selling collars, not only on a non-commercial basis, but

without any margin whatever, figuring upon his landed cost. If you were a merchant you would not be astounded that the difference between \$1.37½ and \$1.75 a pair for hosiery is not sufficient to show a reasonable profit. The net result is quite clear, taking this merchant's own figures of his cost of doing business. His cost is approximately 17 per cent, certainly a very satisfactory one. The difference between \$1.37 1/2 and \$1.75 is 37½ cents, which is 20.86 per cent., or say, 21 per cent. gross profit on the sale. With expenses of 17 per cent. certainly a very satisfactory profit of 4 per cent., which is very far from 30 per cent. to 40 per cent., as mentioned by you on the floor of the House.

"For your information and that of other merchants, I would like to state as emphatically as it is possible for me to do so, that the tariff is not considered in pricing our product, but it is based without exception, on actual cost of production. As to the statement relative to the collar business being a combine, the field is open and no company is prevented from being organized to manufacture collars.

"As to working conditions between the two companies, when we change our prices up or down, we do not consult our competitors, for selling as we do the majority of retailers in Canada, when we make a change, our competitors will follow, especially when it is downward, as we would get all the business if they did not do so. It has been in the interests of retail merchants that when one brand changed in price, that the others should do so at the same time since there is only one quality collar made by each maker and only one price in retail stores. During the time that advances were taking place, it was felt desirable that the prices of different makes should change on the same date in the interests of the Canadian retailer, and consequently we advised the other makers of the date of change of our brand."

Smith's furnishing store of Sudbury was destroyed during a recent fire in that city.

At the recent convention of the R. M. A. of Saskatchewan one of the speakers mentioned that the first three men to install the then modern tungsten lighting system were three clothing men.

Men's Wear Markets at a Glance

Will There Be a Shortage of Merchandise?—Large Retail Houses Show Disposition to Place More Freely—West Beginning to Make Commitments—New Ruling from Ottawa With Regard to Depreciated Currency—Clothing, Underwear, Hosiery, Hats and Caps, Neckwear

IS THERE going to be a shortage in some lines of merchandise this Fall? That is a question which we hear frequently these days in wholesale and manufacturing houses. Reports go to show that Fall placing has been done fairly well by all the big retail firms but that many of the smaller ones have not begun to cover their needs. Just what the reluctance is due to is not certain. One hears that some retailers are looking for still lower prices, or that they feel they can rush into the market at the last moment and get what they want. Experience is a good teacher; we know many men who have predicted price movements that have gone far astray. But it is certain that a number of retailers have suffered because they did not cover themselves sufficiently—straw hats for instance. And manufacturers' agents tell us that the firms they represent are not speculating on stock. We could cite a number of individual instances where retailers have been left and have lost sales and will lose sales because they haven't got the merchandise. No one would urge indiscriminate buying; but the man who does not cover his legitimate requirements is going to lose sales this Fall because he can't get the merchandise he wants.

Reports indicate that big retail men in the West are beginning to place their business. It shows a firmer faith in the outcome of the crop yield and may be regarded as a good omen for the whole country.

Clothing

THE Canadian field has been pretty well worked once by clothing representatives for Fall merchandise. The results, if not fully justifying the hopes of manufacturers, have at least met their expectations. The amount of placing done by the trade truly reflects general business conditions and, in some instances, gives an inkling of the retail outlook for Fall business. Within the last few weeks a number of the large retail houses have shown a greater freedom in placing than they did earlier in the season and have placed quite respectable orders. This is characteristic of firms from one coast to the other. Manufacturers are particularly gratified that this movement has manifested itself in the West; they figure that it is the first indication of the coming crops and the faith of the Western retailer in them. Generally speaking, however, the amount of placing for Fall ranges between 40 and 60 per cent. of the normal requirements; a good sorting season will probably develop if business conditions remain as they are or show improvement. Overcoats have gone exceptionally well; retailers were pretty well cleared out of them and they have sought to cover pretty nearly their full requirements for the coming Fall and Winter. Their placing on suits has not been so free; they are disposed to rely upon the manufac-

turer to meet their requirements when the time comes. One of the best departments in manufacturing circles these days is the special order department. It is the most active in a number of factories.

A Glance at Spring

SOME preliminary buying has been done by manufacturers of Spring yardage for suits and overcoats. One manufacturer informed Men's Wear Review that the range of worsteds was not a very wide one and did not offer anything especially new in the way of patterns. In tweeds, however, he said the range was wider. Prices of worsteds have advanced and this manufacturer is paying two and three shillings a yard more for his materials than he did a few months ago.

In chatting with the designer of one firm who recently attended the designers' convention, he stated that no radical changes in style were forecasts for Spring 1928. There was, he said, a general tendency toward a little more ease in garments, but length and general style features remained about the same. He said that little encouragement was given to jazz models.

Hats and Caps

DOMESTIC and importing firms have made a fairly thorough canvass of the field and seem to be fairly well satisfied with their results, some of them more than others. One importer stated to Men's Wear Review that he had booked the largest Fall business in some lines in his history. The prediction is being freely made, however, that some retailers are going to get left on certain lines that they have usually carried and are holding off thinking they can get them at a moment's notice from manufacturers or wholesalers. So far as we are able to find out there are not many of the manufacturers who are making up for stock, ready to ship goods in great quantities should the demand arise. There has been a shortage in a number of quarters in straws; the same thing is likely to happen with felts this Fall.

A New Ruling

WITHIN the last few days there has been a new ruling from the Customs department at Ottawa with regard to the Depreciated Currency legislation. The legislation enacted in 1921 providing that on valuation of currency of invoice no reduction is to be allowed over 50 per cent. of standard or proclaimed currency, irrespective of rate of exchange, has been repealed. The amendment just adopted provides that in the case of importations of goods the manufacture or produce of a foreign country, the currency of which is substantially depreciated, the value for duty shall not be less than the value that would be placed on similar goods manufactured or produced in the