

United Kingdom and imported from that country, if such similar goods are made or produced here. If similar goods are not made or produced in the United Kingdom, the value for duty shall not be less than the value of similar goods made or produced in any European country the currency of which is not substantially depreciated. The Minister of Customs may determine the value for duty of such goods, and the value so determined shall, until otherwise provided, be the value upon which the duty on such goods shall be computed and levied under regulation prescribed by the Minister.

Allies to Enemy Countries

UNTIL a few days ago it was understood that this applied to all foreign countries whose currency is substantially depreciated. But this new clause changes the situation. The clause says that "until further notice this section will apply to goods the manufacture or produce of Germany, Austria, Hungary, Jugo-Slavia and Russia."

In the case of hats and caps, this new ruling will make some difference. As we understand it, here is the difference on a stated case: If an importer were buying \$1,000 worth of merchandise from Germany (that is, paying \$1,000 in our currency) he would, with the depreciated condition of the mark, get \$24,000 worth of merchandise. On this merchandise, however, he would pay a duty on the value of similar goods made or produced in the United Kingdom. The clause just cited above does not affect this transaction. But if he were buying from France or Italy, say, he would get the merchandise from these countries without having to pay the extra duty as if the merchandise had been manufactured or produced in the United Kingdom. That means, of course, that merchandise made in Italy or France, for instance, has a better rating than from any of the enemy countries.

May Seek Relief

THERE is also a new provision with regard to the effect of all this depreciated currency legislation. It reads: If at any time it appears to the satisfaction of the Governor-in-Council on a report from the Minister of Customs and Excise that natural products of the class or kind produced in Canada are being imported into Canada either on

sale or on consignment under such conditions as prejudicially or injuriously affect the interests of Canadian producers, the Governor-in-Council may in any case or class of cases authorize the Minister to value such goods for duty notwithstanding any other provisions of this Act and the value so determined shall be held to be the fair market value thereof. That simply means that Canadian manufacturers whose interests may seriously suffer as a result of this legislation have a chance to lay their case before the Minister of Customs and it will be considered.

Underwear and Hosiery

FALL placings on underwear and hosiery have, in many cases, so say manufacturers, not covered the requirements of a great bulk of the trade. Many of the big stores have made fair provision for themselves and expect to be able to meet consumer demand when it comes. This is not altogether the case with some of the smaller merchants; and we know of a number of cases in these two lines as well as others of men's wear where merchants have been left in securing some of their favorite lines for Fall delivery. They had their chance to buy from the traveller; they said they would wait; they waited; and when they came to look for them again they were gone. A manufacturer's agent who handles a number of the best known lines of underwear and hosiery told Men's Wear Review after a conference with his manufacturers that they would not make up for stock because prices were advancing on yarns and because they would not take any risk.

Neckwear

SOME of the knitted goods houses report very heavy placings on knitted scarves for Fall; in fact, there has been a generally good sale of scarves. We know of one firm working seventeen hours a day to catch up with orders that are three weeks behind in delivery. The fish-net tie has had a splendid run but manufacturers of other lines of neckwear state that they have really not hurt their business which would seem to indicate that novelties will sell when thrown upon the market and that the regular demand is not affected thereby.

Placing on collars for Fall has been very good; on shirts it has not been quite so active but bigger houses are covering themselves.

MILLS STOCKS

Manufacturer Says There Is Stiffening of Prices—Deliveries Are Late

According to a representative of a Montreal raincoat firm, prices on fine gabardines are showing a marked stiffening all round and as far as British materials are concerned, deliveries are decidedly uncertain as the mills are now completely denuded of any surplus stocks. Demand has been increasing lately for gabardine coats to such an extent that prices on the finished garments also are showing a slight advance owing to the difficulty experienced

in obtaining materials. New materials are being pressed into service this season to inject a style interest into the raincoat industry in its other branches and both tweed and Venetian cloth is now being cravenetted so as to withstand the severest shower without injury to coat or wearer.

Nine men out of ten now demand an all purpose coat and hence the cravenetted garment of gabardine, tweed or fine cloth can no longer be classed in the category of the obsolete waterproof.

The newest styles, moreover, are well tailored, featuring loose effects with a full English skirt and usually Raglan sleeves. Very smart overchecked materials, notably tweeds, in unusual

colors such as deep blues, etc., are being made up now for Fall selling, and are decidedly worth while, priced as low as \$20.50 wholesale to retail profitably at \$30 apiece.

In ordinary gabardines fawn, olive and reseda are still in good demand, while navy is steadily becoming more popular each season. Manufacturers state that they regard navy as a probable "best bet" a little later.

For Fall business therefore, the newer adaptations of the cravenetted coat will bear close investigation by every retailer of men's wear, and merit an intensive selling campaign when cooler weather sets in, as befits their newly developed possibilities.

Sales Plans That Brought Business

There May be Some Truth in the Statement That There is Nothing New Under the Sun But it is Also True That Many Merchants Have Never Tried Some of the Good Plans That Have Been Under the Sun for a Long Time—Here Are Some Old and Some New Ones

CANADIAN merchants to-day are on the lookout to discover ideas by means of which to increase largely and definitely the sales volume of business. These ideas may be along the lines of a new service plan, a mechanical device for improving store efficiency, a basic idea for promotion, a merchandising plan, or a new angle on industrial relations—anything in fact, that is unique, practical, efficient and profitable.

Many of the ideas presented will be new to everyone who reads them, yet some of the most obvious and least elaborate plans have never been given a try-out by many enterprising stores which complain that there is nothing new under the sun in the way of a selling plan.

Suburban Day

With mid-summer sales still occupying the centre of the retail stage this month, it might be as well to inject a little novelty into one special day during the latter part of July or early August and call it by some such name as "Suburban Day" by which is meant a drive for out of town dwellers' business. To feature this idea successfully publicity is the first and great essential, not only in the large city papers but also in all the small journals which circulate among the townships within a radius 50 miles or so. Bargains should be listed in the good old way which appeals so strongly to women of all classes, enumerating the special points peculiar to the merchandise and quoting really tempting prices. Together with really comprehensive and detailed advertising, begun well in advance of the event, should be announced the firm's willingness to pay car fares, or even a one way ticket on train or boat if merchandise above a certain amount is purchased. Reductions which are really worth while coming a distance to get, will not fail to bring out the proper response, especially if a few extra ideas are added to the sale, such as a good demonstration of some new product, free samples, an orchestra, a fashion revue or a one cent sale of seasonable goods, etc. All these ideas linked up in one big day, participated in by as many local merchants as can be interested, will do much to win new friends for the stores as well as to clear most of the remaining summer merchandise. This plan has been recently tried out in a conservative town in Connecticut with complete success under the name of a "Good-Will Day."

Another suggestion, this time emanat-

ing from Quebec City, was originated by a leading men's wear retailer there, but is better adapted for a try out by the average dry goods store, desirous of experimenting with a novelty. This man found that he could secure permission from two of the local movie theatres to issue admission tickets for matinees and evening performances for ten cents apiece, provided the said tickets were presented at the hours when the least rush was expected. At one theatre, such admission could only be gained at matinees while at another the entrance fee was 15 cents for either show. Three tickets were attached in a strip to a card bearing the business address and name of the firm in question issuing the tickets, and these were presented with each purchase no matter how small, and bore the legend "This ticket is not valid if detached from business card." A good response in the way of enquiries at the store was recorded, while the theatres gained quite a number of extra patrons during their quieter seasons. The only cost incidental to this plan was the printing of the strip tickets, depending entirely upon the amount issued.

A store located in one of the larger Canadian cities won many friends for itself by the simple expedient of offering free parking service for customers' motors. In the store's advertisement this idea was explained as follows:

"Our garage is located at 80 Blank Street, the most central location in the business section of the city. We invite you to make use of it during shopping hours. Drive in either entrance and mention the name of our store. The attendant will then give you a tag which you will bring to our transfer desk located at our Park Street entrance, where it will be countersigned. When you call for your car, present the tag. This service is free and there is no obligation on your part."

Mail Order Catalogue Idea Sells Goods

Realizing the enormous popularity of the mail order catalogue with the average person, the A. J. Freeman Company of Ottawa decided to adopt the idea in order to promote their spring business this year. Early in April they got out a 36 page catalogue, compactly filled with news of merchandise to be specially priced during the month and announced extraordinary bargains for the first three days, beginning April 29th. This booklet was neatly covered in brown paper and was profusely illustrated. In the forward the recipient was urged to "Give This Booklet Your Careful Atten-

tion," and went on to explain that the same idea tried out in 1921 had been much appreciated by customers who liked to select the things they needed at leisure in their own homes, so as to be promptly on hand when the sale took place.

The 36 pages of the catalogue were divided evenly into the announcements of the sales of the first 3 days only, and covered such lines as ready-to-wear lingerie, millinery, accessories, yardage goods and bedding. Men's goods were represented by clothing, including suits for boys, shirts, overalls, socks and underwear. Hardware, labor savers, floor coverings, furniture, notions, etc., filled the remaining pages.

Thousands of these booklets were distributed in Ottawa and the surrounding country and every line advertised was disposed of within the time specified, floor coverings being especially popular. The booklet was singularly artistic and although no color work was used, the type and illustrations were of the best obtainable. Many customers kept their booklets for future reference, as the descriptions regarding the goods were unusually interesting and informative.

Quarter Million On New Building

Stanfields Erecting Fine New Addition
—Likely to Add Some New Lines

Good progress is being made in the new brick buildings being erected by Stanfield's Limited of Truro, Nova Scotia, on which they are spending a quarter of a million dollars in new additions and equipment. When completed this building will be 220 feet long, 111 feet wide and four storeys high and will contain nearly 100,000 square feet of floor space. The result of this new building so far as the trade is concerned is a larger and speedier output and delivery.

It is understood that on the completion of the two new buildings (for which foundations have been laid) many new numbers are to be added to Stanfield's Unshrinkable underwear. Both the Amherst and Truro mills will be kept up-to-date in every respect.

J. A. Scott, tailor, and the Standard Hat Company of Toronto were sufferers to the extent of some hundreds of dollars in a recent fire in Toronto when the old Royal Opera House was destroyed.

Window Displays Seen in Montreal

General Improvement in the Appearance of Clearance Sales Windows—Sporting Touch Given to Some Displays—General Reductions Offered in Straw Hats—A Number of Displays Described

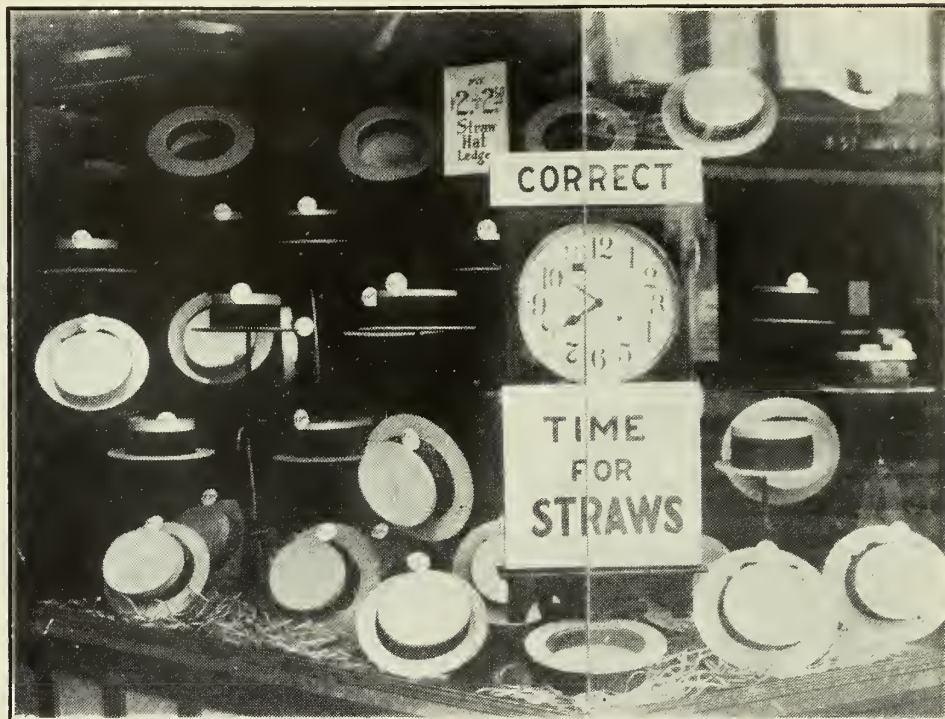
SUMMER certainly lingered in the lap of Spring this year and consequently July clearance sales seem to be more plentifully supplied with bargains than is usually the case in warmer summers. Really warm weather has only just begun to show what it can do in the way of bringing out Palm Beach suits and white flannels, which up to now have had to take shelter from the almost continuous rain which has punctuated the month of June in Montreal. The old saying, "Cast no clout till May be out," had perforce to be obeyed this year owing to continuous chilly weather and the only profitable sellers in the way of men's apparel were the rain proof gabardines which, together with the ubiquitous umbrella stand, formed the chief stock in trade of every haberdashery and clothing shop off and on during the entire month.

And now, before we have had time to become accustomed to summer attire the July clearance sales are once more upon us and reductions in all stocks of merchandise are the order of the day.

Strolling along St. Catherine Street one is impressed by the fact that straw hats at half price are the rule rather than the exception, even at the beginning of July. In other lines, a general discount of 20 to 25% seems to prevail. Altogether the sales windows are better dressed than usual, giving one the impression that they are regular Summer windows with a sale price show card added as an after thought. Certainly, the displays of outing toggery are decidedly in the majority and scarcely a men's wear store between Bleury Street and Windsor can be found that does not feature flannels, negligee shirts, gay neck wear, sweaters and so on, calculated to interest the fortunate possessor of a country cottage or the weekender at lake or mountain resort.

Verandah Scene Sets Off Haberdashery

Goodwins Limited, of all the St. Catherine Street stores, eliminated the sales element from their men's wear displays and emphasized the sporting touch instead. In their western window, which faces two streets, an exceedingly good country club scene was arranged. A single wax male figure arrayed in striped blazer coat and white flannels, wearing a comfortable ventilated cotton outing hat, and holding a canoe paddle, centred the setting which was elaborated by the use of grass upon the floor and a number of pieces of hickory furniture. Furnishings of all sorts were plentifully distributed round the large window, including colorful hose, wash



Straw hat season was launched by Dave Livinson, of Montreal, in the manner shown herewith. The price tickets were novel, being reproductions of the faces of watches, each registering a different hour with the price printed in red across the face. The reason for the variation in the hands of the watches was because each recorded the stock number of a hat for easier identification by the purchaser and sales' staff. For example, the ticket recording "3.30," or half-past three simply stood for 330 style.

neckwear, bathing suits, underwear and so on.

In another window the same firm showed a well executed display of the new cathedral knit ties, which were symmetrically ranged on T stands of harmonizing heights, to show the delicate transparency of the merchandise.

Straw hats had the call in every window and a number of Panamas were included among the offerings. An amusing stunt tried out by Davids in their haberdashery store was the use of the straw sailor hat cut into halves and glued to each side of the window, while the legend "Your straw hat is here," was applied to the glass by means of straws.

The R. J. Tooke store at the busy Peel Street intersection featured a smart range of Palm Beach clothing among other sales offerings, in cool greys and tans. Belts and an occasional Panama hat were the sole accessories used with this showing.

Shirts and pyjamas were the leaders in the Case store windows, priced extremely low and shown with the meticulous care which always characterizes the windows of this store.

Blumenthal Sons' windows created much interest by the expedient of pasting the words "Annual July Sale," made of colored paper across each of the three windows left of the main entrance, one word to a window. Splendid values were featured in the windows including young men's suits at \$23.75 and boys' two pant suits at \$8.95.

Windows in the financial district of Montreal were more or less typical of those noticed in the uptown shopping section, sales being prevalent as elsewhere.

For Week Day and Week End

A composite trim in Max Beauvais' windows proved unusually interesting to many business men. At the left hand side, a unit was devoted to clothing and furnishings for the city man and included examples of the very latest variation of knit ties, straw hats and a few odd items such as a cane and umbrella crossed in front. Next to this, two other units combined to show a wide range of week-end toggery displayed with good effect round two half open club bags out of which various items of haberdashery

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Adopts Policy That Nothing Shall be Sold Not Individually Correct and Becoming to Purchaser

Fournier & Labelle, of Montreal, to Cater to Best Dressed Men and to Help Them Select Merchandise That Makes Them Well Dressed—Handsome Store Equipment—Special Attention to Delivery Service

IT IS AN established fact that the best dressed men are to be found in the financial districts of any city, and authorities on dress are fond of citing the fact that New York's most exclusive haberdashery shops are to be found near Wall Street rather than on Broadway or even Fifth Avenue. Thus it is not surprising to note the number of fine clothing and furnishing establishments which are springing up on St. James Street, in Montreal, designed especially to supply the needs of the bankers, brokers, insurance men and so on who pass along this thoroughfare to and fro daily.

The latest comer to the ranks is the firm of Fournier & Labelle, which has just taken over the store formerly occupied by Meloche & Fournier, and which makes the original claim of being "Pacemakers in Style" to business men who care about discriminating attire.

Quality Rather Than Price

The senior member of the firm, Stephen Fournier, informed Men's Wear Review that he regarded the present season as an auspicious one in which to launch the new enterprise for the reason that there is a distinct opportunity for the retailer who will devote time and thought to catering to more particular customers. There has unfortunately been too great a tendency to let price dominate the sale of men's furnishings and clothing and not enough attention paid to discrimination in selecting what is appropriate and becoming to the wearer. It is to be a strict policy in the new store that nothing shall be sold that is not individually correct and becoming to the purchaser. With every sale must go the assurance that the particular purchase is the best in every way that the customer could make.

An Artistic Interior

Naturally in order to carry out so exacting a policy as this, the new firm has had to expend considerable thought upon the equipment and stock of the new store. In regard to the former, the fixtures and woodwork are of solid mahogany throughout, the design of the cases and fittings being of a particularly simple design, with straight lines and square uncarved edges to enhance still further the severity and essentially masculine atmosphere of the shop. The silent salesmen are unique in design, being made to Mr. Fournier's special order and are entirely of plate glass without any woodwork except the base and legs. Both sides of the store are lined with



Part of the interior of the new men's wear shop opened in May by Fournier and Labelle of Montreal, who have adopted the slogan "Pacemaker in Style." The showcases were designed especially for the store.

these cases which give off a sparkle and polish which contrasts most effectively with the dull red of the mahogany.

Good Lighting Arrangements

The front of the store is devoted to haberdashery while the clothing is carried in wall cases to the rear. Only one grade of clothing, and that from one of the best Canadian makers, is to be featured. Owing to the fact that the entire back of the store is lit by a glass ceiling, daylight is obtainable for fitting and this feature is one of the most appreciated in the entire store. The artificial illumination is, however, scarcely distinguishable from daylight, being provided by a series of beautiful indirect lighting globes through which filters a new type of electricity, as shadowless and clear as sunshine. The globes are etched in cream to match the walls. Huge pots of azaleas with creamy pink blossoms are set at intervals about the top of the clothing racks and are not out of place in this quiet interior.

Delivery Service Well Maintained

According to Mr. Fournier, the new firm is making special efforts in the direction of store service to customers, especially in the matter of delivery and care in sending goods out. "The initial cost of packing a parcel carefully for delivery may seem high, but in the end it more than justifies itself," said Mr. Fournier. "I use only strong, firm boxes to send out suits or coats and these are lined with tissue paper, top and bottom, while the garment is also carefully fold-

ed and interlined with the paper. The box bears our name in artistic lettering and the garment is sure to arrive in perfect condition. It may cost as high as 85 cents for the packing alone, but the repeated remarks of appreciation from our customers show us the wisdom of this outlay. Even small purchases are wrapped in monogrammed envelopes or boxes as required, a regular delivery service is maintained by the store, and promptness is insisted upon before everything else."

Incidentally, the firm of Fournier & Labelle find that much better results are obtained from direct by mail advertising for their class of merchandise than from ordinary general methods. Likewise, directing personal letters to a man's office rather than to his home address is found of greater value in the way of returns.

Simplicity in Window Displays

The window displays of the new firm have been well done, particular effort being expended upon the quality of the merchandise shown. The floor of the windows is of parquetry in two tones of hardwood, against which the merchandise stands out with good effect. No drapes or other decorations are employed.

Stephen Fournier is well known to the trade, having many friends in Montreal, while his partner, Edouard Labelle, is a son of General Labelle, of the St. Lawrence Flour Mills, also well known in Montreal.

"Make 'Em at Home" Policy Brings Ninety Per Cent of Customers to New Location

Robert, of Montreal, Who Moved Two Miles From Former Stand, Kept Track of Old Customers to See If They Came to His New Store—Liberal Use Is Made of Price Tickets—Get After Women's Trade

EVERY retailer knows that one of the most difficult problems of business has to be faced when circumstances necessitate the moving from one store to another. With the present high level of rentals and the difficulty of obtaining suitable accommodation in the business sections of our cities, the prospect of a move is regarded by most men in the light of a calamity. When the move is actually accomplished and business is once again running in its accustomed channels it is something worth recording to be able to discover that fully 90 per cent. of the store's former customers have followed it to its new location though that place be distant fully two miles from original stand.

This record was achieved by the Montreal firm of Robert, Limited, of St. Catherine St., West, which was formerly located at least two miles farther east on the same busy thoroughfare until May 1 last. The firm has been established for some years in the heart of the French section of Montreal where a large following of men's and boys' trade has been gradually built up. The transference of this business into the heart of the English section, and into a district of Montreal where competition is exceptionally keen, was courageous but was not accomplished without due precaution and forethought.

According to the senior member of the firm, M. R. Ship, the first matter attended to in connection with the move was to advise the entire clientele of the store of the impending change and to issue a cordial invitation to visit it in its new location. This notice was written in the form of a personal letter and within a month after the re-opening took place, fully 90 per cent. of the former customers had called and patronized the new store.

Make Customers Feel at Home

To Men's Wear Review, Mr. Ship explained some of the reasons for this unusual display of confidence and interest on the part of customers. "Our policy is expressed in the homely phrase 'Make 'em at home,' and by this I mean to imply that we cultivate a friendly attitude with customers," pointed out Mr. Ship. "We do not advocate a 'turnover' system so that if a clerk fails to make a sale, the customer is dealt with by the manager or someone who can be counted upon to wring the last cent out of the purchaser. On the contrary, if the customer shows the slightest attitude of dissatisfaction or uncertainty, he or she

is asked to go to certain other stores first and make comparisons. As our prices are close and based upon the rule of larger turnover and smaller profit, we seldom lose a sale insofar as values are concerned."

Women's Trade is Sought

Another of the reasons why the Robert store deserves its popularity is its habitual attention to the wants of women customers. Women's trade, moreover, is actually desired and catered to and the clerks are posted on many points of salesmanship which usually prove disagreeable snags to the clerk who is unversed in the ways of the feminine shopper. Such details as forgetting the size of Friend Husband's neck or a request for hosiery in a size obviously not intended for a human foot, are daily occurrences at the Robert store and are solved without difficulty by experienced clerks who have learned by past episodes how to handle just such situations.

In this store there is kept a register in which customers enter their names and addresses just as though at an hotel, and the staff makes any additional entries regarding sizes or styles which might prove of benefit later on. In the event of special sales or offerings, such customers can be easily notified of any bargains which might appeal exclusively to them, and this register is accounted as a real asset in the course of the year's business.

Liberal Use of Price Tags

Price tags are liberally used, both in the windows and store displays, for the reason that the customer who is hunting for good value must have some criterion to go by when comparing the goods shown by different stores. The speciality of the Robert store therefore is a line of suits at \$29.50 for men, although excellent values are offered varying from \$17 up to \$40. The three display windows are likewise of interest because one shows an entire range of suits or overcoats, including the popular \$29.50 quality, another features shirts and neckwear different prices, while the central window gives prominence to furnishings which are especially appropriate to the day on which they are shown, such as gabardine and umbrellas on showery days, athletic underwear and wash ties on hot days, white flannels and other outing togs at the weekends, and so on. A large bulletin board framed in brass, resembling the style of announcement board shown in front of leading theatres, is shortly to be placed

in the lobby of the Robert store whereon will be posted each day, the specials in each of the three windows which are to be numbered with very conspicuous figures from 1 to 3, just as though each was a "whole show" in itself. The reason for this amusing idea is the fact that the new store is now located between the two leading movie theatres of the uptown district, the Allen and the Capitol, and with such a theatrical atmosphere as a background, the idea should prove an additional drawing card.

Brilliantly Lit at Night

The interior of the store is spacious, attaining a depth of more than 100 feet, while a mezzanine floor round three sides provides extra space for stock. The lighting is said to be the most powerful of any store in the city, as fully 2,400 candle power electricity is used in each window at night with 900 c. p. used in the lobby. Clothing is stocked down the entire left side, while headwear is given space in the front store.

The business will be carried on as in the past by Messrs. M. R. Ship and A. L. Ship under the name of Robert, Limited.

YOU can get a good start to a clearance sale by offering special reductions or even cash awards to the first fifty or one hundred people who come into your store on the opening day of the sale. This idea has been worked out in a number of ways. Some stores have made the announcement that a \$10 reduction would be given to the first ten men who bought a suit of clothes, a \$5.00 reduction to the next twenty, and so on as far as the dealer cares to go in the matter. In other cases actual cash has been given to a given number of persons who were the first to enter the store on the day of the sale. Again, some stores have offered a 50 per cent. reduction to a given number and a graduated percentage reduction to others. There are many different ways in which the idea can be applied to a sale. Where it has been tried in one form or another merchants have recorded very successful business as a result.

Four men have been apprehended on a charge of having held up with intent to rob Andrew Paton of the American Hat Co., Toronto. The four men tried to secure a payroll of some \$3,000 which Mr. Paton was carrying at the time but he successfully fought them off.

Bring New Ways Into Old Haunts

Normans, Ltd., of "The Main," Montreal, Invade Well-Known Thoroughfare With New Methods—Believe That Artistic Displays and Store Arrangement Will Eventually Win Out Over Crowded Windows and Many Price Tickets

MENTION has been made in these columns from time to time regarding the numerous prosperous mens' wear stores which line both sides of that historic and unique thoroughfare in Montreal known as "The Main," or else as St. Lawrence Boulevard, and it has been frequently said that only one method of doing business is possible on account of the type of people who frequent this section of the city, who will have nothing to do with the highest class type of salesmanship and merchandising because they have always been accustomed to bargaining and to getting real value for their money. They are said to care nothing for artistic displays and put more faith in a price ticket than in the most artistic show card ever designed. For this reason, the pedestrian who strolls up the Main gazing at the windows full of furnishings and clothing for men, is apt to wonder if he is moving at all or if the same store is following him along, such is the similarity noticed in every block. The theory upheld by the most successful merchants along the Main indicates an unswerving faith in crowded windows, dozens of price tickets, and just as much variety of merchandise as it is possible to show. Such windows are undoubtedly interesting to customers who have time to walk for several blocks in order to study and make comparisons between the different price tickets. Many a farmer and many a sea-faring man can be seen thus occupied, lost in thought before a wide display of shirts, hose, collars, underwear, suspenders, hats and gloves, etc., moves on slowly to the next to cogitate over the rival showing, mentally figuring how much he can save on a pair of overalls, or forming an opinion as to the store's policy by the diversity of goods arrayed for inspection.

Such a customer must be sold on the street before he will enter to pay out hard cash for the wanted article, and so the windows are just so many eloquent salesmen, dilating upon the large stocks, plentiful variety, colorful patterns, and low prices prevailing inside.

New Policy of Norman's Ltd.

Here is where the bravery of such an innovation comes in, for right in the midst of more than a score of long established haberdashery and clothing stores conducted on the principles explained above, a newcomer has recently opened up a new business to be operated on entirely opposite methods, which as far as can be judged by barely a month's trial, are entirely successful.



The above window display of Norman's Limited, of Montreal, registers a new departure in accepted standards of arrangement in its locality, namely, St. Lawrence Main. The entrance and double window frontage are well designed to carry out the popular receding effect. A three-foot ice block in the foreground did some excellent publicity work in connection with straw hat sales as it contained a perfectly good straw hat, visible through the ice.

Norman's Limited made their initial bow in the aforesaid district early in May with the avowed intention of featuring goods in the manner employed by men's wear stores in the most select business sections of the city. Instead of being subjugated by price tickets they intend to try out an opposite policy by which the goods will be shown in a store apparently uncrowded with merchandise, with a restful artistic background, and window displays of the sort familiar in the downtown business districts. At the same time, they will adhere strictly to the principle of carrying only the best values obtainable for the money and will compete with the best values on the Main as far as the goods are concerned.

Uses Brown Throughout

The new store is somewhat unique in

appearance, being finished in light oak, the walls done in a soft, warm shade of brown with a tapestry figure. On the shelving all round the store, uniform stock boxes of yellow are used, so that the effect of woodwork, walls and fixtures is unusually bright, harmonious and restful. The only relief from the general color scheme of brown is the use of potted palms on the wall cases, and the piles of shirts and racks of ties shown in glass fixtures.

Facilities for Selling Hats

Straw hats occupy almost half the left hand side of the store, being ranged according to style and size with a long mirror close at hand. The idea of using a small mirror is a handicap to good salesmanship in any headwear department as the customer fails to get

(Continued on next page)

Runs Contest With Anniversary Sale

C. A. Workman Co. of Montreal Inject Novel Idea Into Annual Sale and Put it Over the Top—Unique Window Display Attracts Attention—Cash Prizes Are Given—Snappy Display Cards Have Helped to Sell Merchandise

EVERY year in June the C. A. Workman Company of Montreal who conduct a large store devoted to men's and boy's clothing furnishings, hold a big clearance sale which usually runs a month and clears out all Spring merchandise leaving room for entirely new stock. This sale is called simply an Anniversary Sale without any other high sounding title to allure customers, yet even without any spread of canvas or scattering of handbills, this annual sale breaks its own records each successive year and still further strengthens the bonds of confidence which exist between it and its large number of customers.

This year the firm decided to try an experiment. It knew perfectly well that it did a large business and that its friends were scattered all over the Island of Montreal but it had never felt it worth while to hold a contest or feature anything out of the ordinary with the idea of attracting new friends. This year, therefore, they tried out an idea which while fundamentally a raffle with no strings attached yet served several worth-while purposes and resulted, from the standpoints of both store and customers with entire success.

Piles of Paper Catch the Eye

Passing along the McGill Street side of their store, the pedestrian caught a glimpse of what looked like the contents of somebody's waste paper basket dumped in three of the windows, but looking closer, he discovered that the said waste paper was merely several piles of sales slips representing cash sales, each one of which appeared to bear a name and address scribbled across its back.

A large show card provided the clue

to this somewhat unusual window trim "Is your Receipt in Here yet?" ran its message. "Send it in to-day and send as many as you like. The more receipts the better for you. Three prizes, Suit worth \$50. Suit worth \$35. Suit worth \$25. Making \$110 worth of prizes altogether."

Another card read as follows:

"All you have to do:

"Save your receipts and mark your name and address on the back plainly.

"Leave it with us or mail it by July 21.

"It costs you nothing to enter our annual drawing competition."

6,000 Slips Returned in June

Just inside the front door was placed a large box with a slotted cover into which the slips were dropped by customers before leaving the store. The slips were the usual kind but were stamped by a special machine with individual numbers. Nearly 6,000 slips were distributed by the first week of July and probably all were returned, to judge by the size of the piles of slips, which were daily emptied out of the box into the piles inside the windows. As the sale proved so unusually successful and people showed continued interest in the competition, the management of the store decided to keep it going until July 21 instead of closing it on June 30th as originally planned.

From a superficial examination of the piles it was apparent that men and women's names were fairly equally represented and the amounts of purchase were in many cases greatly in excess of the \$1 minimum which entitled the purchaser to a chance.

According to the manager of the

store, Mr. Potts, the names of many old customers appear on the slips but also there are a great number of new friends, and in this way the firm is building up a splendid mailing list of really worth while customers.

The idea has the hearty endorsement of the Workman store and is worth trying out anywhere.

Snappy Show Cards Sell Goods

Incidentally, the Workman firm have earned a reputation for clever, snappy window ideas which are decidedly novel and fresh. Mr. Potts confesses to be the author of many of the most original window show cards and has lately registered good success with a display of belts which were advertised as follows: "We are broadcasting these belts quicker than a radio flash." And the price, an extremely low one, capped the climax, leading to a quick clearance of the belts. Early this month a raincoat sale proved a distinct attraction to hundreds of customers who quickly snapped up the bargains offered at \$7, \$9, and \$11 a piece. These raincoats by the way, were really good quality and had no other publicity than a good window display.

The Workman store windows have been likened to a "real show" by customers who have made the rounds of the windows on Craig and McGill Streets and chuckled over the different epigrams pasted across the window by Mr. Potts, who however, wisely makes the point of his fun hinge on his merchandise and thus creates a feeling of good fellowship right on the street, which is unflinchingly confirmed when customer and sales staff come in personal contact.

BRINGS NEW WAYS

(Continued from previous page)

the effect of his entire silhouette unless he can see himself head to foot.

Collars fill the corresponding half on the other side and are stocked in every conceivable style and shape. Three glass sample cases confront the customer who enters the front door so that the item of collars naturally flashes across his mind whether he came in for them or not.

Shirts fill up several large plate glass show cases, while neckwear is ranged neatly according to pattern on T-stands down both sides of the store. There is an entire absence of overcrowding and a freshness and neatness about the store that promises to bring returns in the way of increased business.

The windows are arranged each week by an expert dresser who also creates the artistic show cards and will originate a "stunt" to attract the attention of passers-by in order to introduce the new store. Early in June a big cake of ice in which a new straw hat was frozen called forth much comment among the frequenters of the Main, and the hint that "Our Straw Hats Keep You Cool" was promptly taken. Other features of an equally arresting nature are to be tried out each succeeding Saturday in order to focus the attention of the buying public on the type of store which Norman's Ltd. aspires to be.

The firm is composed of Messrs. J. and P. Norman, both of whom are well known and popular, especially with the older men's trade in which they intend to specialize. Their venture in intro-

ducing an entirely new brand of merchandizing methods into this conservative and highly competitive district should result with entire success.

Chevrier's of Winnipeg had a novel competition for school boys, for the winners of which radio sets were given. The boys were required to write on one of the following subjects, "Radio and its future," or "Why I want a radio set."

Rod Weir, sales manager of Fashion Craft, manufacturers in Montreal, personally supervised a special sale put on by Patterson's of Brantford, Ont.

H. Richardson who was formerly with S. Schwarz of Windsor, Ont., has taken over the business conducted by M. Kohmer. He intends to rearrange the interior and operate it as a modern men's furnishing store.

Making Certain of Efficient Salesmanship; Systems in Operation by the T. Eaton Co., Ltd.

Knowledge of Merchandise and Training in Salesmanship Are Foundation Stones of Their Business Structure—Employees Required to Pass Examinations Covering Character of Merchandise to be Handled by Them and How to Handle It—The Follow-Up System of the "Shopper"

KNOWLEDGE of merchandise and training in salesmanship are two of the foundation stones on which the T. Eaton Co., Ltd., have built up their business. The former includes definite instructions to all the salespeople in the organization regarding new merchandise coming into the store; the latter includes definite instructions regarding store systems, the handling of customers and the displaying of merchandise to the best advantage so that sales may be increased. From the very moment an employee is engaged, systems begin to operate which inform the Efficiency Department just what experience the beginner has had, what more is required, where there are weaknesses that need strengthening.

Early Classes

The earliest instructions given beginners with the T. Eaton Co. have to do with store system, that is, making out sales slips, transfer slips, slips for out of town buyers, and all the other kinds of sales slips used to cover the various transactions that go on in this great organization. Examination papers are written by the new clerks at the conclusion of a certain amount of instruction and they are marked just as if they were being carried on under the regulations set forth by the Department of Education of the Province of Ontario. Not until these elementary instructions are thoroughly understood by the new clerk are they in a position to undertake the active duties of salesmanship in one or other of the hundreds of departments throughout the store.

Studying Merchandise

A thorough knowledge of merchandise is regarded by the T. Eaton Co. as one of the first essentials of successful salesmanship. Nor is the acquiring of this knowledge left to cursory instruction or review. Before a clerk is sent to the classes of instruction it has been determined what department he or she shall be engaged in. Then follow very definite and comprehensive lessons, covering the origin, the manufacture of, the care of, the various makes of the particular class of merchandise under review. For instance, if a young girl is going to the fabric department, samples of staple and the very latest fabrics received by the department are sent to the classes; the pupils are instructed in the texture, the qualities, the durability, and all other points of interest regarding the fabrics which

they will sell over the counter. It is not a general understanding of fabrics; it is a very specific understanding of the actual fabrics sold over the counter.

An Example

At the present time, hosiery is one of the liveliest departments in many stores. The styles and textures are very numerous and a good deal of study is required to thoroughly grasp all the information necessary to make an efficient hosiery salesperson. Here are the thirty-six questions which have to be satisfactorily answered by clerks going to their hosiery department of the T. Eaton Co.

1. What are Thread Silk Hose?
2. What are Glove Silk Hose?
3. What are Fibre Silk Hose?
4. What are Worsted Hose?
5. What are Cashmere Hose?
6. What are Union Hose?
7. What are Percentage Hose?
8. What are Plated Hose?
9. What are Union Plated Hose?
10. What are Fleeced Hose and what is the purpose of fleecing?
11. What are Balbriggan Hose?
12. What are Cashmerette Hose?
12. What are Lisle Thread Hose?
14. What are Mercerized Hose?
15. What advantage has a Lisle Hose over an ordinary Cotton Hose?
16. Which will wear the better, regular cotton or fleeced?
17. Has a Glove Silk Hose any advantage over a Thread Silk?
18. What do customers usually understand "Ingrain" to mean?
19. What are Spliced Hose?
29. Name and describe the three different styles feet in hosiery.
21. If a customer asked how to launder colored silk hose, what should be suggested?
22. If a customer asked for Heather Hose what should be shown her?
23. Has a Cashmere Sole any advantage over a Cotton Sole?
24. What is a Maco sole?
25. What are Full Fashioned Hose?
26. How are Fashioned Seamless Hose distinguished from Seamless Hose?
27. How are Mock Seam Hose distinguished from Fashioned Hose?
28. What is the advantage of a Full Fashioned Hose over a Seamless?
29. Why are Full Fashioned Hose higher in price than Seamless?
30. What is meant by Out Size Hose?
31. What are the standard widths of

regular and out size Hose?

32. How should a customer be handled who asked for Llama Hose?

33. What does "Multiplex" mean?

34. Which will shrink the more, white or black cashmere? Why?

35. What is the difference between natural cashmere and white?

36. What is meant by a machine sock hand finished?

Instruction of this kind is given throughout all departments in the store in order that every salesperson may be well equipped with knowledge regarding the merchandise handled.

New Merchandise

In the case of new merchandise further instructions are given, though this is not given in the various class-rooms. The heads of sections or departments, after becoming acquainted with the names and characters of the new merchandise, undertake to instruct the salespersons in his or her section regarding it. Another system operates (to which we shall refer later) which shows whether this instruction is being satisfactorily given or not. It is not left, therefore, to individual study of new merchandise coming into the department. Uniformity of understanding is essential so that there may be no misunderstandings as to names of merchandise, else the advertising department (which is also informed of the names and character of all new merchandise) might refer to some merchandise by a name not understood by some salesperson in one of the departments and confusion or loss of sale might result when a customer comes in to inquire after an advertised line of merchandise.

Instruction In Salesmanship

The problems of salesmanship are as varied and numerous, almost, as the sands of the sea shore. The time devoted to studying these problems of salesmanship is fixed according to the former experience of new employees of the T. Eaton Co. Regular classes are held, of course, and here is a list of questions, each one of which receives at least an hour's discussion before the pupil is asked to write an examination paper on them.

1. State what in your opinion are the "duties of a salesclerk."
2. How can the salesperson make the most of these "duties?"
3. What is your idea of "Service?"
4. What forms of address would you

use to the following customers? (a) The one who has just approached the department, (b) The one who is in the department and you are not sure whether she is being served, and (c) The one who is handling merchandise.

5. What bearing have the following on a sale? (a) Your appearance, (b) Your manner, (c) Your tone of voice, (d) Your choice of language, and (e) Your method of handling goods.

6. In how far is a knowledge of merchandise and its uses a benefit in selling?

7. Describe the sale, which, in your opinion, is a satisfactory transaction.

8. State what, in your opinion, could be done to increase your individual sales.

9. How should the following customers be dealt with?

(a) The customer "just looking."

(b) The customer who asks for something not in stock.

(c) The customer with an exchange.

(d) The customer who states she can buy the article elsewhere for less money.

(e) The customer who demands your attention when you are engaged with another customer.

The "Shopper" System

Not only does the Efficiency Department send new employees into the various department well equipped for their tasks but they see to it that the efficiency of the entire sales' force is not allowed to deteriorate or become impaired in any way. This is done by means of a "shopper" who is periodically engaged

by the firm. This shopper buys according to the daily advertisements appearing in the press. As a rule, the morning papers carry advertisements devoted to style talk or new merchandise, while the evening papers are given over to special values or sales. The shopper will go to such and such a department and ask for a line of merchandise advertised, say, in the morning paper. Suppose, for instance, the salesperson states that they haven't that merchandise or that it is to be found in another department. Something is wrong. It may be one of a number of things that has gone wrong. The advertising department may have called the merchandise by the wrong name, or may have given the wrong department for it. On the other hand, the head of the section or department may have failed to properly instruct the salespersons in that section as to the proper name of the merchandise, or the salesperson may have failed to read the daily advertisements appearing in the papers, or the salesperson may be deficient in his or her understanding of the merchandise.

That is only one phase of the shopper's work. She may ask the salesperson questions regarding the character of the merchandise, she may carefully note the bearing, the procedure, the language of the salesperson. The shopper is in possession of the information which the Efficiency Department seeks to impart, and she is able, therefore, to test the knowledge of the salespersons regarding these points. Of

course, the shopper makes full reports to the Efficiency Department of her work and in this way it is found out where further instructions are necessary, whether there are faults to be corrected, where there are weaknesses that need strengthening, where the efficiency of the entire organization can be brought to and maintained at a higher standard.

MAKES PLANS FOR OPENING SCHOOL

IT IS wise to bear in mind that school and college openings for the fall season are only a few weeks off. Have you laid any plans for getting business from mothers for their children, or from young men who go out of town to college in some of the university cities of the Dominion? For the boys, something in the nature of a contest or a premium is sure to create an interest that ought to develop into a number of sales. There are fads that appeal to boys, fads in the way of little sporting novelties that they like. To give one of these away with the purchase of each suit of clothes is bound to enlist the enthusiasm of the boys in promoting sales in your store.

For the young men going to college, personal letters with special announcements regarding style and quality of merchandise will appeal to them or their parents. Careful plans should be laid for securing this trade. It is the opening of good fall business for the retailer.



Rutledge & Jackson, a picture of whose window appears above, lay claim to being the oldest established firm of its kind on the north shore of Lake Superior and one of the oldest in any line. They carry clothing, furnishings and headwear for men and boys, trunks and valises, shoes and hosiery for the whole family.

The reproduction of one of their windows as shown above is an indication of one of their policies, namely, that they specialize in sporting footwear and clothing. Their dis-

play manager, George Oliphant, in this display makes an attractive appeal to the golfers. This firm realizes that there are fine profits to be had in golf clothing and equipment and they have gone in for it very strongly. Rutledge & Jackson report business in their city—Fort William—very satisfactory and they have abundant faith in the future of the twin cities because it is a great grain handling port and because of the rapid growth of the pulp and paper industry. A paper mill is being built in each one of these cities this year.

The Art of Showcard Writing

Persistency is a Talisman to the Showcard Writer—Thick and Thin Capitals and Numerals—Gothic Capitals Condensed—Lower Case Roman Italic Modified—Capitalization—An Important Feature of Layout

By JALEXO

PERSISTENCY is the talisman to which the showcard student owes obedience—nothing much can be accomplished without keeping everlastingly at it. To the beginner, it seems to be some sort of natural magic that enables the expert showcard writer to bring out the hidden capabilities of letters and numerals and to give the appearance of neatness and symmetry to any card regardless of size and style. The perfection of the "finished artist" is within the reach of every student now following these lessons. Surely it is not beyond the limits of reasonable anticipation on the part of beginners to attain a measure of success within several months.

comes after the first and requires two separate strokes—the outer one being done first. You can see that it is equal to two thicknesses of the other strokes in the letter. Then comes the crossbar, and it takes but a single stroke drawn from left to right. This is the principle which governs the thick and thin alphabet. The trick comes in forming the characters so that they show no awkward joints. The brush should be kept at the same width by frequent "patting;" so that the thin strokes will appear of uniform thickness. The letter "X" requires that the thick stroke be made first. In the letter "Z" the top horizontal stroke comes first, the slanting stroke next, and

construction. The letter "J" is shown executed in a single stroke. The student however, is advised to keep on with the two-stroke system of this letter until whatever time he feels equal to the single stroke letter. In this Gothic plate, too, are shown two ways of finishing off the let-

O A B C D E F
G H I J K L M
N P Q R S T ~~Ⓢ~~
U V W X Y Z Ⓢ

1 2 3 4 5 6 7 8 9

Thick and thin letters and numerals are executed in double stroke style. That is, it takes two strokes to do the thick parts of the characters. The thin strokes are done in a single stroke. In lettering the "O" for example, first make the outer circle and then the inner one, being careful to obtain some kind of balanced effect. The letter "A" contains four separate strokes. The first one slopes toward the left and is a single stroke, since it is done with one stroke of the brush flattened out of course to the desired width. The thick stroke

the finish off with the lower horizontal one.

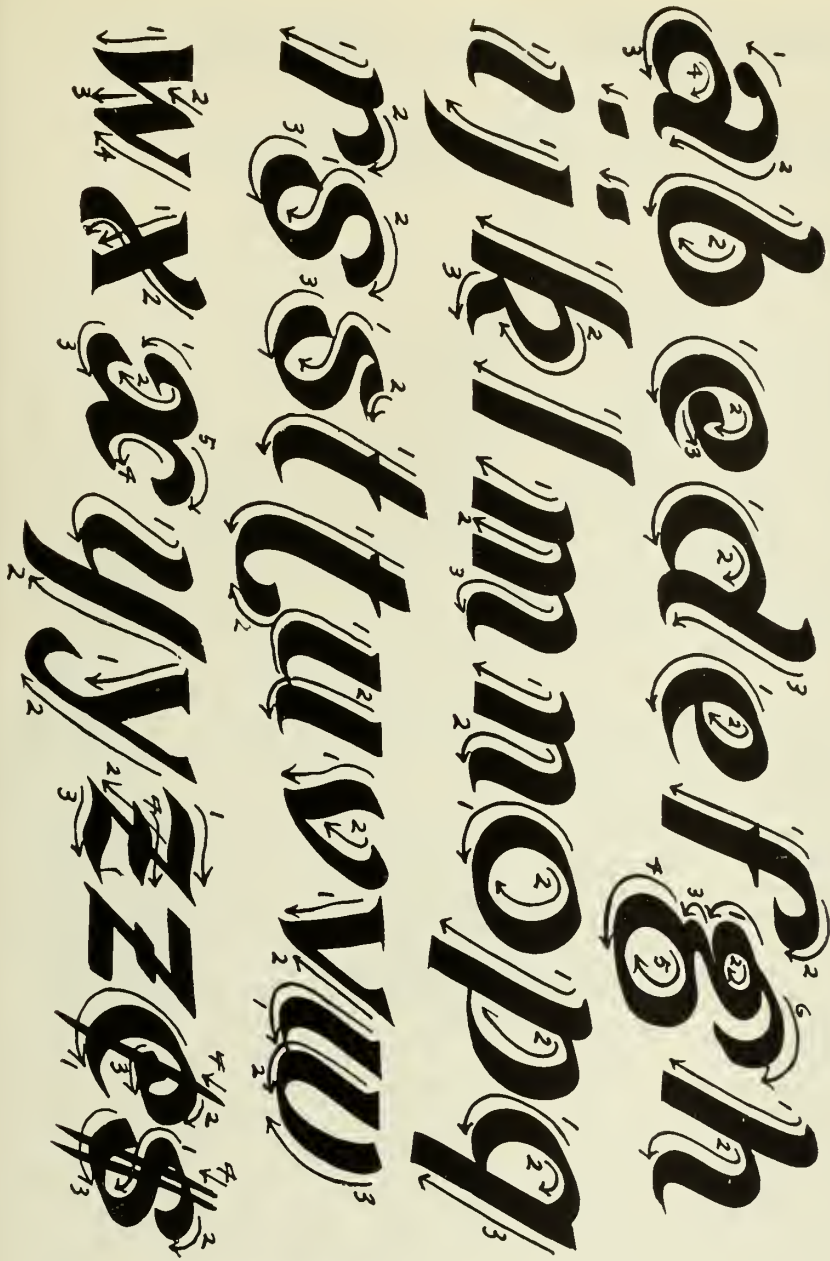
Condensed Gothic Capitals

In the plate illustrated herewith is shown an advanced method of constructing Gothic capitals. After considerable practice on the plate appearing in a previous article, the student, if he so desires, may try the quicker methods outlined here. It will be observed that in the circular letters, time is saved by making the entire curve of the "C" for example, in a single stroke. This can be applied to the other letters of similar

ters. The top line illustrates the squared-off finish and the bottom line shows the rounded finish. It lies with the showcard writer to use which style he sees best for his particular purposes. Both styles have a place in the expert's technique.

Modified Roman Italics Lower Case

This alphabet is easy to master. In the first place it is easier because it is italic. Italic letters are more easily constructed since they resemble handwrit-



*Like
 Friendship
 the gift of
 jewelry lasts*

ing in the nature of their parts and the angle at which they lie. In the second place, this alphabet is in single-stroke style and requires little, if any, finishing off at the ends, so with a well-kept brush, the student ought to be able to do these letters without "touching up" at the completion of strokes. This alphabet

provides a quick and easy style for the small lettering on rapid sale cards.

Capitalization

The indiscriminate use of capitals evidences a lack of practical arrangement. Note the showcard illustrated, reading "Like Friendship the gift of

jewelry lasts." The display words are capitalized, and the other words are in lower case. The point of emphasis is this; do not use a capital in one word which has no more significance than other words not capitalized. If the word "gift," for example, were to be given a capital "G" the other words "jewelry lasts" would also be deserving of capitals. Here is something for the most advanced experts to ponder over. Every day there are excellent showcards marred by an indiscriminate use of capitals. A good idea is to refrain from using capitals in small lettering designed for simple reading matter. The card illustrated is a typical specimen of how to use capitals correctly.

LOWER PRICES

(Continued from page 3)

Naturally enough, these advances are not registered immediately in the price quoted by manufacturers of shirts and allied products. Their prices are based entirely upon production costs and owing to the fact that they must buy their materials from nine to twelve months ahead of the selling season, their prices are naturally lower on a rising market such as exists to-day. Unfortunately on a declining market this does not hold true, and though the manufacturer takes advantage of declining prices he gives the retailer every advantage in regard to rising prices.

As it is extremely unlikely that prices on raw materials will go lower, it therefore follows that shirt prices will not register any downward change either. But none will go up for spring because Montreal manufacturers bought fully a year ago, all the materials that will be required to make up next spring's shirt ranges. Novelty materials particularly will show no downward tendency and this information should be accepted as authentic by every merchant in the country.

Orders have been coming in very satisfactorily this month, it was reported at the head office of one shirt and collar firm, and business done on white shirts in particular is remarkably good. A shirt novelty introduced last month is proving popular with all classes of retailers, and features a new style collar and cuffs, the collar being made of unshrinkable fabric and the cuffs designed in a barrel shape, effective for summer business or outing wear. Such a model is developed in fine mercerized materials and is priced at \$24 a dozen.

Maurice Hirsh has commenced business with a stock of high class men's furnishings at Grimsby, Ontario.

H. E. Davis of the Davis Raincoat Company, Montreal, is returning shortly from Europe where he has been studying conditions and investigating the possibilities of new materials.

Must First Sell Yourself

Cannot Sell Anything Till You Have First Done This—Customers Should Be Welcomed to Store—Big Business Men Were First Salesmen—Old Stock

WHAT SEEMS to be the matter with salesmen this year? Undoubtedly it is a fact that one of the principal obstacles that salesmen have to contend with to-day, is their lack of confidence.

It is impossible for a salesman to be a success unless he possesses self-control and unlimited confidence. One of the best methods to pursue in creating confidence, one hundred per cent., is, never try to sell anything until you have sold yourself from the top of your head to the sole of your foot, the idea that you have the best selling article ever manufactured.

Invariably it happens with a salesman, in trying to sell his prospective customer, he allows his customer to sell him in place of making the sale. Whereas, if the salesman was thoroughly sold, and sold to such an extent that he actually believed he was doing his customer a personal favor in making the sale, his customer could not originate sufficient persuasive power to refrain from buying.

Fear Spoils Salesmanship

I have witnessed a great many salesmen the last quarter of a century allow their golden opportunities to glide by through being afraid. We all know that a good salesman is a hard worker, and the harder he works and the harder he thinks when he is selling, the greater remuneration he is going to obtain. I always figure, every time a salesman is turned down, he is that much closer to the goal of a big sale, but he must keep going.

How Courage Won Out

I remember one of the best sales I ever had the pleasure of making was in my younger days when I was employed in a big store in a large Eastern city. A very fine pair of horses drawing a beautiful vehicle drove up to the store and a very distinguished looking lady and gentleman entered. I heard the head salesman, who was near the door, say, "Here are some of the Four Hundred coming to wise themselves upon values." The gentleman expressed a desire to see some clothes and the head salesman called one of the chief clerks. In a very few minutes he made some kind of excuse and called me over, requesting that I show the gentleman some clothing. I could see that he was in doubt about these people buying any goods. In fact he was afraid of his ability to sell them, but it turned out that a five-year old school boy could have sold this man, as he bought two suits of clothes and an overcoat in twenty minutes, purchasing the very best goods we had in stock. The sale

was being watched by quite a few salesmen as trade was not very good that day, and they all gave this professional salesman, (the super salesman, as we called him) the laugh for losing his nerve.

I could illustrate hundreds of sales being lost just through lack of confidence on the part of salesmen who have missed some excellent opportunities to make good sales. A successful salesman can never make any progress worth while where he does not show his appreciation to his prospective customer and prove that he welcomes their visit to his store. You must never allow a customer to feel that he is imposing upon you through attempting to buy, because he is entitled to service with lots of courtesy thrown in.

Big Men Were Salesmen

You have never seen a big business man who is not a clever salesman, because he has made a study of his business and he can talk intelligently upon the value of his merchandise, and he doesn't know what the word "fear" means.

It is the duty of the wholesale jobbers and manufacturers, when selling, to explain the merits of their goods to the retailer. We all know that is done in a general way, but they should be specific about each and every article which they sell to the retailer, and the retailer in turn should sell these goods to his clerks in the store. As you know, the retail sales people cannot tell a customer about the merits and values of their merchandise, excepting in a general way, but if they knew the reputation of the manufacturer who made the goods, the skilled workers employed in that factory and the quality, would not exaggerate, but simply be truthful and prove to the retail customer that they have confidence in this merchandise, also show in their salesmanship talk, through their explanation, that they are thoroughly sold on their line of merchandise, clerks would increase their sales fully 25 per cent.

Don't Forget Old Merchandise

One of the principal reasons why retail stocks in a good many stores consist of broken lines and unsaleable merchandise is because of the clerks getting enthused about the new goods, and forgetting the other merchandise. If an article was all wool and well made when it arrived in the store, there is no reason in three or six months why that wool article has changed to cotton or become shoddy. There is no reason why in the short period of time, ninety days or six months that the styles become distasteful to the clerks.

New Ideas For Anniversary Sales

In Planning the Sale Do Not Forget That There Are Two Sides to the Story—Anniversary Cakes With Drinks and Smokes—The Giving of Birthday Gifts Is a Good Feature of Such a Sale—Co-operation With the Small Boys



ONE of the fixtures of Canadian merchandising is the anniversary sale. It is somewhat of a problem, however, for the merchandising manager or the proprietor as the case may be to figure out some new way of putting this sale across in a way that will carry a new appeal to his patrons and prospects. There are some men who have been in business for a great many years who say there is nothing new in a merchandising plan, but a review of some of the plans that have been tried may bring to mind afresh some of the old plans that have been worked successfully.

It is not a bad idea for the merchandising manager or the proprietor to put himself in the shoes of the individual when planning this sale. When Mr. A. celebrates his birthday he is absolutely certain that two things will happen. First, he will be the recipient of gifts; and, second, he will be expected to dispense certain little niceties attendant upon such an anniversary. Coffee or tea or ices to the gentlemen who call on him, and smokes—if you happen to live in an unrestricted area you can serve something more mirthful than tea or coffee. It may be a somewhat commercial view of such happy occasions but it is the case nevertheless.

Perhaps the mind that plans the sale may sometimes forget the two sidedness of his anniversary sale. Of course, he expects to give good values and all that, but he also expects to close the books on the last night of the sale showing a profit. But has he made any plans to dispense some of those little niceties

that a host dispenses when he celebrates privately a birthday anniversary? In other words, has he planned to really give away something for nothing with no strings attached? It seems to us that this is something that should not be overlooked in the anniversary sale—something should be given away for nothing.

Birthday Cakes

We have said before—and the opinion is shared by not a few keen merchandising men—that men's wear dealers would do well to take leaves out of the books of some of the dealers in women's wear. There is still a good deal of vanity in the male of the species, and he is just as susceptible to "dainty refreshments were served"

as the proverbial "pink tea" lady. Ed. Mack of Toronto served refreshments on the opening day of his new store and not many men went out without partaking of them—some even liberally.

Ogilvy's of Montreal, Frieman's of Ottawa and Ward & Dewland of Oshawa are three firms that featured birthday cakes in connection with their anniversary sale. Ogilvy's had a cake weighing 500 pounds, Frieman's 2,000 pounds and Ward & Dewland served a thousand pieces on one afternoon to their customers. Instead of wrapping up a little piece of cake in a box the men's wear dealer might serve it with a drink of some kind and a smoke. It gives an atmosphere of friendliness to the sale and leaves a mighty good impression on the mind of the visitors.

One feature of the Frieman sale is worthy of emulation by men's wear dealers. It was their twenty-first anniversary sale and they gave away twenty-one birthday gifts to the twenty-one holders of lucky numbers that were given out with sales that were made. These prizes were displayed in the windows and added considerable interest to the sale. This plan might be copied to good purpose.

Another Plan

Find out in some way—a coupon in your regular advertising space would

probably be the best way—the ages and date of birth of as many men, young men and boys in your community. Make the announcement that you are going to celebrate on a certain day one of your anniversary sales, but do not give the exact date of the opening of the sale. Make the announcement that you are going to give away birthday presents to all who celebrate their birthday on the same day as the opening day of your sale. This, of course, would necessitate a closing date for the receipt of the coupons. Make it plain that this applies to the young folks for they are a very valuable asset in such sales as these. Then make the announcement of the opening date of the sale and give some present that would be suitable and acceptable to men, young men and boys.

An additional feature might be that you give a special list of prizes to those who are celebrating the same anniversary as you are, that is, if you are celebrating your 21st anniversary, all those who celebrate the same anniversary on the opening day of your sale will receive a special prize.

Such a plan will work up a good deal of local interest that will bring dollars to your counters.

Using the Boys

Mouth to mouth advertising is said to be one of the very best and effectual forms of advertising. And there is no one like the boy for this kind of advertising; they are very valuable assets in working out a merchandising scheme if their interest is properly aroused. A very simple and inexpensive way to enlist their co-operation during an anniversary sale is to make the announcement that on a certain day during this sale they will be given a free balloon (or some other such gift) if accompanied by one or other of their parents. If you have wisely selected the gift there will be no doubt about parents coming to your store. On such a day you might feature some inexpensive specials. You would find, in all probability, that not many people would leave your store without a small parcel under their arm. It is another case of the little child being the leader.

Using Coins or Buttons

A certain merchant made novel use of coins (buttons would serve the purpose as well) in connection with one of his anniversary sales. On one side of the coin he had the picture of the founder of the business struck and on the other the announcement that the presentation of this coin at the store during the sale would entitle the holder to a ten per

(Continued on next page)

Suggestions for Business-Building Contests

They Arouse Interest and Make for Bigger Sales

They Have Good Advertising Value and Often Form the Basis of Future Profits and Customers—A Contest Where People Study Your Store and Its Methods—Helping the Spring or Fall Opening—Watching Birthdays

CONTESTS always have been and always will be, in a measure, successful business getters. Stores big and little all over the continent have tried them and will try them again. They have a very real advertising value; they can be so operated as to bring some good business to your store, and they certainly can form the basis of future business, excellent mailing lists and fruitful prospects. Here are some suggestions for contests of one kind and another that were tried out and adjudged successful.

Studying Your Store

The other day one of the directors of the Chamber of Commerce of the United States Government made the statement that the retailer did not sufficiently take the public into their confidence with regard to the costs of doing business and the science required to successfully carry on a retail business. There may be something in what he says; it is true that many people have an altogether exaggerated idea of the profits that are being made in the retail business.

A certain shirt and collar firm in Boston some time ago offered cash prizes for the best prose or poetic article of 150 words on the subject, "What is the secret of our success." Their announcement of the contest was couched in such a way that it served as a good lead to the story that was to be written. "We have been in business for twenty-five years," it ran. "We believe we are safe in saying that no house in America carrying the same class of merchandise, is doing a larger business than we are in the same amount of floor space. During the years we have been in business millions of people have traded with us. The public know our system of advertising, our store policy and the character of our merchandise. Now, there's a reason for this very large measure of success which we enjoy. What is it? We want to know and we want to hear from you. During the next two weeks you are invited to visit our store, examine our new stock of merchandise, study our system of doing business, interview our clerks, and obtain all the information you can to aid you in this contest."

A good chance to bring a lot of people into your store and give them some idea of the problems of retailing, its perplexities—and to show them it is not all profit.

Introducing New Merchandise

If you want to be sure of a good

crowd of young men at your fall opening of suits and overcoats, perhaps this idea will appeal to you as a good advertising stunt.

Offer to the first hundred or fifty or whatever number you feel you can afford a ticket to a movie theatre. You might make an announcement something like this:—"One hundred tickets to the ——— theatre. From three to six o'clock this afternoon we will give one hundred complimentary tickets to the ——— theatre for the delightful performance of ———. The first one hundred people who come into our store after three o'clock will receive these tickets. No strings attached."

You might make some arrangement with the local theatre man for a good picture on that day. If it is more convenient you might hold the affair in the evening. The plan is pretty sure to draw a big crowd to see your new merchandise. A little music thrown in would make the event a pleasant one and a profitable one.

Arousing Curiosity

Here is an idea that might appeal to you because it will concentrate attention on your window for a few days.

You might announce that your display is supposed to represent a young man about to leave for a week-end trip, or a full dress party, or for golf, or for tennis, or whatever might make the strongest appeal locally. But state that you have left out one important article in the complete outfit which this young man should have with him. Make it a guessing contest, the guess being what this important article left out is. You might offer a small prize or some article of merchandise in your store that is useful to men. It might be wise to offer the same prize to the first ten men guessing the name of the missing article. The idea would certainly attract people to your window, and it might very well be used in connection with the showing of some particularly new and attractive merchandise you have just received.

Getting Them Young

There are some very keen merchandising men who say that a successfully operated boy's department is the beginning of big and sustained business throughout many years. A real, live business man looks to the future, has his eyes always on the future and its prospects for the development of his business. Here is a way to build for the future by getting acquainted with men when they are very, very young.

In these days birth notices are usually published in the local papers. Watch for them. And when a little boy arrives at some household create a card for that boy, giving the date of his birth, his address and, if possible, his name (full name). These cards can be so arranged that they can be turned up each day to see if any birthdays are falling due on that day. And when the birthday falls due send a little personal letter something like this:—

"Dear ———

We want to offer our congratulations to you on the ———th anniversary of your birthday; a long life and a happy one is our sincere wish for you.

"If you are having a birthday party and require a new suit of clothes or some little accessory, or if you are about to leave on a summer vacation and want some holiday clothes, or whenever you are in need of clothing or furnishings we hope you will ask mother to bring you to our store.

"We will be glad to see you any time. Make our store your headquarters for boy's clothing."

Yours very truly,

It is a card that will please the boy, arouse his curiosity, and flatter his mother. It is a business-builder with boys who will some day be men, and if you treat them properly, life-long customers of your store.

NEW IDEAS FOR ANNIVERSARY

(Continued from previous page)

cent. reduction on all lines of merchandise. This coin was sent out to a selected mailing list of regular patrons together with an announcement of some of the leading features of the sale.

Charter Car System

One of the most elaborate plans of celebrating a milestone in the history of any organization was that featured by the Hudson Bay Co. of Saskatoon, a couple of months ago when they chartered the whole street railway system for one day, giving free rides. It was their 252nd anniversary which ran in conjunction with the purchase of a very large business in that city. The plan is, perhaps, too large for most men's wear dealers but it could be run by a department store in a fairly large city, a store that has a good men's wear department in it.

Working Mailing Lists Helps Sales

Raymond, Binet Co., of Quebec, Have Found That Personal Solicitation Puts Many Sales Across—Keeps in Closest Touch With Club Men of That City—Have Worked Up Big Mail Order Business By This Method—Can Be Worked in Other Ways as Well

ACCORDING to C. P. Raymond of the firm of Raymond, Binet Company of St. John Street, Quebec, a live mailing list can be made to produce 100% results as often as a fillip is needed in business. This firm, which is now entering on its eleventh year of successful effort in catering to the wants of the men of the city of Quebec, circularizes its customers as often as once a month and even more often when occasion warrants, and results are invariably so satisfactory that enough orders for clothing are secured to last three or four weeks ahead after each campaign.

Quebec is a city of clubs, both business and social, and Quebec men have long enjoyed a reputation for scrupulous grooming and punctilious observance of the niceties of dress which have descended generation by generation from the first English settlers from the old country who were the first to form a British colony in Canada. As most of them were army officers, accustomed to all the formalities of military life as well as court functions, it was second nature to them to demand the best and most correct attire both for civilian as well as military wear.

Types of Clubs to Draw on for Names

When some of the names of the various clubs are mentioned, it can readily be understood what a scope there is for building up a live mailing list from their membership whether they be devoted to the enjoyment of sport or purely political or commercial. There are golf, tennis and squash racquet clubs, fish and game clubs, the Garrison Club, of a purely social character, as well as about half a dozen other business organizations composed of hundreds of citizens of influential standing. As must be evident, the membership of such clubs is mainly composed of older men, who have achieved some degree of success and business distinction and



Above is a reproduction of the store of Raymond, Binet & Co., Quebec.

NEW CLOTHING FIRM ORGANIZED

A new clothing firm has been organized with offices and factory at 624-626 King Street West, Toronto, called the Canadian Wholesale Tailors, Limited. The officers of the new company are:

President—A. F. Pennylegion.

Vice-President—J. W. Cox.

Secretary-Treasurer—A. J. MacKay.

It is the intention of this firm to market a line of high-class clothing and also to handle special made-to-measure business to which, at the present time, they are devoting special attention. The name of their brand is "The Apex."

this usually entails a preference for quiet clothes of good cut, hand tailored by choice.

To cater satisfactorily to such a clientele has been the aim of the Raymond, Binet Company and that they have succeeded is evident by the fact that they are now employing a staff of 20 expert tailors right on their own premises in order to keep up with the demand for custom tailored clothes.

Not only is the demand on the increase from local customers, including those on the mailing list, but enquiries and orders are constantly being received from all parts of Canada to which former Quebec men have removed, and suits are even ordered from the Western provinces of Alberta and British Columbia by former customers of the store.

Mailing List Helps This Year

Yet this remarkable development of the special order end of the business by no means interferes with the regular clothing and furnishing trade done by this store,

and the boy's department alone keeps the staff busy as well. According to Mr. Raymond, there never was a time when mailing lists could be used to greater advantage in all branches of men's wear business than right now. Take golf clothing, for example. "We have sold so many golf outfits this Spring through our personal letters that we have more business than we can attend to," was the way Mr. Raymond summed up his experience.

The personal letter is not regarded as an advertisement for special sales by the Raymond, Binet firm, but rather as an intensive field to be cultivated at least once a month. Great care is exercised in the preparation of these letters for they reflect the character and personality. Typing is used and the topic of the letter is always timely and calculated to arrest the attention of the prospective buyer.

(Continued on next page)

The same idea of using a personal mailing list can be equally well applied to a store which caters more especially to the working class, if information can be obtained at local factories and plants as to the number of employed men and some idea of the wage rate. Special lots of good clothing or overcoats can thus be advertised in the most efficient manner, reaching the type of purchasers who are most directly interested, and prices can be adjusted to appeal to each type of employee from the highest paid to the lowest. Thus, men who are earning eighty cents an hour for an eight hour day are likely to show interest in better grade clothing than will the laborer who is paid only \$3 or \$4 a day. The cashier of any plant will provide the names of the men employed, and the important point about circularizing the working man is the fact that he is not so accustomed to receiving mail and will consequently give more attention to anything which is addressed to him personally.

Keep Record of Sizes Sold

One of the surest ways of getting results from a personal letter, it is claimed, is to mention the size of the customer in question as though the management had recalled the last sale made and kept each individual customer in mind. If a special sale of odd suits is being advertised, it will pay to keep in mind all those customers who have been a little hard to suit and who will appreciate hearing of a bargain in their size. Keeping a record of sizes would not be difficult if a definite system is adopted. Entering the names of customers on different colored cards, was the plan tried out by a Buffalo firm with good success, a blue card being used for overcoats and a yellow one for suits, and on each the customer's name, address, size, price and cost of alteration was entered so that when special sales occur, notices can be sent to those men who take just the sizes offered. It is beneficial to enclose a few snatches of fabrics with a personal letter as well, since many men prefer to see the actual fabrics for themselves. A letter on the subject of the new Fall shirts could be enhanced two-fold by the addition of half a dozen neat little samples attached thereto.

Build Your List To-day

Begin by using your regular sales slips each day and gradually add the names of new customers as they are secured from clubs, factories, etc., and keep the mailing list constantly up to date, watching for any returned letters denoting wrong addresses or removals. Do not overlook old customers who move away, as often they would prefer to continue dealing with a store which knows their tastes and financial standing. As in the case of the Raymond, Binet firm of Quebec, a store should never forget that personal solicitation is the most potent form of advertising and one that nearly always brings 100 per cent. results.

Planning A Summer Clearance

Here are some points well worth bearing in mind when planning your summer clearance sale. The Ely & Walker Dry Goods Co., of St. Louis give prominence to this slate of ideas in their house organ.

"In getting out the advertising for your sale—go through stocks carefully and thoroughly; note the merchandise, and describe each item in detail whether for newspaper advertising, circulars or personal letters.

"Prices must be attractive, and usually a consistent comparison of prices is advisable, especially where the reductions are so radical as to excite the prospective customer.

"General statements—meaningless generalities—will not get the business. There must be actual statements of prices in figures that the reader can understand and comprehend.

"Such general statements as '25 per cent discount' mean much to the retailer—because it is the cutting off of any possible profit—yet very few customers are going to figure the saving in actual dollars and cents. It is a much stronger statement to say—'Regularly priced, \$1.50, reduced for the clearance to \$1.12.'

"Then comes another secret for a successful sale:

Variety Necessary

"There must be wide variety of merchandise included. Hundreds of intended sales have fallen down, resulting in

keen disappointments because there was a lack of variety, and the sale did not impress the people as being of any consequence. Interest as many people as possible, and as many members of each family as possible.

"Learn to rely upon your wholesaler for some special lots that will sweeten up your stocks—that will enable you to advertise some specials that will ring out for miles, and at the same time make it possible for you to realize a satisfactory profit based upon an almost instantaneous turn-over.

"The same rule applies to display windows as to advertising—there must be variety of merchandise displayed. It is best to arrange unit groups in the windows—that is, having related items in groups, rather than a general variety distributed over the entire space. By arranging your window in unit groups—the general appearance of the window can be changed every two or three days without the extra effort of being compelled to put in something new every few days. The interior of the store must also be arranged with merchandise out in sight and properly ticketed.

"Personal letters should be prepared in advance, along with large circulars, to be sent to a selected list of people who perhaps do not get the local paper. Many retailers are even going so far as to duplicate their newspaper circulation with 'bills' and letters."

Increase in Business Due to Addition of Made-To-Measure

If a men's wear dealer is doing a bigger business this year than last there must be some very good reason for it. That is the opinion of men in the trade. With the decrease in the selling price of merchandise and general business conditions that do not lend themselves to prodigal buying, keeping up with last year's records is not an easy affair.

Yet there are not a few merchants who are doing it. T. J. Sheppard & Sons, 2925 Dundas Street West, Toronto, are among them. Their business this year shows an appreciable increase over the same period of last year.

And the reason for it—that is, one of the reasons—is to be found in a new made-to-measure department they have added to their other lines of merchandise. Requests for made-to-measure clothing were carefully noted by the firm and it was finally seen that they had a very good market for this line. They decided to install a new department and, after doing so, made it known widely through advertising.

It has been very successful and the increase in the business this year over last just about equals the amount of business that has been done in that one department.

There is one other reason for this increase in business that should not be overlooked. Just before Christmas of 1921 they had their store renovated and now it is one of those handsome, up-to-date stores that reflects the permanent growth of this city. With infinitely better windows for display, with better interior equipment for display and convenience in serving customers, they have made new friends and bigger sales.

Business Better Than in 1921—Why?

Advertising, Salesmanship and Window Display Are Three Elements of Successful Merchandising—Experience of a West Toronto Merchant—Improving Medium of Advertising and Driving Home the Fact of a Rising Market

IN A general way it might be said that successful merchandising has three main avenues of approach—advertising, salesmanship and window display. The scientific co-ordination and co-operation of these three elements in store management will round out an organization that will take good care of itself in good times and bad. Their proper application to the management of any business will interest people in your store and its merchandise; will bring them to your store and inside it, and will send them away with parcels under their arms. To deprive a business of any one of these three elements is to stunt its development; and a business that does not develop as it should and as it might is a drug on the hands of the proprietor and an enemy to the whole development of the particular district in which it is located. The growth of Business Men's Associations in certain districts of large cities, and in many of the towns and cities of the Dominion is the growth of an idea, an idea that will develop as time goes on. Merchants are realizing the fact these days that frequent changes of ownership in any district are harmful to that district because it unsettles confidence; the converse of this in practice is that merchants will, some day, be freer in the exchange of ideas so that the standards of business ethics and management will be elevated. That will mean greater confidence in business men and their methods.

Showing an Increase

But we have wandered away a little from what we intended to write about. We have mentioned three elements of successful business. They were suggested to our mind after a conversation with Mr. Johnston of the Johnston Clothing Co., 2959 Dundas street, Toronto. Mr. Johnston stated to us that his business during the first six months of the year was ahead of last year by some hundreds of dollars. That is not a universal complaint these days. We were interested in knowing the reasons he assigned for this increase in business. West Toronto is, largely, a workingman's district. Had the employment situation improved? No, he said, it had not; in fact he doubted if the situation in that particular district was even as good as a year ago. He doubted if there was as much money in circulation as there was a year ago. And a third fact to be taken account of was that merchandise was cheaper than it was a year ago. But still here was this increase to be explained.

Strike is Off

The first reason mentioned by Mr.

Johnston was that the so-called "Buyer's Strike" was off. As he had analyzed it, this strike was participated in by people who could really afford to buy merchandise if they wanted to. But for some reason or other their confidence had been shaken. Markets were falling and Mr. Johnston's long experience in business leads him to the conviction that it is next to impossible to get people to buy on a falling market. Speculators won't do it on the stock market; consumers won't do more than they have to of it at a time when prices are falling.

Now this strike, he believes, is definitely over. The dear public are pretty well convinced that prices have hit the bottom. They don't deny that there may be some fluctuations but they do not believe they will be of a sufficiently radical nature to keep them out of the market for their legitimate requirements. The strike is off. It has left them shoppers, looking for the best they can get for the money; but they need merchandise and are convinced that, some place, it can be bought at the right price. Confidence is happily restored and with it the purse strings are being loosened, that is, the purse strings of the majority of people who are able to buy.

One Element Lacking

We have mentioned three elements of successful merchandising—advertising, salesmanship and window display. Mr. Johnston stated that, in their case, one of these elements was lacking last year, an element that is regarded by most business men as the biggest of all business-builders—advertising. That district up until three or four months ago was not properly served by any advertising medium. The big Toronto dailies had a fair circulation there but their rates were prohibitive because they asked the same price from the district merchant as from the downtown merchant though his field was infinitely smaller. Consequently, he had to stay out and no other medium reached all his prospects. The Business Men's Association of that district got together and got behind a new local or district paper that has a wide circulation in West Toronto.

Business has been better since that paper started, so Mr. Johnston says. Their prospects are being reached with regular messages about merchandise and prices and the people of West Toronto are alive to opportunities right at their door that they had too little knowledge of before. The effect of regular and aggressive advertising in that whole district is beginning to make itself felt. It might be pointed out, too, that there are other merchants in that district who

show a better balance sheet this year than last and they all speak of this new medium of advertising that has been started. The combined effort of business men put into a live advertising medium is bringing business.

Higher Prices

Mr. Johnston believes that higher-prices talk is a good stimulant to business. As we mentioned before, people are not keen to buy on a falling market. They are always thinking that things will be cheaper to-morrow. Therefore, they wait. That is not the case now. If anything, prices are on the upturn; in most lines, at all events, they are very firm. Mr. Johnston makes use of the fact in his salesmanship. He tells customers about prices. If there are lines here and there on which advances have been made, he drives the fact home with all the force he can. Customers stop and listen. And they are more disposed to buy. A rising market is a good "urge" and he never fails to make use of it with a knotty customer.

Perhaps, out of these suggestions there may be some hints to increase your own business.

RETAIL SALESMEN

A suit of clothes was being examined with an eye to purchase. "It looks well" was the comment "but it is very rough to the touch." "That shows its quality. Fine, soft cloth has an artificial finish that fools lots of people!" An explanation of how this alleged finish is applied was not convincing.

Linen handkerchiefs were being bought and the question was asked why they have not come down in price in the same ratio as cotton: "Oh, linen all comes from Ireland and during the political troubles they have not been raising any."

A rubber ball was required and the salesman produced one of the right characteristics except that it had a very offensive odor. "What causes it to have such an odor?" "Oh, that is the smell of really pure rubber and will soon pass away." This answer is a compound of pure ignorance and indifference to the truth since the offensive odor bore no resemblance to that of rubber and the ball, after six months exposure to the air still "smells to the moon."

George Henry Robbins, assistant manager of the Parker's Dye Works, Toronto, Ont., died very suddenly at his home on June 11.

Retailers' Problems in the West

Annual Convention of Saskatchewan R.M.A. in Regina Representative Gathering, and Marked by Much Interesting Discussion on Vital Subjects—T. H. Masterson, Regina, the New President

THE 9TH annual convention of the Saskatchewan Provincial Board of the Retail Merchants' Association was held in the City Hall Auditorium in Regina, Sask., in the early part of the month. Mayor Grassick extended the welcome of the city to the delegates and in his address stated that the people of Regina knew what problems the retail trade have been up against during the past year and more. They appreciated the difficulties of the association and of its members. "I know I speak for them," he said, "when I say they are glad to see you gather together to discuss your problems, and I hope the convention will be successful in every way."

Distrust in Old Days

E. B. Gass, president Regina Chamber of Commerce, also welcomed the members of the R. M. A., and stated that the retailers were coming together to discuss business at a critical time. He had been engaged in trade in Western Canada a long time, and he remembered the time when such an organization as the retail merchants had now, would have been impossible.

"There was too much distrust in the old days, but the co-operation that the members have to-day is a splendid idea."

He brought out the fact that he would like to see the merchants take up the question of good roads in the province, as they are very essential for the betterment of business. He also reminded the merchants of the association of the Boards of Trade of Saskatchewan and pressed for co-operation between the two organizations.

Good Retailers a Necessity

G. W. Stockton of Carlyle, replied to the address of welcome on behalf of the retailers and thanked the mayor and Mr. Gass. He believed that the business of retailing is second to none. It is necessary to have good retailers. He believed that the people of this country were coming more and more to realize the difficulties of the merchants, and the sooner they realized them, the sooner the problems of the association would tend to disappear. In speaking of the middleman, Mr. Stockton stated that he is performing a service that is necessary, and as the people demand it and are paying for the same there should be no kick coming. It is up to the Retail Merchants' Association however, to see that there were no more middlemen than the people wanted.

Jack Wood, of Swift Current, president of the association, referred to the financial difficulties of the past year or two.

President Wood's Address

"We have been forced to study the strictest economy," he said, "in order to bring the association to the position in which it now stands. No doubt as many of you are aware, our financial conditions did not appear any too rosy last year, but through cutting down the different departments and overhead expense, we are glad to say we are in a strong position.

"The financial position of many of the merchants was still not as good as might be desired, but it was steadily improving, and the members of the organization might look to a brighter future." Speaking of the discontinuance of the collection department, which had been maintained by the association, he said it had been decided to drop it because it was costly and it had never given the service it was originally intended to give.

Why The Association Failed

"The reason why this department did not pay," he continued, "is because the bills sent in by the members for collection were old debts on which every effort for recovery had been made before they were turned over to the department, and in many cases the majority of them were impossible to collect. Under this condition the association was not given a fair chance to make good. The cost was more than we could afford to pay for the service, and, therefore, it was discontinued, which had also resulted in the cutting down of the staff and further economy."



JACK WOOD
of Swift Current, Sask., who presided at the convention of Saskatchewan Retailers in Regina.

He referred to the amendments enacted at the last session of the provincial legislature to the Hawkers and Peddlars Act. They were partly satisfactory, but further representations must be made before the government in regard to this contentious law. He also referred briefly to the freight rate problem and said that the association was strongly represented on group dealing with this problem and the members might expect results.

Mr. Wood pointed out the cash and credit systems in vogue in the province, and stated that more retail merchants to-day than ever before were doing a strictly cash business. The members might emulate the systems adopted by the mail order houses of the country, and would do well in adopting their system.

Tax Collection Discussed

J. A. Banfield, Winnipeg, president of the Dominion Board of the Association was to have spoken at the convention but a telegram was received from him stating it would be impossible for him to attend. He extended his congratulations to the assembled delegates and wished the convention success.

A telegram from the officers and board of the Ontario Provincial Association containing greetings to the Saskatchewan Convention was received and read to the audience by the chairman.

In his address on taxation P. McAra, federal inspector of taxation for Saskatchewan, outlined his work. He referred to the difficulties he had encountered in reaching all the taxpayers and finally went into technical details in regard to filling out of returns by merchants. The West is a difficult place to collect taxes with its population scattered over miles of country. It is relatively easy to collect taxes in an urban community but to go into the highways and by-ways of Saskatchewan was work for a large and highly efficient organization.

Big Problem of Retailer

There were several classes of retailers doing business in the West and the worst ones were those who did not see the necessity for annual stock taking. The one who did not worry about the wholesalers and the banks and the one who did not see why he should submit to the government a statement of his expenditure and revenue, assets and liabilities. The speaker declared that the branch of the department in Saskatchewan was trying to make friends of the people. It was trying to make the merchant, the professional man and the worker co-operate with it, for that is the only method by which it could be efficiently operated.

Dean Rutherford of the University of Saskatchewan, in addressing the retail merchants of Saskatchewan, remarked that the big problem of retailers, farmers and every citizen of the province was to strive to establish permanent homes, thus making the progress and stability of Saskatchewan.

A question of importance was presented by the executive committee in regard to the Dominion Government Bank Act, section 88, which allows banking institutions to take liens on crops, threshed grains or seed grain in return for loans to the owners and does not make it necessary for these liens to be registered within a certain time limit as other instruments are required to be.

It was explained that a lien taken by a bank is the first charge in all cases against the grain or chattels or stock of a farmer. It may be taken in secret, that is by agreement between the bank and the owner who is accepting a loan and is not registered and in reality gives the bank power of attorney.

Serious Matter for Retailers

Secretary F. E. Raymond read a letter which stated that he had confidential information from a bank clerk that arrangements were being made between the elevators and the banks under which all grain cheques issued during 1922 and 1923 would only be made payable to the persons to whom the cheques were issued. This would be a very serious matter to the retail merchants as it would mean that if this action were taken the grain cheques would have to be paid through the local banks, and when the latter were creditors, they would seize the money before the creditor merchant had a chance to get his share, even though it were the intention of the owner of the cheque to divide up the proceeds.

A. J. Humphries of Raymore, said a farmer had told him that a bank manager had stated that all grain cheques must be cashed through the bank. While he characterized this as a bluff he expressed the opinion that it was a practice which should be discountenanced.

This was generally conceded to be injustice to creditor retailers who are thus excluded from ascertaining prior claims to their own. A resolution was unanimously passed urging the federal government to amend the bank act requiring such encumbrances to be subject to registration.

Provincial Secretary's Report

Provincial secretary F. E. Raymond made his report in part as follows:

"The year through which we have just passed has been one of re-adjustment for us as it has been for you who are actively engaged in commercial pursuits. You have felt the pinch of falling prices and have had to take your losses, in some cases serious in the extreme. Doubtless, there are those among you who protected against this loss by taking advantage of a rising market in previous years as you were quite justified in doing. Many did not do so, but

T. H. Masterson to Lead Saskatchewan Branch of R. M. A.

Election of officers for the ensuing year resulted in T. H. Masterson, Regina, being elected president; G. G. Wray, Regina, first vice-president; Ralph Miller, Prince Albert, second vice-president; A. J. Humphries, Raymore, third vice-president; S. E. Fawcett, Saskatoon, treasurer, and F. E. Raymond, Saskatoon, provincial secretary.

J. Wood, of Swift Current, expressed the pleasure he had in his work as president and paid a warm tribute to the assistance rendered by the executive and the devotion of the staff of the provincial office.

T. G. Masterson, the newly elected president, in accepting office expressed appreciation of the services rendered by his predecessor, Jack Wood. The merchants endorsed the remarks by rising and singing "He is a Jolly Good Fellow." Three cheers and a tiger.

rather gave to their customers full advantage of the price at which they were able to buy. As a result of this, there are some who found it extremely difficult to tide over these strenuous times, and have only been able to do so because of leniency shown them by their creditors. The situation has been accentuated by the conditions surrounding the 1921 crop from the time it was put into the ground until sold. As you all know the crop was sown and harvested under war prices and about the time it was ready for market the price dropped to practically a pre-war basis, with disastrous results to the agricultural interests. This reacted with almost equally serious effect upon the retail trade for two main reasons. First, that quite generally speaking, retail merchants were unable to collect their outstanding accounts. Secondly, because buying among those interested in agriculture was restricted to a very large extent. This condition still obtained, although perhaps not to the same degree because of the favorable prospect surrounding crop conditions at the present time, and because also of those who were able to hold grain for a time secured a better price for it, which allowed them something to the good on the year's operation. There is a lesson here which I think we can take to heart to good purpose and that is the utter dependability of the commercial life of the country upon agriculture, and I feel that we should strive to assist agriculture to the very limit of our ability.

Arranging for Meetings

"The conditions which I have very briefly outlined have, of course, had their effect upon the Association through falling membership and in other

ways which will be dealt with in some detail later on in this report. However, I am pleased to say that owing to the vigilance of your provincial Executive we have weathered the storm successfully and are now in an easier position financially than we have been for some time. We have not been able to do all that we would like to have done, by way of holding meetings in various parts of the province. That the importance of this is appreciated is illustrated by the fact that we have been requested during the course of the year to arrange for meetings at which the merchants from a number of towns would be brought together at some central point. We were compelled to forego them for financial reasons.

"During the months of August and September we were privileged to have with us our Dominion president, J. A. Land of Winnipeg, and our Dominion secretary, E. M. Trowern of Ottawa, who, following the close of the Dominion Convention at Winnipeg, addressed meetings at Regina, Moose Jaw, Swift Current, Prince Albert, North Battleford, Saskatoon and Yorkton, at all of which the attendance was good. In every case the merchants in the district surrounding the city where the meetings were held were circularized, which resulted in quite a number from outside points being present on one occasion. It is my hope during the coming year to arrange a number of meetings throughout the province and to have at each one a speaker of some note along commercial lines in addition to an Association representative.

Falling Off in Membership

"We found it necessary in January of this year to close our Collection Department in the Provincial Office in so far as the handling of accounts on a commission basis is concerned, owing to loss incurred in its operation. Moreover, due to existing conditions the results being obtained were not satisfactory to ourselves, nor were they to those for whom we were handling the accounts.

"Our membership at the present time is somewhat less than it was at the beginning of January, 1921, but it has not decreased to the extent that one might think, considering the trying times through which we have passed. Many of those who have not renewed their membership would have done so gladly had they considered that their financial position warranted them in doing so. Whether they were justified in taking this stand is an open question, but the fact remains that they could not see their way clear to pay out any more money for any purpose than was absolutely necessary. Our actual paid up membership on December 31, 1921, was 2,157. At the present time it is 1,912. A decrease of 245 covering a period of seventeen months. This reflects a considerable amount of credit on our two organizers, Messrs. McQuarrie and Anderson, and also speaks well for the esteem in which the association is held."

At The Convention

The following Saskatchewan merchants registered as delegates to the Convention:—

R. Maze, Assiniboia; John G. Klotz, Alan; A. T. Forrester, Aneroid; H. Elliott, Admiral; W. M. Sisson, Assiniboia; S. Pergamit, Aneroid; T. G. Grosby, Broderick; S. Whittaker, Briercrest; Harvey Ashton, Briercrest; Andrew Walton, Benson; A. H. Griffiths, Benson; W. M. Johnston, Corinne; G. W. Stockton, Carlyle; W. J. Robinson, Davidson; M. Bronstone, Darmody; Ben Brachman, Edenwold; T. B. Dynes, Fleming; A. Wedin, Griffin; D. Brownstone, Herbert; A. M. Brownstone, Herbert; George B. Sharpe, Herbert; J. F. Funk, Herbert; J. A. Leoppky, Herbert; Roy J. Rinker, Hazenmore; F. J. Hoskin, Hearne; T. E. Maxwell, Grand Coulee; W. M. Aitkin, Gull Lake; S. J. Smith, Gull Lake; W. Thatcher, Limerick; S. K. Gryde, Leader; H. A. Stone, Leader; F. W. Dalzell, Liberty; S. S. Hall, Lloydminster; K. M. Taylor, Moose Jaw; C. Williams, Moose Jaw; Hugh Morrison, Moose Jaw; J. W. Allen, MacRorie; W. E. Clothier, Indian Head; R. C. Finley, Kincaid; J. A. Williams, Kincaid; J. Haddad, Kincaid; William Maxwell, Kincaid; A. J. Wyman, LaFleche; John Bullied, Lumsden; W. B. Scott, Langham; W. Ballingal, Moose Jaw; George J. Morrison, Moose Jaw; Clem Alexander, Moose Jaw; A. B. Tedford, Mortlach; A. T. Breton, Montmartre; E. E. Andrews, Moose Jaw; A. F. Haddad, Meyronne; R. A. Miller, Prince Albert; R. Foret, Ponteix; H. S. Andrews, Pangman; A. M. Scott, Meyronne; J. P. Beauchamp, QuAppelle; J. H. Hamblin, QuAppelle; J. Humphries, Raymore; J. F. Robinson, Regina; James A. Struthers, Regina; Granfield Wray, Regina; H. D. MacPherson, Regina; P. A. Butcher, Regina; W. M. Van Valkenburg, Regina; James Morton, Regina; S. Johnson, Regina; G. W. Anderson, Regina; A. Hunter, Regina; Staffen, Regina; R. H. Williams, Regina; R. W. Handel, Regina; J. T. Lawson, Regina; J. A. McLachlan, Regina; Theo. Zeats, Regina; A. Aird, Regina; W. Cluff, Regina; W. J. Newman, Regina; J. Schwartzfeld, Regina; G. D. Raymond, Regina; H. R. Lumby, Regina; L. R. McVicar, Regina; F. K. Kimsch, Regina; Jack Wood, Swift Current; J. G. Laycock, Swift Current; S. Schwanz, Rocanville; R. H. McLeod, Rocanville; J. H. Craig, Rouleau; Thomas Smitton, Stilton; A. Gryde, Sceptre; W. J. Wheeler, Sedley; W. J. Keller, Shaunavon; W. W. Cooper, Swift Current; F. E. Raymond, Provincial Secretary, Saskatoon; H. G. P'zzy, Saskatoon; W. B. McQuarrie, Saskatoon; J. L. Hutchinson, Saskatoon; T. R. Brown, Saskatoon; R. J. Wall, Saskatoon; S. E. Fawcett, Saskatoon; H. T. Bevans, Saskatoon; A. J. Ries, St. George; W. C. Paynter, Tantallon; H. E. Hamilton,

Retailers of Saskatchewan Are Exhorted To Co-operate For Good of the Community

ADDRESSING the retail merchants of Saskatchewan at their annual convention, on the occasion of their banquet on the closing evening of the R. M. A. banquet in Regina, Hon. C. A. Dunning, Premier of Saskatchewan, was the chief speaker. The newly elected president, T. H. Masterson was in the chair. Other speakers on this occasion were W. W. Swanson, professor of economics at the University of Saskatchewan, and N. S. Jones of Hamilton, Ont.

Premier Dunning, speaking on the problem of credits as related to existing conditions, declared there were three kinds of credits; merchants' credits, wholesalers' credits and bankers' credits. The trouble with all three classes of credits in the past had been that when credit was not needed badly it had been very free but when it became a vital necessity they had all got cold feet. Credit had always been either too free or non-existent. In the matter of credit they had been extremists.

Referring to the credits extended by merchants to their customers, the Premier urged them to "be easy and if you cannot be easy, be as easy as you can."

The province of Alberta, he said, had had to pass legislation to compel creditors to be easy. He did not want to see legislation of that kind enacted in Saskatchewan and he felt sure as the result of conferences the government had had from time to time that such legislation would not be necessary here.

Retailer Unjustly Criticized

Prof. Swanson, in his address, remarked that retailers and wholesalers had been unjustly criticized on the ground that they stood between the producer and consumer, but people did not stop to consider the countless services they rendered between the production of the raw articles and its receipt by the consumer. If it were not for the work of the retailer and the middleman the whole economic fabric would collapse. The retailer held the strategic position in the realm of commerce and if he did not live up to his responsibility there was suffering all along the line.

The speaker emphasized the necessity for proper preparation for the business of merchandising. Both farming and retailing were highly scientific industries and special preparation was necessary

to insure success and to render service. If the retailer prepared for his job he had one of the biggest opportunities and tasks in life. Some of the troubles of the present day were due to the fact that men had gone into the business in a haphazard way without making efficient preparation. It was not only necessary to prepare beforehand but after they were in business it was essential to be on the alert and to keep up-to-date.

essary to insure success and to render service. If the retailer prepared for his job he had one of the biggest opportunities and tasks in life. Some of the troubles of the present day were due to the fact that men had gone into the business in a haphazard way without making efficient preparation. It was not only necessary to prepare beforehand but after they were in business it was essential to be on the alert and to keep up-to-date.

Favors Cash Basis

Another necessity for the present day was to get down to a cash basis of doing business, or nearly as possible to a cash basis. People had been spending too much on things that counted little in life. Until people met their debts they had no right to the moving picture class of luxuries.

In concluding, the speaker emphasized the importance of co-operation among the retailers to promote efficiency, co-operation with one another and co-operation with their employees in order that real service could be rendered. What was needed was the kind of co-operation that sank personal differences for the benefit of the community as a whole. They must get that kind of thing in the local community if they were going to have it the world over.

WINDOW DISPLAYS

(Continued from Page 33)

were in the act of falling. Flannels, neckwear, striped blazer coats and outing shirts, etc., were all plentifully represented displayed on moderately high stands at equal distances from the bags, and each group bore its individual price ticket indicating that holiday apparel is not necessarily an extravagance.

Next door, the Fournier & Labelle store windows presented an equally inviting effect, a feature of the showing being a range of fine shantung silk shirts at \$3.95 which proved a good attraction to many business men at the week-end. These shirts are being worn a great deal by military men for the various Summer camp meets this year, as being cooler and lighter than the regulation khaki shirt. Handkerchiefs always receive attention in the window displays of this store, and are usually arranged in piles of a dozen criss-cross fashion at one of the corners, priced at \$1.35 a dozen or thereabouts. These are not novelty goods but the regulation white hemstitched styles, and this display which is a permanency as a rule, certainly does much to stimulate the sale of handkerchiefs for every day use by means of this suggestive method.

The Biggest May in His History

This is the Record of a Toronto Retailer—Believes That Business-Building Means Confidence-Building—Many Men Unsuccessful Because They Change Policies Too Often—Takes Time to Build up Successful Business

"I hesitate to tell you this because I fear there are many who will not believe it but we did the biggest business during the month of May we have done in any May of our history."

That is the statement made to Men's Wear Review by a Toronto men's wear dealer. He carries a nationally advertised brand of clothing and a very large stock of furnishings. He does a liberal amount of advertising himself of a character that commends itself to the judgment of his clientele, apparently, because it brings results. He is in a very good locality and says that his customers are mostly brokers, bankers, doctors, lawyers and other professional men. He believes that the millions of dollars being spent in Toronto by the Toronto Transportation Commission is undoubtedly helping business, though he does not believe it contributes very directly to his business because of the character of his clientele. The men who deal with him, he says, have money all the time, though he does not deny that they do buy conservatively at times. They are men who practice economy but who can be reached at all times with the right kind of appeal and with the right kind of merchandise.

Rome Not Built in a Day

But what are the reasons behind this biggest month of May in the history of this store. Not all men's wear dealers are able to say the same thing.

The head of the firm summarized these reasons in two or three phrases—then elaborated them.

"We did not run a sale of any kind or offer any specials for sale; we did not use a single comparative figure in our advertising; and we bought and sold only quality merchandise."

There is nothing new in those phrases—this merchant says so himself—but then he goes back a bit. He did not say that Rome was not built in a day but he inferred it when speaking of his own store. He has built up his business on a consistent policy from which he has, he says, never deviated. That policy is quality merchandise at all times. He has appealed to men on that basis; he appeals to them through his advertising, through the mouths of his salesmen, through his treatment of customers who are dissatisfied with anything they buy at his store. He regards confidence-building as a synonym for business-building. And you can't gain a customer's confidence in a day. It takes time. That is his opinion and he says that big business now is the cumulative effect of many years of building confidence that has built business.

Employees Week Will Help Sales

There is nothing like an extra commission to put "pep" into business. This scheme has been tried out and has resulted in increased sales for the week and a better "family feeling" in the store.

The management of the entire store is given over to the clerks for one week, that is, they arrange for special sales, they arrange the advertising and the interior and the window display. They run the business, having proper regard, of course, for the name, reputation and financial interests of the store.

The feature of it that appeals strongly to them is that the proprietor offers them a special commission on all sales during this "Employees' Week." Not only is their pride aroused by giving them a free hand in the management of the store but their desire for bigger sales is aroused by the handsome bonus offered on sales during the week.

Frequent Changes Harmful

This merchant believes that many retailers are unsuccessful because they change their policies too frequently. They pick up this and that and the other idea and seek to apply it to their own store when it was never intended to apply to his store at all. He instanced the case of an idea that he has applied to his own business gathered from trade paper. He says if he never got another idea in his life from that trade paper it would be worth all the years of subscription to it that he had ever paid or ever intended to pay. Ideas, he thinks, should be carefully weighed and applied if consistent with a store policy that is being persistently and consistently adhered to year after year. "I know a dozen merchants in this city who have missed success because they have jumped from this policy to that one and, in doing so, have failed to build up the confidence of men in their business," he says. "And when you have lost the confidence of men you might as well go out of business. You can run a business by fooling the people during peak period and perhaps make enough money to retire from business, but if you're going to stay in business you can't operate that way. I think I could make as much

money in four years as I am now making in ten if I went at it in a certain way, but I want to stay in business.

Quality and Buying

It has been said that this merchant banks on quality merchandise. He stresses it in his advertising. He tells people why his merchandise is quality merchandise, why it will give satisfaction, why it is bought with a view to serving the customer with quality rather than price. He says he is, and has been for years, building his business on quality, not price. And he backs it up with guarantees if it becomes necessary to do so, a guarantee of satisfaction to the customer either by exchange or money refunded. He goes after the best merchandise he can get. He is not susceptible to the salesman who comes to him and says that because of his volume (that is, the merchant's) a special price will be given him by the firm this salesman represents. He believes that any firm that offers him a special price on a line of merchandise detracts, in some manner, from the quality of that merchandise when making it up. He is willing to pay the price for quality merchandise, as willing as he is determined to get a fair price for quality merchandise.

Customer Always Right

The customer is not always right but this man lets the customer think so, just the same. To argue with a man is to antagonize him and so—within reasonable bounds—he does not argue with him. While a representative of Men's Wear Review was talking to this merchant a man came in with a shirt which he wanted to exchange. He said the color had run and he had been told that it would not, in other words, the shirt was guaranteed. It was easy to see that the fault was with the washing; it had probably been left wrapped up too long after being washed and it was damp. But what was the use of telling this young man that his mother did not know how to wash a shirt? It would offend him, it would offend his mother, and it would certainly not make a friend for the store. So he simply exchanged the shirt. He doesn't have to do much of that but when the occasion arises it is done whole-heartedly and in such a manner that the customer is thoroughly satisfied with the service given.

Yet it is worth remembering that confidence is the only safe basis of a permanent business, and that unsatisfactory merchandise sold over the counter to any customer is remembered by that customer long after the price is forgotten.



KNITTED to impart to the garment an elasticity that will stand the most strenuous bending and stretching.

Atlantic Underwear is sold to dealers at a price that allows a generous profit on each garment.



The UNDERWEAR
that Overwears

ATLANTIC UNDERWEAR Limited
Moncton, N.B.

E. H. Walsh & Company 46
Montreal & Toronto

Selling Agents for Quebec, Ontario and Western Provinces

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

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.

WANTED

SALESMEN WANTED IN ALL PARTS OF Canada who have a following among the Gents' furnishings and Department Store buyers to carry a line of men's neckwear on commission. Small samples; quick sales; write for particulars to E. Poyer, 225 River Road, Niagara Falls, Ontario.

Turnbull's
"CEETEE"
THE ONLY UNDERCLOTHING
THAT IS
REINFORCED AT ALL
WEARING PARTS
MADE IN CANADA
MADE BY Turnbull OF GALT

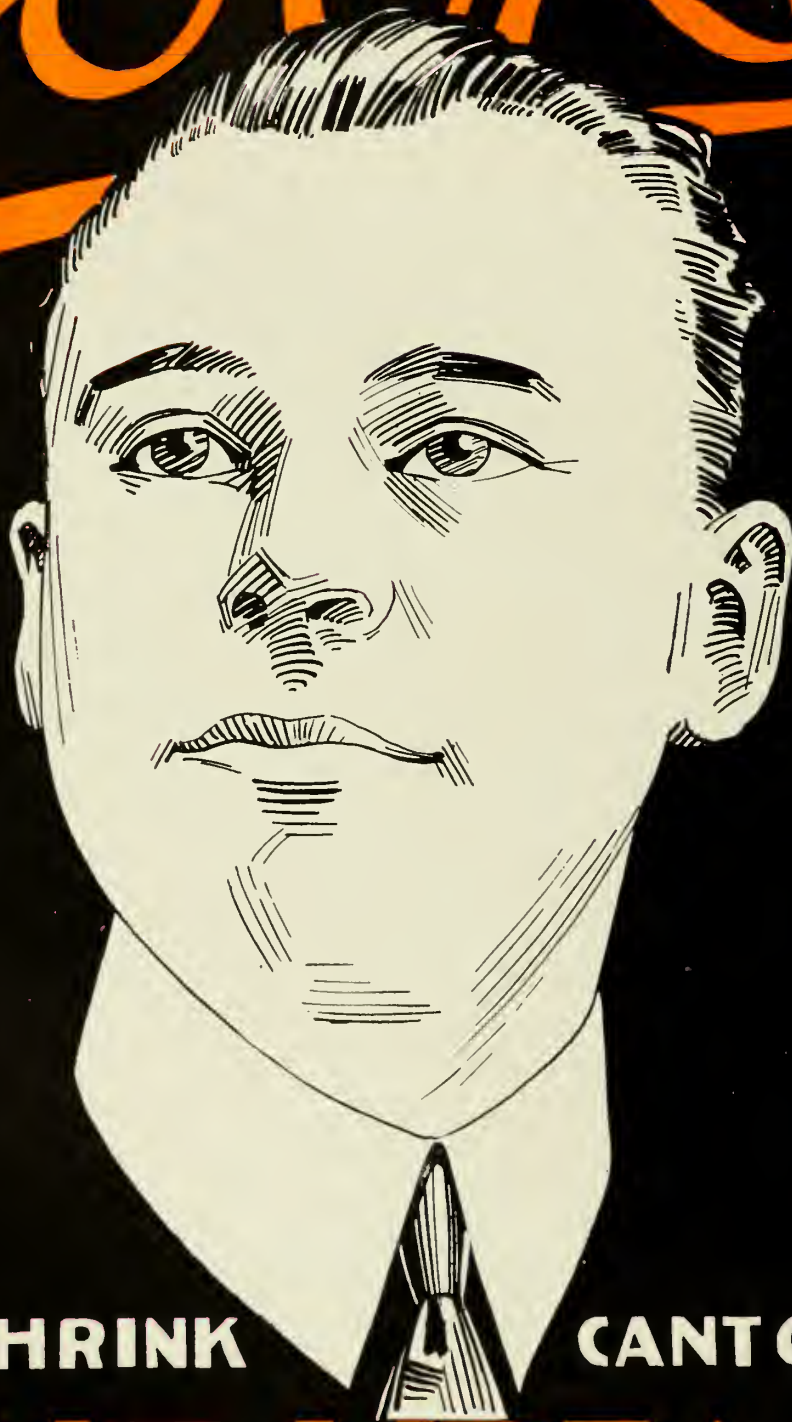


LANG Shirts for Fall are now being shown by our representatives. You will find in the showing the favorite patterns for the coming season, particular attention being paid to neat effects with Starched Collars to match.

THE LANG SHIRT CO., Limited, Kitchener, Can.

Lang
SHIRTS

Tooke



CANT SHRINK

CANT CREASE

“KANT-KREASE”

SOFT COLLAR

1/4 SIZES

5 STYLES

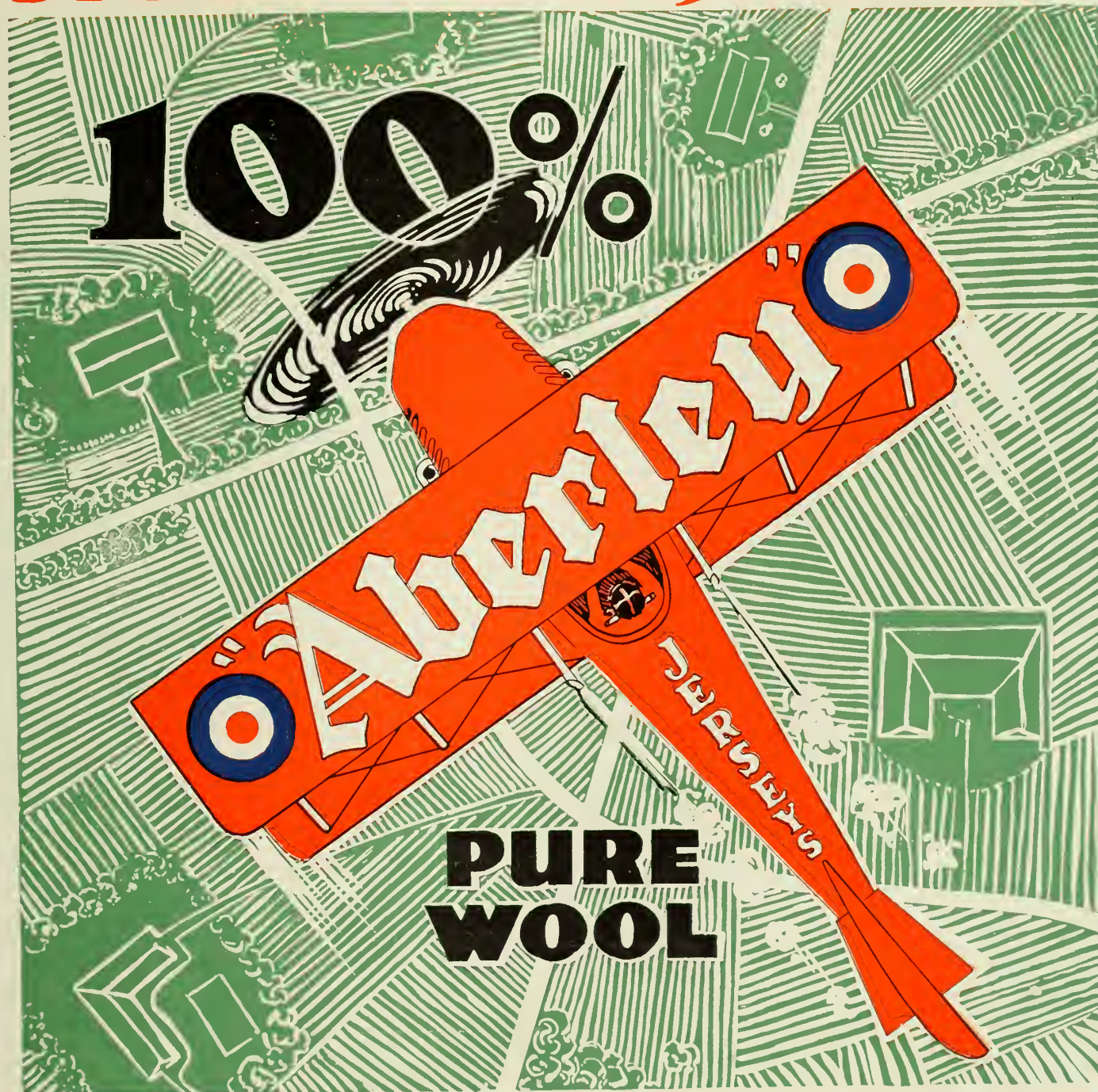
MEN'S WEAR REVIEW

Vol. XII. No. 8

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

AUGUST, 1922

STOCK "Aberley" JERSEYS



AND WATCH THEM GO

Aberley Knitting Mills Limited, Toronto

Here's merchandise with all-year-round sales possibilities

THE steady-going citizen who spends his money carefully has started to spend again. Almost forced out of the market by the feverish rise of prices above his income, to-day he has found his feet and is buying.

He is seeking as he has always sought—Quality. You will find him looking for the product of established reputation for consistent quality.

When he comes into your store wanting absolutely dependable and thoroughly established merchandise, at just prices, be prepared to give it to him. It's the way to quick sales and satisfied customers, to volume without increased overhead.

OUR

4 Men's Wear Departments **4**

F-Xnit Goods for Men

L-Strand de luxe Shirts

I-Men's Fancy Furnishings

M-Working Men's Wearables

Can Supply All Your Needs

"RACINE" Working Shirts

"RACINE" Overalls

"PENNANT" Fine Shirts

"SAMSON" Pants

"STRAND" (de Luxe)
Shirts

"RECORD" Sox

Alphonse Racine Ltd.

"Men's Furnishing Specialists"

60-98 ST. PAUL STREET WEST, MONTREAL

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



STANFIELD'S
Unshrinkable
UNDERWEAR

**"Stands
Strenuous
Wear"**

Repeat orders for Stanfield's Underwear will be filled promptly at present prices just as long as our stock of raw materials and finished underwear will permit.

Head Office—Truro, N.S.
Mills—Truro, N.S.

Mills—Amherst, N.S.
Warehouse—370 Donald St., Winnipeg.



SHIRTS-CAPS

We have assembled an assortment of shirts and caps of many original and pronounced patterns and a choice selection of staple designs.

Men of discriminating tastes will be quick to recognize the beauty of comfort and durability in these lines—with workmanship and appearance that will have the right appeal.

Be sure and see them

JOHN W. PECK & COMPANY

Limited

Montreal

Winnipeg

Vancouver

Peck's

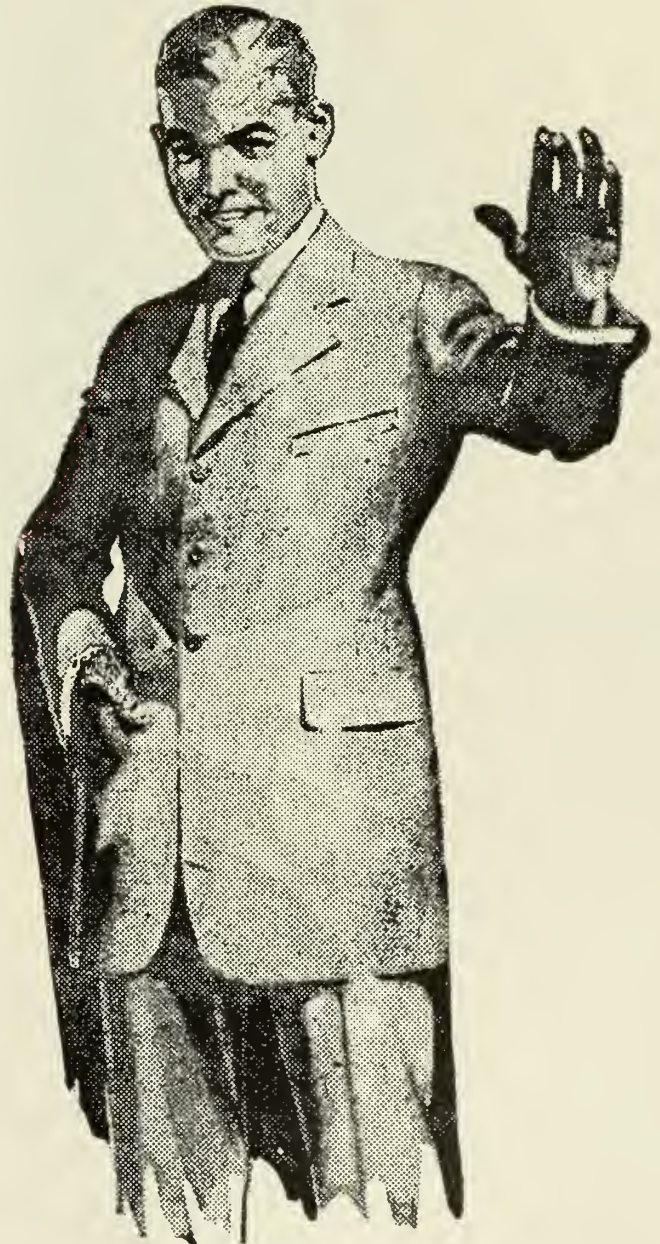
Quality Clothes

for Men and Boys

Peck's Clothing from the designer's first idea to the finisher's last touch, is built on quality.

Superior workmanship and careful designing in every garment enable us to guarantee not only correct styles—but clothes that will retain their shape.

Plan on seeing the Peck samples before finally deciding.



JOHN W. PECK & COMPANY

Limited

Montreal

Winnipeg

Vancouver



The
Supreme
Brand

NEW LINES *in* FINE SHIRTS
for FALL *and* SPRING

For your immediate wants or for Spring Placing in Supreme Brand you have a wonderfully wide choice of fabrics and patterns. In colored shirts, with laundered collar, there are several numbers that will go over big. And note how generous the larger sizes are—they will win and hold the custom of big men.



ACME GLOVE WORKS, Limited
MONTREAL

Smart New
Leather Yoke Ulsters



Even though you have not yet ordered for Fall you need not lose sales, for we have a complete stock and can make prompt deliveries of wanted lines. Their smartness, fit, finish and reasonable price make Acme Ulsters, in all the popular shades, a profitable line for progressive merchants.

The Leather Yoke is a distinctly new feature that will have a universal appeal among men who want style, comfort and long service.

Biltmore Jr.

ACME GLOVE WORKS, Limited
MONTREAL

Two Monarch-Knit Leaders



Above: Eagle Cap in good weather.
At the Right: Eagle Cap in bad weather.

Patented in Canada
Patent No. 217269
We are the sole Canadian
manufacturers of the Eagle
Cap.



THE Eagle Cap

THIS cap is so elastic that it always keeps its shape. It has a touch of real style, at the same time meeting the actual requirements of the man and the boy who must be out of doors during the winter months.

The earlaps and bands of the Eagle Cap button back neatly at either side for ordinary wear, and readily pull down and button tightly under the chin forming a muffer when the wearer needs the best possible protection to the ears, neck and face.

An Excellent Profit on every Sale

WE ARE manufacturing both these caps on a strictly quality basis. The material, workmanship and finish are of the very best. They have the style, comfort and utility that will attract buyers and give the greatest satisfaction in actual wear.

The Monarch Knitting Co., Limited

HEAD OFFICE: DUNNVILLE, ONTARIO

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

Manufacturers of Knitted Outerwear—Hosiery—Hand-knitting Yarns

BRANCH WAREHOUSES:

TORONTO
Ogilvie Building
Cor. Bay and Wellington Streets

MONTREAL
Dubrule Building
Phillips Square

VANCOUVER
408-409
Mercantile Block

For Fall and Winter Selling

THE The ArctiCap

A HIGHLY desirable cap for all kinds of winter weather. Ideal for winter sports of every kind. Here good looks and comfort go hand in hand. To wear it is really a pleasure. In fact no man or boy can afford to be without one.

For good weather it is neat in appearance, in fact snappy, and for bad weather the earlaps turn down covering the ears and the entire back of the neck affording splendid protection against cold and snow.



Above: ArctiCap in mild weather.
To the Left: ArctiCap in cold weather.

Patented in Canada
Patent No. 219161
We are the sole Canadian manufacturers of the ArctiCap.

Price \$11.50 Per Dozen

(Both Eagle and ArctiCap)

Boxed in $\frac{1}{2}$ Dozens, Solid Size and Color

RETAIL PRICE \$1.50 EVERYWHERE

COLORS—Brown, Navy, Maroon, Oxford.

SIZES—Small, 2 to 6 Years; Medium,
6 to 12 Years; Large, Youths' and Men's

Delivery Sept. 15 Assured

Send Your Order To-day

When they ask for the Underwear that Mother always Buys



We are advertising Dods-Knit Underwear this season in the newspapers strong. The key-note is contained in the phrase "The Underwear That Mother Always Buys." She buys underwear for the whole family and she always chooses some of the Dods-Knit lines, according to whether husband, son, daughter or the children are to be provided for.

Dods-Knit Underwear is a staple line in the Canadian trade, with a staunch reputation. We are not letting it go at that though. Notice the ads in the daily papers this season. And be prepared when customers mention Dods Underwear as "The Underwear That Mother Always Buys."

The DODS-KNIT Line

Underwear For the Whole Family

DODS-KNIT BEAVER FLEECE, including vests, drawers, combinations and bloomers for ladies; and sleepers, waists, bloomers, vests, drawers and combinations for children; and two-piece suits and combinations for men and boys.

DODS SCOTCH KNIT AND DODS ELASTIC KNIT, for men and boys. Guaranteed 100% pure wool.

DODS MERINO AND NATURAL WOOL, a fine medium weight for high-class trade. Men's, Women's, boys' and girls'.

Every garment carries the Dods-Knit trade-mark.



Look for this trade-mark when they ask for Dods-Knit, "The Kind That Mother Always Buys."

Selling Agents

Ontario and Western
Canada

R. READE DAVIS
Manchester Bldg.,
33 Melinda Street
Toronto, Ontario

Quebec and Maritime
Provinces

WILLIAM C. FORSTER
128 Bleury Street
Montreal, Que.

The Dods Knitting
Company
Limited

Orangeville - Ontario

HERE'S A WAY TO Make Your Profits on Our Capital

You Take the Measure, We Do the Rest
No Odd Sizes

Your Profits are in \$\$\$
No Old Stock

		Dr.	Cr.
200	Made la measure Suits, average retail price	40.00	8000.00
200	" " " " " cost "	30.00	6000.00
200	" " " " " express	1.00	200.00
100	" " " Trousers, average retail price	10.00	1000.00
100	" " " " " cost "	7.50	750.00
100	" " " " " express	.50	50.00
100	" " " Overcoats, average retail price	40.00	4000.00
100	" " " " " cost "	30.00	3000.00
100	" " " " " express	1.00	100.00
	Net Profit on suits	1,800.00	
	Net Profit on Trousers	200.00	
	" " " Overcoats	900.00	
		\$13000.00	\$13000.00

This statement shows why progressive retail clothing merchants adopt the

Campbell's Clothing

method of selling clothes, and add a special department for made-to-measure clothing.

Furnishers and general store keepers are also making a feature of special order work and find it their most profitable department.

No capital invested. No stock to carry. No insurance or interest charges. No bad stock. Profits are net.

Are you getting your share of the patronage of the men in your locality who insist on having their garments made to measure?

If not, write to

Campbell Clothing Company

523 New Birks Building, Montreal

Time Will Tell It Tests Quality



Good looks alone will not sell a suit, but Leishman suits possess both good appearance and equally good qualities.

People that have once worn Leishman clothing know the fine qualities. They like the styles, the cut, the fit and finish.

YOU will appreciate a Leishman through the long service they give.

We cordially invite you to call and become better acquainted when visiting the Exhibition.

*Wm. H.
Leishman & Company
Limited*

192-4 Spadina Avenue

Toronto

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN

Quality Cravats For Fall

Brighten up your tie department and be ready for the revival of cut silk neckwear. The demand has started.



Opposite is shown a reproduction of an Italian hand-loomed heavy quality pure silk scarf. We have a number of unusually rich effects, prices at \$15.00 and \$16.50 the dozen.

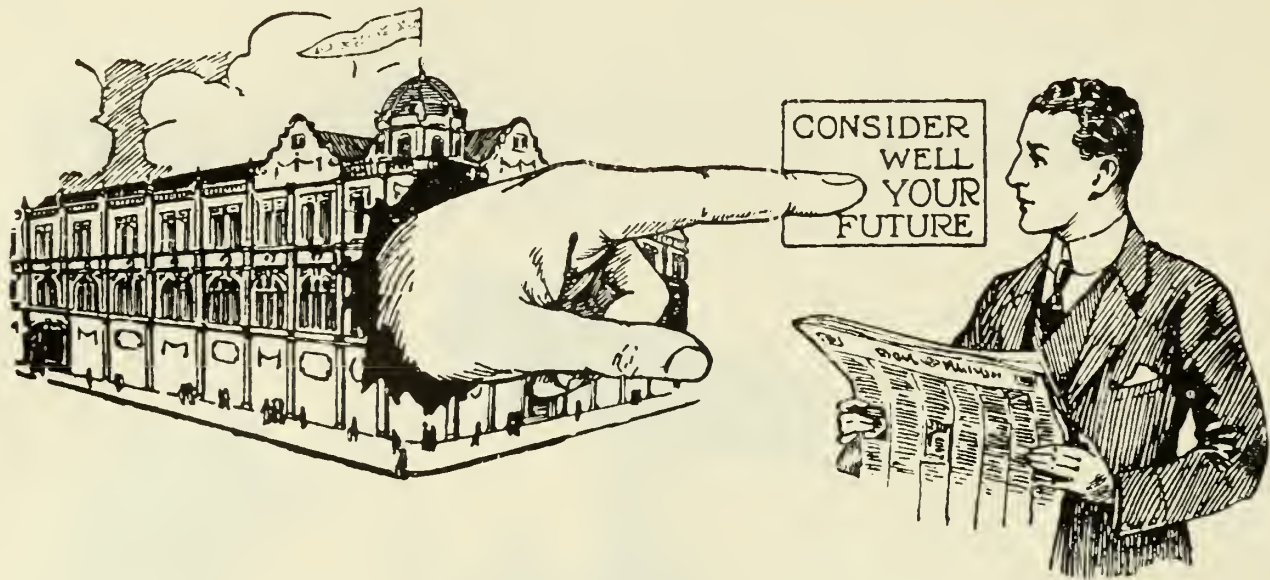
We Are Ready For Your Mail Order

with an unlimited assortment of new patterns comprising stripes, all over figures and neat designs priced at \$7.25, \$10.50, \$12.00, \$15.00, \$18.00 the Dozen.

A. T. Reid Co., Limited

TORONTO

Makers of Neckwear of the Better Sort



Mr. Merchant:

**IF YOUR STORE COULD POINT
ITS FINGER AT YOU AND SAY--**

“Consider Well Your Future”

Your future depends upon the results of to-day. Are you doing the business now that your store ought to do? If your own store could point its finger at you, would you be stirred to real effort and quick action?

The Kwik Sales Promotion Service
Will Arrange Your Special Sales

The Kwik Sales Promotion Service will plan your special sales advertising from start to finish. It will suggest how best to advertise and when. It will prepare your newspaper advertising, store cards, price tickets and window banners in the most effective style.

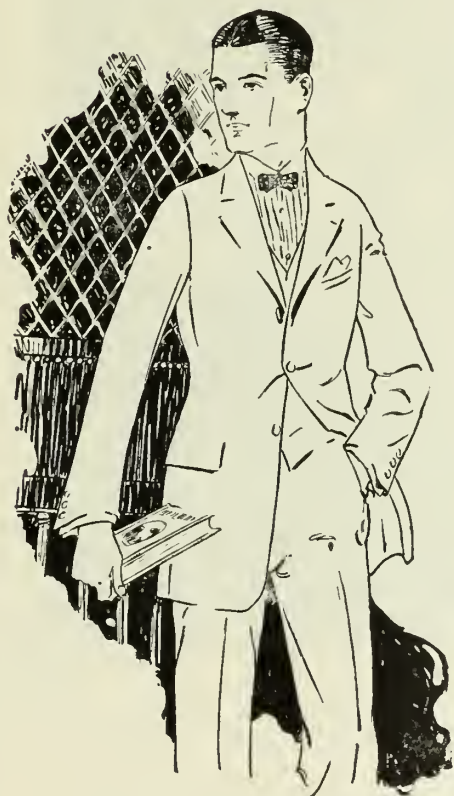
Every detail in connection with your special sale will be handled by men of wide experience in all branches of sales advertising. Write us, giving some idea of your store, and we will gladly furnish particulars of a suitable sales event.

\$1,000 Increase In a Day

A special Birthday Sale brought an increase of \$1,000 in the day's business of a Hamilton store. Similar increases have been reported during the August sales. Are you going to hold a Clearance Sale? Let the Kwik Sales Promotion Service suggest and advise. A consultation puts you under no obligation.

The Kwik Sales Promotion Service
66 Bond Street, Toronto

Good Times are here



provided you have those goods which at sight tell a story of fine quality in every detail, material—cut—make and general all-round fine finish, you are assured of, at least, your full share of whatever trade is going.

**They are excellent and—
they look it**

Made from carefully chosen materials in attractive sales-compelling styles, they make trade and hold it too.

The Punchard-Birrell line stands for good profits, satisfied customers, repeat orders and growing goodwill.

Get in close touch with the Punchard-Birrell line. It pays.

We would suggest that you call and see this line when you are in the city attending the Exhibition.

THE PUNCHARD-BIRRELL CO.

549 King Street West

TORONTO

The "New Way System"



A section of a New-Way store, every article in the store displayed under glass, convenient to clerk or customer, space saving, time saving, and profit making made possible by the New Way System of units adapted for a single department or a complete store.

Give Your Store the New Character and Appearance that it Rightly Deserves. Individuality that Merits Success

ON THE appearance of your store and the efficiency of your service the public largely estimate the character of your establishment. Appearance, efficiency of service are perhaps the two most powerful factors in retail merchandising. They have the greatest influence on your business success.

Establish for your store a new individuality—give it real character—the character born of the New Way System.

What the New Way System has done for others it can do for you—it means increased sales with larger profits without increased overhead expense.

JONES BROS. & CO. LIMITED

Eastern Branch:
71 Bleury St.,
MONTREAL, P.Q.

31 Adelaide St. West
TORONTO

Western Branch:
437 Main St.
WINNIPEG, MAN.



To Holders of Five Year 5½ per cent Canada's Victory Bonds

Issued in 1917 and Maturing 1st December, 1922

CONVERSION PROPOSALS

THE MINISTER OF FINANCE offers to holders of these bonds who desire to continue their investment in Dominion of Canada securities the privilege of exchanging the maturing bonds for new bonds bearing 5½ per cent. interest, payable half yearly, of either of the following classes:—

- (a) Five year bonds, dated 1st November, 1922, to mature 1st November, 1927.
- (b) Ten year bonds, dated 1st November, 1922, to mature 1st November, 1932.

While the maturing bonds will carry interest to 1st December, 1922, the new bonds will commence to earn interest from 1st November, 1922, **GIVING A BONUS OF A FULL MONTH'S INTEREST TO THOSE AVAILING THEMSELVES OF THE CONVERSION PRIVILEGE.**

This offer is made to holders of the maturing bonds and is not open to other investors. The bonds to be issued under this proposal will be substantially of the same character as those which are maturing, except that the exemption from taxation does not apply to the new issue.

Holders of the maturing bonds who wish to avail themselves of this conversion privilege should take their bonds **AS EARLY AS POSSIBLE, BUT NOT LATER THAN SEPTEMBER 30th**, to a Branch of any Chartered Bank in Canada and receive in exchange an official receipt for the bonds surrendered, containing an undertaking to deliver the corresponding bonds of the new issue.

Holders of maturing fully registered bonds, interest payable by cheque from Ottawa, will receive their December 1 interest cheque as usual. Holders of coupon bonds will detach and retain the last unmaturing coupon before surrendering the bond itself for conversion purposes.

The surrendered bonds will be forwarded by banks to the Minister of Finance at Ottawa, where they will be exchanged for bonds of the new issue, in fully registered, or coupon registered or coupon bearer form carrying interest payable 1st May and 1st November of each year of the duration of the loan, the first interest payment accruing and payable 1st May, 1923. Bonds of the new issue will be sent to the banks for delivery immediately after the receipt of the surrendered bonds.

The bonds of the maturing issue which are not converted under this proposal will be paid off in cash on the 1st December, 1922.

W. S. FIELDING,
Minister of Finance.

Dated at Ottawa, 8th August, 1922.



Wherever the best dressed men congregate the Brock Hat always predominates.

Our travelers are out with a full new range of samples.

The BROCK Hat

MADE IN BROCKVILLE, CANADA.

A CANADIAN ACHIEVEMENT
THE WOLTHAUSEN HAT CORPORATION, LIMITED

HEAD OFFICE AND FACTORY: Brockville, Ont.

Salesrooms: Montreal, Mappin and Webb Bldg.
Toronto, Cosgrave Bldg.
Vancouver, 315 Bower Block.
Winnipeg, 228 Curry Block.

- EXCLUSIVENESS
- DISTINCTION
- CORRECTNESS

These are the dominant characteristics of our new quality line of

OVERCOATS

and

SUITS

for

FALL

for men and young men

We request the pleasure of your acquaintance
"when visiting the exhibition.

TUTT CLOTHING Co.

MAKERS OF FINE CLOTHES



WHOLESALE CUSTOM TAILORS
21 DUNDAS STREET EAST
TORONTO

Oxford Clothing Co., Limited



Oxford Overcoats for Fall, exemplify to the utmost degree, the superior quality that distinguishes all Oxford Clothes. Tailored from the very best materials into snappy models.

Our range of

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

represent values consistent with the quality of our product.

If you want to handle real snappy clothes for young men this Fall it would be worth your while to call and see us while in the city attending the Exhibition.

Good goods at low prices. Made specially for Exhibition visitors. Don't fail to see these real values.

OXFORD CLOTHING CO.

LIMITED

King Street and Spadina Ave.

TORONTO

KANTKRACK Collars for every day but especially for warm days and times of emergency; saves time and temper which means money not forgetting the real money you save in the laundry bills. If KANTKRACK Collars do not fill the bill no collar will as everyone is made in

“ONE GRADE ONLY AND THAT THE BEST”

and Guaranteed to you THRU the Dealer

Parsons and Parsons Canadian Limited

Est. in U.S.A. 1879

HAMILTON, CANADA

Est. in Canada 1907

McGREGOR CAPS

The best the world produces.

FALL LINE READY

All leading shades in the Season's snappy styles.



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.

Reasonable prices prevail—selection unlimited; be sure to see these.

"STYLES THAT SELL"

Keep your stock moving by keeping in stock McGregor hats and caps for men and boys. These caps displayed in your window will bring you the business.

Specials for Immediate Shipment

4,000 doz. McGregor Caps on the floor to choose from.

1,000 doz. all-wool Scotch Knit Hose on the floor at \$4.90. Many other fancy lines for immediate shipment.

We extend to you a special invitation to call and see these lines while you are in the city at the Exhibition.

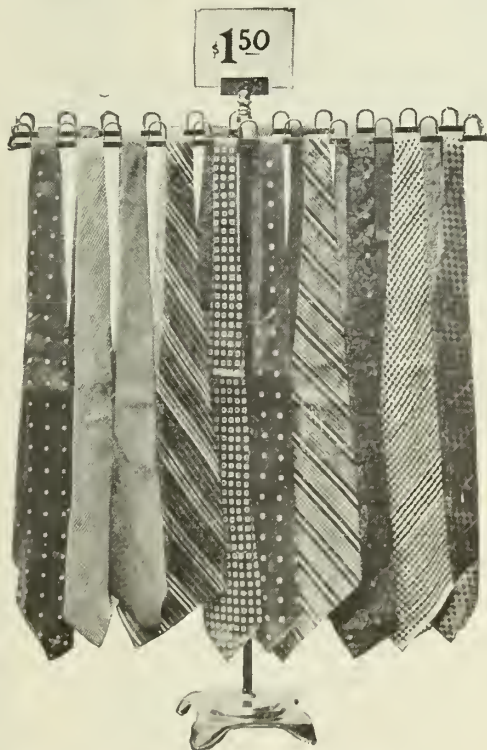


Price \$12.25 and up

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.



Fixtures for every Business

that fit the garment are the best aids for the creation of distinctive displays.

These fixtures, therefore, present your garments in a natural and characteristic pose that is bound to create a favorable impression for the merchandise you are selling.

Display your neckwear to the best advantage by using

DALE REVOLVING DOUBLE BAR TIE RACK



While visiting the Exhibition in Toronto we extend to you a most cordial invitation to call and see our large stock of fixtures that will suit any business.

Dale Wax Figure Co., Limited

86 YORK STREET, 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

Canadian Agents for the "Rot's" Valances and Panels for show windows

TAYLOR-MADE SUIT HANGERS



No. 280 combination Suit Hanger.

A Coat Form Hanger with lock joint head. Strong and well made.

Per Hundred **\$8.50**

Extraordinary value. Spruce up your business by good display. Goods well displayed are half sold. Make sure of your Fall supply of these dependable, built-for-service hangers.

ORDER NOW

Taylor-Brasco Ltd.

Hamilton
Ontario



Honest Wool
Honest Workmanship
Honest Wear



The UNDERWEAR
that Overwears

ATLANTIC UNDERWEAR Limited
MONCTON, N.B. 47

E. H. Walsh & Company
Montreal & Toronto

Selling Agents for Quebec, Ontario and Western Provinces

Man-Tailored

Gabardine Coats for Men, Women & Boys



ASK FOR THIS LABEL

Agents and Samplerooms

TORONTO—R. J. Sibbery,
Cosgrave Bldg., 167 Yonge

ST. JOHN, N. B.—E. A. March,
Victoria Hotel

WINNIPEG—J. C. Wreyford,
Hammond Bldg.

VANCOUVER—W. G. Geary,
409 Welton Block.

There is that SOMETHING in Schwartzman Bros. garments that cannot be described but easily recognized by people who appreciate the best in clothes.

Assorted stock always on hand.

Schwartzman Bros.

Dubrule Bldg., Phillips Square

Montreal, Canada

Exclusive manufacturers of "The Reigncoat"



MEN'S COAT FORMS

that fit the garment, are the best aids for the creation of **DISTINCTIVE AND FORCEFUL DISPLAYS.**

Every model is carefully built and adapted for the latest style changes. Our coat forms, therefore, present your garments in a natural and characteristic pose—that is bound to create a favorable impression for the merchandise you are showing.

Circular No. 10 will interest you. It explains completely about the numerous fixtures and forms we make.

Write to-day for this circular.

No. 1176 Model for coat 7 in. Colonial Base. Extensible Standard. Bust covered in Black Sateen.

No. 1177.—Same model for overcoat. 10 in. Colonial Base. Extensible Standard Bust covered of Black Sateen.

DELFOSSÉ & CO.
247-249 Craig St., W.,
MONTREAL



Fall Line Ready

Large assortment of boys' suits of dependable quality and correct style at popular prices.

Send for Sample Dozen

You can beat price competition by quality goods.

**We Make a Specialty of
SPORTALLS**

the ideal suit for boy or girl for every day wear. Sportalls keep out the dirt thoroughly and protect the stockings and underclothes. They are cut full length of the leg.

Feature them and you will get the trade

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO

Factories at

Clinton, Goderich, Exeter, and Hensall

ART CLOTHES

COOK BROS & ALLEN LIMITED

Our Fall 1922 made-to-measure Samples, Showcards and Advertising are now going out to hundreds of enthusiastic Art Clothes dealers. Arrangements have been made to take on 100 new accounts this season.

If there is not an agency in your town this is an opportunity to add a profitable adjunct to your business.

Act promptly or you may be too late.

Cook Bros. & Allen Co.

Limited

WHOLESALE TAILORS
TORONTO

Men's Wear Review

VOL. XII.

AUGUST, 1922

No. 8

Claim Budget is Discrimination

Clothing Manufacturers Lay the Matter Before the Federal Government—State That Proposals Divide Clothing Trade Into Two Classes and That Section of Retail Trade is Adversely Affected in Selling Garments to Consumers—An Example Given

SHORTLY after the Minister of Finance, Hon. W. S. Fielding, brought down his last budget a deputation of clothing manufacturers waited on the honorable minister with reference to certain inequalities claimed by them which militated against many retail clothiers in Canada selling their product. In order that our readers may thoroughly understand the whole situation we cannot do better than give the memorandum submitted by the deputation to the Minister on the occasion of their visit to Ottawa.

The Memorandum

"This deputation waiting upon you realize the tremendous difficulties involved in the task that the government and its Minister of Finance has in respect of taxation and approve on general principles the excise and sales taxes submitted.

"The deputation feels, however, that by virtue of the construction of the resolution there is a discrimination and an inequality in respect of the men's clothing trade which divides the trade approximately into two classes, (1) the ready-made and made-to-measure clothiers who are classed as manufacturing clothiers and (2) those manufacturing retailers who sell direct to the consumer but claim to be custom tailors and the bona fide custom tailors.

The Two Classes

"Class 1. The ready-made manufacturers and the made-to-measure clothiers who sell to the retail clothiers pay an excise tax of 3¼ per cent. on their raw materials and charge out their finished product to the retail clothing merchants plus a sales tax of 4½ per cent. upon the selling price.

"Class 2. The manufacturing retailers who sell to the consumer through the medium of their own stores and who claim to be merchant tailors although they manufacture their product exactly as made-to-measure houses in Class 1, and also custom tailors pay only the excise tax on materials and account for no sales tax whatever on the finished product.

"The Act militates against the retail

EXAMPLE			
Sales Tax on Man's Suit			
Class 1—Manufacturing Wholesale Clothier.			
Class 2—Manufacturing Retailer also Merchant Tailor.			
	Class 1		Class 2
Raw material (15s. cloth)	11.81		11.81
Duty, 27½%	3.25		3.25
Excise, 3¼%56	Excise 6%	.90
Linings—Duty paid value	8.00		8.00
Excise on linings, 3¼%30	Excise 6%	.48
Labor	11.00		
Overhead, distribution and profit.....	10.08		
Wholesale price	45.00		
Sales Tax to retail clothier, 4½%.....	2.03		
	47.03		
Total taxes paid by Class 1		Total taxes paid by Class 2	
Excise.....	.86	Excise.....	.90
Sales.....	2.03	Excise.....	.48
	2.89		1.38
Discrimination in favor of Class 2, \$1.51 per suit.			
	Class 1		Class 2
Cloth @ 10/ currency value 3½ x 2.25.....	7.88		7.88
Duty, 27½%	2.17		2.17
Sales Tax, 3¼%38	6%	.60
Linings, duty paid value	4.00		4.00
Sales Tax on linings, 3¼%.....	.15	6%	.24
Labor	9.00		
Overhead, distribution and profit	6.42		
	30.00		
Sales Tax to retail merchant, 4½%.....	1.35		
	31.35		
Sales Taxes paid.....	Class 1	Class 2	
	.38	.60	
	.15	.24	
	1.35		
	1.88	.84	
Discrimination in favor of Class 2, \$1.04.			

clothing merchant selling ready-made or made-to-measure garments to the extent of an average of at least \$1 to \$1.50 per suit.

"Further, we submit that a customer who is in a financial position to purchase expensive clothing from high-class tailors should not escape the sales tax while farmers, laborers and artisans whose financial position is such that they must economize and who buy from

the retail clothing merchants is subject to the full sales tax.

"Therefore, we respectfully request that the budget proposals be amended so as to provide for the same percentage sales tax upon clothing whether made for stock or made to individual order."

It may be stated that no relief has been given by the government in this matter.

Develops Trade With Hotel Guests

E. C. Scott, the "Men's Man Outfitter" of Halifax, Has Built Up Good Business by Novel Methods—Uses Bright, Snappy Letters—Gets 91 Per Cent. Reply from One Letter to Working Men—Keeps in Close Touch With Tourist Trade

ARTICLES dealing with various methods by which to capture hotel visitors' trade have appeared in Men's Wear Review from time to time, all of which have been found successful and profitable in their way, yet still another store has been discovered by a staff member of this publication, which has developed a plan for attracting hotel guests, possessing both the value of originality and practicability as well as the still more satisfactory characteristic of producing results.

The credit for originating the idea must be given to E. C. Scott, the "Men's Man Outfitter" of Hollis Street, Halifax, N. S., whose snug little clothing and furnishing shop is located almost next door to the famous Queen Hotel. Mr. Scott's merchandising schemes are always original and catchy but none of them were ever so successful as his personal letters to tourists, one of which is appended herewith to illustrate the method used by Mr. Scott. It will be noted that the dominant idea is that of assisting the tourist to appreciate the beauties of Halifax, yet with an underlying note indicating the desire to serve the visitor insofar as the shop is concerned.

SCOTT'S TOGGERY
THE MEN'S MAN OUTFITTER
119 Hollis St.
Halifax, N. S.

GOOD MORNING!

We hope there'll be pleasure and profit in your visit to Halifax. You are staying at the best hotel in Halifax—that helps.

To get in touch with the retail business district, the most important streets are Hollis, Granville, Barrington, Argyle, Jacob, Gottingen and Spring Garden Road. A Belt Line car will take you to all of these but Barrington Street and Argyle are most conveniently reached by going north from the hotel, past my shop up Sackville two streets.

Belt Line cars take you to the North West Arm. Barrington street cars take you to the district that was devastated by the explosion as well as along our busiest street to the new Ocean Terminals and railway station, and to the neighborhood of Point Pleasant Park.

Dartmouth is reached by going north from the hotel to George Street, then turning towards the harbour where you will see the ferry. Boats leave every fifteen minutes.

Most every route you choose takes you past 119 Hollis Street. Here men replace the ravages of travel; get a new tie to freshen up the trip, a new shirt for the series used up, a new hat for the one knocked about en route.

Whether we meet or not, good luck!
Yours expectantly,
(Signed) E. C. SCOTT.

Together with this friendly letter, Mr. Scott follows up his campaign to get tourist trade by the use of personal cards left on the desk at the leading hotels in his district. The letters are usually addressed to the room numbers while the cards are simply left downstairs.

The response to this type of publicity is entirely satisfactory to Mr. Scott who now numbers his customers as far away as England, and various parts of the United States. One customer, in fact, who hailed from Vermont has found the hosiery carried by Scott's Toggery to be so satisfactory that he has reordered the same, four successive times, each order numbering several dozens of pairs, showing that his friends appreciate fine English hosiery as well as himself.

Gets High Prices For Best Grade Goods

Despite the fact that the Toggery is comparatively small in size, the type of business done would make a four story business fade into insignificance. Here is the sort of thing that Mr. Scott carries and sells all the time without a blush: Shirts from \$6 up to \$25 apiece with the average sale averaging between \$15 and \$20; pyjamas at \$15 a suit; neckties varying between \$1 and \$8.50; cuff buttons between \$1 and \$10 a pair, and so on. Nothing less expensive than these figures is stocked.

"It's all transient trade," explained Mr. Scott to Men's Wear Review, "and both visitors and commercial travelers want the best, regardless of price. Most of them travel light and find it exceedingly convenient to drop into my store to replenish their wardrobe, and they do not fail to comment upon the fine quality of my goods, especially the English imported varieties. I do not carry any American made goods whatever in consequence. Of course it is necessary to keep after this type of business constantly, since one cannot count upon the return of even the most satisfied customer, once he has gone away from Halifax, and so I devise other ways of keeping business humming."

An Unusual Raincoat Sale

One of these ways is explained in the following letter sent out last year by Mr. Scott, when he was desirous of clearing out an odd line of raincoats. All these personal letters, by the way, were typed on the firm's letterhead and personally signed by Mr. Scott. The response to this letter practically cleared out the raincoat stock.

Dear Sir:

This message is seeking out three hundred men of a certain type. I think you are one of them.

These men must be (1) familiar with climatic conditions in Halifax (which produce sudden showers followed by sleet or cold snaps that make the average raincoat a death trap).

They must be (2) fond of good clothes and insistent on supreme quality, priced close to cost.

Now that the requirements are met, here's the message: I have 300 heavy Ulster Raincoats which I contracted for at the source early enough to escape recent advances of 35%.

I hate to call them raincoats because of the styles and materials put into them. However they are rubberized and certainly stop the wet. But outside they are made of handsome moleskins, meltons, tweeds, velours and leathers in greys, fawns, greens, navy and black.

Full and half belted models, loose raglan styles and form fitting, some of them silk lined. Choose the most impressive of these values for \$25 to \$40—a saving of \$7.50 to \$15 over to-day's costs.

Large pullover caps to match, Christy quality, \$3.

At your service,
SCOTT'S TOGGERY.

(Signed) E. C. Scott.
ECS JBG.

91% Return From Personal Letters

Lastly, Mr. Scott achieved a record breaker when he sent out 1,482 personal letters to his fellow workers in the Halifax shipyards in 1920. Mr. Scott then occupying a post as an official in the purchasing department. Out of these 1,482 letters fully 91% were returned, according to the request contained in the letter, showing that though only high grade goods are kept in stock, yet even working men will respond to a fair offer made by a fellow citizen. A copy of this letter is also given, which it will be noted, is characterized by the same crisp, terse and frank phraseology as the others given above. Short snappy paragraphs, short words, and a real point to the letter are invariably used by Mr. Scott in compounding his ever successful appeals.

The business is now one of the most progressive in the city of Halifax, yet it was commenced just when the peak had been passed and the depression had practically arrived in business. Yet, nothing daunted, E. C. Scott has maintained his ambition to carry nothing but the best and finest men's wear and to ask

(Continued on next page)

Ontario in Industry and Commerce

Vast Water Powers Give Province a Distinct Advantage Over Sister Provinces Because of Cheap Power—Has Almost One-Third of Available World Supply—Developing 340,000 Horse-Power—Hamilton an Industrial Hub—345 Industries—Other Facts

MORE rapid development of Ontario's industrial and commercial strength probably dates back for its cause to the earlier settlement in this section of the North American continent of the peoples from foreign shores who were seeking a new home in the last great west. One hundred or one hundred and fifty years ago when there were no provincial boundaries on this continent were vastly different to what they are now. The land lying east and south of the Great Lakes was the fighting ground on which the destinies of tribes and nations were decided. It was natural that the final victors in the half century of struggle should settle down in their conquered territory and that further explorations should go on with this section as a starting point. That "starting point" embraced a good deal of territory now called Ontario, and the growth of the industrial and commercial strength of Ontario has corresponded with the rapid increases in our population. Ontario leads the other provinces in these respects but looks with pride to the other provinces that show a good deal of aggressiveness in these same respects.

Water Powers

Among the causes which give Ontario a distinct advantage over some of her sister provinces in the matter of industrial and commercial development is that of water power. It has been estimated that the available supply power from the water powers of the world is 100,000,000 horse power. Ontario alone can supply 6,000,000 of these 100,000,000 horse power when all her water powers are developed. Already some 800,000 horse power have been developed. The development has been rapid. In 1911, the work of the Ontario Hydro-Electric Power Commission was started. At that time 12 municipalities were receiving 4,000-horse power from one system. Now, 275 municipalities are receiving approximately 340,000 horse power from 14 different systems located at Niagara, Severn, Eugenia, Wasdell's St. Lawrence, Muskoka, Nipissing, Rideau, Ottawa Central Ontario and Port Arthur. Niagara, of course, is away in the lead with regard to the amount of power available or developed; 275,000 horsepower have already been developed.

One does not need to labor the point to show what advantage this enormous reservoir of power is and will continue to be to the industrial and commercial life

not only of Ontario but of the whole of Canada. The cost of power for supplying the thousands of manufactories, in this province has been so greatly reduced that it must of necessity give a big lead to Ontario for many years to come.

There are men's wear dealers all over Canada who benefit by these water powers and get their merchandise cheaper than they otherwise would. Ontario leads in the production of men's wear lines both as to quantity production and the value of that production.

Hamilton

Hamilton claims third place as an industrial centre in Canada. The latest government statistics credit Hamilton with having 745 manufacturing establishments with an invested capital of \$164,845,352, employing 30,019 hands, paying out annually \$32,747,471 in wages and salaries; using annually material to the value of \$79,179,912 and producing annually goods to the value of \$148,342,956. Her basic industries are steel and textiles, but so diversified are its general industries that no matter in what part of Canada one may desire to erect a house or other building some of the materials must necessarily come from this industrial hub and it is doubtful if there is a home in Canada in which one or more made-in-Hamilton products is not in daily use.

Hamilton has the distinction of providing its citizens with the cheapest lighting and power rates of any city in the world. It was the first city on the continent to solve the power problem and for many years it has enjoyed the benefits of competitive power, one system being publicly and the other privately owned. Not long ago Sir Adam Beck stated that "Hamilton now enjoys the distinction of having the cheapest lighting and power rates of any city on this continent, or for that matter in the world."

Transportation Facilities

Hamilton manufacturers have a distinct advantage in the matter of transportation facilities. Hamilton Harbor, the contemplated improvements and extension of which will cost about \$12,000,000, is a regular port of call for all steamship lines operating from Montreal to the head of Lake Superior. It has direct connection with the principal railways of Canada and the United States. It is the natural pivot of the provincial highway system. Speedy and frequent

service to all points of interest in furnished by four electric lines.

Other Interesting Facts

Hamilton's population is 118,243; assessment, \$135,950,210; bank clearings, \$297,932,727; customs returns, \$7,164,849; building permits in 1921, \$4,639,450; total assets, \$423,621,502; city debt, \$14,441,699.

One of the outstanding influences in the cost of living in the City of Hamilton is their open-air market maintained by the city. Every day in the week, farmers, fruit and vegetable growers and other producers from the famous Niagara fruit belt and adjacent districts gather and sell in large quantities and small direct to the consumer.

DEVELOPS TRADE WITH HOTEL GUESTS

(Continued from previous page)

exactly what it is worth, without camouflage or pretence.

Dear Sir:

I will pay 10% to renew the friendships made while I was in the purchasing department of the shipyards, under Mr. Todd.

Many of you men have followed me here since then and found yourselves thoroughly at home in my up-to-the-minute men's store. I want to see the rest.

And so my offer, which carries only one condition: bring this letter and step into my store at 119 Hollis St. (The Queen Hotel is 2 doors south of me). Say nothing about the letter but seek what you need in men's wear from underwear to overcoats.

Then, when you've found what you want, at prices that look good to you, show this letter and 10c will be taken off every dollar you intended to pay. Offer applies to everything, even Classic tailored-to-you clothing, save collars where the manufacturers won't let me act.

I'm particularly happy in my stock of things that give the final deft touch to the appearance; mufflers, ties, hats, caps.

At your service,

SCOTT'S TOGGERY.

(Signed) E. C. Scott.

Sir Charles Gordon, President Dominion Textile Company, Limited, has returned to Canada after attending the economic conference at Genoa as a representative of the Dominion government.

Turnover—What it is, What it Does

Deliberations of the University of Nebraska on Vital Subject to Every Retailer—Rate of Turnover is the Measure of a Manager's Ability—Capital Turnover Takes Three Forms—Six Reasons Given for Importance of Turnover

UNIVERSITY of Nebraska has recently embarked upon a research dealing with business and business methods. It is one other evidence of the growing interest and importance attached to the science of retailing and the economy of distribution. In a bulletin they have just issued on the question of turnover, they deal with some of the fundamentals of business success and administration which it is well to keep fresh in the mind. This year, more than many that have passed, is one in which great attention is being given to the question of turnover and its importance to the well-conducted business. The term, turnover or stock-turn, is a familiar one and the rapidity with which a stock of merchandise or commodities moves in trade may be taken as a measure of a manager's ability.

What is Stock Turnover?

In defining the term, turnover, the bulletin of the Nebraska University says:

To the manufacturer who makes over the form of the materials which he buys before he re-sells them at an increased value, the rate of turning his entire investment in working capital may be more significant than the rate of turning that portion invested in stock of materials or commodities. For him the cost of goods sold consists not alone of purchases of materials, but also of labor in the form of wages paid, fuel, supplies and other elements of manufacturing, and turnover is consequently a more complex matter. He usually conceives of turnover as meaning the turning of his working capital as a whole rather than of only that portion which is immediately invested in merchandise materials.

Capital turnover may, therefore, be considered as taking three forms:

In the first place it is the turning of the amount of capital invested by the merchant in merchandise. This rate may be found by dividing the cost of goods sold by the average amount of working capital invested in merchandise during a given period.

In the other two forms turnover, as viewed by the manufacturer, may refer either (1) to the annual rate of movement of the entire working capital invested in his business or (2) to the rate of turning his total investment of capital, fixed and working, which may be employed in the business. These two forms of turnover may be found by dividing in the first instance, the cost of goods sold by the average amount of the entire working capital, and in the second instance by dividing by the

amount of the total investment. The former method gives the turnover of the entire working capital of the manufacturer, and this corresponds roughly to the merchant's stock turnover within a given period. The latter method shows the turnover of the total invested capital. Each one of these rates is important and must not be overlooked but the turnover of working capital is given particular attention because of the fact that it can be speeded up and managed more advantageously than can that of the total investment.

Importance of Turnover

Six reasons are assigned for the importance of turnover to the successfully operated business.

1. Increasing the rate of stock turnover is one means by which a manufacturer or a merchant may increase his sales of goods without a corresponding increase in expenses. It must be borne in mind that operating expenses include both indirect, or fixed, and direct expenses. The former include such items as insurance, rent, interest on borrowed money, and taxes, while direct expenses consist of wages of the sales force, advertising and the like. A high turnover distributes the fixed expenses over a larger number of units, and thereby reduces the cost of handling each unit sold. So long as the fixed expenses and the profits on each unit sold remain the same, increasing the number of annual turnovers will make possible a greater net profit on the same capital invested in the business.

Even though the percentage of profit on an article is only 15 per cent., if it is earned often enough, in a year the turnover on money, or rate of profit on investment may be many times 15 per cent. It has been found that an article like Uneda Biscuit may turn over as many as 52 times a year, and a dollar invested in such goods might, therefore, earn the margin of profit 52 times.

A dealer might earn satisfactory profits on a five per cent. margin of profit on an article, if he sold it often enough; and he might easily lose money on an article offered at a 100 per cent. profit margin, if he carried a large stock and rarely made a sale.

2. It is necessary to know what the annual turnover is, in order to know just what margins to add to the cost price of the different commodities handled. And the average net profit desired can be best determined in this way. The business man or merchant, must know, and not guess how many times he sells out completely the value of his stock in

trade in a given period, and relate that number to the percentages of gross profits on each line handled in order to gain the general average of net profit desired. For example, if a stock of goods turns five times a year, and, assuming that each article in the stock turns with equal rapidity and with its proper percentage of total expenses added to its cost price, a net profit of 5 per cent. could be earned by setting the selling price only a little over 1 per cent. above the cost price.

If the annual cost of doing business is 25 per cent. of the total sales, the margin of gross profit, or the mark-up on the cost of individual articles, must be sufficient for all articles sold to average 25 per cent. on their cost. Obviously, this does not mean that each commodity must bear a 25 per cent. margin or spread. The vital question for the business man is always how much profit the dollar invested can be made to earn in selling the article.

3. In these days of public outcry against current prices a rapid turnover is an advantageous way to meet the high cost of operating a business. When costs rise with selling prices fixed, or when selling prices fall with costs remaining the same, dealers must buy and sell on narrower margins of profit. Under such conditions the margin of gross profit is reduced, yet small profits on a larger number of units, totaled for a year, may equal or exceed the net gain derived from stock carrying greater gross profits but turning less rapidly.

4. Dividing or scattering the costs of doing business over many turns enables the merchant and business man to meet competition, whether of new or of old firms.

The experience of two Indiana stores may be cited: "Rapid turnovers, for example, are to-day securing the trade of a new five-story department store in a small Indiana city for a less pretentious shop diagonally across the street. Its quick returns allow the smaller store to make money on margins so narrow that it repeatedly cuts under the prices set by the big rival's slow turnovers."

5. Rapid movement and replacement of stocks eliminate shelf-worn and out-of-date goods. Clean and up-to-date lines tend to make a favorable impression upon prospective customers. The proprietor of the business might also be expected to take a keener interest in offering and advertising a clean stock of recently-produced goods.

6. Manufacturers and merchants with relatively high turnovers as compared with their competitors derive the bene-

(Continued on next page)

Dressing up for Summer Carnival

Halifax Merchants Co-operate in Successful Summer Event—
Conduct a "Visiting Buyers' Week"—Tourists Attracted by
British Goods—Attractive Windows Without Great Deal of
Setting—Some Windows Described

HALIFAX, Nova Scotia, was 'en fete' during the week of August 7th to 12th, when the entire population gave itself over to the enjoyment of a summer carnival in which stores and all local industries took an active part. As was natural, the whole city was gay with color, and the business section in particular made a splendid showing in honor of the event. Owing to the presence of a squadron of American war ships as well as the flagship of the British fleet, there was an unusual influx of visitors who participated to the full in all the regattas, races, water pageants and other sports arranged in their honor.

The most successful aspect of the carnival, however, was undoubtedly due to the efforts put forth by Halifax merchants who co-operated in staging what was termed a "Visiting Buyers' Week" contemporaneously with the carnival. A strong appeal was made to absent Nova Scotians to return to their old home during this week, and in consequence store windows were filled with the newest and most attractive merchandise to entice and interest both visitors and citizens.

Among the best dressed windows noticed in Halifax by a staff member of Men's Wear Review, were those of the Colwell Brothers store on Barrington street. Here especial attention was given to the harmonious grouping of different kinds of merchandise, with little or no assistance from such additions as drapes or settings. The general effort was decidedly smart, including four distinct types of display cleverly arranged to create a good impression of the store's wide range of goods.

British Goods Attract Tourists

First, was shown a group of good looking straw hats, marked at one price regardless of value, and shown in order to interest those men who might find an extra straw worth while to finish out the summer. This bore no resemblance to an ordinary sale window, but was dressed as though for a spring opening. Next came a display of high-grade silk shirts mounted on stands and arranged about the foreground with due regard for color harmonies, since only lavender and fine black stripes appeared on white grounds, to correspond with the ground color of a fine Scotch rug which was used as a setting. A black and white poster show card read as follows:

"Fashions inspired by the world's greatest designers, ready for your approval."

The shirts, by the way, were fitted with the appropriate collars and neck-

wear and resulted in the sale of many of these accessories right out of the window. Tourist's needs filled two more windows of this store, and comprised a full range of genuine Scotch and English woolen goods, including dressing gowns, sweaters, scarves, rugs, slippers, spats, hose and neckwear, smartly posed in well balanced groups on T stands with a show card announcing "Ye English goods for ye tourist."

Prefers One Range to Mixed Display

The entire display work for Colwell Brothers' store is in the hands of Messrs. Cyril H. Colwell and Ray K. Colwell, who have a theory that it is better to show a group of one sort of merchandise at a time, priced at one figure, varying qualities from day to day. Wool rugs, for example, are here shown one day at \$5.50, the next at \$2.99 and later on, a third assortment is shown at a higher price. This idea results in more sales than the old plan of mixing the various qualities together at once.

Another Halifax firm which believes in the method of showing only one kind of merchandise at a time in the windows is that of Winters Brothers, also on Barrington street. Here two striking displays were noticed, one of hosiery and the other of pyjamas, each range occupying an entire window to itself. The frontage is of the kind that runs inward to the door with the widest part at the side, consequently there was space to feature an artistic hand painted back ground showing a summer landscape against which cool and delicately colored pyjamas appeared to advantage. Ordinary canes were silvered over and used as supports on which to hang or support the garments and both piles and separate suits were judiciously disposed about the window.

The hosiery window was exceedingly interesting to many pedestrians, as it contained examples of every wanted type of men's hosiery from the cheapest cotton variety priced at 22 cents a pair up to the finest silk or English cashmere. Each group was shown separately, named and priced by a neat card. The passer-by could not fail to be impressed by the scope of the hosiery section in Winter Brothers' store by reason of this display.

Luggage Forms Permanent Display

Farther down on Barrington street, the imposing window frontage of the W. F. Page store showed an interesting range of goods for both men and boys, including a corner window showing nothing but luggage for the vacationist. The windows featured boys' clothing and furnishings priced at end of the

season figures, while two more showed a comprehensive display of men's suits priced at four special figures, ranging from \$15 up to \$27.50. Artistic urns of gilded wicker containing sprays of flowers were the sole accessory used to decorate these windows.

"Are You Prepared?"

Down in the business section, near the Queen Hotel, is located Scott's Toggery on the front door of which a paper placard was attached, reading "Are You Prepared?" This query, which might mean anything insofar as the pedestrian along Hollis street is concerned, has the effect of making men stop and drop into the store to ask the usual question, "Prepared for what?" The solution to the conundrum has of course to do with sufficient furnishings for the holidays.

Friday Dollar Days

Another Barrington street shop, Condon's Limited, featured a clever window display of values at \$1, in which the principal attraction was a generous sprinkling of crisp dollar bills used instead of price tags. A bunch of soft collars were tied together and set off with a "green back" while 3 pairs of socks, or a single shirt, or a smart cap and so on, were similarly treated. The entire window was filled with choice bargains which form a weekly attraction at this shop. Friday is always bargain day at all Halifax stores, and Condon's Limited, find the dollar bills come in quickly the more they are shown in the window. No odd lots of merchandise ever accumulate in the store when this plan is regularly used.

TURNOVER—WHAT IT IS, WHAT IT DOES

(Continued from previous page)

fit of better relations with creditors. They are also in a better position to take advantage of all discounts and to make their purchases more deliberately and independently than they otherwise would be.

Some further points dealt with in this bulletin with regard to methods of calculating turnover and increasing it will be dealt with in the next issue.

The Lazarus store of Columbus, Ohio recently held a successful selling event in connection with their boys' and children's apparel department. They advertised as a drawing card a free motion picture show for the children, the picture being Little Red Riding Hood.

Men's Wear Review

Issued on the first of each month

Published by

THE MACLEAN PUBLISHING CO., Ltd.

143-153 University Avenue - - Toronto, Canada

Branch Offices:

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

Subscription Rates

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

Vol. VII

AUGUST, 1922

No. 8

Fall Placing

Within the last month Men's Wear Review has personally visited more than twenty manufacturers of men's wear lines in Central Ontario. With the exception of two, every one of them stated that they had booked bigger business for Fall than they did a year ago. This is, perhaps, fairly representative of what has been done all over the country by manufacturers and wholesalers generally.

This does not mean that business is what it was in what we think of as a "normal" year. It is not back to normal yet, nor can it be so long as great international problems of exchange remain unsettled. Earl Balfour distinctly asserted this in the sensational note dispatched to the foreign offices of all the great powers. Until nations can, by reason of a stabilized currency, trade normally with other nations, we need not expect business to be normal. Trade is international, not national; and the prosperity of every merchant in this country is, in some measure, dependent upon international trade assuming its natural channels.

It does mean, however, that there is a growing confidence in business. Merchants are more willing to make commitments than they were a year ago because the outlet for their merchandise seems more certain. In Canada we are enjoying more than a fair share of the improvement that is rather general throughout the world. As an undeveloped country we stand to benefit more than any other when normal times have returned. "Business is again headed in the right direction," says Babson, the noted authority, "and you can go ahead with your plans. The banker can now loan with better confidence. The business man should announce his new product, open his new territory, increase his advertising and go after business now."

Men's Fashion Show

Some months ago, Men's Wear Review suggested that dealers might well consider the advisability of holding a fashion parade such as is held by merchants catering to the women's trade. We have held for some time that men's wear dealers could well afford to take some lessons from the more aggressive methods pursued by those who

supply the needs of the fairer sex. Too long have clothiers and haberdashers operated on the assumption that man was not a vain creature and that all the vanity belonged to the members of the opposite sex. It is not the case and we are still strongly of the opinion that a fashion parade of Spring and Fall styles for men would be a splendid and profitable thing.

Confirmation of this view comes from the city of Denver where the men's wear dealers co-operated in a "Fashion Week." It was well planned and most successfully executed. They first got the newspapers interested, just as motor manufacturers get the newspapers interested until they now have special sections devoted to motoring and motor interests. They selected a slogan for the week, "To-day is the time to look like what you want to be to-morrow." Prizes were offered to display men for the best windows in two or three classes. On the night of the opening of the big show, street car traffic was diverted for two hours. A radio concert was given. Blinds were drawn on the windows all day so that the curiosity of the public would be aroused that much more. In one store, real, live mannequins paraded with charmingly-dressed young ladies on their arms. The newest in all models was shown.

It was a huge success from start to finish. The immediate result was not bigger business—that followed in due course. But it created an altogether new interest in the subject of men's clothes and furnishings. It was estimated by the newspapers that 100,000 people saw the style show in the two nights that it was featured. It was so successful that the Denver merchants decided to make it a semi-annual affair.

We believe that such a fashion show can be held not only in a co-operative way but by the individual merchant.

A Newsy Advertisement

We have said a good deal lately about advertising being news, and have urged both manufacturer and retailer to look upon their advertising space as a space that should be devoted to the dissemination of useful and interesting information to their clientele. We are firmly convinced that this idea is daily taking firmer root with advertisers and that it will make a big difference in balance sheets.

There was recently printed in one of the American trade papers devoted to men's wear an advertisement by Cohen, Goldman & Co., of New York. It was a four-page spread; but the "spread" was an interesting novelette, telling how a certain store increased its business by adopting the specializing method in some one line that is followed by many stores catering to the women's trade. It was shown in the story that every department in this store benefited because the store policy was directed to specializing in some one line that was not carried by any other store, and, as a result, brought men to that store because they knew this one line could not be purchased any place else. The underlying principle was that if men could be induced by specialization in one line to come to their store when they had not come before, all departments would stand a much better chance to cater to their general requirements from one end of the year to the other.

The Men's Wear Markets at a Glance

Lull in Trade Due to Holiday Season—Outlook for Fall as Judged by Amount of Placing Business is Much Better Than a Year Ago—Spring Buying Indicates Another Light Grey Season in Suitings—Some Lower Hat Prices for the 1923 Season—Better Cap Business Developing

THERE is, for the moment, that lull in trade consequent upon the mid-season holiday time of the year. The desire to get a short respite from the worries of business, for the moment, overshadows everything else. Retailers are busy from coast to coast conducting their clearance sales and making way for the Fall merchandise. Now that practically all of the Fall placing business has been done, one can get a fairly good estimate of what is expected to develop during the Fall and Winter months.

"Business is again headed in the right direction and you can go ahead with your plans. The banker can now loan with better confidence. The business man should announce his new product, open his new territory, increase his advertising and go after business now." That is the verdict of Roger Babson, the noted business authority of the United States, and the amount of placing business that has been done by the Canadian retailer indicates that he is prepared for better Fall and Winter business than he did a year ago. Within the last few weeks, Men's Wear Review got in personal touch with over twenty-five manufacturers throughout Ontario whose product is widely varied. Only two of them stated that they had not booked bigger business for Fall than they did a year ago, and not a few of them had exceeded last year's record by a comfortable margin. That simply means that the retailer has given bigger expression to his faith in Fall and Winter of 1922-23 than he did in 1921-22.

The West

Reports from the West continue to lend encouragement to the whole business outlook. During the last two weeks wholesalers and manufacturers have received some very good business from the prairie provinces. Moreover, there has been a slight improvement in collections from that section of Canada. The outlook for the harvest, apparently, is such that the confidence of the western retailer is being converted into buying with greater freedom than he has for some months.

Light Greys Again?

A good deal of the buying for Spring of 1923 has been done by clothing manufacturers. It is said in some quarters that light greys will again dominate the season's business. Some exceedingly nice patterns have been shown the Canadian trade and the retailer may look for lines that will lend a brightness to his stock and give him plenty of talking material. Higher prices have been paid

on select lines of botanies, worsteds and serges, but tweed prices remain about the same or a trifle lower in some cases. The indications are that Spring prices will vary but little from those of the previous season.

Shirt and collar manufacturers report fairly heavy booking on their Fall lines. A number of them seen by Men's Wear Review stated that, in view of the general situation, they were quite satisfied and looked for good sorting business till the end of the year. The trade generally is buying carefully, both as to quality and quantity. It must be said that, in some cases, they bought too carefully. We know of a number of instances where they were left on lines they had at first refused because they believed they could get them without difficulty later on. This kind of thing is bound to continue to happen so long as placing is done on so cautious a basis; but sight should not be lost of the fact that the man who fails to correctly anticipate his requirements is bound to get left on some very desirable lines of merchandise for which the demand arises.

Headwear

At this time of writing very little if any business has been done on straw hats for 1923. One wholesaler indicated to Men's Wear Review that the price situation would be slightly more favorable to dealers than it was this year. Manufacturers with whom he did business, he said, were showing their ranges at a lower starting point than they did a year ago but he had not had time to examine the lines to see if the qualities had undergone any change. Whether this applies to all lines or not cannot now be said. Men's Wear, of Chicago, says that straw hats have opened up the trade at about the same levels as those at which they opened last year with the exception of certain instances in better grade lines where manufacturers have added certain numbers that make a lower starting point than last season. Last year's levels, and lower it is declared, are maintained in the face of higher prices on braid and trimmings that prevailed at the opening of the buying for 1922, a condition that is said to have been brought about by keener competition for business on the part of the straw hat manufacturers. A better hat for the same investment, it is asserted, is to be found in the 1923 lines that start out as low as \$15, some at \$21, and others at \$30.

Some of the cap manufacturers report better business than they have had for several months and they say their Fall placing business is better than a year ago. Prices remain quite firm.

Made by
"The Famous
HICKOK
Belt Makers"



H I C K

BELTS BUCKLES

Enormous Christmas Sales Possibilities

FOR Christmas Gifts for men and boys, HICKOK Belts, Buckles and Beltograms in HICKOK Gift Boxes have no equal as volume sales producers. Last year merchants everywhere were amazed at their sales of these quality products.

This year's HICKOK line is bigger and better than ever—full of surprises well worth waiting to see. Our salesmen are now on the way to show them to you.

The Hickok Beltogram

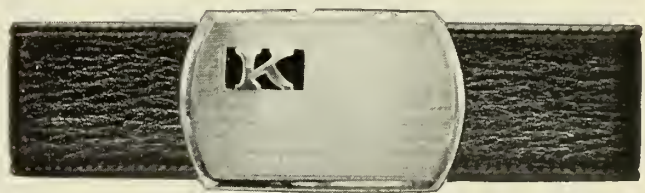
This latest HICKOK money-maker quickly proved to be the most popular belt watch chain ever introduced.

Entirely new in design—practical—smart—an absolutely reliable protection to the watch. A large and varied assortment of handsome, popular-priced patterns, in Sterling Silver, Gold Front and Silver Front—many with fraternal emblems. Packed in attractive gift boxes, too.

You can depend on the HICKOK line for your big volume Christmas sales. See all our salesmen have to show. ORDER EARLY. ORDER ENOUGH.

HICKOK MFG. CO., Ltd., 33 Richmond St. W., TORONTO, ONT.

AMERICAN FACTORY: Hickok Manufacturing Co., Rochester, N. Y., U. S. A.
NEW YORK SHOW ROOM: 200 Fifth Avenue CHICAGO OFFICE: 424 South Wells Street



K O O K

BELTOGRAMS

Keeping The Door Swinging

Policies on Which Arnold & Quigley of Vancouver Have Built Up a Successful Business—Newspaper Advertising the Backbone of the Business—Self-Service in Many Lines Handled—Small Profit From Many Customers

"THERE is no chance at all for merchandising unless a volume of traffic is obtained and maintained for your store," stated A. A. Arnold, of Arnold & Quigley of Vancouver, to Men's Wear Review.

"If one depends on a limited number of customers who will pay sufficient profit to carry on, the emergency finds the merchant and his stock bound up tight as a drum. Where a large number of people have become used to buying at a store the merchant finds his stock in a more elastic, liquid form. If he needs money, he has sufficient customers to take advantage of any reductions he chooses to make. He can unload quickly. With a large turnover, a merchant can buy to better advantage, knowing that he can dispose of quantities. If he will then turn around and share with his customers a portion of his quantity discount, he will add more customers—which will again permit him to buy to better advantage—and so it goes.

Business Equals Last Year

"Our business this year in dollars and cents is equal to last. The volume is greater because the prices this year are very close."

Asked about methods Mr. Arnold said that "of course, newspaper advertising was the backbone of the business." Gen-



A recent clothing display of Arnold & Quigley of Vancouver. By putting this and the other window together, with the main entrance between them, the reader will have a front view of this handsome store.

erous space is used Sunday, Wednesday and Friday and frequently Monday.

Saturday is the big day of course, and the Friday advertisements the largest. A trained advertisement writer is employed and, as Mr. Arnold states, "we conduct our men's wear store like a departmental store in every particular—except that we cater to men only. Our advertising, and our sales, our window dressing and our interior arrangement parallel the departmental store plan very closely. The departmental stores find their methods successful; we are doing very nicely!"

The window displays synchronize exactly with the newspaper copy. The goods described in the advertisements, are displayed in the windows with plainly marked price tickets. And the same goods are displayed inside the store.

Self Service

"Some of the boys josh us," said Mr. Arnold, "and call our store a la cafeteria—in some ways they are about right, though they do not know just how much saving there is to us and them, in the fact that they are able to personally select so many sundries and we only have to wrap them for them.

"Socks, shirts, ties, etc., are displayed on tables in a profusion of choices. Almost half of our customers for these things serve themselves; in fact in the busiest hours we have two girls at one

(Continued on next page)



This is the reproduction of a furnishing display recently featured by Arnold & Quigley, Vancouver.

Making the Store Attractive

Marks Awarded Departments for Arrangement of Stock, Appearance of Merchandise—Appearance of Salespeople and Parcel Wrappers, and Display of Goods—Store That Follows This Method is Well Satisfied With Results—Method Outlined

AUGUST is one of the best months of the year in which to take stock, so to speak, of the appearance of each part of the dry goods store, including a survey of the merchandise, the salespeople and the methods employed by the last named to keep the standards of the business up to the highest degree of efficiency. With the Fall opening not far distant and with new goods coming in all the time, it behooves the department heads to make the most of the comparatively slack month of August and inaugurate any changes necessary without delay.

In order that any department may achieve 100% results it must present an appearance which leaves nothing to be desired, either from the appearance of the salespeople, the display of goods, the appearance of the goods themselves or the stock arrangement. In a certain store in the Maritime Provinces an annual survey is taken of each of these points and points are awarded in such a way that the merchandise manager is enabled to tell where the various departments excel or fall down in the final analysis.

The method of awarding marks for efficiency is conducted in this manner. A report is drawn up on which four general headings are printed, as follows:

- 1 Arrangement of stock.
 - 2 Appearance of merchandise.
 - 3 Appearance of salespeople and parcel wrappers.
 - 4 Display of goods.
- The first named heading is given 40 marks and the last three are given 20

marks apiece, making 100 in all. The marks are adjusted in this way.

Stock arrangement:	
Boxes on shelves, orderly and clean, uniform in size and color, unbroken	15
Ledges free from dust and articles other than display. Reserve stock neatly piled in groups	5
Wrappers' stand in order, not piled with loose ends of paper, etc.	5
Show cases clean and free from reserve stock	5
Counters free from unnecessary merchandise, dust or other articles	5
Aisles clean and free from paper boxes, etc.	5
	40
Appearance of merchandise:	
Attractively arranged in boxes or on counter	5
Boxes in orderly arrangement	5
Fresh tops plainly and neatly marked	5
Clean, not wrinkled or mussed	5
	20
Appearance of salespeople and wrappers:	
Dress	5
Attitude and manner	5
	20
Display of goods:	
Colors well chosen, effective and in good harmony	5
Lines good	5
Selling quality featured to advantage	5
Displays frequently changed, especially novelty goods	5
	20
Total	100

The store which employs this simple method of checking up its personal and sales methods is well satisfied that good results are achieved thereby. Several other regulations are enforced in this store all the year around and have to do with the usual store routine, such as a rule to the effect that stock must be marked in the stock room in order to avoid confusion in the store and neglect of customers. Another recommendation is that sales books be kept out of sight when not in use, and not left lying on the merchandise.

The store which finds the above mentioned report on departmental efficiency to be helpful, is notably the most progressive in the city, and although its customers are unaware of this periodical checking up, they have been overheard to remark that Blank & Company's store always looks so attractive and is the best place to shop at because the atmosphere is so pleasant. Store atmosphere is something which is generally ignored or overlooked as being of no importance whatever, yet it is a powerful factor in attracting and holding trade despite the fact that it cannot be ranked among the more tangible assets of any business. Let August find your store in readiness to win new friends in the coming season with an atmosphere which conveys the store's progressive policy more expressively than any amount of printed words or widespread publicity.

The Ninth Annual Convention of the National Association of Retail Clothiers of the United States will be held at Madison Square Garden, New York, September 11th to 15th.

KEEPING DOOR SWINGING

(Continued from previous page)

busiest hours we have two girls at one of the counters doing nothing but wrapping and making change for the customers that help themselves and bring their selections to the counter. In no other way could we take care of the crowds that come at some hours of the day—unless we employed more staff than would be justified during other periods. A few leaves out of the cafeteria's book will save even a gent's furnisher some money."

Money With a Smile

Money back with a smile is the house policy here, and only in rare instances is the store called upon to "make good" on its slogan. In those cases Mr. Ar-

nold says, the prompt and cheerful return of the money makes a pronounced impression with the customer and in many cases has cemented relationships that have been very profitable in months to come.

All the coats and suits are displayed on the second floor, and it has been found an advantage to remove the clothing purchaser from the many disturbances incident to the many small purchases on the main floor.

The store's business has been built on a few fundamental principles; advertise—price the goods—a small profit from a large number of customers—money back with a smile.

John R. Garden, proprietor of the Black and White Check Store, has

opened his new store at 224 West Eighth street, Calgary.

It is reported that retail clothiers in coal and railroad districts of the United States have had very unsatisfactory results from their mid-summer clearance sales. This is due to the scarcity of money consequent upon these strikes.

"If you play golf," said President Shulman of the Virginia clothiers in convention, "the salesman thinks he has the same right to play and in the same manner as the proprietor. It seems that some of us, instead of wanting to play, should want to learn more about the market and our business, taking it to bed with us at night and carrying it around with us on Sunday as the older men used to do, but somehow too many of us have contracted the golf fever."

National Exhibition Aug. 26—Sept. 9th

Will Be Held in Toronto on and Including These Dates—Affords Splendid Opportunity for Retailers to Come to Market and Get in Personal Touch With Merchandise—Meet Men From All Over Canada and Study Other Merchandising Methods

THE NATIONAL Exhibition which opens in Toronto on August 26th, is not a Toronto exhibition. It is distinctly a Canadian, an all-Canadian fair, combining with its spectacular features innumerable opportunities for education and for gathering the latest information regarding progress in all fields of Canadian endeavor. What is happening in the industrial, the transportation, the commercial and the educational world is told at the National Exhibition. It is the meeting place of the latest achievements in science, art, industry and a host of other activities that stamp themselves upon the face of Canadian history. It is a tremendous effort on the part of public-spirited men to place before the Canadian people the last and the best word in the realm of progress in all that is of interest and concern to every citizen.

Whose Loss Is It?

It is not, therefore, the loss only of the National Exhibition if thinking men and women do not avail themselves of this national university. It is, perhaps, not mainly their loss. The loss is rather the loss of the man who sees a great opportunity but fails to avail himself of it. A million people usually attend this fair each year and it is safe to say that they are the better and the wiser for it. The exhibition has grown not only from the standpoint of attendance by the people; but men and educational, financial, industrial, transportation and other concerns have recognized in it a valuable market for the showing of their products and for the gathering of new ideas. The losers are those who stay out, not those who come in.

Retailers' Interest

A visit to the Exhibition and Toronto at this time of the year is of special interest to the retailers of this country. The Exhibition itself is of supreme interest and importance to him for it brings him in intimate touch with new merchandise, new ideas and new methods of doing business. The exhibit of the manufacturers contain many lines carried by men's wear dealers. Clothing, hosiery, webbed goods, neckwear—these are only a few of the lines shown to the very best advantage because they are the latest the manufacturer has to show the trade. Arrayed before him is a selection of style and magnitude such as he might not see in his own town in many a long day.

But that is only half the story. In this issue will be found a map of the city of Toronto that will serve as a guide to in-coming men's wear dealers, showing them where they can get in touch with the manufactories and

warehouses of many of the leading Toronto houses. They will be glad to see retailers from all sections of the country and are prepared to go to no end of trouble to display the latest they have in fall lines and novelties and give an idea of spring and the character of the merchandise that will be shown then. A visit to the city at this time gives the merchant a chance to see a range of merchandise that he cannot see at home. He can buy to the very best advantage by going to market, seeing what the market has to offer in the way of price and range, and then making his selection. Even if he has placed a good proportion of his fall requirements—and this is not the case with many merchants—he can sweeten up his stock by some well assorted novelties in the various lines he carries. And if a number of his lines are yet far from complete there is no better time to make the selection than the present time. It is timed just between seasons, as it were; the summer clearance sale is over and the fall trade has not yet opened. He has seen his own fall stock in pretty good shape for early fall business and is familiar with it. When he sees some of the novelties that will brighten up his stock he will be in a position to make quick decisions in favor of merchandise that will make his fall retailing problem easier than it would be without a few of the latest that the market has to offer.

Another Opportunity

It does a merchant good to get away from his home town and his individual business for a few days. No man can broaden out within the limits of his own town and his own business. He must come in contact with other currents of thought, other methods of business if he is to develop his own to the best advantage. Other methods may not necessarily mean better methods, but they are different and there is a great field in the retailing world to-day for ideas that are different. Perhaps your own customers are wearying of the methods you have employed for years. There are splendid opportunities in Toronto for studying retail methods. A visit to the stores, or the exchange of ideas that is provided for by the Retailers' Day will we believe start new currents of thought and generate new merchandising methods that will benefit every retail merchant who comes to the city with the idea of making the very most of it and getting in personal touch with all those sources of information and enlightenment that are open to him at this time.

Retailers, manufacturers, scientists, artists, transportation men from one coast to the other will gather in Toronto sometime between August 26th and September 9th. Your business will be the better for it if you are one of those merchants.

Renew Loan On Favorable Terms

Bonds Maturing December 1st Can be Converted—Bonus of Month's Interest

The attention of the holders of the five and a half per cent war loan bonds maturing December 1, 1922, is directed to the offer of the Minister of Finance to renew the loan on favorable terms. The last Canadian loan was placed in New York at a satisfactory price. The

Minister is making his present financial operation entirely a domestic one by offering to exchange the maturing bonds for new bonds bearing the same rate of interest, running for either five years or ten years as the bondholder may prefer. A further inducement to the investor is that he receives a bonus of one month's interest. The terms offered are decidedly favourable to the investor and it is probable that a large part of the maturing loan will be renewed. Arrangements for the exchange of the bonds can be made at any branch of the chartered banks. Holders who do not wish to reinvest will be paid in cash on the 1st December.

"Safety first" is a good maximum in most things, but particularly so in relation to the investment of money. The rich may afford to speculate and to take the risks attendant on high rates of interest. Those whose means are moderate must be careful to see that there is absolute security in their investments. For such people there is no other form of investment which takes such a high rank, combining absolute security with liberal interest, as the bonds of the Dominion of Canada.

Business men will do well to consider this favorable offer during the next few months.

Favors Policy of Rigid Economy

J. T. Crowder, Manager of the Cunningham Drug Stores, Vancouver, B.C., Presents
Resolution for Provincial Government at Retailers' Convention in Victoria
—Suggests Course of Action for the Association

VICTORIA, B. C., July 31.—Delegates representing the thirty-three branches of the Retail Merchants' Association of British Columbia gathered here last week to the number of nearly a hundred for the fifth annual convention of the association, when the president, J. T. Crowder, manager of the Cunningham Drug Stores at the Coast, welcomed them on behalf of the executive of the association. For the first time since its establishment in this province, he said, the Retail Merchants' Association was able to speak with a voice which carries the weight of numbers, and the programme set before the members was one of far reaching influence on the destinies of merchandising in this province, and on the prosperity of the retail trade of British Columbia.

G. S. Hougham presented the secretary's report.

Referring to the period of industrial uncertainty which has passed since the convention last met in Duncan, a year ago, Mr. Hougham said that in Canada "the steady deflation of values, coupled with the change of government at Ottawa, involving uncertainty in the fiscal policies of the Dominion of Canada, plus widespread unemployment, has meant a testing time for business men which is not yet at an end."

He stated that the association in this province has been passing through a time of exceptional growth, notwithstanding. Last year at this time the membership stood at 882; at the end of June last it stood at 1,176, distributed in the membership of thirty-three branches, making a net increase of 294. Thirteen new branches have been added to the list during the year and other centres are in line for an organization at an early date. Changes had been made in the provincial office arrangements of the association, and the segregation of this office from the Vancouver branch had made it possible to give more attention to the outside branches than was formerly possible.

Shops Regulations

Another important resolution which would concentrate the opinion of the members on political issues that affect the retailers in this province and which would be dealt with by the convention, Mr. Hougham pointed out, was that dealing with amendments in the Shops Regulations Act, compelling places of business carrying more than one line of goods to segregate that portion of their goods which they could not sell after hours prescribed in the Weekly Half-Holiday Act.

Comment was made also on the action that had been taken and which was pro-

posed by the executive regarding the standardization of trades. It was felt that some sort of recognized standard should be established to define retailers. Some effort along the lines of persuading wholesalers to sell only to retailers had been made during the year, and in one case the wholesaler had notified the association that they had ceased to sell to any but legitimate retailers.

Mr. Hougham stated what had been the action taken by the executive in cooperation with the various branches regarding the immigration policy of the country, and the exclusion of Orientals from British Columbia.

New business for the association's consideration was suggested along the lines of some method of keeping a record of the removal of householders from place to place for the protection of retailers extending credit.

An Indication of Service

Mr. Hougham said that the report as presented by him was a record of accomplishment of things attempted, but it was interesting also as an indication of service demanded by the membership in their respective trade sections and collectively. The programme as outlined is one that is constructive, he said, and is an answer to the criticism that the retail merchants are prone to offer something in their convention that is intangible and idealistic. The executive has recognized that the time has arrived when more attention should be given to practical service, because the foundation of the organization has now been laid and there is not the same need for attention being given to the adding membership to the branches.

The president, J. T. Crowder, in giving his report to the convention after that of the secretary, urged that a policy of rigid economy should be followed by the Provincial Government, and he proposed that a resolution on the subject should be brought before the convention. The resolution, which he read, was as follows:

"Be it resolved, that this meeting, having duly considered the grave financial position of the Province of British Columbia, pledges itself to support a policy of rigid economy, and to submit cheerfully to any inconvenience arising from the curtailment of all public services that the government may, in its wisdom, impose, and

"Be it further resolved, that this meeting absolutely condemns any representations to the government, involving additional expenditure of public funds, on the part of any city organization or community until such time as the fin-

ances of the province have been placed on a solvent basis."

Continuing his report, Mr. Crowder said:

Work for Sections

"Most of the R. M. A. activities in future should be conducted through the trade sections, functioning through a provincial chairman with a vice-chairman and possibly a second vice-chairman, in every locality for every trade section. The branches should continue to function by having as their officers the local vice-chairman, who could elect a presiding officer for the year. All expenses for local activities would be met by local provincial fees.

"The work of the B. C. Board should be carried on by the provincial executive of five officers, assisted by a larger and advisory committee, consisting of provincial chairmen of trade sections or their alternatives, with these delegates so selected that each locality would be represented. This larger executive should meet five times a year if possible (say every sixty days, not including the annual convention). These meetings to be held at the provincial office. The provincial executive should have complete authority over all R.M.A. activities in this province, subject to the authority of the provincial board. The provincial executive officers should not hold office in trade sections or locals.

"The members of this association should hold themselves in readiness to assist in showing the Honorable Charles Stewart the conditions affecting the Oriental problem of B. C., or to co-operate with the provincial office as required.

"All Dominion board meetings should be held at Ottawa," said the speaker.

One of the interesting features in connection with the National Convention of retail clothiers of the U. S. is the style show that has been arranged. The services of 60 professional actors and actresses have been secured to stage this show, twelve performances being given during the course of the convention. In these shows the very latest styles in men's wear will be exhibited. Arrangements have also been made to have motion picture men at one of these shows with a view to showing these styles in hundreds of the moving picture houses of the States. This gives the retailer an opportunity to link up with these reels of motion pictures in his advertising campaign.

Giving a Push to Dollar Day

How the Whole Event is Planned and Carried Out by the W. W. Cooper Co., of Swift Current, Saskatchewan—Employ Only the Medium of the Press and Circulars—The People Know When a Bargain is a Bargain—Give the Public Value

THE "DOLLAR Day" sale idea needs no introduction to any merchant, but the secret of the success which The W. W. Cooper Company of Swift Current, Saskatchewan, experiences each time this particular sale is held is possibly worth mentioning. Right away we are going to let out the secret: give the public undeniable value for their dollars. There's the secret; nothing more or less. When you advertise "Dollars Doing Double Duty on Dollar Day," make sure that they do and that the public knows about it, both by reading and by seeing. Another point which has made our "Dollar Day" sales a success, we believe, is their systematic frequency. These sales occur once every three months. And they have become so popular throughout Swift Current and district that a small announcement of the day and date of the sale is sufficient to fill the store the whole day with eager buyers.

Quite naturally we advertise these sales considerably (we are enclosing a sample advertisement of our recent event) but we only advertise the "Dollar Day" merchandise every third sale; the remaining two sales we simply announce the day and date.

First Advertising

Three weeks before the sale we commence to produce small stuffers bearing the day and date of sale. They are placed in every department which the salespeople hand to the customers; also the shipper places one in every parcel which leaves the store. The stenographer receives a share of these stuffers and they go in every letter and parcel by mail. Good sized posters are used on the windows and in the store announcing the sale which may be two or three weeks away. The procedure is necessary because the farmers like to know what's going to happen in lots of time so that they may arrange their work to allow them to get to the store for the sale. This is, we believe, a good thought for merchants in the farming districts. In every advertisement we produce, the announcement of "Dollar Day" appears prominently. Therefore you will see that we make positively sure that the people know when the sale is going to take place. One week before the sale three to four thousand people either receive a copy of our advertisement or an announcement of the sale. Three country papers carry the advertisement and two local papers. These advertisements appear a few days previous to the sale; and our windows are packed with "dollar bargains" usually three or four days ahead. Nothing is

There is a certain breeziness about the way things are done in the West. And their manner of telling it is equally breezy and attractive. Jack M. Bedford, Advertising Manager of the W. W. Cooper Company, Limited, of Swift Current, Saskatchewan, in the accompanying article written for us tells how they conduct their Dollar Day and the success with which their effort is met each time.

placed in them which is not a genuine "dollar bargain!" We may state that these windows have never yet failed to draw attention. By this time hundreds of cards and price tickets have been prepared in distinctive colors and distributed to each department. The day before the sale all counters and display spaces are arranged with "Dollar Day" sale goods; and extra help for every department is employed.

Day of the Sale

Now we have arrived at the critical time—the day of the sale: every person is down earlier than usual; all the windows are taken out and redressed with other merchandise at special prices. The "dollar day" merchandise is placed on display in the store; all extra help are assigned their duties; all merchandise on display bears a price ticket and all other details are attended to. By this time (and it never fails) remarkably large crowds have gathered around both our entrances and sidewalks; every salesperson is enthused and all keyed up for the possibilities of beating last Dollar Day's sales record.

We're Off!

All ready! Let's go! The 10 o'clock bell rings and the two men stationed at our doors turn the keys and the crowds push open the doors and scatter throughout the store in great confusion. This is a very glorious and gratifying sight because it emphasizes the fact that the public recognizes Cooper values and respond to their advertising. These crowds continue in a little more modified form throughout the remainder of the day. It is needless to say that at 5.30 p. m. when the store closes you would find a very tired bunch of employees and a store which looks like the effects of a cyclone. But it's all over and the money is in the office, so everybody wears a smile and all are delighted with the success of the sale.

We do not find it necessary to employ a brass band, throw money off

the roof or resort to any of these methods to attract a crowd. We employ only the medium of the press and circulars, filled with truthfulness, advertising and "honest to goodness" values. Don't forget the people know when a bargain is a bargain!

WHY HE DID NOT GET THE ORDER

He did not believe he could get it when he went for it.

He went in the spirit of "I will try" to get it instead of "I will" get it.

He would enter a would-be customer's office with a sneaking, apologetic, self-effacing air, which aroused contempt and disgust rather than admiration and confidence.

He took up most of his time trying to overcome a bad first impression.

He had the nerve, but lacked gentleness and tact.

He said mean, sharp, cutting things if he was rebuffed.

He did not know how to make a pleasing first impression.

He did not like the business.

He made statements that he could not back up and promises that he could not fulfill.

He never learned the secret that absolute reliability and strict integrity are the best sellers in the long run.

He was a jollier, and although it worked well the first time, he found flattery a poor weapon after his customers found him out.

He did not thoroughly believe in the thing he was trying to sell.

He was too long-winded. His prospect got tired before he got to the point.

He worked his prospect up to the point of enthusiasm, but he could not clinch the bargain.

He looked upon the man at the other end of the bargain as merely a tool to favor his own ends, instead of looking out for the man's interests.

He did not know that people always suspect the man who talks down competitors.

He was canvassing only until he could get something better.

He carried a sour expression and had a forbidding manner.

He lacked cordiality.

He lost his temper and was disagreeable when he was first turned down, and could not succeed in overcoming the bad impression.

He unloaded cheap lines and undesirable goods upon one customer, and then bragged about his shrewdness to the next.

(Continued on page 37)

Only One Sale in Thirty-One Years

That is the Record of Colwell Bros., of Halifax—Stock Watched So Carefully That No Merchandise is Carried Over From One Season to the Next—Special Attention Given to Shirts and Collars—Believes That Business Can Be Built in Dignified, Conservative Way

By M. G. de Soyres

THE sportsman reigns supreme in summer down in Halifax, Nova Scotia, the sea-port city famous for its facilities for all sorts of boating, including sculling, canoeing, sailing and motor boating, together with swimming, golfing, fishing and hunting. Visitors to this old garrison town become enthusiastic over the variety of out-of-door sports available at a few minutes' distance from the heart of the business section and enter heartily into the enjoyments to be found in and around Halifax. As might be expected tourists comprise a goodly proportion of the visitors and wherever the tourist foregathers, local stores are bound to reflect a note of modern progressiveness which is often the most noticeable sign of growth and advance characteristic of smaller cities.

Colwell Brothers' store has associated itself closely with tourists and sportsmen insofar as men's furnishings are concerned in the city of Halifax and is now accounted as one of the leading men's stores in the entire province, dating back fully 31 years. In 1891 the original firm was founded, locating on Hollis street, later on in 1900 moving up to Barrington street, where the store is now located. Of the original firm, one brother, H. Colwell remains, who, together with his three sons, conducts the business. Mr. Colwell, Sr., received his early training with another local firm during ten years previous to his entry into business for himself, and ever since then has been engaged in building up a following of customers with whom only the best finds favor.

Only One Sale in 31 Years

The store occupies considerable area on Barrington street, covering several stories and having a double window frontage. Hats, furnishings and baggage are the principal items of merchandise carried and the firm has won a reputation as specializing in each of the three lines. Conservative methods are favored by the management, that is to say, nothing in the way of a spectacular or sensational merchandizing scheme is ever used, and even the usual 'sale' is so rare that it almost never occurs in Colwell Brothers' store. Sales, according to Mr. H. Colwell, are unnecessary, entail needless expense, and answer no good purpose insofar as his store is concerned. In this store the entire stock is carefully watched constantly and not a single item is carried over from one season to another.

Should an odd article remain, it is given away to some needy person, while in the case of ordinary accumulations of odds and ends from week to week, a week-end special price is marked on the goods, which are displayed out on the counters in the usual way, and which invariably move out without any further pushing.

Upholds Dignified Methods

Extravagance in any shape or form in advertising is frowned upon by Mr. Colwell. It is quite possible to build up a sound business upon conservative methods with a complete avoidance of sensational statements, according to his experience. Even price tags are rarely found in the window displays, except on Fridays, when the weekly specials are featured. But extreme emphasis is laid upon artistic displays, neatness in arrangement of stock and attractive show cards.

Specializes in Shirts and Collars

The equipment of the Colwell Brothers' store is substantial and devoid of elaboration, carried out in solid fumed oak and plate glass. The luggage, rain-coats and rugs are kept on the second floor, while the general merchandise is found on the ground floor. Among the various departments of the latter section which should be commented on in passing, is the shirt department, said to be one of the largest in the city, while the collar stock alone is estimated at five times greater than any other store in the city. So great is the demand for soft and stiff collars with this department that it is necessary to re-order stock by the hundred dozen, and yet so carefully is the stock handled that scarcely a dozen is left over at the end of a season. Two long glass cases contain shirts which are divided into two groups, one priced up to \$3 apiece, the second containing shirts up to \$10.

English Goods Command Wide Sale

Every department contains its quota of English goods, for which the store has gained an enviable reputation, especially in regard to all types of high grade knitted goods. Where the tourist is concerned, there is nothing in the way of hosiery, sweaters and other fancy knit goods which the Colwell store cannot supply. English light weight cashmere socks are the famous specialty of the store, especially in fancy and colorful designs, while mention must also be made of the fact that every wanted item of boys' furnishings is also kept in stock.

Among the other specialties which are popular with the Haligonians is the wool rug, suitable for either motoring or boating, and frequently entire window displays are noted featuring a choice of pure wool Scotch rugs in smart blendings.

Display of Brushes Fronts Entrance

Facing the front entrance of the store is a long glass case completely filled with a comprehensive assortment of brushes of all sorts, together with an artistic card which reads as follows:

"Brush up and shave up while the prices are down. We have the goods." This display is responsible for many sales of brushes which otherwise might not be called for.

All three of Mr. Colwell's sons are ardent devotees of sport and are active members of all the various athletic and sporting clubs in and around the city. The fact that Halifax men are unusually scrupulous regarding their attire, whether they are on the water or on land, has not a little to do with the scope of business done by this store and Colwell Brothers make it a policy to uphold the tradition of good dressing which is characteristic of all Halifax men, and pride themselves upon having the newest goods a little sooner than anyone else. Having to deal with a public which is discriminating in the matter of clothes, the standards of Colwell Brothers' business have necessarily been high and are in a great measure responsible for the reputation achieved by Halifax men, who have been served for the past thirty years by both generations of the Colwell family.

WHY HE DID NOT GET THE ORDER

(Continued from page 36)

He could not make his prospective customer feel that he was a real help to him in the selection of what he actually needed.

He did not study his proposition, and he could not answer all objections.

He did not bring the whole man to his task.

His tongue outlasted his brain.

He could not concentrate his talk; he scattered too much.

He was polite only as long as he thought he was going to get something.

His cold, reserved manner made a first impression, which he could not overcome.

He gave one the impression that he was a beggar instead of the representative of a reliable house.

Go After the Ladies to Sell Men's Wear Charlottetown Merchant Says They Buy Best

Believes That Most Advertising Appeals From Men's Wear Store Should Be Addressed to the Lady of the House—Hints on How to Get Christmas Trade—Can't Get Two Classes of Merchandise Over the Same Counter—The Use of Signs

IF YOU want to sell men's wear go after the ladies," seems to be the slogan of "The Haberdashery," Charlottetown, P. E. I., for never yet has this store sent out an appeal, to the fair sex, to come and buy, which has been turned down.

When Men's Wear Review called on this store a short while ago we were told that a big percentage of the goods were sold to ladies and at Christmas time especially. "Why," said Mr. Henderson of Henderson & Cudmore, "they are the only one to cater to. If you are going to send out a circular of any kind address it to the lady and write it so that it will appeal to her. If you send it to a man in most cases he will just look at it, but with the ladies they will put it in a purse and the next time they are down town they will come and see what you were trying to tell them about. Their curiosity must be satisfied even though they haven't any intention of buying. With the man it is different, he thinks it's just another way of trying to sell him something, but the fair ones never see it in this light.

Easter Appeal to Men

"Now, at Easter it is a little different for then the male sex expect to buy their new toggery and advertising that reaches the young man does get results as it helps to draw his attention to the store and when he goes out to buy he will, most likely, look in your window at least, but even this does not get the same results as a circular to the ladies does at Christmas time. By sending this notice to the lady it has the effect of creating a way of solving a gift problem, and though she may never have thought of giving wearing apparel this may just fill the bill and as a result many sales are made for this express purpose. If care is taken in having lots of color put in the circular it has an added effect as this has a tendency to hold the interest. Another thing that goes with this particularly well is a gift list." Last Christmas Mr. Henderson figured that over ninety per cent. of the lists sent out were used either directly with his store or as a means of solving the gift problem. There is a right and wrong way to do everything, maintains this man; and according to his experience the right time to send out these circulars is about two weeks before the time when the buying should be done. This gives ample time to think over and decide just what is wanted and how much money can be spent.

A CORRECTION

In the last issue of Men's Wear Review it was stated that in the city of St. Catharines the stores closed at 12 o'clock on Wednesdays the year round. This is incorrect. The stores there close at this hour from April 1st, to October 1st.

Favorable Location

The location of this store is considered to be among the best of the men's wear stores on Prince Edward Island. The street on which it is located is built up on only one side, the opposite being entirely taken up with the public buildings and city square. The writer was fortunate enough to be in this city on a Saturday night and never before was such a crowd seen on a street, in a city of similar size. It is estimated that there are more people, proportionately, on this street on a Saturday night, than on any other street on the whole continent. The city of Charlottetown being located as it is, naturally draws all the people from the surrounding country to its streets on Saturday nights, as here they will be most likely to meet one another and renew acquaintances and this street being situated as it is, the people just naturally have to walk along and pass "The Haberdashery."

Window Displays

But they don't all pass by, or at least without stopping to gaze at the attractive window displays and it is needless to say that many come in and purchase goods and also many purchase when they never gave the matter a previous thought. The windows in this store are given careful attention and at all times they are dressed to cater to the best class of people. Catering to this class of people means carrying the best grades of goods. "If you are going after the better business you can't mix it up by also showing inferior grades of goods," is the contention of these progressive merchants. "The buying public never put any faith in a store that tries to get both ends of trade over the same counter. If you have a medium class customer and he sees the high grade lines immediately he thinks your prices are too high and if you have the high class customer and he sees the medium grade goods he forms the opinion that you may put something over on him, perhaps sell him a cheap article at a

fancy price or if not that the higher grade articles lose their effect in his estimation by being surrounded by the medium grade lines." These points were emphatically expressed by these merchants.

Avoids Spectacular

No attempt is made to become spectacular in either the advertising or the store displays. The main object is to present everything in the most attractive and yet forceful way possible. "What we want is to make this store the best men's wear store anywhere," said Mr. Henderson. "We are strong on display but we don't like to overdo it by making things too gaudy or splashy. A neat display and courtesy to all will get more business and make more friends than any other method we know. We are not like some of the merchants in the larger cities in the Dominion that may never see the same customer twice in a year as our trade is made up of people on the Island exclusively and to get these people's trade and hold it we must cater in a manner that will be to their liking.

Believes in Signs

"Some people say they don't believe in signs," said Mr. Henderson to Men's Wear Review, "but we do. See that little sign out there on the sidewalk. That has been one of the best business getters you ever saw. Whenever we have a special of any kind to offer or a new line that we wish to talk about we just say it on that board and you should see the results. It seems sometimes that the people have been just standing around waiting for us to put it out there. This may be a little exaggerated," continued this man, "but it will give you the idea of just what it has done for us." The sign referred to was just an ordinary sandwich sign similar to what one might see a man carrying along the street of any large city, but situated out there on the sidewalk alongside the curb it was not hard to believe that it would increase business as one could hardly walk along the street without seeing it.

After knowing the way this store did business it was not hard for us to believe the figures showing the business done and the increases made, when they were told to us by these merchants. Their whole method of doing business spelled progress for them.

Are Dress Standards of Canadians Growing Lax? Is The Whole Fault With Men's Wear Dealers?

Pertinent Questions Suggested by an Interview With Montreal Business Man—Says There is Great Negligence Among Montreal Men in the Matter of Their Dress—Would Welcome Advice From His Clothier or Haberdasher—Points for Dealers to Consider

A FROMINENT business man of Montreal who is somewhat of an authority on matters of dress, and who invariably presents an appearance of irreproachable smartness and good taste, commented to Men's Wear Review this month on the fact that there is a noticeable deterioration in the matter of dress in the case of the average man, particularly in Eastern Canada, with which section of the country he is most familiar. Here are the facts which he brought up for our information.

"Montreal men are growing exceedingly careless about their dress, and I cannot remember any season of late years in which so much negligence was apparent among what we are pleased to call our best dressed men. I took a walk along St. James Street this morning and counted scores of well-known men whose attire was careless, it put it mildly. I deliberately set myself to watch and count the number of men whose trousers were even passably pressed, whose shoes were well polished and not run down, whose neckwear was fresh and appropriate to the type of suit worn, and so on. I can tell you that there were scarcely a dozen whom I would call well dressed, although I dropped into the Stock Exchange, one or two of the leading banks, lunched at a club and took a stroll along Sherbrooke Street at the tea hour as far as the Ritz. My impression, gained after watching closely every man I met during the day, was that men are no longer taking any pride in their appearance, though whether this is due to a wave of economy or the influence of sports clothes upon ordinary attire, I cannot say. But I am forced to draw one conclusion which may arouse some criticism from your readers, namely, that the majority of retailers of men's wear are not encouraging a habit of better dressing among their customers or in the city generally, and I feel very strongly that the blame for much of the present indifference is due to the fact that neither haberdashers nor clothiers are taking any steps to become known as authorities on dress. I am of the opinion that away back of all this so-called unrest and feeling of depression which seems to have caught hold of everyone there is a reason, and that reason can be traced to carelessness in appearance and dress on the part of business men. Everyone knows the psychological effect that good clothes have on the man or woman who wears them for appearance is a matter that starts in the mind, and in the great struggle for individual commercial and social suc-

cess that is prevailing everywhere, the advantage is usually with the best-dressed man.

Salesmanship From A New Angle

"Andrew Carnegie used to say to his employees: 'Tell yourself a dozen times a day that you're the best man in the world,' but none of us can believe that easily unless down underneath we feel that we are wearing the right clothes, and that the little things—shirts, hats, ties, hose—are all correct. What we need to counteract this pessimistic tendency in people's minds is a good strong injection of 'Dress Up Serum' into every men's wear salesman, so that he will be inoculated with a new sense of 'clothes consciousness,' and will awake to the realization that in any transaction the customer does not buy only clothing, but also something of the salesman.

"I venture to say," continued the speaker, "that the majority of retailers would consider it entirely outside the province of their activity, to attempt to stimulate a greater interest in better dress on the part of business men. But the idea in my mind is not merely to try and sell new goods, novelties, and new accessories, etc., but rather to recommend greater care in selection, irrespective of price, to give helpful advice on correct types of headwear, neckwear, gloves, and so on, and to act generally as a style mentor. The retailer, I suppose, would naturally want to know where the advantage would be for him, since it might so happen that the opportunity of making a sale would be lost by over-zealous efforts. I can only say that I personally would welcome any advice from my tailor or my haberdasher, if only they would give me the right hints instead of endeavoring to sell me something which I do not need."

The speaker went on to state that he noticed numbers of men who were well dressed except for the fact that they were wearing shabby hats of at least two years old style, with new suits, and he could not help expressing the opinion that at some time or other lately these men must have entered a haberdasher's store for some item of furnishings and yet no salesman had had the enterprise to suggest a new hat to accompany their clothes. He commented with considerable vigor on the fact that in the matter of straw hats Montreal men are notably careless, buying no more than one or two and wearing them on all occasions.

The French have a proverb which says "Tis not the cowl which makes the monk," and perhaps it might be argued

that it is not the dress that makes the gentleman, yet as the monk is known by his cowl, so will the inherent traits of education and taste be reflected in the appearance of the gentleman. It is well known to clothiers and furnishers that men do not give enough attention to detail in dress, yet they scarcely think it worth while to go about working a change.

Naturally different conditions prevail in various localities, and despite the frank criticism levelled at Montreal this authority was equally open in his praise of the standards of dress as seen in Ottawa and certain other Ontario cities. The point in question, however, that of a needed reform in the standards of men's dress, can be developed with various modifications in every city and town in Canada, in the publicity and selling methods of every store. What Canada needs is a kind of co-operative movement among men's wear retailers who come in closest contact with the best class of citizens, which will awaken men to the realization of their shortcomings where their appearance is concerned, and will drive home the fact that personality, that much-desired gift of the gods, in fact, the color and character of the man himself, depends upon outward appearance to a great extent. The successful executive, the aggressive salesman and the professional man, all take pride in wearing becoming clothes, clean linen, polished shoes, and showing evidences of personal care in matters of hair, nails and skin. All these factors contribute to the sum total of personality which somehow remains dormant and clouded over with a feeling of depression subconsciously roused by carelessness in matters of dress.

G. Hawley Walker, Limited, is planning to re-build his store into one of the finest and most modern men's and boys' stores in Toronto.

The Dominion Shirt Co. is erecting a new factory in Kitchener, Ont. The building will be large enough to house two or three stores as well.

Wm. P. Hurley, formerly manager of Robinson's clothes, Ltd., has accepted a position with Creary's Toggery Shop in St. John, N. B.

The firm of R. H. & J. Dowler, Limited, has just opened a new addition to its store in Windsor, Ont. There are now four stores owned by this company in Western Ontario. They are in St. Thomas, London, Windsor and Sarnia.

Promoting Sales of Boys' Sweaters and Gloves

Time to Plan for the School Boy Trade for Fall

Every Boy Loves a Sweater and Now is the Time to Get After Him—Keep in Touch With Boys' Associations—Window Displays Should Have Outdoor Atmosphere—Right Kind of Gloves for Boys Will Appeal to Them

AUGUST is not too early to commence thinking about cold weather apparel, and in particular, a few words with regard to increasing sales in boys' sweaters and gloves will be found of practical help in planning for the school commencement business.

Sweaters and gloves are two lines which receive less than ordinary attention in the way of publicity, yet they are part and parcel of every boy's wardrobe, sweaters in particular being one item especially dear to every boy's heart and worn usually until the garment hangs in threads. There is a kind of sentiment about an old sweater which causes the wearer to cling to it even after its real usefulness and fresh appearance have passed, but there is an opportunity this season of promoting the sale of several sweaters instead of only one to replace such "old friends," for hitherto price and limited choice of in styles have tended to keep the sweater in the luxury class instead of its proper place as a practical utility garment.

The average boy should possess a pullover and a coat sweater for every day wear. The pullover may represent his school or his favorite sport or may be plain white for summer use. The coat sweater should be of some dark useful color in a heavier weave for camping or school wear in winter. If a sufficient number of boys can be interested in the question of sweaters at the outset of a season, a fad will be started which will keep business humming right up to Christmas and afterwards.

Early Fall Campaign Best Plan

Just how to present the subject of sweaters most advantageously is a question worthy of a little thought. Some retailers interviewed by Men's Wear Review consider it sufficient to stock up a supply of sweaters and display them on forms in the window or about the store in a casual way. Certainly this will dispose of a few of the garments but it would be useless to expect a real fad or demand to arise from this method of merchandising. In order to focus the attention of the boys themselves upon the subject of sweaters, a special campaign and special advertising must be carefully planned. It might be advisable to approach one or two boys' clubs or associations and find out what the popular style happens to be with the majority of youngsters of school age. Then with the right accent on low prices and adequate stock

to meet a sudden demand, the retailer should be prepared to go ahead with a most successful season.

"Out of Doors" Atmosphere

The window display must be carefully attended to, of course, and might feature an outdoor scene if space permitted, showing boy figures wearing knickers and sweater or pullover, a cap and carrying a school bag, a football or any suitable accessory. A grass covering for the floor and a rustic fence would be sufficient to stress the idea of cool out-door evenings or mornings in the country. Another idea which might be tried would be to obtain cut-outs or posters of leading juvenile movie actors wearing sweaters and arrange a window around one or more of these, playing up the idea of style.

In the matter of advertising, the sweater campaign should be featured extensively so that it can "sink in" so to speak. Much of it could be addressed to the boys themselves, worded in such a manner as to ensure careful reading. Make plenty of local allusions to clubs or else bring in some snappy reference to any outstanding local athlete whose prowess has caused him to be idolized by all small boys. If the man in question can be depicted wearing a popular style of sweater so much the better for business.

Local events such as tennis tournaments, football or cricket matches offer splendid opportunities to emphasize sweaters, and even the school opening can be robbed of some of its terrors when a smart sweater bearing the school monogram or badge emblazoned on its front, is presented to the school-boy.

All newspaper publicity must be backed up by window displays and by co-operation from the sales staff. Nothing is more futile and aggravating to a customer who drops in to buy in response to a tantalizing ad. to find that the sales clerk has forgotten all about the existence of a sale.

In some stores, special orders are taken for sweaters in club or school colors, and special prices are quoted on lots of a dozen or more. Why not feature a card in your window announcing that sweaters in the local high school, college or business college colors can be had? Any manufacturer will gladly co-operate with you in the matter.

Although gloves are not worn by the average boy until his hands are chapped and rough with exposure to chill

autumn winds, yet a word in season addressed to parents will do wonders to promote sales in these little hearth-sides. One of the principal reasons why boys do not like gloves or mitts is because they are given cheap, clumsy, and bulky pairs which prevent them from using their fingers easily. Consequently the gloves or mitts are taken off and stuffed into pockets and frequently lost. Boys do not like heavy and clumsy gloves, nor do they want extra fine and fancy effects which look like girls' gloves. There is a happy medium which can be retailed at a popular price and which will stand up under hard wear in wet weather and fine. The sales staff should endeavor to sell three pairs instead of one at a time, quoting a slight reduction on the quantity purchase. Gloves like hosiery should be kept on hand in sufficient numbers to meet any emergency and may be the means of saving many a lad from catching cold.

In selling heavy winter gloves, it is well to emphasize the fact that woollen gloves and mitts are washable and point out that dirty gloves infect any cuts which may happen to be on the boys' hands. Overstockings may be played up much the same as gloves and mittens and should be sold by quantity in place of single pairs.

The Personal Appeal Flatters

Always use price tickets in displays of both sweaters and winter gloves and don't be afraid to give good values for the money. The boys themselves as well as their parents will respond to a sweater drive which is inspired by a definite effort to capture all the business available. A personal post card sent to a selected list of school boys asking them by name to visit the store and try on a sweater in their school or club colors will undoubtedly bring back a response in the course of a month or so, more than compensating for the trouble of sending out the cards.

R. H. Blumenthal, who has been connected with the men's and boys' clothing business in Montreal for the past thirty-eight years, has opened business under the name of Blumenthal's Sons Co. at 221 and 223 Craig street at the corner of Bleury street in the premises formerly occupied by the Hnb Clothing Co. Associated with Mr. Blumenthal are his three sons, George, Phil and Melvin Stanley, who have been engaged in the clothing business for sixteen years.

Suggestions for Showcards for Seasonable Merchandise

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

WE RESPECTFULLY INVITE YOUR ATTENTION TO AND INSPECTION OF OUR FIRST SHOWING OF FALL MEN'S WEAR STYLES

OUR GOOD NAME IS RATHER TO BE CHOSEN THAN GREAT RICHES

OUR FIRST SHOWING OF FALL HEADWEAR

THE SEASON'S NEWEST AND BEST IN SHIRTS

AUTUMN NECKWEAR FOR THE WELL-DRESSED MAN

SMARTLY TAILORED CLOTHES FOR YOUNG MEN AND LITTLE FELLOWS

THE LATEST INTERPRETATION OF "JAZZ" IN CLOTHING

DURABLE FABRICS AND QUALITY TAILORED TOPCOATS

OUR FALL MODELS COMBINE EXQUISITE TAILORING WITH WIDE VARIETY OF FABRICS

THESE SUITS WILL GIVE LONGER WEAR AT LOWER PRICES

GOLF CAPS HANDSOMELY TAILORED AND BRISKLY STYLED

FALL HEADWEAR OF STERLING QUALITY AND REFINED STYLE

THE QUALITY OF OUR MERCHANDISE IS THE OPEN SESAME TO YOUR CONTINUED FAVOR

TAILORED GARMENTS THAT INSURE A PERFECT FIT

LIGHT WEIGHT UNDERWEAR FOR COOL AUTUMN DAYS

HOSIERY WITH BEAUTIFUL ARROW CLOCKING, FULL FASHIONED AND PLAIN

SPECIALLY PRICED SHIRTS FOR THE LATE SUMMER

OUR AUGUST CLEARANCE SALE IS A CLEAN SWEEP

THERE ARE STILL SOME HOT DAYS FOR COOL HOSIERY

A SPORTING SHIRT WILL BE GOOD FOR ANOTHER MONTH

MONEY CANNOT BUY GREATER VALUE THAN WE GIVE WITH THESE SUITS

VARIETY AND VALUES ARE FEATURES OF OUR STORE PROGRAM

UNDERWEAR THAT GIVES COMPLETE COMFORT

ATTRACTIVE FALL SHIRTS AT ATTRACTIVE PRICES

FALL'S HEADWEAR OFFERINGS—QUALITY WITHOUT EXTRAVAGANCE

SOME OF THE POPULAR NEW MIXTURES IN FALL HATS

THE LAST WORD IN A "JAZZ" GARMENT FOR SNAPPY DRESSED YOUNG MEN

COMFORT BEGINS AT THE FEET—WE HAVE HOSIERY THAT GIVES COMFORT

THE PRICE IS DOWN BUT THE QUALITY IS STILL THERE

FINAL CLEARANCE OF SUMMER SHIRTS AT SACRIFICE PRICES

"GOOD-BYE" PRICES FOR "GOOD-BYE" SUMMER MERCHANDISE

The Art of Showcard Writing

Roman Text, Lower Case and Capitals—Proper Time for Using Texts—Further Suggestions Regarding the Layouts—Something About the Brush Strokes—The Inspiration Theory

By JALEXO

SOMETIMES the theme of the showcard requires a treatment differing from the ordinary variety of lettering—as in literary work some subjects suit the prose form and others the verse. A windowful of china, jewelry or other exclusive merchandise calls for that different card, and Roman Text fulfills the need to excellent advantage. Roman Text is refined, dignified and legible. It is not difficult to do, excepting perhaps the elementary stages. Once mastered, however, the showcard writer finds that Roman Text may be lettered with fluency and comparative ease.

The Brush Strokes

The brush requires careful manipulating here. It should be brought to a clean chisel edge and maintained thus at every point during the actual lettering of the characters. The order of stroke formation follows that of previous alphabets outlined in these articles. The spurs are added at the completion of the letter. The spurs at the foot of upright strokes, such as in lower case "h," "l," and so on, are done in one short stroke from left to right, holding the brush at the angle shown at the edge of the spurs. This alphabet, you will notice, is in the condensed style. It appears to best advantage when lettered this way, at the same time, attractive effects may be obtained when used in the medium width.

The Roman Text capitals ought to be used with the lower case. A complete word or line in Text Capitals would be difficult to read and for that reason such use of Text is not tolerated in showcard work. Lettering in Text should be of restricted size. It appears to good advantage in characters of the size illustrated herewith.

The showcard writer must study the needs and limitations of Roman Text. He ought to recognize the fact that just because he wishes to do a certain card for some dainty display, it does not follow that he should invariably use Roman Text. The showcard must be adapted to the display and the goods.

More About Layouts

In arriving at a solution of the layout problem, the expert cardwriter exercises his imagination in a way that is at once systematic and final. He sees with his mind's eye, several possible arrangements for any given message and quickly decides upon the most appropriate. The beginner, of course, is hardly expected to work with such precision. The student is advised to pursue certain lines of thought in connection with the layout that will pave the way for speedy and satisfactory results. The layout should be pondered over before a pencil is laid to card. The student should first determine a size for the card and with this before him, he should visualize every imaginable arrangement into which the lettering can be put. From this heterogeneous mass there will stand out several layouts that seem preferable. The student's sense of arrangement is exercised in this way with the result that final choice of layout makes for the success of the card. The beginner is warned against the too frequent use of curved lines of lettering. Sloping and scroll effects are sometimes not easy to keep clear, and unless carefully balanced and spaced they look unsightly to say the least.

The straight-line lettering is by far the most popular. It is much easier to read and is easier, in executing, to keep clear.

The Inspiration Theory

There are showcard writers who work slowly. With some of them it's like pulling teeth for them to get their ideas down on card. You may see seven cardwriters

abcdefghijklmnopqrstuvwxyz
 opqrstuvwxyz

working on the same kind of showcard. One will execute his premier coup; another will devote a half hour to his; and another may take an hour; and so on. They may be cardwriters of equal ability.

The inspiration, (if you wish to call it that,) which directs one showcard writer to better effort than another

is nothing but a real capacity for taking pains. Cardwriters do not sit around posing and waiting for some sort of divine afflatus. They train their eye and brain to think quickly and accurately, and by so doing, are never at a loss how to do a card in the one best way.

Let your aim be to execute well turned out cards. Do not rest satisfied with primitive and childish stuff. Show your employer that you possess infinitely more than a backstairs knowledge of showcard writing and your efforts will not fail of appreciation.

The T. Eaton Company's store in Winnipeg opened seventeen years ago on July 15th. It was the late Sir John Eaton who was responsible for this undertaking and through whose efforts this branch became one of the greatest commercial institutions of the west.

A B C D E F

N O P Q R S

G H I J K L M

T U V W X Y Z

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

Makes Boosters Out of Kickers

Handling Complaints Wisely is Splendid Advertising—Store Always Gets the Worst End of the Deal When There is a Dissatisfied Customer—How Exchanges Might be Reduced—Make Adjustments With a Smile

DEPARTMENT managers are liable to lose valuable opportunities for the best possible sort of advertising by carelessness, or worse, by their method of handling complaints, of exchanging goods or refunding the cash. We have heard managers say, again and again, "Oh, she's an old grouch, always kicking about something, I wish she would never come in the store again," and that is the spirit in which some complaints are handled.

Now we all know that the person who makes a complaint is usually a great

The accompanying lecture was given to department managers in one of the large Ottawa stores. It contains many valuable suggestions for salespeople as to methods of making adjustments and, at the same time, making friends.

gossip. The world is full of these kind of people, and although we may not like them, we can't kill them, and we can't make them quit talking, but we can direct the sort of talking they are going to do, about this store.

Store Gets Worst of It

We know that if we give scant courtesy to their complaints, no matter how unreasonable they are, our store is going to get the worst of it in that person's conversation for months to come; so it will pay us to make an investment this morning by studying this vital problem of exchanging goods and cheerfully refunding the cash, and outlining a uniform policy and rules for all departments regarding this subject.

(Continued on next page)

Style Specifications for 1923

THE JOINT Style Committee of the National Association of Retail Clothiers and the International Association of Clothing Designers at the 25th semi-annual convention of the International Association of Clothing Designers, held in Philadelphia, Pa., June 28th to July 1st, inclusive, do hereby declare that made attire for the Summer season, 1923, will be distinctively of the sport nature with the Norfolk type predominating. Novelty effects will also have a call due to the desire to use this type garment for street wear. The Norfolk coat will be cut on fuller lines with low belt, low pockets. Sack coat lines for young men will be of the high waisted order with shoulders and lapels of more width, gorges on higher lines and a decided peak lapel on the two-button coats. Backs will be of the deep vented effect. For the conservative men, the tendency will be toward a coat cut along graceful lines with medium body tracing effects.

The double breasted coat for young men will be of two-button type with one button to button.

To break the monotony of sameness of the two-trouser suits, it is recommended that fabrics of plain colors be used, with the extra trousers of the same coloring of background and with pencil stripe. This will answer the purpose of a combination suit, giving sufficient variety to make it almost distinctively two different outfits.

The demand for top coats is growing and the popular model for motoring will be of the Raglan shoulder type, with full body and belt all around. The material used in this coat should be of whipcords and gaberdine. For street wear the box back coat with natural shoulders will have the call. This coat will have well draped lines.

Trousers for young men will call for more generous size in seat, legs and bottoms than in the past few seasons.

Vests will be cut single breasted with short sharp bottom corner openings of moderate length and closing with five buttons.

Specifications for Men's Sack Coats

(Based on Size 37)

One Button, Single Breasted

Waist Length—16½; Full Length—30½; Blade Effect—Easy; Back Effect—Medium Form; Back Finish—9" Vent; Shoulder Width—5; Shoulder Effect—Natural; Shape of Lapel—Peak; Dimension of Lapel—3¼; Shape of Front—Slight Cutaway; Buttons Set from Edge—¾; Front Effect—Chesty; Style of Pocket—Regular; Sleeve Size at Elbow—15; Sleeve Size at Hand—11½; Sleeve Finish—Vent 2 Buttons.

Two Button, Single Breasted

Waist Length—16½; Full Length—30½; Blade Effect—Easy; Back Effect—Semi-Form; Back Finish—10" Vent; Shoulder Width—5; Shoulder Effect—Natural; Shape of Lapel—Peak; Dimension of Lapel—3¼; Shape of Front—Slight Cutaway; Button Spacing—4; Buttons Set from Edge—¾; Front Effect—Medium Chesty; Style of Pocket—Regular; Sleeve Size at Elbow—15; Sleeve size at Hand—11½; Sleeve Finish—Vent 2 Buttons.

Three Button, Single Breasted

Waist Length—16½; Full Length—30½; Blade Effect—Easy; Back Effect—Medium Form; Back Finish—9" Vent; Shoulder Width—5; Shoulder Effect—Natural; Shape of Lapel—Notch; Dimension of Lapel—3¼; Shape of Front—Slight Cutaway; Button Spacing—3¼; Front Effect—Medium Chesty; Style of Pocket—Regular; Sleeve Size at Elbow—15; Sleeve Size at Hand—11½; Sleeve Finish—Vent 2 Buttons.

Two Button, Double Breasted

Waist Length—16½; Full Length—30½; Blade Effect—Easy; Back Effect—Semi-Form; Back Finish—10" Vent; Shoulder Width—5; Shoulder Effect—Natural; Shape of Lapel—Peak; Dimension of Lapel—3½; Shape of Front—Straight; Button Spacing—4½; Buttons Set from Edge—4½; Front Effect—Medium Chesty; Style of Pocket—Regular; Sleeve Size at Elbow—15; Sleeve Size at Hand—11½; Sleeve Finish—Vent 2 Buttons.

Specifications for Young Men's Sack Coats

(Based on Size 36)

One Button, Single Breasted

Waist Length—16½; Full Length—31; Blade Effect—Close; Back Effect—Shapely; Back Finish—14" Hook Vent; Shoulder Width—4¾; Shoulder Effect—Natural; Shape of Lapel—Peak; Dimension of Lapel—2¾; Shape of Front—Straight; Button—Link; Front Effect—Chesty; Style of Pocket—Regular; Sleeve Size at Elbow—14; Sleeve Size at Hand—11; Sleeve Finish—Open Vent 1 Button.

Two Button, Single Breasted

Waist Length—15½; Full Length—30½; Blade Effect—Close; Back Effect—Shapely; Back Finish—12" Hook Vent; Shoulder Width—4½; Shoulder Effect—Natural; Shape of Lapel—Peak; Dimension of Lapel—2¾; Shape of Front—Straight Round Corners; Button Spacing—3½; Buttons Set from Edge—¾; Front Effect—Chesty; Style of Pocket—Regular; Sleeve Size at Elbow—14; Sleeve Size at Hand—11; Sleeve Finish—Vent 3 Buttons.

Three Button, Single Breasted

Waist Length—15½; Full Length—30½; Blade Effect—Close; Back Effect—Shapely; Back Finish—12" Hook Vent; Shoulder Width—4¾; Shoulder Effect—Natural; Shape of Lapel—Notch; Dimension of Lapel 3; Shape of Front—Slight Cutaway; Button Spacing—3½; Buttons Set from Edge—¾; Front Effect—Chesty; Style of Pocket—Regular; Sleeve Size at Elbow—14; Sleeve Size at Hand—11; Sleeve Finish—Vent 3 Buttons.

Four Button, Single Breasted

Waist Length—16½; Full Length—30½; Blade Effect—Easy; Back Effect—Medium Shapely; Back Finish—No Vent; Shoulder Width—4¾; Shoulder Effect—Natural; Shape of Lapel—Notch; Dimension of Lapel—3; Shape of Front—Slight Cutaway Rounded Corners; Button Spacing—3½; Buttons Set from Edge—¾; Front Effect—Medium Chesty; Style of Pocket—Regular; Sleeve Size at Elbow—14½; Sleeve Size at Hand—11; Sleeve Finish—Vent 3 Buttons.

One Button, Double Breasted

Waist Length—15½; Full Length—30½; Blade Effect—Close; Back Effect—Shapely; Back Finish—13" Hook Vent; Shoulder Width—1½; Shoulder Effect—Natural; Shape of Lapel—Peak; Dimension of Lapel—3½; Shape of Front—Straight; Front Effect—Chesty; Style of Pockets—regular; Sleeve Size at Elbow—14; Sleeve Size at Hand—11; Sleeve Finish—Vent 3 Buttons.

Two Button Double Breasted

Waist Length—15½; Full Length—30½; Blade Effect—Close; Back Effect—Shapely; Back Finish—12" Hook Vent; Shoulder Width—4½; Shoulder Effect—Natural; Shape of Lapel—Peak; Dimension of Lapel—3¼; Button Spacing—4; Buttons Set from Edge 4; Front Effect—Chesty; Style of Pocket—Regular; Sleeve Size at Elbow—14; Sleeve Size at Hand—11; Sleeve Finish—Vent 1 Button.

Specifications for Men's Tuxedo

(Based on Size 37)

Waist Length—16; Full Length—30½; Blade Effect—Easy; Back Effect—Medium Form; Back Finish—10" Vent; Shoulder Width—5; Shoulder Effect—Natural; Shape of Lapel—Peak; Dimension of Lapel—3; Shape of Front—Straight Round Corners; Buttons—Link; Front Effect—Medium Chesty; Style of Pocket—regular; Sleeve Size at Elbow—15; Sleeve Size at Hand—11½; Sleeve Finish—Vent 3 Buttons.

Specifications for Young Men's Tuxedo (Based on Size 36)

Waist Length—15½; Full Length—31; Blade Effect—Close; Back Effect—Shapely; Back Finish—12" Hook Vent; Shoulder Width—4½; Shoulder Effect—Square; Shape of Lapel—Notch; Dimension of Lapel—2¾; Shape of Front—Straight; Buttons—Link; Front Effect—Chesty; Style of Pocket—Narrow Flap; Sleeve Size at Elbow—14; Sleeve Size at Hand 11; Sleeve Finish 1½" Cuff.

Specifications for Men's Full Dress (Based on Size 37)

Waist Length—17; Full Length—39; Blade Effect—Close; Back Effect—Shapely; Shoulder Width—4¾; Shoulder Effect—Natural; Shape of Lapel—Peak; Dimension of Lapel—3; Button Spacing—3; Front Effect—Chesty; Style of Pocket—Breast Welt; Sleeve Size at Elbow—15; Sleeve Size at Hand—11½; Sleeve Finish—Vent 3 Buttons.

Specifications for Young Men's Full Dress (Based on Size 36)

Waist Length—16½; Full Length—39; Blade Effect—Close; Back Effect—Shapely; Shoulder Width—4½; Shoulder Effect—Square; Shape of Lapel—Peak; Dimension of Lapel—2¾; Button Spacing—2½; Front Effect—Chesty; Style of Pocket—Breast Welt; Sleeve Size at Elbow—14; Sleeve Size at Hand—11; Sleeve Finish—Cuff and Vent.

Specifications for Overcoats (Based on Size 36) Top Coats

Full Length—41; Blade Effect—Full; Back Effect—Box; Shoulder Width—5; Back Finish—Plain Vent; Shoulder Effect—Natural; Shape of Lapel—Notch; Dimension of Lapel—3¾; Style of Collar—Same; Button Spacing—5; Buttons Set from Edge—2½; Front Effect—Button Through; Style of Pocket—Patch and Flap; Sleeve Size at Elbow—16; Sleeve Size at Hand—13; Sleeve Finish 2½" Cuff.

Spring Overcoats

Waist Length—17; Full Length—40; Blade Effect—Medium; Back Effect—Medium Form; Back Finish—Hook Vent; Shoulder Width—5; Shoulder Effect—Natural; Shape of Lapel—Notch; Dimension of Lapel—3½; Style of Collar—Same; Button Spacing—5; Buttons Set from Edge—2½; Front Effect—Button Through; Style of Pocket—Regular; Sleeve Size at Elbow—16; Sleeve Size at Hand—13; Sleeve Finish—Plain Vent.

Chesterfield Overcoats

Waist Length—17; Full Length—41; Blade Effect—Easy; Back Effect—Medium Form; Back Finish—Plain Vent; Shoulder Width—5; Shoulder Effect—Natural; Shape of Lapel—Notch; Dimensions of Lapel—3¾; Style of Collar—Same; Button Spacing—5; Buttons Set from Edge—3; Front Effect—Fly;

Style of Pocket—Regular; Sleeve at Elbow—16; Sleeve Size at Hand—13½; Sleeve Finish—Plain Vent.

Raglan

Waist Length—17; Full Length—44; Blade Effect—Easy; Back Effect—Box-Belt All Around; Back Finish—Plain; No Vent; Shape of Lapel—4½; Effect—Button Through; Style of Buttons Set from Edge—2½; Front Pocket—Patch and Flap; Sleeve Size at Elbow—17; Sleeve Size at Hand—14; Sleeve Finish—2½" Cuff.

Raincoats

Waist Length—17; Full Length—44; Blade Effect—Full; Back Effect—Box; Back Finish—Inverted Pleat; Shoulder Effect—Natural; Dimension of Lapel—5; Style of Collar—Convertible; Button Spacing—6; Buttons Set from Edge—6; Front Effect—Double Breasted; Style of Pocket—Patch and Flap; Sleeve Size at Elbow—17; Sleeve Size at Hand—14; Sleeve Finish—2½" Cuff.

Specifications for Men's Vests (Based on Size 37)

Style—Single Breasted; Bottom Corners—Slight Cutaway; Collar—No; Length of Opening—14; Length—27; Number of Buttons—5; Style of Upper Pockets—Welt; Style of Lower Pockets—Welt.

Specifications for Young Men's Vests (Based on Size 36)

Style—Single Breasted; Bottom Corners—Short Sharp Points; Collar—No; Length of Opening—14½; Number of Buttons—5; Style of Upper Pockets—Welt; Style of Lower Pockets—Welt.



A recent appointment of interest to the clothing trade is that of Mr. J. E. Flanagan, to be Director of the Woolen Textile Department of John W. Peck & Co., Ltd., Montreal. Mr. Flanagan has been selling and buying woollens for 25 years and is widely known in his chosen field in Canada and abroad.

Specifications for Men's Trousers Based on Size 33 Waist

Style Effect—Regular; Width at Knee 19; Width at Bottom—16; Bottom—Plain.

Specifications for Young Men's Trousers (Based on Size 31 Waist)

Style Effect—Straight; Width at Knee—18; Width at Bottom—15; Bottom—Cuff.

Boys' Styles, Boys' Coats (Based on Size 12)

Single Breasted, Two Button

Full Length—24½; Blade Effect—Easy; Back Effect—Semi-form; Belt Finish—Two Buttons; Shoulder Width—4; Shoulder Effect—Square; Shape of Lapel—Semi-Peak; Dimension of Lapel—2¾; Shape of Front—Nearly Straight; Button Spacing—3½; Buttons Set from Edge—1½; Style of Pocket—Patch; Sleeve Size at Elbow—12½; Sleeve Size at Hand—10; Sleeve Finish—Imitation Vent.

Single Breasted, Three Button

Full Length—24½; Blade Effect—Easy; Back Effect—Semi-Form; Belt Finish—2 Buttons; Shoulder Effect—Square; Shoulder Width—4; Shape of Lapel—Notch; Dimension of Lapel—3; Shape of Front—Straight; Button Spacing—3½; Buttons Set from Edge—1½; Style of Pocket—Regular; Sleeve Size at Elbow—12½; Sleeve Size at Hand—10; Sleeve Finish—Imitation Vent.

Double Breasted, Two Button

Full Length—24½; Blade Effect—Easy; Back Effect—Semi-Form; Belt Finish—2 Buttons; Shoulder Width—4; Shoulder Effect—Square; Shape of Lapel—Semi-Peak; Dimension of Lapel—3; Shape of Front—Straight; Button Spacing—3½; Buttons Set from Edge—4; Style of Pocket—Patch and Flap; Sleeve Size at Elbow—12½; Sleeve Size at Hand—10; Sleeve Finish—Imitation Vent.

Double Breasted, Three Button

Full Length—24½; Blade Effect—Easy; Back Effect—Semi-Form; Belt Finish—2 Buttons; Shoulder Width—4; Shoulder Effect—Square; Shape of Lapel—Semi-Peak; Dimension of Lapel—3; Shape of Front—Straight; Button Spacing—4; Buttons Set from Edge—4; Style of Pocket—Regular; Sleeve Size at Elbow—12½; Sleeve Size at Hand—10; Sleeve Finish—Imitation Vent.

Boys' Raincoat

(Based on Size 14)

Full Length—39; Blade Effect—Easy; Back Effect—Box; Belt Finish—Take up, Buckle; Shoulder Width 4½; Shoulder Effect—Natural; Shape of Lapel—Semi-Peak; Dimension of Lapel—4; Style of Collar—Convertible; Button Spacing and Number of Buttons—5½" —3 Buttons; Buttons Set from Edge—5½; Style of Pocket—Patch and Flap; Sleeve Size at Elbow—14½; Sleeve Size at Hand—12½; Sleeve Finish—Tab, 2 buttons.

(Continued on Page 48)

Neckwear For Three Groups of Men

What Kind of Neckwear Should the Fat Man Wear?—The Very Thin Man—The Medium Man—Correct Choice of Colors in Neckwear—How to Tie Knots Properly—Emphasize Quality in Neckwear

IN TALKING with haberdashers in different parts of Eastern Canada, Men's Wear Review has gleaned some interesting points with regard to the sale of neckwear, by which is meant both collars and neckties. The outstanding fact brought out by most salesmen referred to the necessity of using unusual methods in handling both these lines if success and future patronage are to result. The majority seemed to feel that there is too much sameness in the selling of all lines of neckwear, and a leading haberdasher who presides over a smart specialty shop in Ottawa stated that he considered there were more points to be studied by the salesman in regard to these lines than in almost any other type of merchandise.

Good Rules to Follow

Those men who have built up a reputation for their ability to sell collars and ties always stress the following four points, when asked how they go about a sale. First of all, the salesman must know how to classify his customers into three groups, those who have long necks, short necks and medium, or normal, necks. Second, he must be familiar with color preferences, and be able to advise the most becoming shade for any type of skin, dark, ruddy or pale. Third, every salesman must know how to tie a scarf correctly whether in a bow or in a knot. Fourth, the salesman should invariably show his best qualities first.

The reason for the classification of customers is perfectly obvious. One of the inexplicable things about human nature is the fact that the average person apparently cannot see himself as others see him, or he would not be seen so often in the type of clothing which accentuates his less attractive features. Why is it we so often see a man with a long thin neck, arrayed in one of the new low-cut collars and the narrowest of string ties? He finds it comfortable, no doubt, and cares little about how it looks. And again, who can say why the short, fat man will insist upon wearing a wide bow tie which makes his face appear even broader than it is? In cases such as these, it is exceedingly important that the salesman should be able to size up his customer at a glance in order to correct this error with tact and courtesy.

The safe rules to follow in every case are logical. The long necked man should invariably adopt a medium or high collar, together with one of the new and extremely smart bow ties. He should avoid the usual type of soft collar which tends to shrink still lower, but the newer unshrinkable kinds ought to provide him

with exactly what he requires from the points of view of comfort and good appearance. This type of customer, furthermore, is best advised to keep away from collars with long points in front. When he absolutely insists upon being sold a regulation soft collar he is advised to take the best quality, as the chances of shrinkage are lessened in the finest grades.

The short, fat man with a stocky neck, who is desirous of appearing more slender and taller, should eschew every type of high collar and cling to low shapes definitely, especially those which tend to points in front or the wing effects, now coming in more than ever. Ordinary soft collars, also, although so comfortable to wear, are not advisable for the short-necked man, because of the habit of shrinkage above referred to, as well as because they do not tend to give a neat, well-groomed appearance, and the short-necked man, above all others, requires to guard against the badly groomed effect of wrinkled linen. The new medium width or finely knitted silk tie should be entirely appropriate for wear with these low collars. The weave of the knitted tie, is important for the reason that some of the less expensive grades make a bulky, large knot that is not becoming to the short-necked man.

Choice of the Average Man

The third class of men, those who are average, should at all times strike a happy medium between low and high collars and stick to four-in-hands tied with the smallest possible knot. The three-inch flowing-end scarf should be quite wide enough for him, and all styles of collars, soft, semi-stiff, starched, may be chosen, provided a medium height is always kept in mind. After a man's neck size has passed 15½ he should be classed among the large sizes, and his needs governed accordingly.

Another failing into which most men fall, just as in the habit of choosing the wrong type of collar, is the selection of the most becoming shade for their individual coloring. Most expert salesmen say that the pale, fair-haired type of customer should confine his choice to blues, grays, browns and greens in the lighter shades only, either in plain colors or in combinations. Blue with white polka dots is said to be good for this type of complexion as well.

The more pronounced colors and patterns may be selected by the man with a more florid complexion, and the very swarthy man will look best in dark-hued neckwear, as in both cases, the facial coloring is offset by the shade of the tie.

One of the greatest difficulties the salesman has to contend with in selling neckwear is the habit of the customer to cling to one style for all time. In the case of a scarf, the customer probably believes that only one certain shade suits him, and he follows it blindly. There are many men who cling to the all black scarf, believing it is in the best taste and fearing to attempt to wear any other color. In this connection, it might be suggested that the salesman make a study of the most correct type of tie to accompany different kinds of shirts. Then when a shirt sale is made, the salesman should show the customer the effect of a carefully chosen and artistic necktie, with this particular shirt, and the chances are very much in favor of the sale of both articles. Every sale of shirts, especially those sold in quantity to one customer, should be accompanied by the sale of one or more neckties. This is a logical result as can be recalled by the number of purple ties which can be sold at Easter with white or lavender-striped shirts, or during any summer month, when negligee and outing shirts are most in demand and appropriate neckwear seems a difficult choice.

The Tying of a Necktie

The third point mentioned earlier in this article, relating to the correct knotting of the tie, is emphasized because many salesmen have told Men's Wear Review that this particular point is usually ignored by the average man. Most men are afraid to tie a good, tight knot in their necktie and after a morning's wear it is apt to work loose. A good, firm knot is the only way to achieve a well-groomed neck-line, and here is where the value of a good tie comes in. A well-made necktie, reinforced by a facing on the under side, should stand up under frequent tyings and give good service, whereas a cheap tie cannot be used more than a few times under such treatment. The knot should be tied firmly enough to make the tie stand out about one inch from the shirt, but no more. A bulging effect is no longer in good taste.

Lastly, we come to the question of price. In all the better stores, the rule is to show the best first, regardless of whether customers appear to be seeking cheap or good merchandise. Always emphasize the fact that a good piece of silk, or a pure thread-silk knit tie, can be worn, cleaned, worn again, pressed any number of times, and so on, whereas in the case of cheap cut silk or fibre ties the quality does not warrant even the least expenditure of money or time in renovating them.

How Knit Underwear Is Made

Underwear Ranks Second in Importance of All Lines of Men's Furnishings Carried—Growth of Canadian Knitting Industry Has Been Phenomenal—Over \$30,000 Invested—Process of Manufacture Described

UNDERWEAR is a profitable line of merchandise and instead of standing at the bottom of the list of men's furnishings should rank at least second in importance of all lines carried in stock.

Last year an enterprising American manufacturer discovered that, out of 53 stores investigated, the total volume of underwear sales ran anywhere from 10 per cent. to as high as 33 per cent. as against the store's volume of business. According to this manufacturer shirts, neckwear, hats and hosiery are sold in higher proportion to underwear and are in every way given more showing in the average men's wear store, yet underwear possesses a thousand different features which are invaluable as selling points if thoroughly understood, besides which the process of manufacture and the numerous different styles now on the market provide an almost inexhaustible source of interest to the salesclerk who will take the trouble to think of knitted underwear as something more than a mere necessity.

Methods of Manufacture

To begin with some facts about the knit goods industry, it should be remembered that the majority of knit underwear garments made in this country are cut from fabric knit in tubular form and sewed up. There is little full-fashioned goods, therefore, the method of manufacture is almost uniformly done in the manner hereafter described.

Winding is the first process, though there are large mills which start with the raw cotton and spin their own yarn. Generally yarn is purchased. The circular underwear knitting machine does not knit the garment but it knits rolls of tubular fabric, forming a continuous piece of double thickness when laid flat. Its width is determined by the size of garment to be made. The rolls of knitted fabric are washed after coming from the machine. Usually they are treated with a chemical of alkaline properties. In the case of balbriggan, an oil is used to soften the fabric. Bleaching takes place in this part of the process, then packed in an extractor, the cloth is whirled at high speed to force out the water. The drying is accomplished by blowing hot air through pipes over which the fabric is placed, or by hanging the fabric on rollers in a heated drying chamber. In the case of fleeced underwear the cloth is run between sets of rollers which tear up the heavy backing yarn knitted in for this purpose.

Whether fleeced or not, the cloth now goes to the cutting room and is cut in lengths according to the sizes to be made, and is piled up to the limit of

cutting thickness either by hand or machine. Defective pieces already have been cut out and the cutter, working with a long, extremely sharp knife, or with an electric cutting machine, follows the pattern, the pieces being ready for the actual construction of the garment. They are inspected for defects, stamped with the size number and bundled in dozens.

Putting the Garmen: Together

The cuff or drawer bottoms are looped or seamed on the sleeves or legs, seaming more general because of the slowness of the looping process. The fabric is slit on a special rib-cutting machine though sometimes shears are used. The garment is now sewed together on a machine which at the same time trims off surplus material. Only the better grades of underwear are cover seamed. Shirts and union suits then are laid out to outline the neck, after which a machine cuts out the marked portion and stitched round the inside of the back of the neck. The front is then slit down as far as desired and the fronts are faced to strengthen the buttonholes. On the button side, a reinforcement is also added and spaces for the buttonholes are marked out and stitched around by a machine, a "plunger" knife automatically cutting the cloth inside the stitches. Buttons are also sewn on by a machine.

Final Processes

Following the processes outlined, come the pressing, folding, labeling and boxing, so that in the making of a knitted union suit the garment is not a work of a few pairs of hands, but comprises more than 30 operations between winding and shipping.

No branch of the textile industry in Canada can boast of such a rapid and altogether abnormal development as can the knitted goods branch. During the past decade the wonderful progress of the knit goods trade has been a conspicuous feature in Canada, an increase of 100 per cent. in the past ten years. The equipment of these mills, not only in motive power and machinery, but in dyeing, bleaching and finishing, is unsurpassed anywhere. Many of the mills are supplied with electric turbine power from the large rivers in Western Ontario, where most mills are located. The capital invested in Canadian knitted goods industry is approximately \$30,000,000.

The Canadian knit goods trade owes its origin to the town of Belleville, Ontario, where the first attempt to turn out goods on a commercial scale was made in 1857 by an Englishman who brought out three handknitting machines

and a quantity of yarns. Two years later this man became associated with a partner and between them, they developed power-made knit goods with success. Thus commenced the knitted goods business in this country which has become such a well known factor in the trade, the output of which reaches the sum of \$45,052,000 annually.

In an analysis of the preference of customers regarding styles of knit underwear the following list has been compiled, showing that medium weight wool union suits and two-piece garments are the biggest sellers for all year round wear for the country at large:

Union suit, knitted cotton in light weight, $\frac{1}{4}$ per cent.; in medium weight 3 per cent.

Union suit, wool, in light weight, $\frac{1}{4}$ per cent.; in medium weight 22 per cent.

Union suit, wool, in heavy weight, 9 per cent.

Two-piece suit, cotton knit, in light weight, $\frac{1}{2}$ per cent.; in medium weight 3 per cent.

Two-piece suit, wool knit in light weight, 1 per cent.; in medium weight 23 per cent.; in heavy, 7 per cent.

Knit Underwear for Summer

When customers ask about the coolest type of underwear for summer the sales clerk is safe in recommending knit underwear in a light weight because it rapidly absorbs and evaporates the surplus moisture of the body and prevents the wearer from taking a chill from damp clothing or overheated skin and open pores. The open structure of loosely spun yarn allows a freer circulation of air to envelop the body and in turn helps cool the surface of the skin by aiding evaporation. At the same time it should be remembered that this same type of underwear, maybe of somewhat heavier weight is an ideal warmth conductor as well, since it allows air to circulate and keeps the bodily temperature equal. Underwear of knitted cotton especially will launder perfectly and will not become lumpy or heavy. The flat knit garment of medium weight is therefore the ideal garment for all the year round use by any man who desires to get the maximum of comfort, value and use out of his purchase.

The Retail Clothiers and Furnishers Association of Virginia in semi-annual convention passed a resolution condemning the army and navy stores as misleading in their methods of operation.

Selling Below Cost an Unfair Method

Price Cutting is Price Making—If Profitable Must Exceed Seller's Cost—Operating More Than One Store, No Excuse For Price Cutting—Should Practise Cost Accounting

By NELSON B. GASKILL, Chairman U.S. Trade Commission

A SELLING price has two points or poles of reference. It bears a variable current of other prices offered contemporaneously which constitute the "market." It may be either above or below the market at the option of the seller. In this phase a selling price is governed solely by the desire of the seller to obtain a sale. The other relation is to the cost accrued against the commodity when offered for sale. This production cost is fixed by operations of the seller and cannot be volitionally varied except as the processes prior to offer for sale may be modified and result in a lessening of charges.

It is axiomatic that a selling price must include a margin over production cost sufficiently large to include a balance after deduction of all charges incurred but not properly included in production cost, if the sale is to result in a profit. A normal, profitable selling price, therefore, may range from the "market" as its maximum to "production cost" as its minimum. If it is above the market, it is not likely to induce a sale, and if it is below production cost, it will not produce a profit.

Competitive selling prices, therefore, which must range between market price and production cost if they are to be profitable, represent the desire of the seller to effect a sale within limits that he cannot transgress and over but one of which he can exercise any lawful control.

The Competitive System

The proper object of business is profit, and its necessary result must be profit. We have chosen to organize and conduct society upon the competitive system. The fundamental principle of the competitive system, the impelling cause of its adoption, and our adherence to it are that, properly applied, it tends always to an adequate return for the productive effort. It is an economic recognition of the truth in the statement that "the laborer is worthy of his hire."

Each member of society is at once a producer and a consumer, operating in both capacities on a competitive basis. It is often assumed that the consumer is a distinct class wholly apart from producers, but such assumption is a fallacy. The producer-consumer character of each member of society is fixed by necessity, and the principles that govern his productive operations in which he is the seller also regulate his actions as a consumer or a buyer. Each individual standing alone, just as soci-

ety in mass, conducts this double operation.

But when the question is put to the individual in his capacity as consumer-buyer or to the mass of society in that character, "At what price are you entitled to receive that which someone else has produced?" the answer is likely to be, "For nothing if we can get it; for as little as possible if we must pay at all."

The answer is wrong, because it prevents the existence of that equipoise the producer-consumer relation which the fundamental principle of the competitive system demands. In an isolated instance the seller has received less than an adequate return and the buyer more. Multiply the individual into the sum total of all individuals in society, extend the operation of the theory to universal application, and there is exhibited an organized society of producer-consumer units, asserting and at the same time denying the right of a return for productive effort that equals the cost of production. This is exactly the condition that now obtains.

What Price Cutting Means

Each individual in his capacity as a producer is entitled to a profit, and each in his capacity as a consumer is obligated to pay a price that yields a profit.

If you deny this, it seems to me that your alternative is in its logical conclusion an assertion of the right to reduce some part of mankind to slavery; because, if it is right to take part of an individual productive effort below its cost, it is right to take the whole effort and its result without any compensation whatever.

Price cutting is, of course, price making. It is the expression of the extent or degree of the desire to sell. It may be directed against the market, in which event it is adverse to all competitors, or it may be thrown forward against competitors in a particular locality or against a particular competitor. It may represent the seller's relation to conditions of supply and demand, it may express his individual preference for volume of sales, it may represent his efficiency and advantageous location as shown in his relatively lower cost; but if it is to be profitable it must exceed the seller's individual cost, and if it is to be consistent with the fundamental principle of the competitive system it cannot be less than the seller's own cost.

Habitual selling below cost as a

method of doing business is in my judgment an unfair method of competition.

There are circumstances, of course, that justify its emergent use, just as there are conditions that justify the amputation of a limb; but these are outside the rule, not exceptions within it. The necessity of liquidation, for keeping an organization going through temporary stress, possibly during the introduction of a new industry in a competitive field, are emergencies that justify impairment of capital; but selling below cost is no more a part of the ordinary conduct of business under the competitive system than self mutilation is necessary to living.

Competition May Increase Prices

We erroneously assume that all properly directed competitive efforts, as they are more and more efficiently performed, tend to a reduction in price to the consumer. They may quite as well and with equal justification increase the return to the producer and be exhibited in effect as an increased price to the consumer. It is quite apparent that when efficient methods of distribution and marketing adjust supply to demand properly, relieving one glutted market and supplying others previously short, the tendency is to a rise in price in the long market, a fall in the short market, and a settling of the general price level above its previous average. It does not follow then that the denial of the existence of the right to sell or buy below the seller's cost is a limitation upon the freedom of competition.

STYLE SPECIFICATIONS FOR 1923

(Continued from Page 41)

Boys' Top Coat

Full Length—36; Blade Effect—Easy; Back Effect—Box; Belt Finish—Take up, 2 Buttons; Shoulder Width—4½; Shoulder Effect—Square; Shape of Lapel—Notch; Dimension of Lapel—3¾; Style of Collar—Regular; Button Spacing and Number of Buttons—4½"—3 Buttons; Buttons Set from Edge—4½; Belt Effect—All Around Belt; Style of Pocket—Patch and Flap; Sleeve Size at Pocket—Patch and Flap; Sleeve Size at Elbow—14; Sleeve Size at Hand—12.

Boys' Trousers

Style Effect—Knickers; Width of Bottom—12; Bottom Finish—Strap, 2 Buttons.

NEWS OF THE CLOTHING TRADE

James McGowan, manager of the men's and boys' clothing manufactory of the T. Eaton Co., Ltd., of Toronto, was found dead at his home on July 12th. Mr. McGowan started with the Eaton Company 27 years ago as a clerk in the clothing department.

Tariff duties on woollen blankets ranging from 20 cents per pound and 30 per cent. ad valorem to 40 cents per pound and 40 per cent. ad valorem were recently approved by the U. S. Senate. The Underwood law rate was 25 per cent. ad valorem.

The Clothing Workers' strike in Montreal came to an end after a few days out.

David Green, of Windsor, was out \$5 and a pair of trousers as a result of a false cheque passed to him by a woman who signed her name Irene Eaton.

On May 30th Schroeder's tailor shop of Elmira was broken into and a quantity of merchandise stolen. As a result of this and two other offences, Walter Heintzman was recently sentenced by Magistrate Weir of Kitchener to four years at Kingston.

The Prince of Wales is regarded in England as one of the foremost leaders in style for men.

George Naylor & Co. of Ingersoll sustained the loss of four plate glass windows on August 8th. A young man cranked his car with the clutch in about one hundred yards from Mr. Naylor's store. It started down street and crashed into his handsome store front smashing four large panes of plate glass. A little boy was run down by the runaway car and had to be taken to the hospital.

Edison the inventor says he keeps fit because he keeps a healthy body and does not wear tight fitting clothes.

Some of the Toronto beauty parlors are giving men the Marcel wave.

A small blaze recently occurred in the store of Wm. Luxemburg of Gananoque. It was extinguished before any damage was done.

A "smooth stranger" recently operated successfully in Mount Dennis. He relieved three citizens of \$10, \$7 and \$5 respectively after taking orders for suits of clothing. These deposits were placed with the smooth stranger who was never heard of afterwards. Who was it said there was a fool born every minute?

P. Bellinger, Limited of Toronto, is making extensive alterations to his King street store. In connection with these, he ran an alteration sale.

Approximately \$150,000,000 is invested in the Dry Cleaning plants of the United States and over 300,000 people are employed.

"BUT HOLD ON A MINUTE"

That is what E. R. Fisher, of Ottawa, said to a representative of Men's Wear Review when we asked him of what benefit it was to him to show a Barracuda, the tiger of the seas, in one of his windows in which an early showing was made of fall models during the first week in August.

Mr. Fisher said that the immediate result of this novel window was nil but that, looking ahead, it was worth much.

A picture of the window and a story about it will be told in the September issue of Men's Wear Review, which will also be our annual fall number.

Watch for it.

J. W. Worth of the Canadian Woollens Company, states that their company lost \$5,000 as a result of a power shortage during one week in July.

J. Moran and G. E. McBride of Owen Sound, have dissolved partnership.

R. J. Young & Co., of London, recently advertised that they would give free a box of chocolates with each tie sold on a Saturday for 79 cents.

A damage of \$6,000 by fire is the loss sustained by the Lynes' Clothing store of Windsor, in a recent blaze.

The American Clothing Company opened a store in the Yarmouth Hotel Block, Yarmouth, on July 15th.

Senator Walsh of the United States, estimates that the recent new duties imposed on wool in that country, will cost the people of the U. S. \$200,000,000.

Textile Trade In England

Brighter Outlook in Cottons—General Tone is Good in Woollen Trade

The following information comes from F. W. Field, British Trade Commissioner of Ontario:

Cotton.—While the outlook with regard to cotton yarn and piece goods is generally reported to be brighter, and in a number of cases employment is steadily, if slowly, improving, there have been no very outstanding features during the past month.

For piece goods some of the Far Eastern markets have been slightly more prominent, while the South American trade has improved.

British Cotton Growing Association.—The annual report recently published contains some interesting information regarding difficulties successfully overcome and of progress made. The efforts of this association have been largely directed towards those districts where insufficient transport and untrained native labor present very real difficulties, and the fact that, despite these obstacles, profits have been made is highly commendable and encouraging. In Nigeria, for instance, a threatened loss was ultimately converted into a profit of over £16,700. The production of cotton in what are known as "new fields" in the Empire was notably higher in 1921, at 165,000 bales of 400 lbs., than in 1920, and promises to exceed that figure in the current year. Uganda, Nigeria, and the Sudan are now established as growing centres from which large supplies may confidently be anticipated in the future.

Wool.—Business in Bradford continues to be conducted on somewhat restricted lines, but the general tone is good and there are indications of returning confidence in values. The continued demand for fine combing wool, the limited output from the combs, and the increasing consumption at home and abroad are factors which tend to encourage the belief that prices will be maintained.

Considerable sales of average Cape tops have been made at 4s. 6d., prices which do not suggest any lack of confidence in the future.

Top makers' quotations for merinos show little change, but cross-breds are easier in sympathy with the decline in London.

MacDonald & Gay of Galt, have purchased the business formerly known as "The Hub."

Give Real Money in Clearance Sale

J. P. Farrell, of Fredericton, N.B., Says That Unusual Methods Must Be Used in Clearance Sales to Get People to Spend Their Money—Giving Money Helps Them to Spend It—Also Makes Strong Appeal to the Ladies—Dress Windows With Bank Notes

J. P. FARRELL, proprietor of the Royal Store, Fredericton, N. B., has a theory that mid-season clearance sales need to be run on original lines if they are to hit the target aimed at, namely, to dispose of all remnants of merchandise before starting a new season. In the average town of less than 10,000 population there is apt to be a similarity in merchandizing methods as practiced by local retailers which tends to make the buying public somewhat comatose when anything called a sale is announced. Startling announcements and unusual features require much careful planning and forethought on the part of the retailer who intends to put over anything of this nature in connection with his clearance sale, but granted that his plans have been well laid and precautions against failure taken, even the most conservative town will respond with alacrity once the advertising bait is swallowed.

"The public" remarked Mr. Farrell to a staff member of Men's Wear Review, "cannot be expected to buy goods that are not actually needed simply because such goods are cheap. The public must be given a reason for buying and must be tempted and roused into expectancy, and then it will buy anything. This is the main reason why I postponed my clearance sale this season until the beginning of August, or until most of the other clearance sales were finished. Then I decided to try a plan of holding a three-day sale, each day of which was a special event with unusual features, the principal attraction being the fact that I gave away real money with every sale of a suit of clothes for boys or men."

Dressed Window With Bank Notes

According to Mr. Farrell, the idea of giving the customer cash instead of marking down the price is the most successful idea he has ever tried out and is certainly worth recommending to any retailer who wishes to reduce stock quickly. To give widespread publicity to the sale, Mr. Farrell had one of his display windows dressed with the suits together with dozens of crisp new bank notes in denominations of \$2; \$5; and \$10, which were literally "draped" around the window, and announcement was made on a show card that one of these bills would be given with every suit purchased on the following days. When the doors opened on the initial day of the sale there was an eager throng of both men and women who rapidly picked up the twenty suits offered at \$5 apiece, featured as a starter, while numbers of others came to purchase suits from regular stock, with each of which a \$10 bill was given when the purchase price was above \$25. Boys'

suits also carry a rebate in cash above the prices of \$7 and \$12 varying from \$2 to \$5.

Ladies' Day Attracts Women Buyers

The first day of this event was called Opening Day, the second Ladies' Day, and the last day, Saturday, the Big Day, in which every member of the family could find a bargain to suit his needs. Prices on all goods were marked away down and hundreds of genuine bargains were offered, but no goods could be exchanged, charged or taken home on approval.

Mr. Farrell is justly proud of his success in the men's wear business begun in a small way, some thirteen years ago. Since then the original store has been enlarged three times and is now more than 100 feet deep and is equipped with the latest fixtures for clothing, comprising six large revolving rack cabinets, with headwear and shirt display cases to match carried out in solid oak. The policy of the business is based on 'quality and satisfaction to all'.

Mr. Farrell is an enthusiastic sportsman as well as a successful retailer and takes great interest in the local Base Ball Club, on the executive of which he is a valued member. He is particularly interested in the welfare and interests of the man who works and takes pride in being 'hail fellow well met' with everyone.

Gives Best Value At Low Profits

Although during sale time, the Royal Store makes it a policy to feature odd figures in prices, carrying out the idea of doing things differently, yet at ordinary times, the opposite plan is followed, and even numbers are used. Going further, Mr. Farrell believes firmly in the habit of taking less profit than was customary a few years back and prices clothing and furnishings at a close margin which means that sales roll up quicker and competition is impossible. A suit which should really be marked at \$38, is priced at \$35, in the Royal Store on the theory that cash is better than merchandise on the shelves any day. Every day merchandizing is done a little differently so that nothing becomes monotonous either for the staff or the public in the matter of display of goods. "It is the merchant who varies his daily routine of merchandizing who never finds business dull" according to Mr. Farrell.

K. G. McRae of Revelstoke, B.C., has opened his new store after the disastrous fire of last spring. He put in a complete new stock of men's and boys' furnishings, boots and shoes, etc.

Hickok Holds Semi-Annual Convention

Representatives Attend From U. S. And Foreign Countries—Confidence in Future

The semi-annual convention of the salesmen of the Hickok Manufacturing Company, was held at Rochester, N. Y. Hickok salesmen from all parts of this country, as well as foreign countries, attended the convention; and it was one of the largest and liveliest conventions ever held by this company.

Daily meetings were held at the factory, at which the salesmen were acquainted with the new line of Hickok belts, buckles and beltograms and new methods of selling. There were many discussions of the sales possibilities of the various new additions to the line; experiences in selling the line in various territories were exchanged by the salesmen.

On Saturday, July 8th, a picnic was given to the salesmen and employees of the company at Island Cottage Beach near Rochester. Athletic games were entered into enthusiastically by the salesmen and men and women employees of the factory, as well as the officers of the company. An elaborate menu added to the joy of the occasion and "a good time was had by all."

The convention closed on Friday evening, July 14th, with a banquet at the Rochester Club, which was attended by the executives, salesmen, and advertising agent of the company; all of whom, in turn, addressed their fellow-diners.

The following attended the banquet:

Jes. H. Nusbaum, Milton A. Nusbaum, Dan Nusbaum, George Lanni, John Lanni, Morrie Levy, Wm. H. Kallusch, Elmer N. Kallusch, M. W. Heinrichs, John F. Moran, Henry Halms, Leo H. Schiff, Sol Schwartz, Al Stein, Harry A. Levy, Harry Friedman, Jack L. Berlove, A. M. Boosey, Chas. W. Ovensburg, M. D. Fauman, G. D. MacLean, W. A. Walsh, Mr. Gorsuch, M. Sashs, R. P. Lopez, Mr. Hayms, A. Rosengarten, S. Rae Hickok, L. W. Shields, H. R. McAdam, Eben. Halley, H. A. Hamilton, A. E. McCoy, E. S. Mix, H. W. Schulze, I. C. Devendorf, C. Henry Mason, Adv. Counsel, Chester Keehley, Pianist.

Conspicuous was the absence of Tom Lanni, who had recently undergone an operation. A candle was lighted for him at the table and burned throughout the dinner.

An "Avoid" List Helps Cut Overhead

Merchandise Manager Says That Habit of Conserving Developed During the War Seems to be Forgotten Now—Simple Little Habits of Wastefulness Mount Up Into Many Dollars—Prodigal Use of Wrapping Paper, Pins, Cartons, etc., to be Eschewed

DISCUSSING the ever vital subject of how to reduce the cost of selling merchandise in the average store, some pertinent suggestions were offered to Canadian Grocer by a Montreal merchandise manager. The fact which he kept foremost in the discussion of how to bring down overhead was that we are forgetting the meaning of the word "conservation" which used to be heard so frequently during the war years, and we are lapsing back into many uneconomic practices which are indicative of habits of extravagance, of carelessness, and which need to be constantly supervised. Making the most of resources—a fundamental principle of good management at all times—is of supreme importance when reduction of overhead cost becomes imperative. Just as during the early months of the Great War, leading merchants got together to discuss measures for reducing waste in materials and equipment used in retail stores, for curtailing some expensive forms of service such as unnecessary number of daily deliveries and too liberal allowance of time for return of goods, etc., so the same problems are, to a great extent, calling for solution in these post-war days. As a result of a widespread revision of store policies, as a war measure the much indulged shopping public soon learned to be more reasonable in its demands, and public interest became aroused in the endeavor to aid merchants in their efforts to encourage conservation.

Common Forms of Waste

By a similar plan, those stores which find their overhead expense mounting instead of declining might adopt some of the recommendations made by the Montreal merchant. "I have issued the following list of things to be avoided in all the departments of this store," he remarked. "On the whole I find the most waste and carelessness in connection with wrapping and packing merchandise, but there are many other little leaks which have been eating up profits and are now coming under the axe."

The list was given as follows:

"Avoid forcing merchandise into too small an amount of paper, so that tearing results, and a second piece has to be used.

"Avoid a large box when a smaller and a cheaper one would accommodate the merchandise suitably.

"Avoid using tissue paper to pack inexpensive goods which need no such protection, or to fill up corners unnecessarily.

"Avoid wasting pins. Good pins are

expensive and as they can be used indefinitely, it is important that they be saved. Pick up the pins which drop on the floor.

"Avoid wasting pin-tickets, tags and rubber bands which may be used again.

"Avoid using more paste than is necessary in applying address tickets to bundles.

"Avoid using tissue paper for dusting instead of cloth dusters, or destroying boxes in which merchandise is returned when they are in good condition to use again.

"Avoid destroying empty merchandise cartons which could be used to advantage in the packing room.

"Avoid figuring and scribbling on printed forms instead of using waste paper or regular scratch pads. Do not tear off a corner of wrapping paper to do figuring on.

"Avoid wasting carbon paper in salesbooks, when it may be reversed and used as long again.

"Avoid wasting advertising leaflets. Cases have come to light where as many as 8 or 10 have been found in parcels, when only one should have been included."

The staff of this store has also been instructed to watch the electric lights burning in show cases, which may often be turned off when the sunshine is particularly bright, with a consequent saving.

Reducing Cost of Delivery

This firm has also effected a saving of money in connection with delivery of parcels. A rule has been recently put into force whereby no C. O. D. sales of less than \$1 will be accepted, nor will any article costing under this amount be sent. When the question of delivery comes up in connection with the sale of a small purchase, the sales clerk is instructed to enquire, "Will you take this with you?" instead of the opposite question, "Will you have this sent?" which invariably leads to acquiescence on the part of the customer.

Waste of time on the part of employees is discouraged by this store, which insists upon promptness in the morning and after lunch on the part of its staff. Care of store property is likewise emphasized in another recommendation which is worded as follows:

"Any salesman who finds it necessary to stand upon the counters or other fixtures at any time must use cardboard or other protecting substance under his shoes."

Employees are likewise enjoined to report anything which should be given instant attention such as an odor of

gas, a leaking pipe or faucet, or a latch out of order. Prompt attention in small matters frequently means a saving of much money in the end.

Departments of this store have shown improvement over past conditions since an investigation has been made with regard to the manner in which samples are given, or goods protected from dust and strong light, and from waste in over measuring. Every piece of goods handled by four salesmen for a period of seven days was re-measured and reweighed as a test of their accuracy and in each case losses from over measurement were discovered varying from 1½ cents a sale to three cents. Such lack of exactness in measuring and weighing may be responsible for heavy losses.

Sales Check Errors

Errors in writing and handling sales checks are always costly and in this connection, salespeople in this store are told to read over the name and address given to the customer before he or she leaves the department, lest an error may have been made inadvertently. This is usually done when change is being given.

One result already registered in connection with this campaign for conservation of store resources has been a new enthusiasm shown by the employees who have quickly recognized the advantages.

PLANNING INTERNATIONAL EXPOSITION

To arrange details for the organization of the Niagara Falls International Exposition, offices have been opened by the promoters in Buffalo. The project will evolve an expenditure of upwards of \$200,000,000 it is stated. Large appropriations from the governments of the United States, Canada, Europe, Asia, Africa and South America will be sought to erect and maintain permanent exposition palaces.

A prominent feature will be the display of the producers of textile mills. Working models will be installed showing the processes involved of every product manufactured in America.

Arrangements have been completed for the establishment of a Canadian branch of the Under and Watson Hosiery Co., in Guelph, Ont. The new mill will make silk stockings, socks and sport hose of all kinds.

Retailers Openly Oppose Receipt Tax

Convention of Eastern Ontario and Ottawa District Branch R.M.A. Passes Resolution Authorizing Dominion Board to Fight Tax on Receipts—Many Merchants Unaware of Nature of Receipts To Be So Taxed

BROCKVILLE, Ont.—Two hundred retail merchants, representative of various lines of trade in Ottawa and many parts of Eastern Ontario, assembled in convention in Brockville, Ont., this month unanimously endorsed the receipt tax resolution shown on this page. It was moved by A. D. Carscallen of Tamworth, and seconded by L. N. Poulin of Ottawa.

Thanks to the organizing ability of J. C. Campbell, secretary of the Eastern Ontario district, and to the valuable assistance rendered by the Brockville committee, the convention arrangements were carried out without a hitch. The attendance was good and the delegates entered enthusiastically and earnestly into the discussions. The chair was occupied by Henry Watters, president of the Eastern Ontario district association and managing director of the Standard Drug Co., Ottawa, and a lengthy but enlightening exposition of the Sales Tax was given by E. M. Trowern, secretary of the Dominion Board, Retail Merchants' Association of Canada.

In the evening a banquet was held in the town hall, and the business part of the programme was concluded Thursday morning.

The Brockville committee in charge of arrangements consisted of: A. M. Patterson, chairman; H. W. Gilhooley, vice-chairman; H. J. Muldoon, secretary, and William Rhoades, treasurer.

Let Businessmen Run the Country

The spirit manifested throughout the meeting was that the government should step aside and let businessmen run the business of the country. There was altogether too much interference with trade.

The delegates were welcomed by Mr. Patterson, who expressed the hope that the day was close at hand when every retail merchant in Canada would be identified with some branch of the R. M. A. He said it was in their interests to do so.

Mr. Trowern confined his remarks entirely to taxation matters. It was one of the most important and perplexing problems with which the association had to contend. The difficulty was that legislation was being introduced from time to time by men who knew absolutely nothing about business. In his opinion taxation should be simply to raise revenue, and for no other purpose. He said there were at present ten systems of taxation, all of which were tumbling over each other and costing the country thousands of dollars. There was not even a vestige of system about it. He compared the government plan

with that of the Retail Merchants' Association, where one assessment was made for all purposes.

Mr. Trowern thought Canada was too sparsely populated to have any cumbersome system of taxation. The time had come when it was up to the retail merchants to stand up to the government and demand their rights. There was no use waiting for another change of government, for one party was as bad as the other. "I would tell the politicians to step aside," he said, "and leave the business of this country to businessmen."

"Whereas in the opinion of this convention the placing of stamps on all receipts of ten dollars and over for the purpose of raising revenue is an unnecessary and annoying arrangement and one that will fail to accomplish the object in view, we recommend that the tax be abolished, and request the Dominion Board to take the matter up with the Government."

Judges Cannot Understand It

The speaker then proceeded to show the density of the act. Even the judges could not understand it. He was prepared to give one hundred dollars to some charitable institution, if anybody could explain to him what the Sales Tax Act meant.

Reference was next made to the classification of certain retail merchants as manufacturers, and Mr. Trowern pointed out that it was only after a great struggle that the government was induced to exclude certain retailers from

this classification. These included blacksmiths and tinsmiths, but there were still a number who were being unjustly placed under that classification, and therefore there was still a big fight ahead.

"I tell you," said Mr. Trowern, "that we have got to be consulted before the government puts over any more such freak legislation."

"It is not the people who are running this country, but the officials of the various government departments."

Receipt Tax

Following Mr. Trowern's address, there was a discussion of the receipts tax with the subsequent adoption of the resolution quoted above. From the discussion, it was seen that the delegates were very much at sea as to the government's intention in this regard. Some were under the impression that all retail merchants were obliged to give receipts whether they wanted to or not, and some could not make out, from the wording of the Act what a receipt constituted. Mr. Trowern said his impression was that a receipt was any slip of paper upon which an acknowledgment of purchase was made, whether it was only an ordinary scrap of paper or a regularly printed receipt.

Men's Wear Review representative pointed out that the department had not yet made any hard and fast rules. He had been informed by a high official that it was the intention in the near future to draft regulations governing this section, and until these were forthcoming it was only guess work to say what would and would not happen.

However, it was the general opinion that it was a clumsy piece of legislation and should be struck off the statute books before it had any opportunity of doing the harm it was bound to do.

Last Minute Doings at Brockville

The following wire was received from Men's Wear Review representative at the convention of Eastern Ontario retailers at Brockville.

Resolutions adopted on second day are as follows:—1. Request to the government to redraft the Sales Tax so its meaning will be better understood.

2. Convey to the government our regret that the legislation so carelessly drafted has been allowed to pass the House and Senate.

3. Request Dominion Board to have all advertisements referring to co-operative societies, farmers' clubs and chain stores

carefully scrutinized and to prosecute firms using false and misleading advertisements.

4. Request Dominion Board to strongly oppose proposed bill which would prevent manufacturers fixing prices on their product. Most members favored price fixing by manufacturers as long as sufficient spread was allowed.

It was the unanimous opinion that the provincial legislature was attempting to obstruct retail merchants from carrying on their business in a legitimate, honest and straightforward manner.

Snappy Ideas That Got Business

Scovil Bros., of St. John, Charter Special Car for Entire Fortnight—Give Radio Concert—E. C. Scott Engages Services of Impersonator Who Parades Streets Singing Original Songs About Scott's Merchandise

DESPITE the impression that the maritime provinces seldom countenance anything savoring of the extreme in regard to merchandising methods, it is nevertheless a fact that the stores of St. John and Halifax are fully as alert and keen to the pick-up business by means of novel methods as are any in the western or central parts of this country. Men's Wear Review has mentioned the fact of a large western firm employing a specially chartered street car to bring customers to the store during a special sale. This idea was also successfully tried by Scovil Bros., Limited, of St. John during their 34th Annual July Sale when they chartered a special car for an entire fortnight, which made half hour trips to all parts of the city from 9 a.m. until 6 p.m., or until 10 p.m. on Fridays.

The street car was filled on every journey, and each trip was made direct to Oak Hall on King street, Scovil Brothers' store. During the sale, also, the store inaugurated the first Radio concert ever given in the province for the pleasure of customers when the apparatus was installed in the splendidly equipped luggage department on the ground floor of the building where space was available for many listeners. A leading St. John vocalist was engaged to sing during this concert, at a broadcasting station some distance off.

Employs Vaudeville Artist

In the matter of original publicity stunts, the scheme tried out by E. C. Scott, proprietor of Scott's Toggery in Halifax, is second to none as a result getter. About twice a year this particular idea is tried out and was described to Men's Wear Review by Mr. Scott as follows: We send a man out from the store early every morning for a week, completely arrayed in our toggery from head to foot, and he perambulates the streets of Halifax, wearing a placard advertising the store.

As he goes he whistles and sings original songs about Scott's men's wear, and stops frequently to hold informal receptions on street corners when he tells how much his clothing cost, and invites people to notice the quality of his neckwear, or his gloves, and so on. Throughout a full week he does this, appearing in different outfits each day, and keeps up a running chatter on where Scott's toggery comes from, how it is made, and so on. As the man himself is a thoroughly experienced impersonator, he carries out his part perfectly and succeeds so well that after he has walked two or three blocks, the store begins to fill up with shoppers who

have been interested in the bargains and offers he has told them about. Whenever we have a special lot of goods to sell off, we invariably choose this manner of advertising them, and despite the fact that it savours of the sensational and Halifax is said to be somewhat conservative in its habits, this plan never yet has failed to produce 100% results.

Humorous Advertising

Snappy advertising, featuring topical events of the hour, is a specialty with the W. S. Munnis, Ltd., men's wear shop, of Barrington street, Halifax. Although the advertising space is not large it is well executed and invariably features a single line on each occasion. Here is a sample which appeared during July last which resulted in excellent business.

R-r-r-r-ain!
S-s-s-s-ale!

We've had so much rain this Summer we are afraid not a drop will fall during 1923 and as our raincoats are built to last that long, we're going to sell them off at a snappy price.

Tweeds that make you look like Allan A. Ryan at the time they were lending him that \$32,000,000. Belted. Sash pockets. Sizes 34, 36, 38, 42. They were \$20—

\$7.50

A handful that tipped the scales at \$25. \$10.

W. S. MUNNIS, Ltd.,
563 Barrington Street

MAKE BOOSTERS OUT OF KICKERS

(Continued from previous page)

Marshall Field said, "the customer is always right," because he didn't want this bad talk to go around when he would not be there to prove that the talker was a liar, so he paid to get the other kind of talk going, the kind which is free advertising.

Supposing you are imposed upon very frequently. Is it better to have them think you are "easy" than to say that your department is a trap? The woman who gets the best of a store is always the sort of woman who brags about it, and the more she brags about it, the more good she is doing your store.

Say it With a Smile

When the complaint comes, you are facing a condition and not a theory, and when you decide to accede to the customer's demands, for goodness sake do it with kind words and a smile. Don't spoil it all by having a frown of your

own, do it quickly, don't wait a month or a day, don't let the kicker get out of the store to say a word against the store. Remember she's a talker, so give her something mighty good to say, so as to bring back all the money you invest in her that day in exchanging the goods or refunding the cash.

Now the store's policy should be to satisfy every customer. Because good will is the chief asset of any store, and good will is the sensitive plant of business it suffers from the slightest touch. Even an untruth does enormous damage, for you can never catch a lie. When bad things are constantly being said about your store, the loss to the concern may be greater than we expect.

The store which by its policy and management, can please its customers, and so handle complaints as to get nice things constantly said about it, has in good will a growing asset that has a cash value of many thousand dollars.

How can we reduce exchanging of goods? One of the most hopeful ways to cure this evil is by teaching salespeople to sell their goods intelligently. In this way the goods will stay sold. If thorough selling is taught, and foolish selling is eliminated, there will be much bigger profits at the end of the year and customers will be better satisfied with your store service.

Never allow your salespeople to force a customer into keeping something she doesn't want, or to make her feel that the store couldn't have possibly given her better service than it did. Seize upon every kicker thankfully, as the opportunity to create another booster for your business. If you act with this vital thought in your mind, your business will grow bigger and more profitable.

If you leave this important matter in poor hands, you may begin to wonder why your trade is falling off, and the public go to other stores that do not seem to you to be as good as this one.

Regarding the neckwear situation in the U. S., Men's Wear of Chicago says that retailers are keenly interested in new ideas and new designs that will revive consumer interest, and manufacturers are working hard to create new color effects and combinations. One manufacturer is experimenting with a copper color in a variety of shades and patterns, while another is making up scarfs in attractive light biased pencil stripes arranged on dark backgrounds.

St. Catharines' manufacturers feel that the industrial situation in that city has improved noticeably in recent months, and, without exception, they see hopeful signs of good business in the immediate future. The steel plants and allied industries are doing more work, and, except for the strike situation in the United States, they are looking forward to broadening activities. It is conceded that the labor troubles may restrict industry the continent over, unless an early settlement is reached in the coal and railway workers' disputes.

Taste in Window Treatments

England Only Beginning to Show Interest in Decorating—Uniformity and Dignity Required in Selecting Valances and Curtains For Your Window

AN Englishman does not understand the term "valance" as we do in America. A valance is to him the hanging on a four-poster bed. "Pelmet" conveys to him the idea of a border for the upper part of a window much better. Since England as a whole does not pay as much attention to window decoration as we do, valances, or pelmets are naturally very rare. The war has, however, opened the eyes of English merchants to the possibilities of windows to such an extent that before long it is believed their shops will rival those of this country.

The term pelmet is, according to an authority on the subject, more correct than valance. A valance is anything which hangs above, while a pelmet (probably of French origin) means that which is used as a window or curtain decoration in a hanging effect.

One Scheme Which Merchants Imitate

In most small towns it is found that if a certain form of advertising or, most of all, of decorating is used by one firm others try to keep as far away from that form as possible.

This is not true of window valances, it seems. If a traveler can sell a valance to one store, he can usually depend

on a large percentage of orders within the next few months from neighboring merchants. They can see the big improvement that the valance gives.

What are the advantages of valances or pelmets? In the first place they hide the bareness which is so apparent at the top of even the most artistic window. They make window dressing easier because less is required when a valance is used. They hide the glare of overhead lighting, particularly if the lighting is direct. Lastly, they make the setting for a stage, since, after all, the window is the stage of the merchant—the stage where every piece of goods "must play its part."

One retailer who is known for his artistic windows told our representative that a window without a valance is like a picture without a frame. The frame, he says, enhances the beauty of the picture itself if properly selected.

Some Valances Not Artistic

A window designer who has had years of experience in Toronto says that a badly made valance is worse than none at all. The principal point to keep in mind in installing these, is that they are for the purpose of setting off the merchandise and must for that reason not

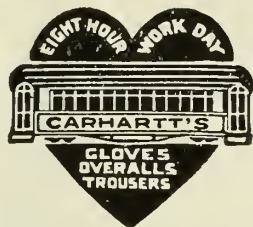
be too ornamental. Conventional designs are usually best. If the pattern is plain, monograms may be used with good effect. The colors should always be such as will throw into relief those of any goods above which the valance hangs. Neutral shades are best though a few others may be added to give contrast. White, sand, brown, dark green, navy and black are always good.

Side curtains made of the same material as the pelmet are best. When floor mats are used these should be made to match also, unless a special display is required, in which case the flooring should correspond. The general scheme in decorations of this kind, however, lies in the watchwords—uniformity and dignity. Valances and curtains should be remembered as the silent partners of good windows.

The number of merchants in this country who do not appreciate the value of these little items is growing very small, says a man who has studied the development very closely. Even those who will not use them will not attempt to give arguments against them. Our merchants on the whole are as keen on the question of good windows as those of any country in the world.



Interior view of Winter Bros. men's wear store located at Barrington Street, Halifax, Nova Scotia. This store has a most attractive front and is outfitted with the most modern equipment.



Come and see Us—

VISITORS to the Canadian National Exhibition are cordially invited to inspect our Plant at 535 Queen Street East where the celebrated Carhartt Overalls are manufactured. Our offices and factory will both be open to you and it will be a pleasure to us to try and make your visit a pleasant one.

HAMILTON CARHARTT COTTON MILLS LIMITED

Toronto

Montreal

Winnipeg

Vancouver

Also Manufacturers of Carhartt Allovers and
Carhartt Work Gloves.

The Perfect Product of 44 Years' Experience

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.



GEORGE E. HANSON

Established

HULL, P.Q.

1878

THE
Shuttleworth
STRAW HAT

**Correct Styles
for 1923**



We are showing a full line of Men's Boaters in Sennetts and fancy braids; also Children's Hats in Jack Tars and Rah-Rahs, Penits, Mexican, and Cantons.

OUR HATS ARE BEING SHOWN BY

H. W. Lind, 11 Cosgrave Bldg., Toronto.
D. Fred Morgan, Mappin Bldg., Montreal.
H. P. Davey, Vancouver, B.C.
315 Bower Bldg.
J. Harold Thompson, London.
J. W. Zirk, Moncton, N.B.
H. P. Davey, Winnipeg, Man.
228 Curry Block.
and at factory, London, Ont.

**J. R. Shuttleworth & Sons,
Limited**

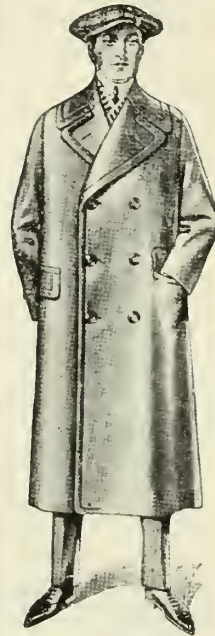
Manufacturers to the Retail Trade

London - Canada

**THE ROBE & CLOTHING CO.
LIMITED**

KITCHENER, ONTARIO

Representatives to the retail trade are now showing



**"BARRIECLOTH"
ULSTERS**

"BARRIE" PANTS

WORK SOX

WORK GLOVES

Also Manufacturers of

**"Arctic" Buffalo Robes, Auto Rugs,
Gauntlets, Mitts, Gloves, Astrachan
Cloth, Wristing, Fleece Lining, Etc.**

Your Customers Look for this Tab

You can recommend with confidence any pair branded



The Brand that guarantees
QUALITY, RELIABILITY AND VALUE

New Way

suspenders, garters and hose supporters
are dependable merchandise.

**Nu-Way Strech Suspender
Company**

MANUFACTURERS

St. Thomas - Ontario

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

Our large range of GLOVES & MITTS

For Ladies, Men & Boys will convince you

Write for Samples and Prices

SHOREY'S

Brockville - Ontario

Turnbull's



THE BEST INSURANCE OF

HIGH CLASS UNDERWEAR TRADE

APPRECIATED BY THOSE WHO WEAR THE BEST

MADE BY *Turnbull's* OF GALT, CANADA

"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"

Here and There in Ontario

A Brief Sketch of Ontario Men's Wear Manufacturing Concerns
Advertising in This Issue of Men's Wear Review

TAYLOR, BRASCO, Limited of Hamilton have enjoyed ten years of prosperity as a fixture firm. Mr. Taylor, originally, came from the United States and the firm was incorporated under the above name in January of 1920. Their product is copper store fronts, either the complete store front or just copper alone.

THE ROBE & CLOTHING COMPANY, Limited of Kitchener dates back to the year 1903 when it was organized. They started out with making imitation buffalo robes and ulster overcoats, gauntlets and gloves and glove makers' supplies such as linings, etc. Steady progress is their record and they are about to add a new line to their output—pants.

J. R. SHUTTLEWORTH & SONS, Limited of London, started in business during the first year of the present century—1901. They were first at Clarence street but in 1907 they moved to their larger and more modern factory on Dundas street west. In 1911 they were organized into a limited company. Shuttleworth Straw hats are known from the Atlantic to the Pacific and are sold by nine travellers.

SHOREY'S OF BROCKVILLE started their business in a very small way in 1903. Like many another flourishing business of to-day it started in a little basement on St. Paul street. With the growth of their business, larger premises were occupied from time to time until they erected a factory of their own, complete in every respect, well-equipped with modern machinery that turns out a choice class of gloves and mitts to the retail trade.

HANSON WOOLLEN MILLS was established away back in 1878 by the late John D. Hanson who died in the year 1900. His son, George E. Hanson—the present proprietor—started to learn the business 36 years ago and took control of it at the death of his father. Hanson Sox are known from coast to coast and it is their proud boast that in 44 years of business they have not had a dozen pair returned. Their output is about 40,000 dozen per year.

JACKSON MANUFACTURING CO., Limited, of Clinton is one of the aggres-

sive firms making boys' clothing. After many years in the retail clothing business—from 1854 till 1900—Thomas Jackson started to manufacture. William Jackson, the son, took over the manufacturing end of the business. There has been a very satisfactory growth of the business and factories are now established at Goderich, Hensall and Exeter as well as Clinton.

NU-WAY STRECH SUSPENDER COMPANY of St. Thomas commenced their operations in Canada in the early part of the year 1920. They began in a very modest way and have enjoyed steady progress and expansion since their establishment in this country. They are a branch of the parent firm which is at Adrian, Michigan, and which does a big business across the line. They are manufacturers of suspenders, garters and hose supporters, using a small spring instead of the elastic webbing.

C. TURNBULL, of Galt, Limited is one of the oldest firms known to the men's wear trade in Canada. In 1858 Robert Turnbull and a man by the name of Mr. Deans started making the same lines that are made now. But it was all done by hand with materials that came from Scotland. The present company was incorporated in 1889 and the "Ceetee" brand of men's and ladies' full fashioned unshrinkable underwear is known from the Atlantic to the Pacific. Their annual output normally exceeds \$1,000,000 and between 250 and 300 are on the payrolls.

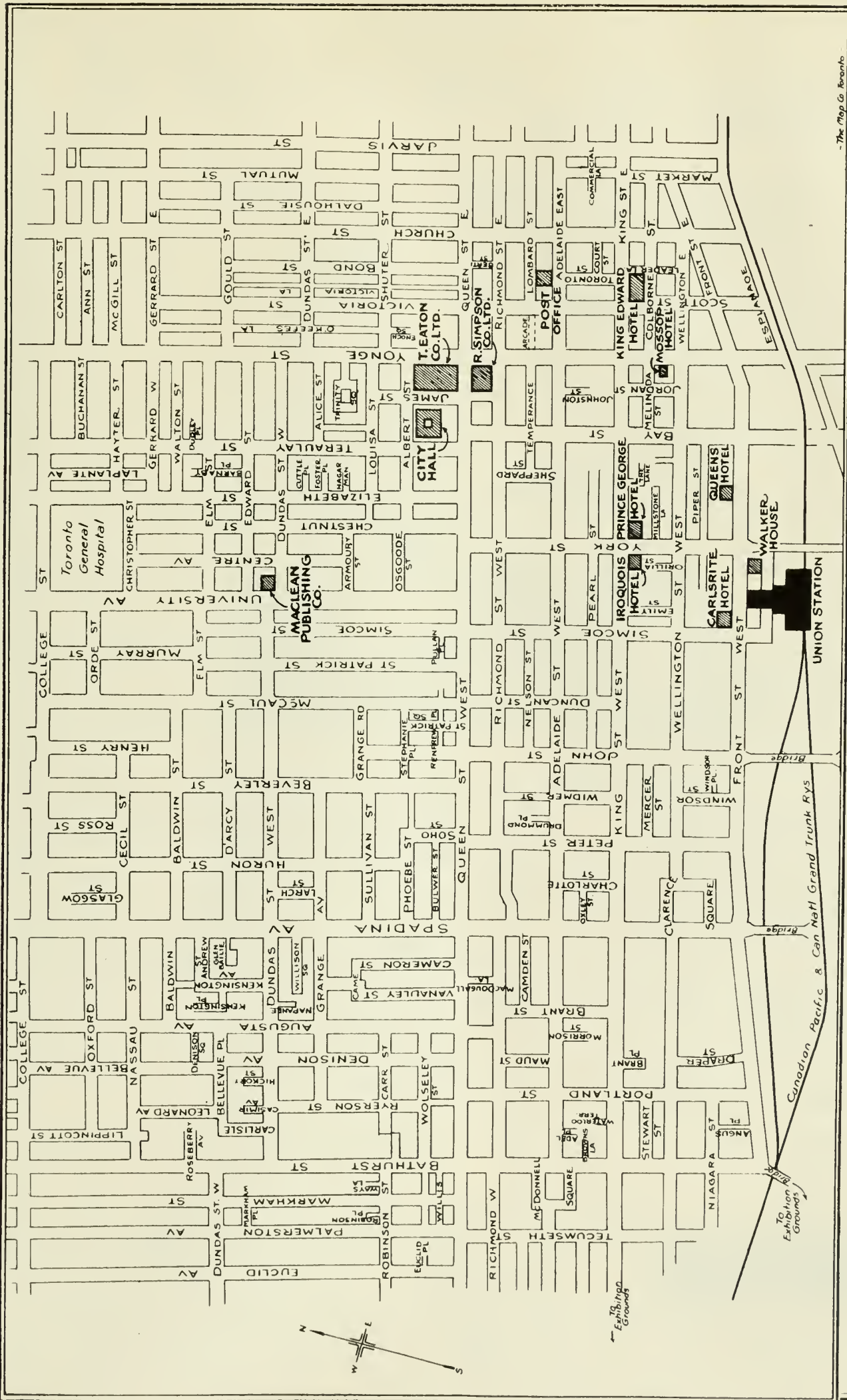
THE PARSONS & PARSONS CANADIAN COMPANY, Limited, of Hamilton, was established in 1907, while the American company dates back to the year 1879 in Cleveland, Ohio. They are manufacturers of the well-known and guaranteed line of KantKraek collars with a uniform price to all buyers. Consigned stocks are carried throughout Canada at Fredericton, N.B., for the Maritime provinces; Montreal for the province of Quebec; Toronto for the city of Toronto only; Winnipeg for Manitoba; Moose Jaw for Saskatchewan; Calgary for Alberta; and Vancouver for British Columbia. All collars are manufactured at their own plant in Hamilton.

THE MONARCH KNITTING COMPANY, Limited, in something over

twenty years has built up a very aggressive organization from coast to coast. The parent factory is at Dunnville and since the business commenced there, other factories have been added at St. Catharines, St. Thomas and Buffalo. Other than this, they have established warehouses at Toronto, Montreal and Vancouver where full stocks of their numerous lines are carried for the ready assortment of the retail trade from the Atlantic to the Pacific. Sweaters, hosiery, knitting yarns, bathing suits, jerseys, toques, tams, scarves, etc., are among their well-known products. Such branded lines as "Floss," "Down," "Dove," "Butterfly," "Alpaka," "Silver-twist," "Starlite" and "Fairy" are well-known Monarch products.

THE DODS KNITTING COMPANY, Limited, of Orangeville was founded over half a century ago and the aggressive head of the firm whose motto seems to be, "during depression prepare for big things that are to follow" can trace the development of the business from an output that was once 30 dozen a day to more than 450 dozen a day. An initial capital of something like \$15,000 has been increased to well over half a million, with three plants operating in Orangeville and Alton. The Orangeville factory at a cost of \$75,000 was built in 1913 when one of the worst depressions in our history was upon us but it was soon running at capacity strength on war contracts. During the war the Beaver Mills of Alton were purchased and a large addition to the Orangeville factory was made in 1921. "Dods Elastic Knit," "Dods Scotch Knit," "Dods Merino Lines" and Beaver Fleece" are well known products of this firm.

WOLTHAUSEN HAT CORP. Ltd., of Brockville, are the manufacturers of high grade felt hats that are nationally advertised as well as in trade papers. This progressive firm began business in 1904 when it was established in the eastern Ontario city after its founder had had a great deal of experience in different parts of the United States in the making of hats. The "Brock" hat is one of their nationally-advertised lines and they have many others equally well known to the trade. Their travellers go from coast to coast, and in their eighteen years of business in Canada this firm has attained an enviable reputation as manufacturers of quality headwear.



The Map Co. Toronto

Handy Guide for Visitors to Toronto—See other side of this page

Tear out this sheet and use it as a convenient guide when making calls in Toronto at Exhibition time. The firms listed below cordially invite you to visit them when you are in Toronto for the Exhibition. Read their advertisements in this issue.

Aberley Knitting Mills, Ltd., 510 King St. West, Adelaide 7626, King St. West car.
 Artists' Supply Co., 77 York St., Adelaide 266, near Prince George Hotel.
 Cook Bros. & Allen Co., Ltd., cor. College and Markham Sts., College 98, College car.
 Dale Wax Figure Co., Ltd., 86 York St., Adelaide 576, opposite Prince George Hotel.
 Hamilton Carhartt Cotton Mills, Ltd., 535 Queen St. East, Main 4295, Queen or King St. East car.
 Hyde & Halliwell, 43 Scott St., Main 6313, near King Edward Hotel.
 Jones Bros. & Co., Ltd., 31 Adelaide St. West, Main 7928, between Yonge and Bay Sts.
 Kwik Showcard School, 75 Dundas St. East, Main 6663, Church St. car.
 Wm. H. Leishman & Co., Ltd., 192 Spadina Ave., College 9370, Belt Line car.
 Oxford Clothing Co., Ltd., cor. King and Spadina Ave., Adelaide 2997, King West or Belt Line car.
 The Punchard-Birrell Co., 549 King St. West, Adelaide 3566, King St. West car.
 A. T. Reid Co., Ltd., 270 King St. West, Adelaide 3370, King St. West or Belt Line car.
 Tutt Clothing Co., 21 Dundas St. East, Adelaide 5488, Yonge St. car to Dundas St.

A
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 Acme Glove Works, Limited 4-5
 Artist's Supply Co., Ltd. 60
 Atlantic Underwear, Limited 20

B
 Bradford Dyers' Association, Ltd.,
 The Inside Back Cover

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 Cook Bros. & Allen Co., Ltd. 22

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 Delfosse & Company 21
 Dods Knitting Co., Ltd., The 8

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 Taylor-Brasco, Limited 20
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GIMP YOUR PATTERNS

"EASICUT" Sample Cutting Machines are
 Fast, Economical, Practical and Neat
 E. W. McMARTIN,
 45 St. Alexander Street - Montreal.

When Writing
 To Advertisers
 Kindly Mention
 This Paper.

Artist Supply Co., Ltd.

Room 50, 77 York St., Toronto
 Complete Show Card Material Dealers
 Write for Price List



Not every
Raincoat
is a

"CRAVENETTE" REGD. is a **process**—not a particular weave, pattern or color of cloth.

Any cloth which has been made shower-proof by the "CRAVENETTE" REGD. PROCESS is "Cravenette" Regd. Cloth, whether it be Gabardine, Imperial, Covert, Tweed, Worsted, Whipcord or Homespun.

Only goods proofed by the "Cravenette" Regd. Process carry the "Cravenette" Regd. trademark, which is on every yard of cloth and imprinted on the label inside the collar of the finished garment.

Buyers for Ready-to-Wear Departments, or for manufacturers of Men's Coats and Ladies' Coats, Suits and Skirts—should make sure that the "CRAVENETTE" REGD. Trademark is on every yard of cloth.

THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER

6 OXFORD ST.
ST PETERS SQ

BRADFORD

Dept. 3
39 WELL ST.

LONDON

128 & 129
CHEAPSIDE E C2.

BDA

(company)

MEN'S WEAR REVIEW

Tooke



CANT SHRINK

CANT CREASE

“KANT-KREASE”

SOFT COLLAR

1/4 SIZES

5 STYLES

MEN'S WEAR REVIEW

Vol. XII. No. 9

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

SEPTEMBER, 1922



COPYRIGHT, 1922
BY C. P. & CO.
OF CAN. LTD.

P A R

THE NEW FALL STYLE IN

ARROW COLLARS

A shape strongly favored by those intimately
familiar with the trend of fashion

CLUETT, PEABODY & CO. OF CANADA, LIMITED



"It's Grand in a Strand"
De Luxe
Strand
SHIRTS

A Product of Alphonse Racine Limited, Montreal.

INFATUATION
The Romance of a Strand Shirt Scene I

J.S. KENT

F

Underwear
and
Coat Sweaters

Consumerism Is King

I

Collars, Ties, Braces,
Socks, etc.
Fancy Furnishings

OVER

Unionism and Capitalism

When it chooses to assert itself

It Pays All Business to Recognize This In Its Buyings

Dependable Goods and Quick Turnovers Alone
Will make a willing buyer of the Consumer

2 Don't - Forgets

FIRST: That Staple Woolen Wear should be bought and stocked as early as possible THIS FALL—Obviously So.

SECOND: Christmas Gift Goods will find Ready Sale THIS YEAR. Obviously So.

CONCLUSION:

Let's Come and Go for a Big Season's Business.
How soon will you visit our Warehouse?
How soon will you write our Letter Order Dept.?
How soon will you want our traveller?

WIRE — PHONE — WRITE

"Our 4 Departments Will Supply Your Men's Needs"

Alphonse Racine Ltd.

"Specialists In Men's Furnishings"

60-98 ST. PAUL STREET WEST, MONTREAL

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

18 Permanent Sales Offices.

L

"Strand" & "Pennant"
Shirts and
Pyjamas

M

Overalls, Work Shirts,
Socks, Pants, etc. Working
Men's Wearables.



The Master Touch of Canada's Premier Designer

Clothes are—just clothes—unless there is put into them an intangible something, call it character, personality, individuality—every buyer knows what we mean. Then the line stands by itself—grips the interest of every buyer. Such is the Peck range for Spring—created by one of the foremost designers on this continent, produced and offered by the largest clothing organization in Canada. In justice to your business see the Peck line for 1923 before you place your order.

CLOTHING

John W. Peck & Co., Limited

Montreal

Winnipeg

Vancouver

MADE TO MEASURE DEPARTMENT.

We have a few extra sets of Fall pattern Samples that we would be glad to place in the hands of desirable merchants where we are not represented. Write if interested.



SHIRTS

Do you want to make 1923 a record year? Peck Shirts will help you to do it. The Spring range now in the hands of our travellers is the most attractive we have shown. Smartness and variety of patterns, quality of materials, workmanship and price will appeal to discerning buyers who plan increased sales.

CAPS

We want you to note particularly "The Clarendon" in our new Spring samples. This is an unusually smart eight-quarter cap with a band, shown in velours, light shade tweeds, checks, overchecks and Donegals. It promises to be a big seller. Many other leaders for Spring will be Peck designs. We invite your careful inspection of the complete range now being shown.

John W. Peck & Co., Limited

Montreal

Winnipeg

Vancouver

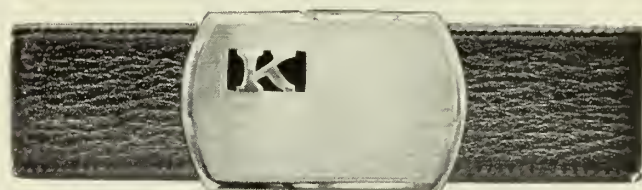
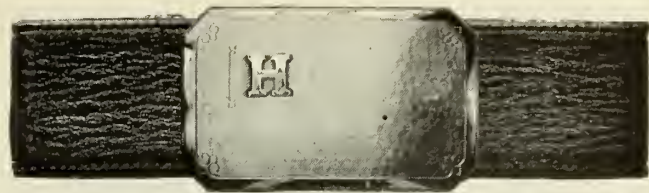
Made by
"The Famous
HICKOK
Belt Makers"



H I C K O K

BELTS BUCKLES

The Biggest Sales Opportunity of 1922



DEALERS who have HICKOK Belts, Buckles and Beltograms to sell this Christmas will be amazed at the tremendous sales these quality products will produce.

Never before have HICKOK designs, nor HICKOK Gift Boxes, been so attractive. Never before has the line been so forcefully advertised throughout Canada.

And never before has the steadily increasing demand for HICKOK products assured such record-breaking sales.

The Hickok Beltogram

The same rare quality of design and workmanship which has made HICKOK Belts and Buckles famous, characterizes HICKOK Beltograms—the new, practical, smart belt watch chain—a most welcome gift for man or boy. Popularly priced—many with fraternal designs—packed in attractive HICKOK gift boxes, of course.

*Christmas orders will be heavy. BE PREPARED.
See everything our salesmen have to show.
ORDER EARLY. ORDER ENOUGH.*

HICKOK MFG. CO., Ltd., 33 Richmond St. W., TORONTO, ONT.

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

NEW YORK SHOW ROOM: 200 Fifth Avenue CHICAGO OFFICE: 424 South Wells Street

HICKOK

BELTOGRAMS

To Our Old Customers Who Know C. N. R. Values

Our travellers will be visiting you with the latest Spring styles and patterns of "Proper Clothes" for men and young men who desire personality and distinction. Our High Standard of Quality and workmanship is consistently maintained and meets the requirements of your most critical customer.

You are well advised to order now for Spring as full a range as possible in the newest range of READY to WEAR "PROPER CLOTHES" for men and boys.

Our rapid delivery service greatly assists in securing satisfied customers.



Copley, Noyes & Randall, Limited
Hamilton, Ontario

Spring Styles Now Ready

Now is the time to make preparations for your expansion.

C.N.R. Garments enable you to increase your sales of

"Proper Clothes"

You are backed by a house with an established reputation for giving the merchants really High Grade Garments at rock bottom prices.

For men who insist upon perfection tailoring and utmost Value.

Inspect our range of Made-to-Measure Samples.

To Intending New Customers

Gentlemen—

Even if you are handling clothing that gives a fair return for your outlay and effort, your interests are best served by investigating C.N.R. Propositions and get greater returns.

"Proper Clothes"

For the Well-Dressed Man

C.N.R. Made to Individual Measure System will take care of your better trade, providing you and your client with a valuable asset for progress. Our rapid delivery and special order service enable you to give definite promises and assists quick cash returns.

You are invited to inspect our

Women's Cambridge Ulsters

tailored like a man's but with many extra refinements of style, fit and finish.

These are big sellers—so order now.



Coppley, Hoyer & Randall, Limited
Hamilton, Ontario

ARATEX

SEMI SOFT COLLARS

INTRODUCING a banded web collar that will not flop over to one side, sag or gape open in front. Both points even. Made of a very fine quality cloth of pure permanent white—a soft starchless collar that looks and acts and sits like a starched one—is practically non-shrinkable—will not wilt or wrinkle—easily laundered. In four styles. Ready for delivery.



ART



BOND



WALL



TATE

\$2.60 a dozen

Retail at 35c. 3 for \$1.00

Made by the makers of ARROW COLLARS

CLUETT, PEABODY & Co. OF CANADA LIMITED, MONTREAL



Arrow Collar productions will be most extensively advertised in cars, newspapers, etc. — show cards and stickers to tie your shop to the advertising.

©

Copyrighted by
C. P. & Co. of
Can. Ltd. 1922

Better Order Now

Two Monarch-Knit Leaders

THE Eagle Cap



Above: Eagle Cap in good weather.
At the Right: Eagle Cap in bad weather.

Patented in Canada
Patent No. 217269
We are the sole Canadian
manufacturers of the Eagle
Cap.



THIS cap is so elastic that it always keeps its shape. It has a touch of real style, at the same time meeting the actual requirements of the man and the boy who must be out of doors during the winter months.

The earlaps and bands of the Eagle Cap button back neatly at either side for ordinary wear, and readily pull down and button tightly under the chin, forming a muffer when the wearer needs the best possible protection to the ears, neck and face.

An Excellent Profit on every Sale

WE ARE manufacturing both these caps on a strictly quality basis. The material, workmanship and finish are of the very best. They have the style, comfort and utility that will attract buyers and give the greatest satisfaction in actual wear.

The Monarch Knitting Co., Limited

HEAD OFFICE : DUNNVILLE, ONTARIO

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

Manufacturers of Knitted Outerwear—Hosiery—Hand-knitting Yarns

BRANCH WAREHOUSES :

TORONTO
Ogilvie Building
Cor. Bay and Wellington Streets

MONTREAL
Dubrule Building
Phillips Square

VANCOUVER
408-409
Mercantile Block

For Fall and Winter Selling

THE ArctiCap

A HIGHLY desirable cap for all kinds of winter weather. Ideal for winter sports of every kind. Here good looks and comfort go hand in hand. To wear it is really a pleasure. In fact no man or boy can afford to be without one.

For good weather it is neat in appearance, in fact snappy, and for bad weather the earlaps turn down, covering the ears and the entire back of the neck, affording splendid protection against cold and snow.



Above: ArctiCap in mild weather.

To the Left: ArctiCap in cold weather.

Patented in Canada

Patent No. 219161

We are the sole Canadian manufacturers of the ArctiCap.

Price \$11.50 Per Dozen

(Both Eagle and ArctiCap)

Boxed in $\frac{1}{2}$ Dozens, Solid Size and Color

RETAIL PRICE \$1.50 EVERYWHERE

COLORS—Brown, Navy, Maroon, Oxford.

SIZES—Small, 2 to 6 Years;

Medium, 6 to 12 Years; Large, Youths' and Men's.

Delivery October 1st Assured

Send Your Order To-day

"That exquisite something called style, which, like perfect breeding, everywhere persuasive and nowhere emphatic, makes itself felt by the skill with which it effaces itself, and masters us at last with a sense of indefinable completeness."

Dealers acclaim Mandato a Master Designer

WHEN our customers from the largest cities were placing their orders for Fall and Winter models, they pronounced them perfect in style and detail, and all agreed they possessed that "indefinable completeness" that has given Mandato his deserved reputation as a master of his craft.

They confirmed our own judgment that the style and quality of Fashion-Craft Clothes have never been finer than they are this Autumn.

The skilled foremen who for years have overseen the production of all garments are now busy filling orders for customers, each suit and overcoat bearing a guarantee from the makers to the wearer of positive service.

The Spring showing of advanced and standard styles is now ready for inspection.

FASHION-CRAFT MFRS., LIMITED
MONTREAL, QUEBEC

FASHION-CRAFT
CLOTHES



*If
Quality
Counts
Wear*

**THE
BRILL
HAT & CAP
Co.**

THE TAILOR MADE CAP
FOR MEN WHO CARE

A Brill Cap

The Cap of Distinction

Not Just Caps—but Brill Caps

They give your customers the best value and the merchant a good profit.

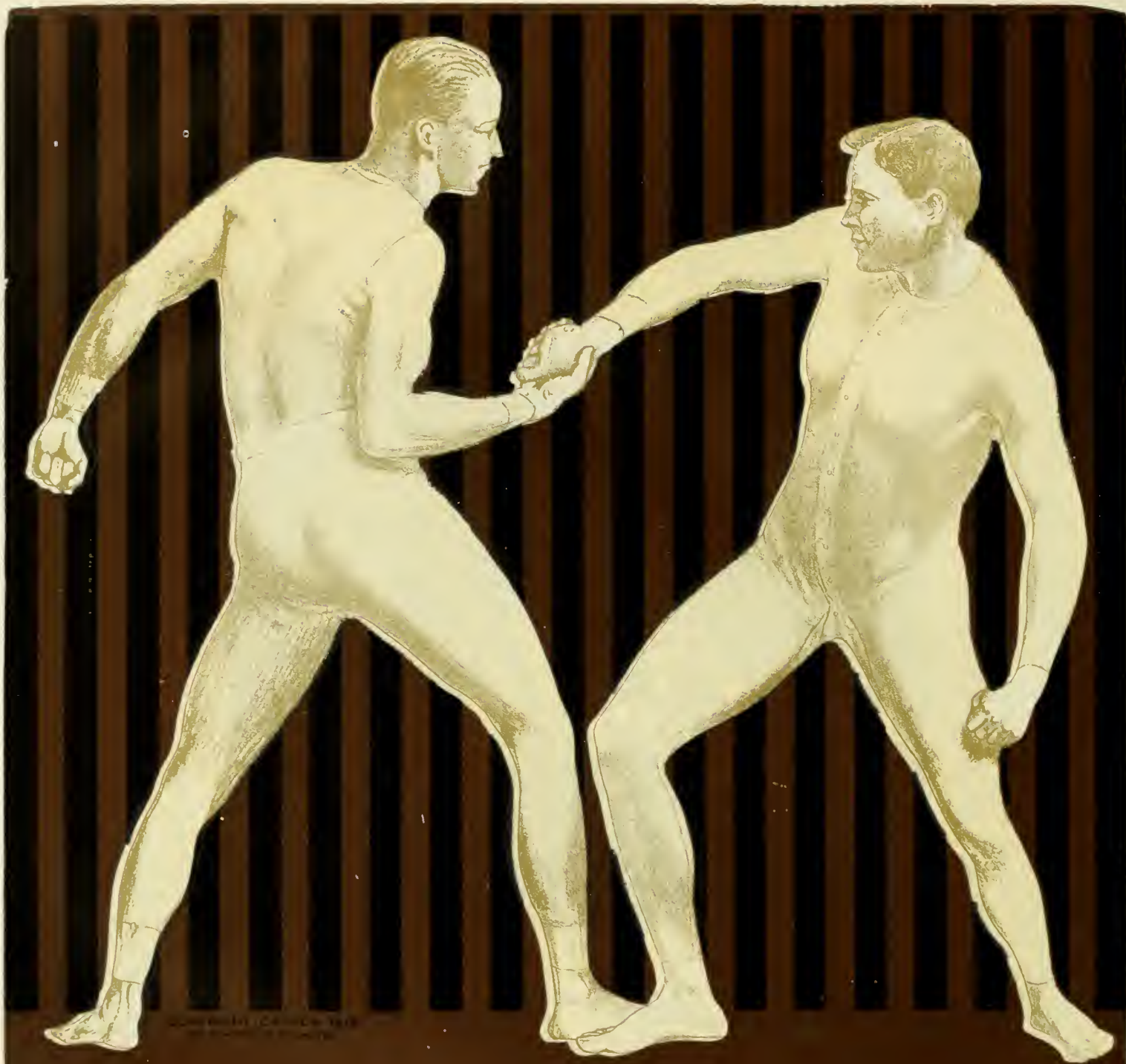
Do not fail to see our large range for Fall and Winter

Travellers out OCTOBER 1st.

The Brill Hat & Cap Company

160 John Street

Toronto



STANFIELD'S
Unshrinkable
UNDERWEAR

**"Stands
Strenuous
Wear"**

Repeat orders for one and two piece suits filled promptly.

Rush orders filled at nearest warehouse:

Stanfield's Limited, Truro, N.S.
Whelpley & Co., 510 King St. West, Tor-
onto Ont.

Archibald & McDougall, Ltd., 370 Donald
St., Winnipeg, Man.
Gault Bros., Ltd., Vancouver, B.C.

Become a "Tutt" Quality Merchant

You will find it pays

Our clothing has character and distinction and is tailored to stand the test of the severest critic.

See our range of samples for Fall and Spring.

TUTT CLOTHING Co.

MAKERS OF FINE CLOTHES



WHOLESALE CUSTOM TAILORS
21 DUNDAS STREET EAST
TORONTO

*Add Prestige to your Store by
handling Leishman
Made-to-Measure Clothing*

If your clientele insist upon faultlessly tailored apparel of Fashion, Leishman's garments designed to Individual instructions offer both yourself and client the most valuable investment.

Act now—take full advantage of moving trade, inspect the Garments, see the Suitings and Overcoats for Fall, and realize the value of our backing.

Leishman's Ready-to-Wear Garments will add to your prestige.

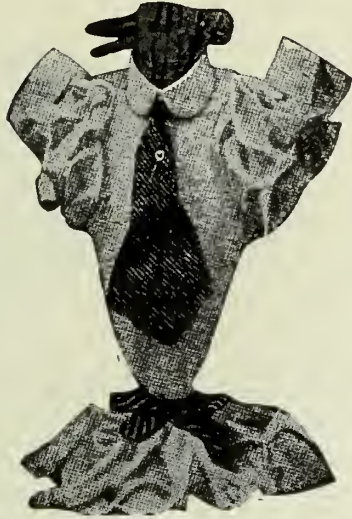
*Wm. H.
Leishman & Company
Limited*

192-4 Spadina Avenue

Toronto

Makers of the best Tailored Garments for men

Canada's Leading Display Fixture House



Display More— Sell More

If there is anything in your store that needs carefully displaying it is clothing. The expert workmanship counts for nothing unless the garment is displayed in a manner to properly show these features. Dale's forms make sales for your clothing department.

Prepare Now

for your Fall and Winter trade. You have ideas on striking displays. A few more Wax Figures and additional Fittings and Fixtures will shortly be required. Get prices on them Now.

Window and counter stands are artistically designed, and finished in gold. They are a decoration in themselves. Taste and beauty in display compels desire for possession.



Display your neckwear to the best advantage by using Dale Novelty Tie Stand.



Dale Wax Figure Co., Limited

86 YORK STREET, 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.

Canadian Agents for the "Roth" Valances and Panels for show windows.

Extra Value Without Extra Charge

300 Patterns



from which to select; all new and up-to-date in every particular. Largest range of good values in Canada.

Call on us for medium priced tailored-to-order clothing.

We have what you want at the price that gives you a good profit.

Large and efficient equipment guarantees quick service.

We are open to appoint representatives in districts uncovered.

Travellers are now out. It will pay you to send your name and address, if interested, so they may show you our wonderful range of samples and models for Fall and Winter.

The BERGER TAILORING COMPANY *Limited*

Exclusive Made to Measure Garments for Men

256-260 RICHMOND STREET WEST
TORONTO, Canada



The new line of Brock Hats will pile up a higher score of sales than in any previous season.

Elegant shapes, artistic shades.

Honest Brock workmanship.

Sales ready-made because of our national advertising campaign.

Handsome window cards supplied free.

The BROCK Hat

MADE IN BROCKVILLE, CANADA.

A CANADIAN ACHIEVEMENT

THE WOLTHAUSEN HAT CORPORATION, LIMITED

Head Office and Factory: BROCKVILLE, ONT.
Salesrooms: MONTREAL—Mappin and Webb Building.

TORONTO—Cosgrave Bldg.
VANCOUVER—315 Bower Block.
WINNIPEG—228 Curry Block.

Hanson Socks

The Perfect Product of 44 Years' Experience

Hanson  Socks

100% PURE

Imitated Everywhere—Never Equalled

Absolutely Uniform

in Quality of Materials and Workmanship

Examine several pairs of Hanson Socks closely. The truth of our statement of absolute uniformity will be readily apparent.

Hanson Socks are made to conform with a rigidly enforced standard. The result of this policy has been to make Hanson Socks known and sold from coast to coast as the best obtainable in HEAVY PURE WOOL SOCKS.

If you have not ordered your full supply of Hansons for Fall and Winter, we would advise that you do so immediately to make sure of reasonably early delivery.

Our representative warehouses, Toronto and Winnipeg, will be of great service to you.

Can furnish you on shortest notice. Carry complete stock always.



Sales Agents

M. R. McArthur,
Birks Bldg., Vancouver

Archibald & McDougall,
Winnipeg, Man.

Whelpley & Co.,
510 King St. W., Toronto

J. Carson,
10 Victoria St., Montreal

J. Searle & Co.,
Herald Bldg., Montreal
Agents for Nor. Ont.

Geo. E. Hanson

Established

Hull, P.Q.

1878

Build up your Fall Business with "Crown" Tailored Overcoats

Quality clothes made of exclusive woollens on a standard to build a reputation and increase your business and not for price only.

People that have once worn "Crown" made-to-measure clothing know the fine qualities. They like the styles, cut, fit and finish.

You will appreciate a "Crown" through the long service they give.

Crown your customers with "Crown" clothes at prices they'll be glad to pay.



CROWN TAILORING CO. LIMITED

533 College Street

Toronto

“If From Fels It Sells”

Immediate Delivery



Illustration of our
“Steve” Model

ON

FELS LTD.

Overcoats, Raincoats and Waterproofs

We take pleasure in announcing to our customers and friends that our models for the Fall Season are ready for inspection

A line of attractive Fall and Winter weight Overcoats, English Gabardines and Cravenetted Topcoats are being shown and are now ready for **immediate delivery**.

The buying public wants only the best in these lines to-day and at a moderate price. We are determined to meet this demand and greatly increase your volume of business.

Only the finest English and Canadian fabrics are used in making **FELS' COATS** and each garment possesses our usual standard of excellence—style, fit and money value above the average.

If interested, write us

FELS LIMITED

Dubrue Building, MONTREAL



"So Thick and So Soft"

The Underwear That Mother Chooses

DODS-KNIT Underwear is a Canadian staple and has been for half a century. It has won a solid reputation among born and bred Canadians. Advertised broadcast in the newspapers, that reputation is spreading and growing.

Dealers, help us make a little extra push this Fall. We want to help you sell Dods-Knit Underwear. And we **are** helping you—helping you with good goods, fair treatment and a liberal policy of advertising. Give us your co-operation. We feel there is a good business to be done this Fall, both for you and for us. Let's go after it.

The DODS Knitting Company Ltd.

Orangeville

-

-

Ont.

TO THE WHOLESALERS AND JOBBERS ONLY

Selling Agents:

Ontario and Western Provinces:

R. READE DAVIS,
Manchester Building,
83 Melinda Street,
Toronto, Ont.

Quebec and Maritime Provinces:

WILLIAM C. FORSTER,
128 Bleury Street,
Montreal, Que.





"Why should I?" "Because they wear longer"

Lang Shirts

For Spring 1923

Will consist of all that's New in Shirtings.

Samples in Salesmen's hands

October 1st

THE LANG SHIRT CO., Limited, Kitchener, Can.

EVERY GARMENT GUARANTEED

SORTING



Work Gloves and Mitts

Replenish your depleted stock of Work Gloves and Mitts before heavy demand for late Fall sets in. We are in a position to send you any stock required in lined and unlined Gloves and Mitts on the shortest possible notice.

ACME GLOVE WORKS Limited

MONTREAL

"A glove or a mitt for every purpose to sell at the price you have in mind."

A Profitable Proposition

You will feel proud of the new models in Elk Brand Clothes that our representatives are showing. There's no resisting the smart, dressy appearance and the genuine quality of the fabric of these new suits and overcoats. They're made with an eye to style, fit and enduring wear. You will find our Men's and Young Men's lines a profitable proposition.

Boys' Suits and Overcoats



School Days are now here and you will want to be ready for the big rush of business in boys' clothes that is sure to come your way.

You will profit if you have a good stock of Quality Boys' Clothing on hand to meet the demand.

Elk Brand School Suits are made to stand strain and wear and are fashioned of hardy and attractive materials of the very latest design.

Stock up now on ELK BRAND CLOTHES.

"Ready for Immediate Delivery"

J. Elkin & Co., Limited

Makers of Elk Brand Clothes

29-31 VITRE ST. WEST

MONTREAL





"Barriecloth" Ulsters
"Barrie" Pants
Fur Collared Beavercloth
Coats
Sheep Lined Coats

are now being shown by our representatives

Also Manufacturers of

**"Arctic" Buffalo Robes, Auto Rugs,
 Gauntlets, Mitts, Gloves, Astrachan
 Cloth, Wristing, Fleece Lining, Etc.**

The Robe & Clothing Co., Limited

Kitchener, Ontario

"CANADIAN"

CRAVATS

Our line of **Canadian Cravats** combines the quality, patterns and value that make them most desirable and quick sellers.

Our Holiday Season's neckwear is now ready, embodying all the latest of European and American newest creations, in fancy brocades, two-color stripes and novelty silks.

Orders placed now will guarantee delivery in time.

Announcing



Our line of **Yale Shirts** for Spring, 1923, will be on the road with our salesmen on October 15th with an exceptional range of excellent patterns and many novelties.

Our representatives will have with them also a wide variety of silks for the holiday trade.

The Yale Shirt prices permit you to offer the finest shirt value your customers can find anywhere.

Our aim is to fulfill the requirements of merchants whose policy is quality reasonably priced.

CANADIAN NECKWEAR & SHIRT CO.

MAKERS

468-474 King Street West, TORONTO

What's What For Spring

*Is Clearly Demonstrated in
Our Showing*

SENSING, as they are wont, the dictates of fashion, it is only natural that our designers should furnish the season's sensation.

When you link the authentic in fashion with **BETTER FABRIC VALUES—*Finely Tailored***, you will be quick to realize the opportunities offered those dealers who sell **ADLER-ROCHESTER** Clothes.

*Make it a point to view the samples
our men are carrying. It will be a
gala day to your ideas of hand-tail-
ored clothing, moderately priced.*

H. W. & M. FREEDMAN, LIMITED

Sommer Building - Montreal

*MAKERS OF
ADLER-ROCHESTER CLOTHES*

McGregor Caps

*are practical, comfortable and
dressy — economical too —*

Meeting Every Demand

There is always a demand for quality in caps. There is also always a demand for moderate prices.

The McGregor Line meets both demands. Quality merchandise at moderate prices will bring the "Quick" turnover that is so essential. The McGregor Line offers that quality merchandise at prices that enable you to give your customers remarkable values and at a substantial profit.

4,000 doz. McGregor Caps on the floor.

Large range of all-wool Scotch Knit hose on the floor along with many other fancy lines for immediate shipment.

Travellers are now out. Full range of samples. Do not fail to see them.

Note our change of address—3 Wellington St. West.



Price \$10.25 and up.

Hyde & Halliwell

3 Wellington St. W. - 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 Clothing Company

The Best Clothing is the kind that sells and brings repeat orders. That is what "Oxford Brand" will do this Fall and Winter. We are making smarter suits and overcoats and using better fabrics than we have ever done before.

**"Our Prices are Attractive,
Our Terms Liberal"**

Oxford Clothing is backed by Oxford Service which means complete satisfaction to merchant and customer.

Travellers now out.

If they do not call postcard us for samples.

OXFORD CLOTHING CO., Limited

King Street and Spadina Ave.

TORONTO

Time Tests Quality Forty-One Years

Making **KANTKRACK** collars and making more every year. There must be a reason. **KANTKRACK** collars are made of a thoroughly serviceable composition of *ONE GRADE ONLY* and *that the Best*, coupled with KantKrack service to the merchant, make them the most profitable and satisfactory line to handle. Made in enough styles to suit every taste. Made for men and boys.

No chance for loss to merchant or customer as every KantKrack is guaranteed thru the merchant to give satisfaction.

Stocks for quick delivery are carried in Vancouver, Calgary, Moose Jaw, Winnipeg, Toronto, Montreal, Fredericton, and Made in Hamilton

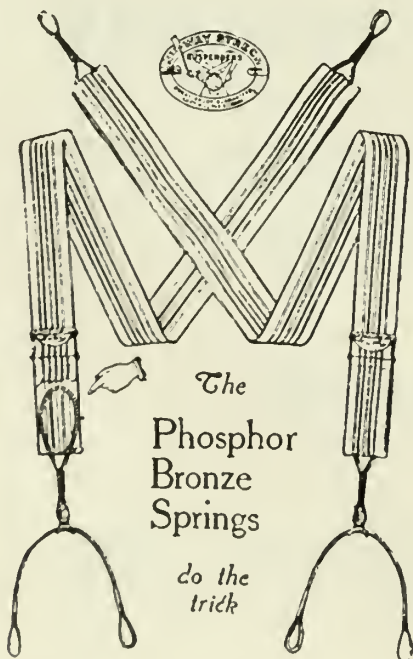
You get what you order—We do not substitute.

Parsons and Parsons Canadian Limited

Est. in U.S.A. 1879

HAMILTON, CANADA

Est. in Canada 1907



Offer the Suspender

that has

Many Selling Points

Made in Canada

No RUBBER to spoil or die on your shelves.

More Comfort, More Wear, More Stretch.

Do not pull off buttons, guaranteed against all defects.

Beware of imitations, thoroughly protected by patents.

Mail Orders shipped same day as received.

Nu-Way Strech Suspender Co.

Manufacturers of the Spring Brace

ST. THOMAS, ONT.

A Message

to the

Merchants

throughout

Canada

Dear Sirs,

We have for immediate delivery **Gabardines, Top-Coats and Water-proofs**, for men and women. All our garments are made of the **best English Fabrics**, in a variety of qualities and shades. Prices are attractive. Styles—The very latest.

We are also the sole agents for the celebrated English made "**Aqua-rock**" and "**Gossamac**" Gabardines, Top-Coats and Water-proofs, which our travellers are now showing for **next Spring delivery**.

Having served you for many years past, may we be privileged to enjoy your continued patronage?

Yours very truly,

H. E. Davis & Co.

Manufacturers of the

Davis "Storm Resista"
Raincoats

Sommer Building

41-47 Mayor Street - - Montreal



Every Atlantic garment is as soft,
warm and cosy as the glow of the fire.

Every sale invites another.



The **UNDERWEAR**
that Overwears

ATLANTIC UNDERWEAR Limited
MONCTON, N.B. 45

E. H. WALSH & COMPANY
Montreal and Toronto
Selling Agents for Quebec, Ontario and Western Provinces

Who has the *Agency* in your town? No one?

*Then write for swatches
and particulars*



Art Clothes
Tailored to Measure

by

COOK BROS. & ALLEN CO.

LIMITED

Wholesale Tailors

TORONTO

Men's Wear Review

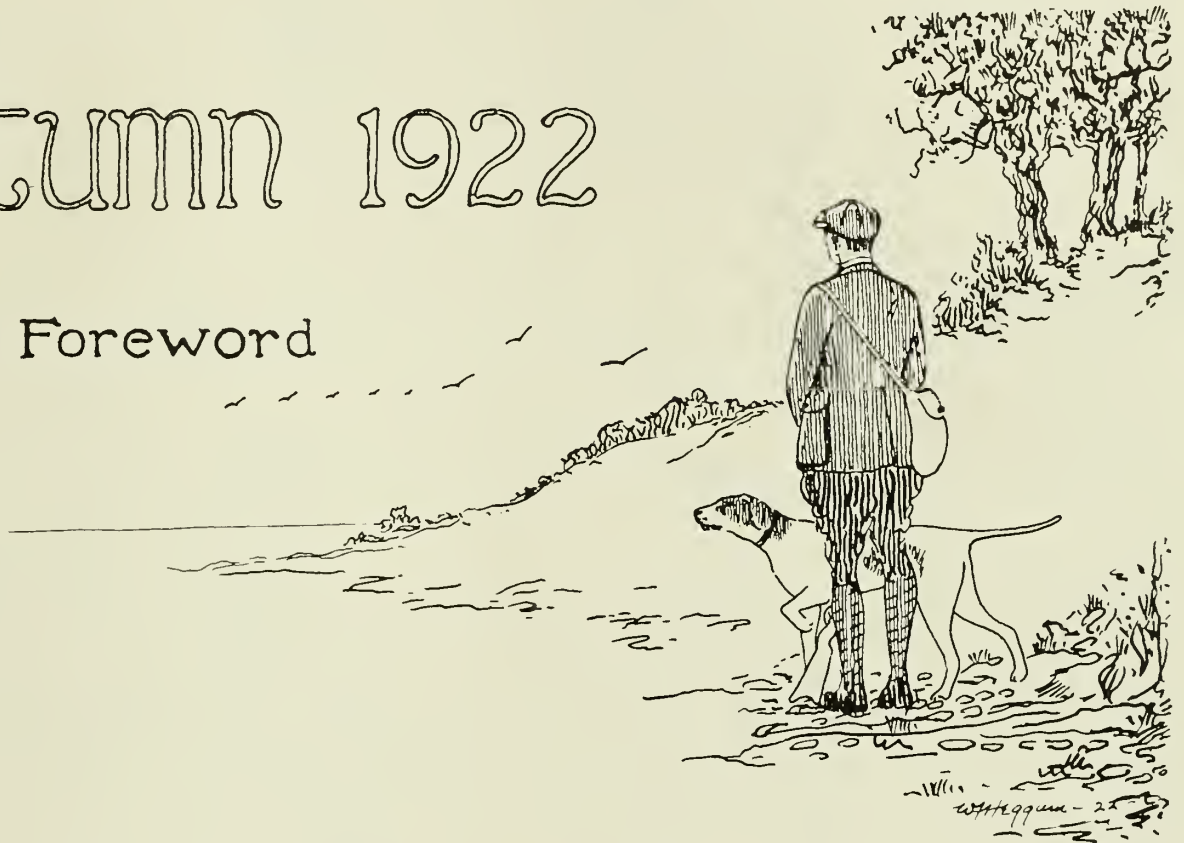
VOL. XII.

SEPTEMBER, 1922

No. 9

Autumn 1922

A Foreword



McCREERY'S of New York recently held their opening sale of Winter overcoats. They selected as a suitable time for this sale one of the hottest days in the month of August when men were more interested in palm beaches and outing togs, apparently, than in Winter overcoats. They marked them at alluring prices and announced that coats sold on this day would be held in storage until November. All coats offered were sold.

There were two features about this sale worth noting. They stressed value; they stressed style.

Two Sounding Notes for Fall

Undoubtedly value will be the dominant factor in the consumer buying this Fall. We believe that he will be a heavier buyer than he was a year ago and that merchants who go out after business aggressively will do a better business than they did in the Fall of 1921. But he will buy just as carefully; he will be just as much of a shopper. He will still be searching the market for the best values to be had. He will peruse your advertisements to find out what you have to offer; he will go down town to look at your window displays and, with a sharp eye, try to get some idea of the value of the merchandise you are displaying. And he will read the advertisements of your competitor, too; and he will also study the merchandise in his windows. Then, he will probably come in and tell you he is "looking around" just to see what he can see in the way of a new suit or overcoat. The determining element in the final transaction wherever it is consummated will be, value plus style.

Style is coming more to the fore in the advertising of aggressive men's wear dealers. It will be remembered that Men's Wear Review suggested a few months ago that men's wear dealers should hold a style show similar to those held by the big department stores for women, with live models parading and all the attendant features that promote the style idea to the very best advantage. This very idea has been tried out on the co-operative plan by the merchants of the city of Denver. It was a huge success, for 100,000 people saw the fashion show in two nights. The merchants were delighted with their first effort and will make it a regular event in their yearly merchandising plans.

It only goes to show that style can be made much more of with the male buyer than it has been. The retailer who assumes the attitude that men, even conservative men, cannot be interested in new styles in clothing and furnishings is missing an opportunity to increase the yearly volume of his sales. It can be done because it has been done and it will be done more and more from now on.

The retailer should make his advertising, window displays and salesmen conveyors of style information. He should tell men what is new and how things are being worn. Style is one of the best selling arguments on the market to-day and, backed by quality, it can become the forerunner of a Fall and Winter business that will make a much better showing than in 1921.



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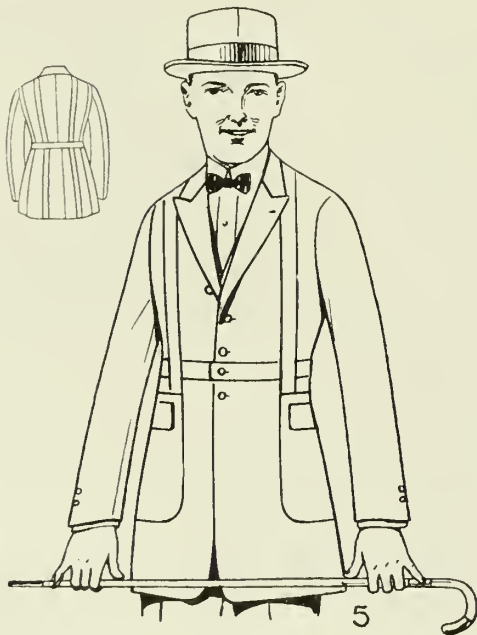
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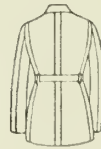
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Art Craft Studio TORONTO

Output of Knitted Goods in Canada

Official Report Shows 127 Factories in Canada—
Production is \$53,532,705 With Hosiery the Lead-
ing Product—Detailed Report of Value of Various
Lines of Knitted Goods

The Forthcoming Spring and Summer Styles For 1923

On the opposite page will be found reproductions of some of the outstanding models for spring and summer of 1923. These are the styles forecast by the Joint Style Committee of the International Association of Clothing Designers and the National Association of Retail Clothiers at the recent mid-summer convention of the Designers' Organization.

1. Single breasted three button sack with a straight line effect, a good model for young men.
2. A three button Norfolk yoke front in a single breasted, with box pleat. It has a yoke back, with a belt all round, fastened with one button.
3. An extreme model of the jazz type, single breasted one button and extreme form fitting. It has the bias flap pockets with the match flap.
4. Single breasted two button with four patch pockets and a yoke back. The little back view shows a pleat to the centre.
5. Another Norfolk style showing the strap to the shoulder, four buttons.
6. Rather a conservative double breasted model, three button and only slightly form fitting.
7. An extreme form fitting Norfolk model with a yoke back.
8. Another double breasted model in a three button, slightly form fitting model with a peak lapel.
9. Sports type with four pockets, semi-soft front in a young man's model.
10. Form fitting single breasted Norfolk with a box pleat from the shoulder to the pocket.

Official statistics showing the state of the knit goods industry in Canada for the year 1920 have just been issued by the Canadian government, and disclose that there were 127 knitting mills in Canada, distributed geographically as follows:

Ontario, 90; Quebec, 22; New Brunswick and Nova Scotia, 4; British Columbia, 4; Alberta and Manitoba, 3; Saskatchewan, 4.

The aggregate production amounted to \$53,532,705, the principal items being as follows:

	Doz. Pairs	Value
Hosiery ..	1,805,859	\$16,697,421
Underwear Shirts and Drawers ..	1,532,283	13,663,982
Union Suits ..	277,790	5,551,911
Sweaters, etc.	255,290	9,650,342

The detailed production was as follows:

Classes of Products	Unit of Measure	Quantity	Selling value at factory
Hosiery:			
Woolen & worsted	doz.	690,557	\$4,566,233
Merino or mixed...	"	407,683	2,765,749
Cotton ..	"	1,326,918	4,714,749
Silk or silk mixed ..	"	380,701	4,650,690
Underwear, combinations:			
Merino or mixed ..	"	53,683	1,796,208
All wool ..	"	18,880	850,918
All cotton ..	"	180,224	2,773,785
Silk or silk mixed....	"	2,500	131,000
Underwear separate:			
Merino or mixed ..	"	269,544	4,125,031
All wool ..	"	77,029	1,891,702
All cotton ..	"	11,185,710	7,647,219
Wool or worsted yarns made for sale ..			
Cotton or merino or mixed yarns for sale ..	lbs.	1,295,659	2,392,095
Sweaters, cardigans, fancy vests, etc.	doz.	374,339	259,921
Hoods, scarves, nubias, caps and tuques. "	"	250,585	9,650,342
Gloves and mittens. "	"	92,115	1,027,198
Leggings & gaiters. "	"	164,719	1,543,900
Fancy knit goods, bootees, hoods, etc. "	"	11,852	208,959
Flannels and sheetings	sq. yds.	26,251	247,401
Boot and shoe linings and felts ..	"	45,000	117,000
Jerseys, cloths and stockinette ..	"	247,942	352,821
All other miscellaneous products ..	"	285,848	231,849
Custom work received for ..	amount		1,325,132
			262,773
			<u>\$53,532,705</u>

The equipment of the Canadian mills is tabulated in the following statement:

	No.
Sets of cards ..	230
Mule spinning spindles ..	51,437
Frame spinning spindles ..	31,660
Doubling and twisting spindles ..	2,817
Silk throwing spindles ..	180
Wool combing machines ..	4
Soapers ..	10
Sewing machines ..	3,996
Knitting machines, power:	
Flat, ribbed ..	60
Flat, plain ..	136
Full fashioned, flat ribbed ..	2
Full fashioned flat plain ..	233
Circular ribbed ..	92
Circular, plain ..	649
Circular, hosiery automatic ..	66
All other ..	56
Knitting machines, hand:	
Lamb ..	33
Other ..	51
	<u>1,381</u>

The quantity and cost value of the materials used during the year are itemized as under:

	Lbs.	Valued at
Raw cotton ..	4,999,554	\$2,413,732
Raw wool ..	2,568,673	1,943,818
Raw silk ..		297,755
Cotton, yarn ..	8,378,829	7,427,224
Woolen yarn ..	3,264,376	3,310,107
Worsted yarn ..	2,986,747	6,122,900
Merino yarn ..	834,555	1,298,090
Silk yarn ..	246,839	2,127,563
Artificial silk yarn ..	40,000	220,000
Yarn, other hosiery and underwear ..		
Cotton waste ..	91,638	143,701
Wool waste and noils ..	1,243,055	322,765
Tops ..	636,331	392,993
Shoddy, mungo and wool extract ..	1,392,076	2,173,614
	818,819	167,535
	Yards	Worth
Sateen and other fancy cloths ..		
Cotton piece goods ..	749,361	\$291,888
Soap, lbs.	843,238	284,189
All other miscellaneous materials ..	1,575,511	169,395
		<u>2,654,267</u>
		<u>\$31,761,536</u>

TELL BENEFITS OF ASSOCIATION

At the September meeting of the executive of the Ontario Clothing Association held in Toronto it was decided to prosecute with greater vigor the work and benefits of the Association. Key men were selected for the various sections of the province and they will be supplied with information telling them what the Association has accomplished for the clothing and furnishing trade of this province. These key men will then make personal visits to their respective districts in an effort to create a greater interest in association work and induce dealers to become members of it. At the same time, they will press upon dealers the desirability and benefits to be derived from attending the annual convention to be held in February of 1923.

This convention received some attention at the executive meeting and plans are already being formulated for it. One thing that was decided upon was to work through the Designers' Association to get some one to give a talk to retailers on the question of alterations, it was felt that the designer was the man who got the closest to this question and that he would be able to give the retailer the best advice about this important phase of retailing clothing.

The president, R. F. Fitzpatrick, went from the Association as a delegate to the National Retail Clothiers' Association held in New York during the week of September 11th.

Merchants Look for Big Fall Business: Some Say it Will be Best in Their History

"We Are Planning for the Biggest Business This Store Has Ever Had" Writes One Merchant—"Outlook for Fall Business Fifty Per Cent. Better Than 1921" Says Another—"Looking for the Biggest Fall Trade This Year We Have Ever Enjoyed" Says Third

FROM several sections of the Dominion, Men's Wear Review has received very encouraging reports of the Fall outlook for business. Almost without exception every dealer who has written us states that the outlook is much better than it was a year ago and some go even so far as to say they are looking for the biggest business in their history. According to these reports, the crop conditions in the various sections heard from are exceedingly good, indicating a freer circulation of money during the fall and winter months. Not only is this information encouraging to retailers but to manufacturers as well, for it indicates an altogether healthier condition of trade and a return of a sane optimism with regard to the future.

The reports given below are not all we have received. Throughout this issue will be found some longer communications of which a separate article has been made.

Barrie

"We are planning for the biggest business this store has ever had," writes W. C. Hunter of the W. C. Hunter Clothing Company of Barrie. "Crops have been good throughout Ontario and especially in Simcoe county. Wages are high and every man is employed. Money seems to be plentiful and, for the most part, people are very hopeful. We believe it is now in the hands of the merchants to make this Fall and Winter a big trade season."

Guelph

R. S. Gull of Guelph not only believes that the outlook for Fall is better than it was a year ago but he is giving expression to his faith by installing a handsome new front to his store. "I consider the outlook for Fall business," he says, "fifty per cent. better than 1921. The crop situation is the best since 1915 in this district and unless the coal shortage interferes, the factories will be running on full time."

Lindsay

The same encouraging report comes from Lindsay. Harry Brimmell, director of the Dundas & Flavelle Co. Limited, says, "We will be very much disappointed if we do not have a very substantial increase in our business this Fall as compared with last year. In this locality a general heavy crop has been harvested successfully and as we are in

the midst of a large agricultural area, we expect to feel the result of this larger purchasing power when the buying season commences a few weeks hence."

Ottawa

Not only does E. R. Fisher of Ottawa believe that Fall business will be much better than a year ago but he writes that it has already opened out splendidly.

"I am always an optimist," he says, "and am more optimistic for Fall business than ever before. There are many reasons for this but four in particular which make me optimistic about Fall trade.

"I think the first would be that the public to-day, I believe, realize that prices have come down as much as they could be expected to and as much, I find with my trade, as they do expect.

"The second reason I would give is the fact that the public have not been buying in the same volume as they were in the habit of doing previously and the wardrobe of the average man is very much depleted. His suits and overcoats have been turned in many cases and are worn out now on the reverse side, so that it is a necessity for him to buy this Fall.

"The next big factor is the wonderful crops I find throughout the country, even in the remote farming districts. I find there an enthusiasm and optimistic spirit in every case.

"In our community, the building of private homes and public buildings has employed all the labor that they could possibly get and the wage-earner is with us, as far as I can see, in good condition.

"I am glad to report that Fall trade is opening up splendidly and I am looking for the biggest Fall trade this year that we have ever enjoyed.

"I might say in closing that the first six months of our year starting February 1st, and ending July 31st, had a considerable increase over the same period of a year ago. Whether this is general I do not know, but I expect it is in this locality."

Toronto

"We look forward to a bumper business this Fall," says Ed. Mack of Ed. Mack, Limited, Toronto, "for the reason that the crops in general, and especially in the West, are away above the average and every man that wanted to work could get it. Last but not least the

country is full of optimism and it must win."

Cornwall

"Go to it," is the spirit of the report received from Arch. Dover of Dover's Limited of Cornwall. "The outlook is much brighter than a year ago," he writes to Men's Wear Review, "and the crops are much better. There is one drawback to business from the farmers and that is that they went behind in their payments last year and they are trying to pay up before they invest any money in clothes. This town is in first-class condition as our factories are all working steady and full time.

"We think that this is a poor time for the merchant to pay down on buying stock, as the man who has the goods this year will surely make a better bid for business than the man who only buys from hand to mouth. We have the stock and are hot-foot after the trade and we will be sadly surprised if we do not get it, as the public need clothes in the worst way. It is only by plugging that you can get it."

Sussex, N. B.

"Only fair," is the report that comes from the Sussex Mercantile Co. of Sussex, N. B. "Until the recent heavy rains everything looked excellent. Farmers report one-half crop loss. This is a local condition and might be much worse."

Fort William

Rutledge & Jackson of Fort William look for better business this Fall. "The outlook is very fair," they say. "Prices seem to be very well stabilized and the people seem to realize it and are buying more confidently. There are good crops locally, and in the West revival of construction and prospects of good railroading and lumbering all Winter."

Pembroke

Delaheys of Pembroke notice a marked change in the outlook for Fall and for a year ago. "Everything in both industrial and farming way in our town and surrounding country is most promising for present Fall and coming Winter—a very marked difference over same period of the year 1921."

St. Thomas

At the time Clarence Trull of Andersons, St. Thomas, wrote us the railroad strike was creating a local condition that

secretly bound to affect business to some extent. He mentions this in his letter but as this situation has improved since then, it is probable that one trouble has been dissipated in that section of the province. "Other than this particular instance," says Mr. Trull, "there would seem to be some reason for an optimistic outlook for Fall. The crops in this vicinity are quite satisfactory; the normal number of unemployed seems not too great and as the months go by the volume of business seems to compare more favorably with that of last year. We feel that with a more favorable disposition on the part of the buying public and with conditions much more favorable generally speaking, business should be rather good."

Hamilton

That the industrial situation in Hamilton has improved and that merchants are looking for better business this Fall is the opinion expressed by J. C. Begg of Begg & Co. Limited. "We anticipate much better business than last year," he writes, "and more stabilized values. The employment situation is better and the abundant harvests, the increased population of Hamilton and district all lend themselves to a better outlook."

Swift Current, Saskatchewan

Normal business will come to those who go after it and there is a better chance of getting it, is the opinion expressed by the W. W. Cooper Co. Limited, of Swift Current, Saskatchewan. Writing to Men's Wear Review they say:

"The W. W. Cooper Co. of Swift Current, Sask., have always taken a stand for optimism. Our business which was established nearly twenty years ago, and has grown to an institution which this city and district are to-day proud of, would have failed entirely if the dark times which we have experienced throughout this district had killed our optimism and faith in a community of ours and this western country."

"To-day, as one views the wonderful crops of this district better by far than any seen for several years, you receive some consolation and your spirits are brightened up, because there are the pos-

sibilities of a far better business outlook for the future.

"Most assuredly conditions are apparently much better than a year ago, but the question of markets and prices is important. There is little doubt but that the world needs wheat in very considerable quantities, and Canadian wheat is preferable—(see clippings) therefore it should find a ready market, because of its excellent milling qualities.

"We are practically sure of a reasonably good crop of hard wheat and providing the prices reach a trifle higher point than at the time of writing, a very fair financial return may be expected, which we as merchants will quite naturally share.

"Unemployment in this district is on the decrease and is roughly confined to unskilled labor, which is at present mostly all busy in harvest fields, outside of a few who are demanding exorbitant wages owing to the scarcity of labor.

"Providing the farmers are not unduly oppressed by creditors after the harvest season, there is every possibility that a normal business will be the result, but time must elapse before we are certain of this fact.

"We are not looking for anything big at present and have by no means thought of resting on our oars nor do we expect business to come easy for some time yet. Therefore we strive daily to view the future in an optimistic way and have decided to continue the fight, believing that business will come to those who go after it."

Winnipeg

Horace Chevrier of Winnipeg dwells on the fact that millions of new money will be out in circulation as a result of the abundant harvests of the West and that this is bound to have a beneficial effect on the whole situation in the West. He is confidently looking forward to greatly improved conditions and a return of the former spirit of co-operation and confidence which was so manifest in pre-war days in the west. The good crop will put the money into circulation needed to start things going again. The general demand for goods will provide em-

ployment, which in turn spreads hopefulness and a brighter outlook over all. Already there has been a resumption of the cheerful feeling so apparent in the east this year. The settlement of the railway differences and the coal strikes will still further help. "You cannot have 500 millions' worth of new dollars, which did not exist six weeks ago, come on to the counters of the various merchants of wheat, facing the whole world clamoring across the counters for the wares and offering an exchange of wealth, without having not only a change of feeling, but also a return of hope and courage at least commensurate with the new half-billion. The farmer is not asking for any general moratorium," Mr. Chevrier said, "but only that he will not be crowded by any one creditor. The trade betterment may be considered in the light of the fact that there has been a general shaking down of the prices of commodities which this half-billion is going to buy. In many lines," Mr. Chevrier proceeded, "prices are below the pre-war level, and on the general average to the level of the 1917 prices, the peak having been reached in 1919."

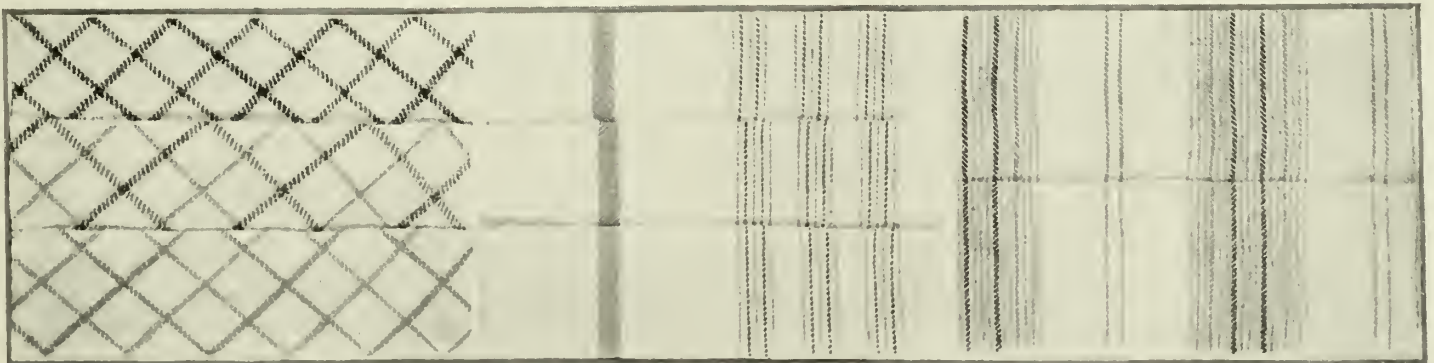
Mr. Chevrier said he was glad to see a return of the co-operative spirit, a reaction from the individualistic idea of the past two years, which was shown in a better public spirit in connection with the discussion on the Winnipeg Exhibition idea. They would be ready for other questions as they might arise and the community would undoubtedly be the better of it.

SAD DROWNING FATALITY

Jack Nissenson, brother of A. Nissenson who is secretary-treasurer of Society Brand Clothes Limited, Montreal, was drowned on August 16th at Square Lake, St. Faustin, Laurentian Mountains.

Jack Nissenson was only 18 years of age, a brilliant student, winner of the highest aggregate honours of the Province of Quebec in 1921.

He was spending his vacation in the Laurentian Mountains after his year at Harvard University where he showed signs of brilliant promise.



Messrs. Wm. Hollins & Co., Ltd., show some charming effects in colored stripes and checks in their new range of the well-known "VIYELLA" unshrinkable flannel. We select a few for illustration.

Left—Group "A" shows half inch checks in pea green and mauve, tan and copenhagen, tangerine and myrtle. These come in the TT weight, which is suitable for the lighter type of sports skirts.

Centre—Group "B" illustrates three patterns from one of the new ranges in the T. quality, and shows some very pleasing effects in grouped stripes, the colors being delicate shades of tan, mauve and green interspersed with yellow in each case.

Right—In Group "C" we have variations of mauve and green stripes super-imposed on grey and yellow stripes in a cream background.

Conveying News in Your Advertisement Lifts Merchandise Out of Ordinary Rut of Goods

Opening up New Lines of Thought in Advertising—How "News" Might be Injected Into an Overcoat Advertisement—Retailer Should be Style Authority—Using Local Events in Advertising—Ad. Man Should be an Editor

Written Specially for Dry Goods Review by E. V. M. GILBERT, Advertising Manager of J. H. Blumenthal's Sons, Limited, Montreal

"HOW CAN I make my advertising different?" asks the retailer. "How can I lift it from the rut of every-day sales and price reductions? What can I do to make it talked about, to make the reader want to read it?" It's no easy problem to solve—it is one that thousands of men have thought about for many years. And it would be futile for anyone to offer any suggestion to accomplish that end. New lines of thought, however, may be opened. Let us try.

Let us say that we have received from England a shipment of mufflers. They were purchased at a low price—they are good value. We advertise them.

Imported English
MUFFLERS
Reg. Value \$18
\$12.50

We have told the story—we may stick in a cut of a muffler to embellish the item. Is there any better way of handling that same advertisement? Suppose instead of merely saying that we have mufflers to sell at such a price let us tell the public that this shipment is the first to arrive in the city—let's tell them that they are new, that they have just come in. Let us thereby stress the NEWS feature of the advertisement.

(Use)
(cut of)
(boat)
(here)

Via S. S. Metagama
The first Sporttown Shipment of
FINE ENGLISH MUFFLERS
in the new Piccadilly patterns
\$12.50

The cut of the boat, the name of the boat, the first arrival in your city—all emphasize the news feature of the merchandise. The additional copy is to lend tone to the merchandise. It does. And you have told the reader news. Of course the example selected is a difficult one in that there is no outstanding news feature to emphasize. But it is sufficient to show how the news feature when stressed will lift not only the advertisement but the merchandise advertised out of the rut of ordinary goods.

Sole Function is News

Let us never forget that the sole function of the daily paper is to supply news. When the paper prints a history of anything, it goes in the magazine section. And we buy our space in newspapers which men read for their news value. Let's then enhance the value of our advertising by making each advertisement convey some news to the reader.

Overcoat Advertisement

The situation in the clothing field to-day is one fraught with interesting news for the consumer. The consumer doesn't know that there is apt to be a scarcity of good overcoatings. What splendid copy there is for our opening overcoat advertisements in the relation between the Irish situation and the situation in Irish overcoatings. Suppose we ran an advertisement showing a cable from the other side to the effect that the mills are sorry they can't deliver the cloths ordered until late in October—under the reproduced cablegram a headline of exultation because we have had delivery of some very fine overcoatings—would not that news advertisement make a splendid selling force for the opening of the season rather than the prosaic announcements of the formal opening of the

overcoat season, probably embellished with a stock border cut dug up from our campaign of three years ago?

Be Style Authority

That is an example of news advertising, of cashing up on the sales value of business news. We read our trade journals for the news of the business. In every issue of this or any other good journal there is any amount of news which will help us make our advertising more interesting. There is style news—a feature which is sadly lacking in most local advertising. Be the style authority of your city if you run a better grade shop. Make sure of it by using your advertising space to tell the news of the introduction and development of new styles. New York has adopted the white waistcoat for dinner jackets—London has given up the straw hat for light weight felts—Scotsmen are wearing breeches and golf stockings to work instead of long trousers. Here is style news which is interesting to the man who likes to be smartly attired. Link it up with your store and your stock through your advertising.

Sick of Bargain Sales

The dear old public is sick and tired of bargain sales. Let's feed them something new. Your little baby kicks when she gets the same diet all the time. Your little public will raise the merry devil with your advertising expenditure unless you change their diet. They want novelty in apparel—they want novelty in advertising. The man who gives either will get a fair share of business, the man who gives both will get considerably more than that.

City News an Inspiration

Then there is the news of the city. At the time of the opening of a social season, of the holding of some great affair in which a large number of people are interested, your advertising should link up with the news of the event. I have seen advertisements of dealers in certain cities where they used paid advertising space to announce functions of various clubs and organizations. These ads contain a box "What's On To-night?" They report the different social events in that box. The result is the people of that community look at that retailer's ads not only to read about what he has to offer but mainly for the news of social activities. So they see the announcement of a formal affair and note that the dealer has a complete assortment of dress accessories "and, by George, I'll need a new stiff shirt for the Social Club's affair," he remembers as he reads—what more natural than to go to the advertiser for the necessities?

Be An Editor

Newspapers edit their news carefully. It must be timely. It must be interesting. It must interest a large number of people and not a handful. It must be general. If it is important it gets the first page, if it is filled with human interest, it gets the first page. If it affects a few it gets a stick somewhere inside. If it is a puff sent in by an advertiser it gets as little as possible. And so even though you must appreciate the value of news in advertising there comes the occasion for you to edit this news, to stress those items which are of widest general interest. Be an editor of advertising, don't be a writer. You have a hundred different things to advertise, pick out and emphasize those of the widest interest, of the most importance and which are interesting. Give them the most prominent parts of the ad. Let the less important items be relegated to minor positions as "fill-in" stuff. The more we inject interesting news into our advertising the more effect will our advertising have.

College Students' Trade is Profitable: Suggested Methods of Getting After it

The Records Show That Students Are Good Spenders During Their College Term—Presentation of Card Entitles Holder to Ten Per Cent. Discount—Sending Samples of Furnishings to Students—The Matter of Advertising

A LONG about the end of September the majority of Canadian colleges will recommence their lecture courses and the annual influx of young men will again swell the population of certain of our cities. Many retailers who have been in the game long enough to know the ways and habits of freshmen, juniors, seniors and sophomores are enabled to capture no little business from this same small army of students, principally for the reason that each college and each fraternity demands certain individual fashions and clothing requirements which must be met at local stores or the student is marked as lacking in class "esprit de corps." During the first month of college activities, therefore, there is much profitable selling to be done by the clothier and haberdasher who is awake to the possibilities in university trade. Not all students are possessed of unlimited means, it is true, but all of them are required to own certain outfits for their recreation hours, including the requisite clothing for hockey, football, tennis, or even gymnasium work, together with such attire as is correct for informal and formal evening events which are numerous during the nine months of the university term. Thus it can be understood that each college student is "good for" no inconsiderable amount of salesmanship during the course of a year and once a freshman becomes a regular customer it is safe to take it for granted that he will continue to patronize the same store for the four years of his college career.

College Boys are Good Patrons

According to several clothiers interviewed recently by Dry Goods Review with regard to the question of catering to college men, the latter "dress well and spend well," and this is true in the smallest of college towns as well as in such a city as Montreal. Just how the retailers of these centres of education go after business forms an interesting matter for investigation.

The first requisite for the retailer to heed in his campaign to capture this college trade, is to aim his publicity matter at the individual student. As soon as the list of applicants at the local university is complete the retailer will find it advisable to keep in touch with the secretary or bursar and obtain from him a copy of the list, giving the names and addresses of all incoming students. A carefully prepared and attractively worded personal letter to each student

should be written by the retailer and mailed to the boarding house or dormitory, at the outset of the college session, in which the name of the store, its address, and the type of service which it endeavours to give, are all duly noted. If such a personal letter as this is really well done and is not merely a form circular, the response will be well worth the little exertion of preparing such a list of names, particularly if some extra feature is introduced, such as the plan tried out by a prominent Montreal firm for many years back in connection with their dealings with McGill students. This plan has been mentioned before in this publication but is well worth repetition, being easily carried out and brings practically 100% results.

Offers 10% Discount

A small card of about vest pocket size, is prepared, bearing the name of the store and a blank space for the name of the recipient to be filled in by hand. The accompanying letter should explain that a discount of 10% will be given on the purchase of any suit or overcoat bought at the store during the next 30 days, on presentation of the card in question.

This scheme never fails to bring in satisfactory returns according to the store which originated the plan, and it is claimed that the personal appeal, together with the idea of a discount to college students only, is the reason for the unending success of this idea.

Advertise in College Paper

Another way to get college men's business is to advertise in the university magazine or newspaper, such as is always conducted during the college term by the students themselves. Such copy should be newsy, snappy, and addressed to the men themselves, inviting them to call at the store for anything they may need and emphasizing the fact that correct clothes and furnishings are in stock at all times.

Another idea which won instant favour in the city in which it was tried out last year was the erection of a score board on which football match scores were posted by means of telegraphic information to the store from the field of action in whatever locality a match was in progress. In the case of intercollegiate matches in which the local team was entered, such a stunt as this is certain to prove a winning idea, for the only other means available to the public of learning the score and particulars of the

game at the earliest moment is by watching the bulletin boards of the local press which are, however, merely summaries of the finished match, while the telegraphic bulletin board can be marked up while the game is actually in progress, thus attracting a crowd of fans who are likely to become fast friends of the store in consequence of this novel idea. The store which tried out this idea estimated the crowd gathered in front of its building at many thousands, while in addition, the telephones were kept humming by people who were unable to get to the store yet had a keen interest in the outcome of the match.

Sends Goods On Approval

Another progressive store in Montreal which caters to the most discriminating type of college student makes it a practice to send an assortment of high grade furnishings including hosiery, neckwear, scarves, handkerchiefs, suspenders or belts and shirts to any student who has been a customer of the store for a year. This assortment is compactly fitted into a moderately sized box and sent on approval with a memorandum of the cost of the various items. The idea behind this scheme is of course to demonstrate what is new and smartest in haberdashery and is an unending sales aid where young men's trade is concerned. This store keeps a record of customers' sizes in order that the merchandise may be exactly right when tried on at home. On an average it is said that fully half of the goods sent are retained. Each package should contain goods the total cost of which is not extravagant, as the sight of a costly price will frighten off the purchaser rather than induce him to buy. The first package should be small and represent exceptional value. The college man will appreciate this form of service if the goods are sent to his "frat" house so that he can show the merchandise to his chums and get their approval. Other sales will naturally follow on this account.

Demand for Evening Clothes

Do not forget to keep your store attractively arranged with due regard to the window displays which must win business from college men. Show plenty of sweaters in college or club colors, and the right kind of caps and neckwear, etc., for young men between 17 and 22 years of age. Keep in mind the fact that most of them will need their first tuxedo coats during college term and a special circular will be found to secure this business.

Men's Wear Review

Issued on the first of each month

Published by

THE MACLEAN PUBLISHING CO., Ltd.

143-153 University Avenue - - Toronto, Canada

Branch Offices:

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

Subscription Rates

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

Vol. VII SEPTEMBER, 1922 No. 9

Advertising That Was News

A certain retailer of men's wear lines went to market to buy some merchandise. During his buying expedition, he ran across some particularly fine woollen fabrics for suitings. He had in mind, from his constant contact with his customers, a considerable number of them to whom he believed these particular patterns would appeal.

A good advertising idea struck him right between the eyes. He went to a stationery store and bought some picture post cards. He sat down and wrote to a lot of his customers, told them he was "at market" buying some snappy merchandise and he believed he had come across something that would be of particular interest to them, and he went on to give them some idea of what it was.

His customers liked the personal touch of the picture post card written from the scene of action. But more than that, they were interested in what he was telling them—no doubt the novel way he conveyed the information also caught their fancy.

When he got home, or shortly after, most of the men to whom he had written came into the store to see the fabrics he had written home about. They agreed that they were "something to write home about" and they quickly picked them up.

It was a good advertising stroke. It was an advertisement that contained real news.

Opportunity For Display

In the new scheme of the Ottawa government for the conversion of war bonds there is a chance for some original window display work. The public is bound to be interested in this new plan and there will be an intensive advertising campaign carried on from coast to coast as there has been in the case of the previous loans that have been floated in Canada. Display men, in general, are altogether too conservative in appreciating these incidents in our national life and in using them to draw attention to and favorable comment upon their display work.

It occurs to us that some original and attractive

displays might be arranged during the course of this loan. For instance, a scene in a bank might be reproduced. The customer could be seen handing in his or her war bond (five and a half per cent. interest maturing December 1st, 1922) and receiving from the teller what the government offers the holder in exchange for the maturing bond. If the display man would study this loan carefully, he would be able to show by the use of a showcard exactly what the conversion means to the holder of these maturing bonds. The reproduction of the actual transaction, together with the exact figures shown, would contain the whole story in a nutshell and would give a quicker understanding of this transaction than many a printed word.

At the same time, it would be doing a useful and patriotic service for Canada. Such windows create considerable interest in the community; they draw attention to the store; they are educational to the public; and they enhance the reputation of the display manager.

Sidelights on Salesmanship

In this issue of Men's Wear Review we have an article in which there are some quotations from Harry Gordon Selfridge on the subject of salesmanship. They are well worth considering because they come from a man, once a driver with Marshall Field's of Chicago, and now the head of a retail organization that is known the world over. It is always worth remembering, too, that men who have achieved great things were men who had very humble, even menial, beginnings.

If Mr. Selfridge were merely theorizing on what he says about salesmanship in England and on the continent, as compared with salesmanship on this continent, one might be inclined to take a very decided exception to what he says. We usually think of the American type as the most aggressive type in the world, particularly when it comes to salesmanship. But the fact remains that the number of turnovers in five Paris retail stores is larger than any on this continent, and the volume of business in each of these stores greater than the volume of any retail establishment on this continent. That there are five stores in the city of Paris with a population less than that of New York each doing about \$100,000,000 worth of business yearly is surprising and illuminating.

Without any desire to offer carping criticism, Mr. Selfridge suggests that this might be due to methods of salesmanship. He characterized the American type as "intensive persuasion"; while the method employed in England and on the continent concentrates on the desire to meet the wishes of the prospective customer. He says that salespeople in Paris make a very close study of the wishes of the customer and that their buyers are really experts. It is impossible, he says, to get away with poor stuff among Parisians because they know good merchandise. Knowing the tastes of the people and securing the merchandise to satisfy those tastes results, says Mr. Selfridge, in big turnovers and volumes of business.

The difference he points out is well worth considering and the fact that this difference results in bigger profits makes it all the more so.

Men's Wear Markets at a Glance

Some Early Repeats on Fall Merchandise From Widely Separated Districts—Good Sorting Business is Looked for by the Wholesale and Manufacturing Trades—Hopeful Outlook From the West—Conditions in the East—Spring Merchandise

EARLY Fall buying from retailers who have featured their Fall merchandise during the last weeks of August or the first weeks of the present month is reflected in wholesale and manufacturing circles. On lines of overcoats, for instance, on which there was light buying for Fall requirements, repeat orders have come from widely separated centres throughout the country. Some of the first hailed from the West.

Trade Seasonal

Otherwise, there is not a great deal of activity in trade that is not seasonal. The past month has seen heavy shipments of Fall merchandise going out to the retail trade and all of it is not out yet. In active buying, it is mid-season with the usual hopes in both wholesale and retail circles. In some quarters reports reaching us go to show that Fall business has already opened out well, much better than it did a year ago. Some idea of the outlook for Fall may be gathered from the letters that have reached us from many sections of the Dominion and which appear elsewhere in this issue. They are practically unanimous in believing that the development of business during the next four or five months will be satisfactory. Retailers from one end of the country to the other are delighted with Western conditions. Perhaps the sanest view of conditions there is that it will again start money in circulation which will, in many cases, wipe out the indebtedness of farmers and retailers alike. That means a healthier development of business and salvation for many individuals who were facing disaster if another poor crop had to be harvested. The position of many retailers will be improved because they will not need to carry their clientele to such limits as they have been doing for many months.

In Other Sections

Ontario and Quebec are living up to their reputation in the matter of business. Reports indicate that, in rural sections, crops have been very satisfactory and merchants are looking for good business all through the Fall months. Some of the industrial centres are still affected on account of unemployment but there is reason to hope that the situation will not be as critical this winter as last. In the maritimes there is still room for improvement. The native industries in these provinces

have been subjected to varying conditions all of which have had their effect upon trade in the men's wear lines. Some of these are dealt with in an article appearing elsewhere in this issue. Industrial troubles have also had an unfortunate bearing on trade and until these are finally settled and amicable relationship established between the contending parties, business cannot hope to regain its normal channels.

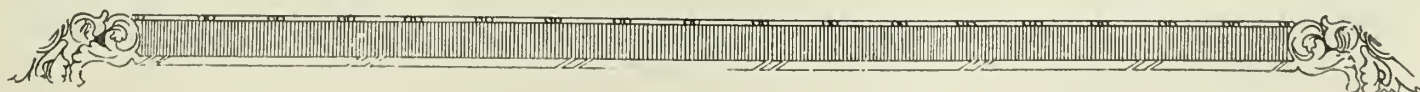
Spring Merchandise

A few years ago it would not have been too early even at this time to get some idea of how retailers were buying for Spring. It is considerably too early to do so now. Some of the clothing travelers are starting out this month with their models and before the middle of October all of them will be on their way. At this time of writing many of the houses are just putting their samples through the factories. They are all hopeful that placing business may show an improvement over a year ago.

There has been some buying in Spring felts and in summer straws and, according to reports, buying is a little freer than it was even for Fall. The trade is showing a keen interest in panamas. Browns, tans and pearls are selling well in felts, with a sprinkling of light green. Manufacturers believe that a green season is coming but they do not think it will be the same green that was so popular a few years ago. In some of the American cities visited by Men's Wear Review during the month tans and browns were featured very strongly and dealers said they looked to these shades as the big ones for the Fall business.

Knit goods men profess to be running at capacity to fill orders in various lines of the men's wear trade. Some very fine novelties in neckwear are being shown and there is promise that the trade will see some very nice, new things in their Christmas buying. In cut silk neckwear some of the houses are doing a fair amount of business. Some recent importations from Italy and other European countries have been taking well on account of their newness in patterns.

On the whole, trade can be said to be satisfactory for the season of the year. The excessively warm weather in September interfered somewhat with early business for the retailer and the hope is universal that seasonable weather may soon prevail.



Should Emphasize Quality and Style

Display Manager of R. J. Tooke's, of Montreal, Arthur Perreault, Gives Views on Window Display Work—The Use of Platforms—The Care in Selection of Colors—The Kind of Showcard to be Used—Practicability of Unit Display

THAT the time has come when it behooves the display man to emphasize Quality and Style rather than the overdone theme of Price, is the opinion of Arthur Perreault, who is Display Manager with the R. J. Tooke Company of Montreal and whose achievements in the matter of display are well known, and include the Dominion Exhibition diploma in 1912 as well as innumerable first prizes in contests held from coast to coast.

To Men's Wear Review, Mr. Perreault stated, in the course of an interview, that this opinion was held by all the foremost display men of America and was the principle theme of the recent convention of display men held in Chicago. In many of the exhibition windows shown at the convention the idea of the interchangeable unit system of window display was emphasized, and the use of a "platform" for display was given a variety of artistic interpretations. Mr. Perreault has brought back with him many new ideas and theories which he proceeded to execute in connection with the Fall display of new merchandise in the windows of the R. J. Tooke Company store at the Windsor-Peel intersection.

On this page will be found a reproduction of the left hand window display showing the velvet-covered "platforms" originated by Mr. Perreault for showing different groups of related merchandise and explained by him in these words:

"You will notice that I use three plat-

forms to each window and each platform is covered in either purple, green or royal blue. In arranging my windows, therefore, I am careful to use one of each of these colors when showing ordinary merchandise but on special occasions such as Easter, St. Patrick's Day and so on, I would use three of the platforms in one color, the purple for Easter and the green in honor of St. Patrick.

Quality of Merchandise is Enhanced

"The reason for using these platforms is apparent. It is no longer considered correct to display merchandise on the floor of the window. It is recognized that it is greatly enhanced in appearance by being raised, just as any thing will look more attractive when presented upon a tray than it would if merely handed out or laid on the floor. The idea of presenting men's wear in this manner is now the accepted method of all professional window dressers who realize that a window must not be completely denuded of its display at once, or left shrouded in mystery or else gaping untidily to the street. Such work is strongly frowned upon by good display men. Instead, by use of one or more platforms to a window, arranged so as to leave 18 inches between each one and about 10 inches from the glass, as well as some 2 feet at the back, the window dresser can easily walk between the units and remove the merchandise from one without in any way rendering the entire window an eyesore from the street.

"The height of my platforms is 6 inches and they are finished with curved arms and a removable pedestal covered in the same velvet plush. In selecting the merchandise to be shown each unit, care must be taken to feature one color or tone in order to avoid a clash of shades against the background. For example, I have shown a group of navy blue silk ties, striped diagonally with white against a purple ground. This might seem incongruous to some people but on looking closer it will be seen that I have draped some woven shirting material in a harmonizing color scheme to the ties just behind them, and thus the spectator's eye grasps the fact that this is a new and effective kind of tie to wear with this particular type of shirt. I have placed a fan-shaped piece of the tie silk above each one to give more color to the display.

Show Coat Linings This Season

"On the blue platform next I have displayed three new fall overcoats together with real silk mufflers to match the brown tones of the coats. In this connection it should be remembered that the lining is the great feature of this season's overcoats and consequently, I have arranged the three garments in different positions, one showing a glimpse of the lining in front, another with a corner turned up, and so on. As mufflers are the goods most suggested in this case, they are shown folded into narrow plaits and placed on the blue velvet here and there.

"Against the green ground I have



Richly colored plush covered platforms supply a dignified as well as an artistic background for this display of new fall merchandise. Only goods which are related in character are grouped in these units which are purple, emerald, royal blue and scarlet. The use of these units enables a display man to complete one platform at a time without upsetting the whole effect.

Display by Arthur Perreault, with R. J. Tooke Company of Montreal.

shown some wool taffeta shirts on flat stands to give the natural effect and with the shirts are used knitted silk ties, the only appropriate finish to this type of shirt. The shirts show faint stripes of blue, so I have selected ties of black silk with a faint blue line running horizontally.

"In another window I have shown a unit for sportsmen, particularly golfers who require slightly warmer clothing for these chilly days. Tweeds, camel's hair sweaters, heavy hose and brogue shoes are all combined here with a toy camel complete with hump, to give the unit a realistic touch!

Oblong Show Cards Are Best

"My show cards are small and uniform in character, one placed against each unit. I have used brown cardboard, oblong in shape, with the wording lettered in black upon a white facing. One corner of each card is rounded off just to give a more unusual appearance and the wording is brief and runs to three lines of three words each at most. The reason for this is that an oblong card is more quickly and easily read by a man passing by in a hurry than is a square or upright card and therefore, it is advisable to put the gist of the message right in the first three words. Such cards are in keeping with the character of the display which aims first of all to be dignified as well as to emphasize the qualities of smartness and exclusiveness which should be given prominence in every Fall opening display.

Unit Display Method is Practical

"I would like to stress as much as possible the practical character of this new display method," said Mr. Perreault in closing, "for with these units a perpetual change can be kept up without undue exertion or confusion in the window. Furthermore, the choice of colors mentioned, together with some two or three units covered in red plush will provide a display man with all the background he requires for any special event. The red units will be invaluable at Christmas and will show off all kinds of merchandise effectively."

Much flattering comment has been

Prominent Merchant Passes Away

A. A. Allan, President of Firm of A. A. Allan & Company, Limited, Dies Suddenly

Death came very suddenly on the night of September 1st to Archibald Alexander Allan, president of the firm of A. A. Allan & Company, Limited, of Toronto. Mr. Allan had been spending his holidays at his summer home at Atherley, Lake Simcoe.

An Old President

The late Mr. Allan had spent more than 60 years in Toronto, during the most of which he was head of the firm

Did You Ever Stop to Think

THAT if your city is in need of more mercantile establishments of any kind—ADVERTISE!

THAT if you want any more farmers or homeseekers to locate in your community—ADVERTISE!

THAT if you can offer any special advantages as a desirable location for factories, branch plants, etc.—ADVERTISE.

THAT your section will attract greater attention today than ever before if you ADVERTISE!

THAT your vast resources will receive the consideration their importance has long entitled them to, if you tell the world.—ADVERTISE!

THAT the directing heads of manufactures, investors seeking profitable outlets for their capital, as well as those on the outlook for good farms and homes, are reading the papers every day looking for opportunities. ADVERTISE!

THAT the best results from any kind of advertising are obtained by "KEEPING EVERLASTINGLY AT IT."—ADVERTISE.

THAT no matter what you have to sell, the columns of the newspapers will fill your needs in the surest and most economical way.—ADVERTISE.

THAT if you want increased business, ADVERTISE.

THAT most newspaper readers are boosters. They pass on everything good, whether found in editorial or advertising pages.

THAT if business is falling off, you should step right out of the rut and increase it by the right kind of ADVERTISING.

That getting the business is not always a selfish proposition. Modern business entails a certain amount of service that is of as much interest to the buyer as to the seller.

THAT you will find in the stores of your city, the obliging clerks, the ones who greet you with a smile, who wait on you courteously, solicitous of your every wish, who answer your questions politely, who are willing to take the trouble to supply any information wanted, they help to make better business.

THAT "mail order" houses succeed because they advertise. You can beat them at their own game by advertising in your local papers.

THAT many citizens would be pleasantly surprised if they were to investigate the various kinds and classes of merchandise obtainable in their city. With this knowledge, they could spend all their money at home. A DOLLAR SPENT IN YOUR OWN CITY HELPS YOUR CITY. A DOLLAR SPENT IN SOME OTHER CITY, HELPS THAT CITY. BUY AT HOME.

THAT your city is the best city in which to live. Don't hesitate to tell the world about it.

accorded the double frontage window display described above by visitors to Montreal this month and what is still more satisfactory, the new effect in display has sold the goods more rapidly than was the case under the former style of window dressing. Goods are

now shown in single groups of a color, combined in the relation which they bear one to another, so that the kindred ideas of harmony and added comfort are implanted in the mind of the would-be purchaser. Salesmanship can be carried to no higher degree than this.

of A. A. Allan and Company. Born in the Orkney Islands, he came to Canada in a sailing vessel, and began his business career in Toronto in 1859. The hat and fur business, which he and his brother, James D. Allan, started about 45 years ago, is one of the very oldest firms in Toronto. James D. Allan, who retired in 1915, went to remote parts of the earth to get furs and skins for the trade, for twenty years visiting Russia annually, until 1914.

In 1904, when the wholesale district of Toronto was swept by fire, the firm of A. A. Allan & Co. saved \$100,000 in furs from the flames. Mr. James D. Allan, somehow having a premonition that a fire might occur, had had constructed a large vault under the sidewalk. Hardly was the vault finished when the fire broke out, and the vault

was immediately filled, the most valuable furs being saved. The new Allan warehouse, erected after the fire, was the first concrete building in the city.

Many Affiliations

The late Mr. Allan, though of a retiring disposition, had a host of friends and was connected with benevolent organizations, such as the St. Andrew's and Caledonian societies. He was also a member of the Granite Curling Club, the Royal Canadian Yacht Club, the National and Ontario Clubs, and the Zetland Masonic Lodge.

Three sons survive, Arthur, Frank and Herbert, associated in the business; two daughters, Miss Allan, at home, and Mrs. Williams, California; and two brothers, James D., of Toronto, and R. B. Allan, of Stavely, Alberta. The late Mrs. Allan died in April, 1921.

Autumn and Winter Correct Dress Chart, 1922-23

D A Y D R E S S										
OCCASION	COAT AND OVERCOAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	CRAVAT	GLOVES	BOOTS	JEWELRY
DAY WEDDING AFTERNOON CALL MAJINEE OR RECEPTION	Black or Gray Cutaway or Frock Chesterfield or Skirted Overcoat	To Match Coat (with white edging) or White	Gray Striped Cashmere to Match Coat	High Silk with Felt or Silk Band	Linen or Piqué, White	Wing or Poke	Black-and-White Four-in-Hand Once-over Ascot Tie or Bow Tie	Pearl Suede or White Glacé	Patent Leather, Buttoned Kid Tops	Pearl Pin, Links, Studs and Cravat Pin
BUSINESS, LOUNGE AND MORNING WEAR	Jacket Chesterfield or Box-Back Overcoat	To Match Jacket or Different of Fabric	To Match Jacket or of Striped Cashmere with Black or Gray Jacket	Derby, Soft or Cloth	Plain or Pleated Rosom. with Single or Double Cuffs	Starhed Doubh-Band Soft, Fold or Wing	Four-in-hand or Bow Tie	Tan Cape, Chamois or Buckskin	Laced Calf Black or Brown High or Low	Jeweled Links Gold Chain or Wrist Watch
MOTORING, GOLF, RIDING, COUNTRY TRAVELING	Norfolk or Jacket Raglan or Polo Cloth Topcoat	To Match Jacket Knitted Tattersall	To Match Jacket or Flannel, or Woolen, Knickers	Cap, Soft Felt or Cloth	Cheviot, Flannel or Oxford with Soft Cuffs	Soft Fold or Attached Self Collar	Four-in-hand Bow Tie Stock for Riding	Tan Cape, Chamois or Buckskin	Laced Calf Black or Brown High or Low	Gold or Enamel Links Wrist Watch
AFTERNOON TEA, CHURCH AND PROMENADE	Oxford or Black Curaway Chesterfield Overcoat	To Match Coat or of Fancy Fabric	Gray Striped Cashmere to Match Coat	High Silk with Felt or Silk Band	White or Black- and-White	Wing or Poke	Black-and- White Four-in-hand Once-over or Bow Tie	Gray Suede or Gray Mocha	Patent Leather, Buttoned Kid Tops	Pearl or Jeweled Links, Studs and Cravat Pin
E V E N I N G D R E S S										
EVENING WEDDING, BALL, RECEPTION, FORMAL DINNER AND THEATER	Swallowtail Skirted, Chesterfield or Cape Overcoat or Fur Lined	White Single or Double- Breasted of Piqué or Linen	Same Material as Coat	High Silk with Felt or Silk Band	Stiff Linen or Piqué White	Wing, Poke or Lapfront	White Tie of Plain or Figured, Piqué or Linen	White Glacé Kid White Cape or Suede for Theater	Patent Leather, Buttoned Kid Tops Patent Leather Creole Gaiters or Pumps	Pearl or Mother-of-Pearl Links, Studs, Waistcoat Buttons White Enamel Plain or Jeweled
COUNTRY DANCE, INFORMAL DINNER, CLUB STAG, AT HOME DINNER	Jacket Black or Oxford Chesterfield Overcoat or Fur Lined	Black Silk or White Piqué Single or Double Breasted	Same Material as Jacket	Black Derby or Black Soft with Silk Under-brim	White of Piqué or Linen Semi-Starched	Wing or Fold	Black Silk or Satin Tie	Gray Suede or Buck	Patent Leather Oxfords Dull Calf Pumps	Black Mother-of-Pearl Black or White Enamel Links, Waistcoat Buttons

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A Forecast in Spring Clothing

Montreal Manufacturers Not Yet Certain About All Prices—
Some of the Opening Ranges—Designers Express Opinions With
Regard to Forthcoming Styles—Getting Away From Tight-Fitting
Coats—Increased Popularity of Norfolk

THE QUESTION of price is dominating the clothing business at the present time and is expected to become even more marked once spring selling gets under way, according to the opinion voiced by several Montreal manufacturers to Men's Wear Review. Just what the average price range for spring is to be cannot be definitely stated as yet owing to the delay experienced in getting out samples, which at the time of writing, will not be sent out with travelers until early in October. One firm, however, making a well-known brand of men's and boys' clothing announces its opening price at \$20 for the cheapest grade suits, which is lower than the 1922 range. This manufacturer makes another line which bears no guarantee but is placed on the market to satisfy the demand for a popular priced line of clothing and this brand will be priced from \$8 up to \$22 for boys' and men's suits of the "ready made" variety. This line is selling so rapidly that it is abundant evidence of the fact that it is clothing at a price to-day that is in demand.

Expect Demand For \$25 Suit

Another Montreal manufacturer gave it as his opinion that the only really heavy volume of business in men's suits for spring will be that ranging in price between \$15 and \$22 per suit wholesale and he feels that the \$25 dollar suit retail will be the most wanted item in the retail clothier's range. The same situation applies where boys' clothing is concerned and garments priced between \$5 and \$10 wholesale will provide the bulk of business in most stores.

This tendency to concentrate upon medium-priced lines is the buying policy being followed by retailers in all the smaller towns, it was said, and the demand for two-trouser suits is noticeably on the increase. Every manufacturer interviewed by Men's Wear Review took the attitude of regarding the two-trouser suit idea as dangerous, yet each firm which makes clothing at a medium price has included two-trouser suits in its spring range. The reason given for this concession to a demand felt to be injurious to the trade at large is that it is not always possible to make up extra trousers later on in the season to match suits and thus a certain number are offered at the outset of the season priced at a moderate figure. For subsequent ordering an additional 25 cents per pair is charged. One line of navy blue serge priced at \$15 thus becomes \$19 with two pairs of trousers or \$19.25 if the extra pair is not ordered with the original suit.

According to the manufacturers the two-trouser idea has much to recommend it to the economical man, or the "one-suit-man" as he might be described. To this type of purchaser it is the only logical kind of suit to buy as in all probability he would purchase an odd pair in any case, but there should be no need or necessity for the retailer to feature the two-trouser suit over and above the regulation kind.

Light Tweeds Not Practical?

Touching on the trend of styles for spring as viewed by the designers of two Montreal firms, the opinion was given that there is likely to be a reac-

tion against the demand for tweeds which was so pronounced this summer. According to one designer the light grey suit was not a practical proposition for the "one-suit-man" who quickly found that tweeds do not stand up so well under continuous and strenuous wear as do the more durable worsteds, etc., and furthermore, there was a tiresome monotony about the tweed suit when seen by the score on the street any business day.

Nevertheless, sports effects have not as yet said their last word and it is rumored that Norfolk effects will be even stronger next spring. Some doubt was expressed by one designer as to the continuance of the wide pleat in sports coats, yet he could see no other method of providing the necessary freedom of movement without returning to the broad back effect such as Englishmen affect. English styles in sports clothes have registered a distinct modification as regards the introduction of the pleat and thus it is possible that American styles may be affected similarly eventually.

Looser Effects Considered Smarter

In any case, there will be a tendency to get away from the tight fitting effects in better grade clothes, the average man having shown a preference for less extreme styles in general. According to another designer ultra extreme styles will continue as heretofore but will not be made up here in any greater quantity. This style of clothing is usually the choice of the foreign element in any locality and thus the demand is

(Continued on page 57)



Smart Russian overcoat for youngsters between 3 to 9 years of age finished with leather buttons and smart slashed pockets. Both front and back view are shown. Shown by Levin & Son, of Montreal.





JOHN FORSYTH LIMITED

The Guaranteed
Forsyth
Shirt



KITCHENER, Canada

Says Crops Will Improve Conditions in West: Retailers Rendered Great Assistance to Farmers

F. L. Thompson, of Thompson & Flumerfelt, Calgary, States This Year's Crop Will Place Many Retailers and Farmers in Better Financial Position—Retailers Have Carried Many Farmers on Their Books—Fair Treatment by Eastern Wholesalers

THAT conditions in the province of Alberta are improving and that the crop in that province will considerably alleviate the financial situation of retailers and farmers is the opinion expressed by F. L. Thompson of Thompson and Flumerfelt of Calgary. In a letter to Men's Wear Review, Mr. Thompson gives a careful outline of the crop prospects and their bearing on the position of the retailer and the farmer, and mentions that better crops did not come to some sections before they were needed. He says that the retailers have proven themselves friends of the farmers who have been visited by misfortune in connection with crop yields, and he is not stinting in his praise of the eastern wholesaler who has lent every possible assistance to the retailer. Mr. Thompson's letter follows:

Crops Are Fair

"The crop conditions in the West are fair," says Mr. Thompson. "Speaking of the province of Alberta the crop in the South country is very good but will not show as large a yield as in 1915; the average, perhaps, will run 25 to 30 bushels of wheat to the acre and in some localities around the town of Vulcan, the yield will go as high as 40 bushels.

"In the north country this year the crop is not good as around Wetaskewin between the drought and the hail it is about a total loss. Of course, it's the south country we all look to for the big money as it is nearly all wheat that is grown, and they surely needed a crop this year as it is the first in about five that they have had anything to speak of. In the territory north of Calgary, the farmers go more into mixed farming and do not depend solely on grain.

"In the east, I believe, on the whole the average is O. K. and many of the farmers in that direction are customers of ours and most of them are fairly well satisfied; but as a whole the crop is not as large as it was first figured it would be throughout the province.

Position of Farmers

"The farmers in nearly all sections of the country except the north around Lethbridge are in pretty good condition and manage to take a poor year along with a good one but many of the small farmers or home-steaders have found it a losing game from the start and had, in many cases, to vacate, leaving what little they had for the next one who came along. The exceptionally hard luck that the farmer in the south country had for the past five years has placed a great



F. L. THOMPSON
His wife and "Bobbie" on a motor trip to Edmonton.

many of them in financial difficulties, absolutely through no fault of theirs but through bad crop conditions and the farmer who was gilded before was forced, under the above conditions, to ask for credit, expecting the next year's crop to clean up his debts. But the next year was not better. The same thing in that section of the country went on for several years and has certainly left a great many of them in bad straits.

Merchants Have Helped

"The merchants have helped them in every way possible and have carried them along, giving them their supplies and placing it on the books with the result that many merchants have had their troubles, they also being expected to meet their drafts occasionally. But this year's crop will help them out wonderfully and even if the money they get has to go to pay their debts, the money will be in circulation and the farmer will have a clean slate.

"This is not the case of all the farmers in the south country by any means, as many of them are very prosperous and have beautiful homes and buildings with every modern convenience. But the majority is what you hear of and they are mostly home-steaders who started

with nothing and could not stand a crop failure and, at the same time, had to live; so the only way out of it was either to move out or get on some good natured merchant's books.

Not Had A Square Deal

"Then again the farmer has not had a square deal, inasmuch as he was expected to pay the high rate of wages to the farm hand to have his grain threshed, and when he was about to turn his product into cash the price lowered and his profits were all shot. This year our hopes are somewhat shattered, for even though there is a pretty fair crop, the last quotation on our wheat was 75 cents a bushel which is certainly not enough to let the farmer hardly break even.

Wholesalers Helped

"As to the help of the eastern wholesaler to the retailer, I might state that I don't think there is a firm doing business to-day who has not been on the square in his business methods who can say that the wholesaler has not given him every assistance and has, I am sure, been very patient with him in every sense of the word, considering also that they have their liabilities to meet as well as the retailer."

Started 14 Years Ago

Thompson and Flumerfelt started in business as partners fourteen years ago with a capital of \$100. Ill-luck was not long in following in their tracks. The first week in business their store was entered by burglars and all of their stock, worth three thousand dollars, was stolen. But the spirit of the west and the men who have made the west is young. Although they owed for every cent of this stock they were undaunted. This was in 1908 when business had begun to pick up and the west was beginning to boom. In a few months, Mr. Thompson says, they had forgotten the loss and had all they could do to wait on their customers.

Regent Tailors, Tip Top Tailors, G. Hawley Walker, Fitzpatrick & O'Connell, Hobberlin's Limited, and Tailor-Craft were among the retail men's and boys' clothing and furnishing exhibitors at the Canadian National Exhibition.

D. A. MacLeod of MacLeod Bros., clothiers of Calgary, Alberta, recently returned from a four months' trip to Great Britain and France. This was Mr. MacLeod's 16th trip across the ocean. He described conditions in England as very bad.

Suggestions for Showcards for Seasonable Merchandise

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

- | | |
|---|---|
| THERE IS SPICE IN THE PRICE | NOVELTY STRIPES AND WEAVES IN
NECKWEAR |
| REFINEMENT IS EXPRESSED IN EVERY
LINE OF THESE CLOTHES | SCHOOL DAYS ARE SUIT DAYS |
| THE LATEST HEADWEAR IN YOUNG
MEN'S STYLE TENDENCY | REINFORCED KNICKERS FOR THE BOYS |
| PYJAMAS AND NIGHT ROBES FOR DIS-
CRIMINATING TASTES | A DISTINCTLY SUPERIOR GARMENT BOTH
AS TO LINES AND QUALITY |
| BONNIE PLAIDS IN NECKTIE SILKS | A NEWNESS AND FRESHNESS IN THESE
FALL SHIRTS |
| THE NEW COLLAR FOR FALL | THE SUPREME NOTE IN TAILORED
GARMENTS |
| NEW IN DESIGN, NEW IN SHAPE,
NEW IN FABRIC | THE NEWEST STYLES ARE USUALLY SEEN
HERE |
| YOU HAVE NEVER SEEN A SHIRT JUST
LIKE THIS | CAPS THAT ARE PRACTICAL AS WELL AS
NOVEL |
| A GENTLEMAN'S SHIRT TO SELL AT A
POPULAR PRICE | ALL WOOL FABRICS WITH DEPENDABLE
TAILORING |
| SILK SHIRTS OF RELIABLE PROVEN
QUALITY | THE STANDARD OF QUALITY IN UNDER-
WEAR |
| A NEW AND DRESSY MUFFLER FOR FALL
AND WINTER | SUPERIOR WEARING QUALITIES AND
ORIGINAL DESIGNS IN GRENA-
DINE NECKWEAR |
| NOVELTY SILK SHIRTS FOR NOBBY
DRESSERS | THERE IS A DIFFERENCE IN THESE SHIRTS
THAT MAKES THEM ATTRACTIVE |
| FANCY LEG PATTERNS FOR THE GOLFER | VALUE FIRST IS OUR MOTTO |
| A TIE THAT IS AS GOOD AS IT LOOKS AND
LOOKS BEST LONGEST | ALL WOOL HOSIERY AT MODERATE
PRICES |
| SOME OF OUR NEW WASHABLE SILK
MUFFLERS | CLASSY CLOTHES THAT MAKE FRIENDS |
| THE ARISTOCRAT IN HEADWEAR | COMFORT AND STYLE IN NEW FALL
SHIRTS |

A Window Display and Its Faults

Reader Asks Our Opinion on a Maritime Window Display—Windows in One District Unsuitable to Another District—The Case of a Retailer Who Found Out His Mistake—Secret is in Studying the Community and What it Wants

A READER of Men's Wear Review who was recently traveling through the maritime provinces sent us the description of a window display seen in one of the small centres, and asked us what we thought of this type of window display. The following description shows that it was a general store; here is what was in the window and how it was arranged.

Curry comb next to bread knife.

Violin string saddle next to dairy thermometer.

Paint brush next to towel rack.

Paring knife next to harness snap.

Spring screen door fastener next to fish line.

Umbrellas next to patent window lock.

Door knob next to dressmakers' tracing wheel.

Dry cell batteries next to vinegar barrel tap.

Safety razor next to barn door bolt.

White wash brush next to carpenter's gauge.

Pair of hammock hooks next to whetstone.

Fishing rod next to syrup barrel tap.

Violin strings next to rings for pig's nose.

Mouth organ next to patent soldering outfit.

Carpenter's draw knife next to egg beater.

Silver table spoons next to auto engine gas priming cups.

Saw setter and wood hatchet next to spark plug and battery tester.

Automobile oil can next to can of saniflush.

Bunch of carpet beaters next men's and women's raincoats.

Set of steel plates for men's shoe heels next can floor paint.

Conglomerate, But—

We need hardly point out that this is a very conglomerate lot of merchandise, but it is not to be wholly condemned on that account. Not by any means. The arrangement, perhaps, is not of the best, for there are some articles, possessing similar uses, which might have better been put together. This retailer keeps a general store in a small place. Those two facts need to be carefully considered by him when arranging his window displays. Merchandising includes the buying, displaying, advertising and selling of goods and the methods employed in one place will not do at all in another; as a matter of fact methods of necessity have to vary even in one city. Artistic or unit displays would be absolutely lost in certain sections of some of our larger cities and would represent an unwise policy and a financial loss to the retailer who employed them. We have

in mind a certain retailer whose success is undoubted. He has "made good" in every sense of the word. He started a new store in a growing district, committed to the idea of artistic displays, with elaborate velvet colorings and all the equipment that is used in the bigger stores in the centre of this city. Other stores in this section were filling their windows full of merchandise with only a casual consideration of the artistic. It was a district where a good deal of the men's shopping is done at nights and, with the recreation which men sought at nights, they did not want to spend more time than was absolutely necessary at shopping.

Saw His Mistake

This retailer soon saw his mistake. His windows were admired but they did not sell merchandise. The too elaborate display made men afraid of the prices, and the assortment shown did not convey to them much of an idea of the really large and fine stock which he carried on the inside of the windows. He changed his policy and began to show

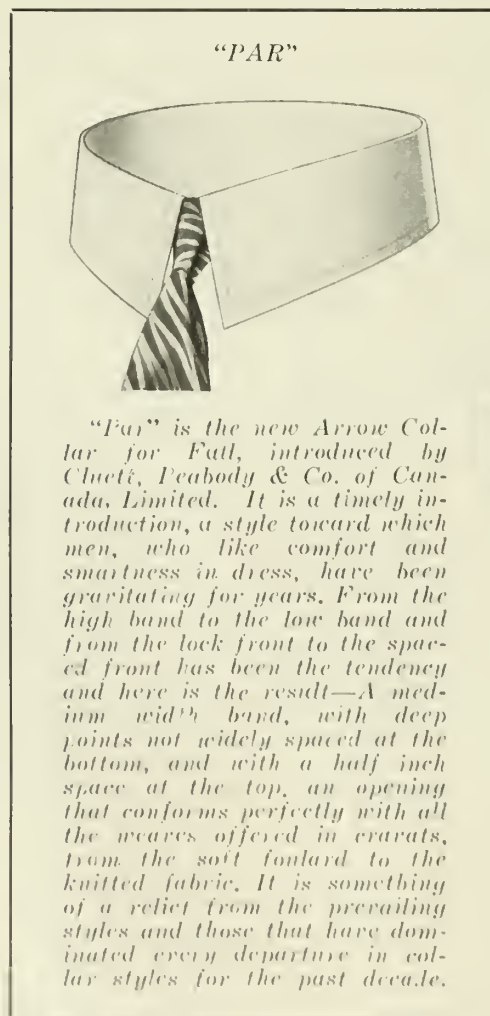
lots of merchandise in a setting certainly not altogether artistic but in such a way that it did not scare his prospects. The results were immediate. The windows began to sell merchandise. The kind of window he arranged at first would be a down-town window, appealing to the very well-to-do men of the city rather than to the type of men who lived in his district. It was utterly out of place and altogether unappreciated in his district. His initial mistake caused him to study more closely the community and this study started him along the right path.

Studying the Community

That, after all, is the secret of window display work. Successful merchandising implies the buying, displaying, advertising and selling of goods, and behind all these is the study of the community one serves. Window display requires a study of the community just as much as the buying, advertising and selling. The display manager must be just as alert as the advertising manager or the merchandising manager if he cooperate successfully with the other departments of the organization. He will discover that the down-town window will not do for the new district window or vice versa. He will find that a window display in a city will not do for a small town where the men of all classes of the community are to be appealed to rather than one or two classes of men in the community. He will discover that a "stunt" window will take in one place where it would be altogether wasted in another place. He will find that one kind of appeal through window display would be lost in another place. He will find that rich, artistic settings used to display a mere handful of articles would fail altogether in one district where the merchandise type of window is wanted rather than the artistic. In fine, he will discover that the secret of his work lies in the community and its needs.

We do not say that some leadership should not prevail or that the artistic temperament should not be encouraged. No matter what merchandise or how much is shown, some consideration should be given to the arrangement. Many of the retailers in the smaller centres fail in this very respect; first, because they lack attractive store fronts and, second, because they do not take frequent enough trips away to study window display methods used by larger stores with splendid results. The retailer whose window is described above, it would seem to us, knew his community

(Continued on next page)



A Spring Forecast in Shirtings

One Shirt Manufacturer Believes Spring Will be a Strong, Plain Season in Ecrus and Pongee Shades—More Attention to be Given to Boys' Shirts—Announcement That Prices Will Not Advance for Spring Buying—Some Imports

ALTHOUGH Spring samples in shirts and collars are not scheduled to go out on the road until some time in October, nevertheless Montreal manufacturers have the Spring situation fairly well sized up insofar as general conditions are concerned.

One shirt manufacturer interviewed by Men's Wear Review this month emphatically endorsed the vogue for plain shades in Spring shirtings for 1923, stating that it will undoubtedly be a big season for tans, ecrus and the pongee shades in general. White shirts in all sorts of fabrics, both figured and plain whites, likewise go over with distinct success, and although this forecast might sound to some extent as though a plain color shirt season was a distinct innovation and a breaking away from all previous styles, nothing of the sort is meant. On the contrary, the usual striped and otherwise figured materials will be in vogue but the real novelties and the choice of the best dressed men, according to the authority, will tend towards patternless fabrics in shirts of better workmanship, fit and style, relegating colorful patterns to a secondary place for the time being.

The present season has witnessed a heavy demand for shirts with laundered collars to match and this vogue has led the manufacturers to give more attention to soft collars matching the shirt for next Spring. There are a great many men to whom the uniformity of a matching collar has a strong appeal yet who have been wedded to the soft collar for many years. To this large class the new Spring range of plain colored shirtings made up with soft collar to match will be instantly popular.

Heavy Demand in Shirts

Business has been so good this Fall, right through since the introductory trip of travelers with Fall merchandise that this Montreal factory has been working overtime in order to keep up with deliveries. Placing orders were so satisfactory this Fall, coupled with an exceptionally good sorting season that high hopes are entertained of a similar condition during the coming Spring selling season. Travelers report the fact that stocks are generally fairly light, a condition which indicates that the buying power of the country is radically better than this time last year. Business done with the provinces of Ontario and Quebec is stated to be unusually good and there is no reason why equally good reports should not be recorded from all parts of the Dominion, once the harvest and the miners' strike etc., are things of the past.

To Develop Boys' Furnishing Trade

An interesting development in the trade was brought to the attention of Men's Wear Review this month in regard to the increasing interest taken by the retail trade at large in boys' furnishings and it was pointed out by a Montreal shirt manufacturer that a noticeable increase in demand for better grade shirts for boys has sprung up. This phase of business he attributed to the number of new specialty shops for boys which are springing up all across Canada this year, evidently proof of the fact that there is some profit in boys' trade after all.

"We manufacturers recognize," explained this man, "that the Canadian boy has not been quite as well garbed as his contemporary in the United States who has long enjoyed the reputation of being smartly and serviceably dressed, and we intend to see to it that Canadian-made merchandise for the school boy shall be second to none in future. Shirts, in particular, will be better tailored and made up out of better cloths in both the shirt and blouse lines, and where formerly these goods were sold by neck size only, we intend to manufacture shirts with different sized necks for the same age, so that the anomaly of a small boy with a large neck, having to wear an adult size shirt will not happen again."

No Price Changes Indicated

Touching briefly on the question of prices for next season, the comforting reassurance is given that despite the continued upward trend of cotton and yardage goods from the mills, no change will be made insofar as Spring prices are concerned. This is an important announcement when it is considered that all the prices on popular priced cotton materials have been advanced by the mills and a further upward advance is likely in October. Furthermore, the report from the American government statistical department regarding the present season's crop estimates the latter at a low figure and predicts a short crop of poor grade cotton. It is inevitable that an upward trend must occur eventually but insofar as Spring business is concerned, the manufacturers will be content with smaller profit for the time being.

American shirt manufacturers complain that the consumer is not buying as freely as heretofore and are seeking to place the responsibility for a poor season's selling upon the white shirt. The collar-attached shirt style, also, has lengthened the life of the average shirt while the new style webbing collars have had not a little to do with lessening the

wear and tear at the neckband that is usually the first place to show signs of wear when a laundered collar is worn. Both these styles have taken such a firm hold upon the popular taste of the American business man that manufacturers feel assured of the continuance of both types for a long time ahead. It is altogether probable that American shirt houses will feature a certain number of novelties next season in an endeavour to stimulate business, but this aspect has fortunately no parallel in Canada as yet, for the plain color and all white shirt has not as yet reached the point where it can be said to dominate demand.

Silk Finished Fabrics Replace Silks

Another Montreal shirt manufacturer commented to Men's Wear Review on the number of silk finished materials that are being made up into shirts for Spring. These fabrics are not really new but are being imported from England in particularly lovely colors in both solid and patterned effects. As they possess a highly mercerized finish and are scarcely to be detected from real silk, and are furthermore priced exactly 50 per cent. less than silk shirts, besides being more durable, this particular brand is selling rapidly. Some very fine English poplins are also shown by this firm, as well as some smart imported cottons featuring a stipple pattern in "end to end" effect combined with a pin stripe in triple effect. Other favored fabrics in demand are striped pongee, Krikle-tex, a cotton fabric with a very fine crepe like surface, and a regular crepe cotton, on which ironing is unnecessary.

This house is featuring the laundered collar to match on the majority of its novelty lines for next Spring, while the soft collar attached will be used exclusively on such lines as khaki and tan shirts, suitable for negligee and military wear.

The price range for Spring issued by this firm shows a variation between \$12 a dozen up to \$72 with a strong emphasis on the medium priced lines at present.

A WINDOW DISPLAY AND ITS FAULTS

(Continued from previous page)

fairly well, but there appears to be little about the arrangement that is artistic. No doubt, he has enough merchandise in his store to make a better selection for a window display, a display that would not lack the necessary quantity for a merchandise window and, at the same time, not altogether lacking in artistic arrangement.

Regular Conferences Discuss Matters of Vital Concern to Dealers and Manufacturers Alike

System Has Been Adopted by Well-known Hat Firm in the United States With Distinct Advantage to Both—Choose Five Representatives for Five Districts Who Act as Inner Council and Lay All Complaints Before Manufacturers—Discuss Style, Salesmanship and National Advertising

A FEELING sometimes exists between the men's wear dealer and the manufacturer with whom he does a good deal of his business that there is too little understanding on one side or the other of the other's problems. The dealer frequently says of the manufacturer, "He does not understand our difficulties because he does not know them and there are certain things which, if he did know, would make it easier for us to sell his merchandise." The manufacturer, on the other hand, entertains certain opinions which good business prompts him to keep to himself, more or less, with regard to the retailer and his methods of doing business or handling his merchandise. There are very few difficulties in this world that cannot be settled if men will gather round a conference table, air their grievances frankly and without reserve and then earnestly seek a solution of whatever difficulties do exist. It is so in the political arena and it is becoming increasingly so in the commercial and industrial world.

Plan Followed By U. S. Firm

While in Erie, Pa., the other day, the writer was told of a certain well-known hat firm in the United States that has recently adopted this form of conference among its patrons. This firm has accounts all over the United States and they recently met in convention in one of the large cities there. Out of this national convention of dealers a sort of inner council was selected. Representatives were selected to represent five districts of the United States, the districts being divided geographically in such a way that the utmost convenience

would be served. These five delegates become the mediums of complaint through which the dealer reaches the manufacturer as often as occasion arises. If any one of a hundred complaints arise such as faulty merchandise, slow delivery, matters with regard to payment of accounts, or what not, one of these five delegates receives the complaint and is ready to present it at the next conference between the five representatives and the manufacturers. The conference of these five men does not interfere with the periodical conference of all dealers from all parts of the United States.

Matters Discussed

Many matters of vital importance to the dealers—and equally to the manufacturer—are taken up at these conferences. The dealer has his own opinions with regard to styles and he is permitted to get first hand knowledge of forthcoming styles. If he has anything to suggest with regard to style he does so and the manufacturer is often benefited by the suggestion because a point has been made that will make the merchandise more saleable over the counter.

Then there is the matter of national advertising, a matter that is very important to the dealer because he wants to link up with it in the best possible way for himself, and the manufacturer is not averse that he should. This is thoroughly gone into by dealers and manufacturers and a policy is decided upon that will be satisfactory to both and which will promote the interests of both to the very farthest point.

The matter of salesmanship, of course,

is vital to the dealer and manufacturer alike. The dealer is ever on the lookout for points about his merchandise that will make salesmanship surer and more satisfactory to his customer. At these conferences, the dealer lets it be known to the manufacturer some of the points that will be of benefit to his salesmen when his merchandise reaches his store. In connection with the national conference of all dealers, the manufacturers conducted all the dealers through their factories. Many of them had never before seen how a hat was made and after they had seen the process from the original to the final stage they knew a lot more about hats than they ever knew before and they were much better salesmen than they ever were before.

At these conferences all controversial matters are brought up for discussions and settled in a manner that will be satisfactory to both parties concerned. This constant point of contact between dealer and manufacturer being established, all difficulties finally disappear and the relations between the two are much more cordial. A dealer in Erie told *Men's Wear Review* that since these conferences had been organized both dealers and manufacturer reported better business because irritating points were cleared up and the opinions of dealers regarding styles, national advertising and salesmanship were proving invaluable to the manufacturers.

Others Could Do It

It is probable that this system will be followed by other dealers and manufacturers in the United States, according to the information gathered by
(Continued on next page)



Imported Swiss and Italian silks for Christmas neckwear, show a richness of color and pattern. Above are shown a few of the range in the possession of the Canadian Neckwear and Shirt Company of Toronto. They are a heavy twill in the Italian brocaded silk and are shown in six different colorings, rich in hue and harmonious in blending.

Salesmanship is More Than Selling Merchandise: Medium Through Which Success May be Achieved

This is the Underlying Thought Which L. Howard Whittaker in the Efficiency Department of the B. R. Baker Company, of Cleveland, Tries to Impress on Salesmen—The Danger of Always Watching the Other Fellow—Success is Blending of Many Characteristics

THROUGH the efficiency department of the B. R. Baker Company of Cleveland, Ohio, which is in charge of L. Howard Whittaker, the salesmen in this organization are hearing talks on salesmanship that vary somewhat from that type of talk on salesmanship which the mind usually associates with that subject. Usually one thinks of a talk on this subject as outlining the methods of approaching the customer, the description of the merchandise desired, the bearing of the salesman toward the customer, the service which the store seeks to give its clientele, and general points of this character which are involved in the immediate transaction called "selling." But Mr. Whittaker believes there is something behind all these casual points, something that goes deeper into the being, the personality of the salesman. If he were to enunciate one principle on which he works out his courses in salesmanship it would probably be a very simple one, namely, that to make a success of life's work one must like it, one must be contented with it and see in it the opportunity to make good.

Liking the Other Fellow's Job

It is a common weakness of human nature, says Mr. Whittaker, to be led away into dangerous channels of thought by advertisements that appear here and there telling how one may earn \$50 or \$75 a week in their spare time. Or again, to always be looking at the other fellow, imagining what a great success he has made without stopping to consider that he has probably put in years of preparation and study prior to accepting the responsible position which he now occupies. It is like the man who started out in search of diamonds by first selling his own farm to get enough money to start him on his travels, only to find out after many years of wandering that the diamonds were on his own farm. In other words, Mr. Whittaker tries to impress upon the minds of the salesmen of the Baker organization that the probabilities of success are greatly in favor of the very work they are engaged in, the work they have deliberately chosen. He tells the salesman to achieve success in the work in which they have had the most experience rather than always being on the lookout for something else that will likely—likely—bring better results. If the attention one gives to one's work is always to be divided because one is always watching the suc-

cess someone else seems to be making in their work, then success will prove to be an elusive thing. A rolling stone will gather no moss, neither will a wandering mind achieve that power of concentration and application which leads to success.

A Fault With Many Courses

It is Mr. Whittaker's feeling that many of the so-called courses in salesmanship are too devoted to one avenue of thought, that is, too much emphasis is placed on one thing as being the fundamental of success as a salesman. For instance, one may claim that memory is the foundation stone of success in salesmanship; another that it is will-power, another that it is a complete knowledge of the merchandise that is being handled; still another that it is personality. He thinks that, by these talks, the impression is created that there is a short cut to success, an easy road; and that when one has exhausted the particular virtue which is lauded as being the essential of successful salesmanship therefore one should be a successful salesman. It so happens that this is not the case, for the perfectly trained memory, the indomitable will-power, the masterful grasp of the knowledge of merchandise, the most pleasing personality—the possession of any one of these does not always make a successful salesman. Memory, courage, will-power, scientific management, personality—it is the happy blending of these that makes for success in salesmanship, rather than the possession of any one of them to a marked degree. It is the blending of these characteristics that gives that necessary poise to the salesman. It develops a personality, pleasing to meet and capable of using that amount of persuasion that is necessary to effect sales from behind the counter. Instead of the salesman believing that the possession of one characteristic is the short cut to success in his chosen line of work, he gets an "ensemble" view of his profession and realizes that salesmanship is more than an achievement acquired by rule of thumb.

Keeps Hammering Away

Mr. Whittaker is not impressed with the fact that a course of lectures on salesmanship is an easy thing to undertake. What he endeavors to do most of all is to get away from "shop talk" and try to engender a real enthusiasm in the hearts of the salesmen for the

work they are engaged in from day to day. He tries to develop the philosophy that, as one must work to live, one might as well make an earnest effort to like one's work, realizing that success can only be achieved by giving one's whole energy and attention to the particular work that has been chosen as a life's work. He realizes that it is as hard to make a success out of these lectures as it is hard for salesmen to continually sell merchandise. To dwell on the simple points of salesmanship involved in every transaction would be to say something that, more than likely, would be forgotten after the salesman had gone on the floor again. That is why he tries to keep clear of those points which too many courses are content to deal with, and go deeper into the subject from the psychological point of view. He tries to show that salesmanship is something more than merely getting rid of merchandise; it is the medium through which success in life can be achieved and power and position gained.

REGULAR CONFERENCES

(Continued from previous page)

Men's Wear Review. Why, for instance, could it not be adopted by many of the clothing firms, having accounts from one end of the country to the other, engaging in national advertising, and always intent upon securing new agents for their merchandise? The same thing applies to this country. Not a few of the manufacturers in the clothing or the hat business have accounts from the Atlantic to the Pacific. They do national advertising and they invite agencies in places where they are not already established. Certainly there have been irritating points that have arisen during the last few years, such as cancellations or merchandise returned, which might have been avoided if there were better understanding and appreciation between the dealer and manufacturer. It is certainly to the advantage of the manufacturer that his accounts be satisfied with his merchandise, his styles and his advertising if it be national. Such a conference as we have outlined above seems to us to provide a very useful medium for the adjustment for all difficulties, for the formulation of policies that will be cordially endorsed by the dealers, and for the discussion of all questions that will promote the interests of dealer and manufacturer alike.

A Forecast of Spring Headwear

Changes in Shapes Are Very Few, Though Some Wider Brims Are Being Shown—Greys and Tans and Browns in Demand With Feeling for Light Green Shades—Activity in Novelty Cap Lines—Montreal Season Opened Early

MUCH better than last year," is the report from a Montreal wholesaler who does a large business in men's headwear of all grades. At the time this information was given early this month, travelers had only been out a week in their respective territories but even then the response was so reassuring that it would seem as though stocks of fall headwear were absolutely depleted in all parts of the country.

Perhaps owing to the arrival of one chilly day early in September it was noticeable that felt hats appeared unusually early in Montreal and were being universally worn long before the traditional "15th." Wholesalers comment that they do not believe there is a straw hat left on the shelves in the majority of retail stores of this city in any case.

A survey of the windows in which hats and caps are shown this month shows the \$5 hat by all odds the most popular style, with the preference in color slightly in favor of gray shades. Many scratch felts and velours are featured in the more exclusive shops and browns lead in this instance. Retailers admit that business opened earlier than usual and it is a significant fact that little or no advertising relative to headwear exclusively has appeared in local papers.

Spring Felt Hat Shades Unchanged

Little or no change in spring felts is predicted by Montreal wholesalers who state that samples are very much the same as last year's. There is said to be a feeling for the wider brim felt but as yet the tendency is very limited. As far as colors are concerned the light shades of both grey and brown will continue popular and there is said to be quite a demand for a new greenish color, rather more a greenish gray, but still light enough to be summery. Bands will favor 23 to 25 line width and will be generally in contrast to the body of the hat.

Straw hats are to show stronger emphasis than ever where rough and fancy braids are concerned, it was predicted, the sailor being practically the only wanted style.

Some Wide Brims Shown in Straws

Little change in the width of brim is anticipated but some wider brims are being shown and may prove popular in different sections of Canada. Reports from New York indicate that the narrow brim was by all odds the most widely worn style during the past summer and will again be preferred by the

better-dressed consumer in 1923. Fancy braids also are being shown again but are not expected to be as popular as the plainer straws. Quite a flurry was caused during the latter part of the summer by the introduction of light weight felts in place of straws in New York, but this fad is not regarded as a serious light and manufacturers are anticipating the usual demand for straws.

No change in prices for next spring is announced and this should make for good placing business according to Montreal wholesalers.

Indestructible Felt Hats

There is a marked demand for a new style of indestructible felt hat in felt or tweed which is heavily stitched and tailored to fit and is guaranteed to keep its original appearance even after being thoroughly soaked with rain. Developed in the usual gray or tan shades with a band about 22 line width, these hats are smart and remarkably good value.

Novelties Lead in Cap Styles

The cap business reports a good fall season's selling and a good demand already for spring for high-grade lines in novelty effects. The cap has become a dress accessory de luxe nowadays and can be had in an enormous range of imported materials including Donegal and herringbone tweeds, velours and Lovat mixture soft finished cloths. The weaves in these cloths show some entirely new effects and while the majority of caps for spring are un-lined and have taped seams, some are fully lined with elaborate shirred satin in a brilliant color which makes the caps very attractive. Fancy homspuns in large and pronounced overchecks as well as quieter blendings are also to be made into 8 4 caps showing a circular pattern effect, developed by matching the pattern carefully. Some diagonal weaves in black and white mixtures are considered as smart also.

The popular shape is the 8 4 style but a goodly number of one-piece caps are selling with plain or pleated backs as desired. The plain back cap goes better in Eastern Canada, according to the maker, who finds it impossible to make any one style popular all over the country; each locality having individual preferences.

Prices on high-grade caps opened at \$16.50 up to \$24 a dozen for spring and it is said that the favorite retail selling price to-day is a cap at \$2.50 or \$3. for which price really remarkable values are now obtainable.

HAVE ADDED SHIRTS TO OUTPUT

The Canadian Neckwear & Shirt Company of Toronto have recently increased the size of their plant and are manufacturing the "Yale" shirts. Although they began at the first of the year in a small way, since then additional equipment has been installed and the capacity increased to larger proportions. They make fine shirts of the better grade and specialize on silks and pongees.

FASHION PARADE OF LIVING MODELS

Ed. Mack, of Ed. Mack, Limited of Toronto, claims the distinction of holding the first fashion parade in Canada of living models to display clothing. On September 14th his handsome clothing emporium, 86 Yonge street, was gay with flowers and decorations and with such well chosen surroundings as lent themselves to a unique event in the history of the retail clothing trade of this country. Believing that the men's wear dealer might well take a page out of the book of rich experience of the dealer who caters to the women's trade, he decided that living models could be well and profitably employed in displaying the trend of style for men for Fall and Winter of 1922-23. He, therefore, engaged professional models for the occasion. About twenty-five different models in men's and young men's suits and the same number in overcoats were shown to the hundreds of men who availed themselves of the special invitation Mr. Mack sent out in a neatly arranged card. During the day no sales were made, this being part of the fashion show which he arranged.

To Men's Wear Review, Mr. Mack expressed himself as highly satisfied with the results of his first fashion parade of living models. The weather was all against him—it rained most of the day and was overcast. In spite of this actual count showed that nearly five hundred men attended the parades given during different parts of the day. He said men were interested in the idea and well pleased with it as it gave them an opportunity not only to get a first-hand idea of the trend of fashions but to see how they actually looked when worn.

Mr. Mack stated that he intended to make it a regular event in his merchandising. He is convinced that it is a good way to introduce seasonal clothing and that it appeals to men just as the women's fashion parades appeal to the fair members of the human race.

New Fabric Used for Raincoats

Two Fabrics Welded Together by Special Process Which is Waterproof Without Rubberized Finish—Scotch Plaid Linings
—New Styles in Raincoats Show Advance in Conceptions

THERE is an absolutely new and unique fabric, especially designed for the manufacture of raincoats, which has just been introduced to Canada by a Montreal firm, specializing in raincoats. The history or story of how this cloth came to be available is interesting and proof of the fact that the ingenuity and enterprise of Canadian manufacturers is second to none.

A Montreal manufacturer visited Germany in order to study the type of waterproofed materials used by the better classes of that country and discovered that there was a duplex fabric of an entirely novel character in vogue. He secured a sample of it and took it over to Bradford, England, where it was produced and patented for the Canadian trade. Briefly, the new fabric is a material like a gabardine, but is in reality backed by a fleecy velours, the two fabrics being welded together by a special process which makes the resultant material warm and comfortable for Spring and Fall wear, as well as absolutely waterproof, though without the use of any rubberized finish. The coats which have been developed in the new fabric possess several new features which are typical of the newer styles for 1923, including the use of Scotch plaid linings in three-quarter effect in place of the shoulder yoke effects so long in vogue. Either silks or highly mercerized Egyptian cottons are thus utilized. The new fabric comes in two shades, a dark and light fawn, and the coat itself has been designed especially to be an all purpose top-coat styled correctly for any occasion. Real leather buttons finish the double breasted front, while the raglan sleeve is fitted to give a smooth unwrinkled line from shoulder to waist. A convertible collar and military belt are still other smart touches.

It is a far cry from the olden days when raincoats first made their appearance to alleviate the sufferings of rain soaked mortals, and the first primitive garments were made of crude rubber laid on heavy cloth, cut in one size only which had to fit or not as the case might be. Raincoats originally were only considered fit for wear in the backwoods and city dwellers disdained to don such crude and cumbersome garb. To-day, the raincoat industry has attained such importance that it ranks among the leading manufacturing interests in Canada, the output of which covers every possible want or need of men, women and children.

A survey of coming styles for next Spring in raincoats as well as waterproofed topcoats is of interest as an indication of the rapid advance made by this industry in the matter of style crea-

tions. Men's Wear Review was privileged to view some half dozen exclusive new models not as yet shown to the trade, each of which is typical of some new style feature.

There is a utility coat made without seams, except under the arms, there being a regular kimona sleeve effect. This was a single breasted model finished with three real leather buttons, developed in a dull olive tone of soft finished cloth like velours. Large patch pockets completed this model.

Another new coat style has been developed in soft Lovat shades, among

which a dull bluish tone is particularly effective. The sleeve is a three piece raglan, cut according to the manner preferred by Englishmen and patch pockets are likewise featured.

A young man's utility coat which smacks of college or varsity style, is developed in assorted mixed tweeds of youthful and smart appearance. This model has an inverted box pleat running down the back and is half belted and fastened by three real leather buttons. This style is recommended for young men between the ages of 17 and 24.

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"THE SEMCO"

This photograph illustrates the latest type of rainproof utility coat made of a new fabric which has a gabardine face and a fleecy velours back, giving unusual warmth for early spring or fall wear. The coat has a smart appearance due to the unusual sleeve treatment which shows a new raglan effect. Real leather buttons finish the double breasted front and the collar is convertible. This model is fully guaranteed in every way by the makers and is to be confined to one retailer in each locality. Two shades of fawn are selected as the colors for this new coat, which may be described as the "last word" in raincoats. Model designed by A. Taylor. Shown by courtesy of Fels Limited, of Montreal.

Opening Displays in Montreal

Quality and Value Are Strongly Stressed by the Display Man—
Elaborate Displays Not Indulged in to Any Great Extent—Some
of the Leading Displays Described—St. Catherine Street Stores
in Attractive Garbs

THERE is one significant feature about the Fall opening displays of Montreal men's wear stores considered as a whole which comes to mind after an inspection of some half a dozen windows. This feature is what might be termed a strict adherence to a fixed policy in display which does not permit of any undue elaboration when it is a case of a special event, and consequently the window shopper continues to be impressed by the quality and value of the merchandise, quite undisturbed by elaborate settings or decorative effects which are often prone to lead the eye astray.

As a matter of fact, retail clothing stores' reputation are mainly built up by their windows. They tell the public all about the business and whatever they say, the public believes the store to be, and so there is nothing at all deserving of criticism in the fact that September displays in Montreal differed very little from those shown at any other season of the year, with the sole exception of the character of the goods. Of course, in one or two cases where a new man had been engaged, the displays showed more care in arrangement than usual as is usually the case with an initial attempt of any kind.

One outstanding display noticed on St. Catherine street was that of J. H. Blumenthal's Sons, whose store has a very long window frontage, the entire length of which has just been redecorat-

ed. The color scheme throughout was a warm autumnal shade of tan, a panelled background being inset with monogrammed sections in this color. The merchandise in both the large window and the smaller one was all arranged with a decidedly artistic effect which held the attention closely. All the various garments and accessories were disposed about the window to lead the eye inwards to the centre, in which was placed a show card exactly matching the background which simply announced the words "Fall Opening 1922." The tan shade was repeated in several plush drapes across the floor of the windows on which were scattered sprays and single leaves of reddish gold. One section of the window showed three overcoats turned to face the right, also directing the eye inwards, with one sleeve puffed out slightly to show the lining. One suit form was shown in waist length with trousers draped slightly below, while two gray poplin shirts were shown on stands which were reversed slightly from the upright position so as to emphasize still further the rhythmic effect of the window. A glove form and a sock form were also used in upright position, and three smart pongee silk handkerchiefs were placed near the front of the window, on each side of which a gilded leaf was posed as though it had fluttered down. A four-foot platen centred this display in order to give the necessary height to the coat

form. The displays for the Fall Opening at the Blumenthal store were arranged by C. A. Renaud, display manager.

Tourists' Needs in Knitted Goods

Davids, further up St. Catherine street, featured an interesting display designed to attract the eye of American visitors to Montreal. In one of their large windows three sections were arranged, the first of which featured a very comprehensive range of English pure wool socks posed on varying heights of T stands ranging from very low in front up quite a height at the back. The socks were placed so as to show clearly the printed guarantee "Made in England" on every pair of hose. All varieties were represented both plain and elaborate designs, priced by small tickets from 75 cents to \$1.25 a pair. The second unit showed imported English shirts and neckwear, featuring English broad cloth, crepe and wool taffeta. These were also displayed on stands to show the bosom of the shirt effectively. The third unit represented pure wool sweaters in some ten different colors, including sleeveless and pullover effects. In all cases the trade marked name of the maker was shown to prove the origin of the merchandise. All the sweaters were ticketed with the price. Across the top of this window a wide poster lettered in blue

(Continued on next page)



Display of new Fall merchandise by Jesse Abelson, of Ottawa.

A FORECAST ON SPRING CLOTHING

(Continued from page 45)

likely to remain in about the same proportion as for the past two seasons.

Single-breasted models will be the principal style featured and there will be a considerably larger quantity of navy blue serge suits shown either plain or in fine pencil stripes. Pencil stripes are given much prominence in more than one range for spring, 1923, and come in grays, browns, as well as navy blue.

Fancy Worsteds to be Higher

There will be no fancy worsteds to be got at low prices next season, it was said, and buyers who are anxious to secure merchandise at a price will have to forego these fabrics. Quality and durability are to be assured in better grade spring merchandise as never before.

Fancy top coats will feature a variety of style effects such as the introduction of yokes, pockets and various other features to enhance a youthful appearance. Fawn shades will predominate and some plaid backs and velours will be included in the sample range. Raglan effects and English slip-ons in Lovat mixtures will provide the bulk of style effects in more conservative models.

No change is forecast in vests nor is it at all likely that the cuffless trouser will be shown on any suits for spring. All attempts to introduce novelties of this description have been discouraged in the endeavor to provide the maximum amount of value at the lowest possible price.

Plainer Styles for Boys

Boys' clothing will show a marked elimination of fancy effects in most lines for spring, and there will be noticeable a tendency to get back to plain styles resembling those invariably worn by English boys. The plain cut back and front, finished off by a belt and patch pockets, is a style becoming to all boys and in good taste. Rough Donegal tweeds will be employed in many of these suits and all manner of patent reinforcements are offered in the endeavor to make the boy's suit give double service. It is said that a number of additional improvements in the way of reinforcements will be included and at the same time prices will not be increased to any extent.

NEW FABRIC USED FOR RAINCOATS

(Continued from page 55)

A smart "slip-on" was also seen made of very fine herringbone covert cloth, simply finished with a centre seam to give the smooth effect at the back. Many varieties of color mixtures and weaves were offered in this style.

To supply the need for a dignified utility coat for the professional man who desires a garment of distinctly conservative cut and darker color, there has been designed a dark grey covert cloth model which is especially good for stouter fig-

ures. The front closes invisibly beneath a fly, no buttons showing, while the back is sufficiently full to impart a good line without undue bulkiness. Flap pockets are appropriate on this model.

In all cases, raincoats and utility coats are now finished with a reinforced back vent which causes the garment to drape nicely and preserves it from crushing. Despite the fact that quotations on raw materials are advancing steadily it is not anticipated that any increase will have to be made on the price of rain or utility coats. If any is made it will be so slight as to be unnoticeable.

OPENING DISPLAYS

(Continued from previous page)

announced, "Tourists' Headquarters," and could be read across the street clearly.

Scotch Woollen Hosiery

Tourists found much of interest in a small but rather unusual display in the R. J. Inglis store on Windsor street close to the Windsor Hotel. This display gave prominence to golf hose for both men and women, of a particularly vivid and colorful pattern in which large plaids and checks were included. The hosiery was displayed upon three drapes of heavy Scotch tweed in smart mixed effects and between each of three drapes was set a squat vase of yellowish brown Majolica ware. A leg form covered with a knicker cuff and golf stocking was placed at the back to show the correct effect of the hose when worn.

Six Suggestions for Fall Wardrobes

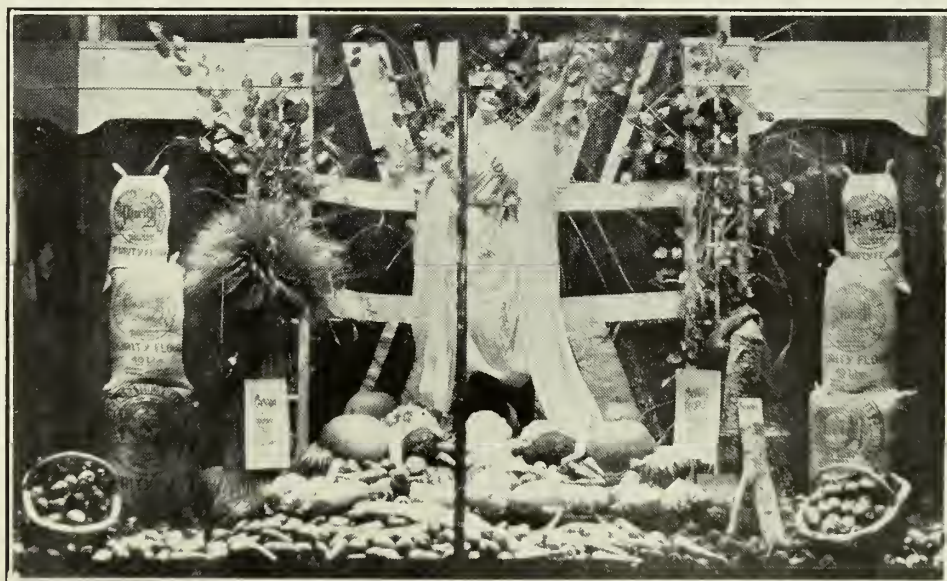
The unit system was also employed by Max Beauvais at his down town store on St. James street, where each of the three windows was again divided into thirds. The larger windows were arranged in a uniform manner throughout, each unit

a group of shirts folded together, a collar with tie adjusted, gloves and either cane or umbrella. The same merchandise although of different styles and materials appeared in each of the six units, presenting an effective balance and harmony of arrangement. Drapes of plush covered the floor of each window, while the panelled wood background was left unrelieved. The clothing shown in the right hand window bore price tags, the left window showed no prices whatever. Umbrellas were cleverly displayed half opened from their well fitting silk covers, and were used only where a raincoat was the feature of the unit scheme. Canes accompanied topcoats.

A Harmony in Brown

Goodwins Limited achieved an unusual success with their men's wear Fall Opening display, the setting being entirely of wood tones against a French gray ground. The fixtures were unusual, comprising a Jacobean oaken chest, armchair and small table, together with a quaint bronze lamp to harmonize with the type of furniture used. Four T stands also finished in oak were used to show brown and white striped shirts and brown cut silk neckwear. Across the chair was thrown a brown overcoat, a tan felt hat and a brown and white striped silk muffler in the most natural effect as though the owner were gone elsewhere for a moment, lightweight cane and a pair of gloves were likewise dropped negligently in a corner of the chair. The table centred the display and bore besides the lamp, a tie and collar stand and a brown leather collar case, while the small table upheld a coat form.

All the other needful accessories, hosiery, footwear, a hat, gloves and neckwear were disposed about the window at equal distances, a cane being laid horizontally on the floor of the window in the centre.



A THANKSGIVING SUGGESTION

Above is a window arranged by E. C. Stuart for Nation & Shewan, of Brandon. As will be seen it contains evidences of an abundant harvest and carries a well-executed message of thanksgiving. The figure used was draped in all white voile with a girdle of gold cord, a gold band across the front of the figure with black lettering. A platform was used in stair fashion. Sacks of flour were used on either end and the floor was filled with various vegetables and apples. A large Union Jack, artificial foliage and some wheat made up the background.

Sells More Merchandise Through Efforts of Community Savings and Loan Company

Erie Organization is Capitalized at \$100,000 and is the Creation of the Merchants of That Town—Makes it Easy to Buy Articles and be Under No Obligation to Any Dealer—Debts May be Paid and Misfortunes Made Less Burdensome

COMMUNITY efforts of one kind and another are quite the vogue these days. If there is anything to be done for the betterment of the community someone tries to get citizens of all classes together in a concerted effort to achieve this thing on which they have set their hearts. Out of such sentiments, the Rotary and the Kiwanis Clubs have been organized and are doing a wonderful work in this country and in the United States.

Community Savings and Loan Company

The town of Erie, Pa., has a community organization that will be of interest to Canadian dealers to know about. It is called the Community Savings and Loan Company. It is not an organization of mixed classes in the community; it is an organization fostered and operated by the merchants of that town. The president of the company is F. S. Bond, a leading men's wear dealer in that town. It is capitalized at \$100,000 and it is under the supervision of the State Banking department. It performs the same service for the average individual that the bank gives to the big business man, a service which the banks do not want to give because the amounts are small and do not come within the scope of their ordinary risks. It provides an easy method for persons of moderate means to secure loans of money in any amount up to \$300 at reasonable rates of interest, payable by small weekly savings. Its scope is so broad that if you have a financial problem of any sort a visit to the offices of this organization will show you an easy solution, a solution that brings satisfaction to both the applicant and to the merchants throughout the town of Erie. It helps to eliminate the worry of unpaid accounts, if you happen to have any, and the embarrassment of collectors or weekly or monthly statements is done away with.

Ready Money to be Had

The manner in which the company operates is a very simple one. Suppose you feel that you need and should have some useful article—it may even be classed as a luxury. You naturally may hesitate at the sum involved because it is an outlay of considerable money—more, perhaps, than you have at present and it may be many months before you will have the required amount. You can borrow this money from the Community Savings and Loan Company, under certain regulations that are no means onerous, and the cash is paid to the dealer

and you are relieved of a feeling of obligation to anyone. You call at the offices of the company weekly, or semi-monthly as the case may be (regulated according to pay days) and by small savings you have accumulated a sufficient sum in a short time to pay your indebtedness. You have had the use and the pleasure of the article you wanted and have not missed the small deposits that have been made—2% on the prin-

cipal and 2% on the total interest each week.

Paying Debts

There is one other service which this company offers that is invaluable to the customer and which takes care of him at a time when "a friend in need is a friend indeed." Suppose, for instance, that a man owes accounts in the town amounting to \$300. Suddenly, misfortune overtakes him. Perhaps his wife

Community Savings and Loan Company of Erie, Pa.

\$..... Erie, Pa.....19....

For value received, the undersigned, jointly and severally, promise to pay the Community Savings and Loan Company of Erie, Pa., the sum of..... Dollars, with interest, under Act of 1915 P. L. 1012 and the supplements and amendments thereto, at the office of the said company, without defalcation, or set off, and.....hereby authorize any attorney of any court of record in Pennsylvania, or elsewhere, to appear therein and confess judgment against..... for said sum, with interest as aforesaid and costs, and ten per cent. attorney's commission if collected by process, waiving inquisition, exemption and stay of execution, and waiving all benefit from any stay, extension, or relief laws.

It is understood that the undersigned shall pay this obligation by repaying the sum of \$.....this day lent in.....installments of \$.....together with interest.

The undersigned hereby pledge.....as security, for the payment of this obligation, and also for the payment of any other debt or liability of the undersigned to the said company or holder hereof, whether as maker or endorser, surety, guarantor or otherwise, and whether absolute or contingent, or now existing or hereafter incurred, all.....interest in Certificate of Investment, No.....of said company to the amount of \$.....subscribed in accordance with its by-laws, together with the following collateral:

When this obligation matures or otherwise becomes due and payable as herein set forth, the book value of said certificate may, at the option of the company, be applied as credit thereon.

The undersigned further agree..that..... will deposit with the said company such additional security as said company may from time to time require, and in default thereof this note shall at the option of said company become forthwith due and payable as though it had actually matured; also at the option of the company this note shall become due and payable upon notice to that effect upon default in the payment of any installment payable to said company upon said Certificate of Investment, or upon the breach of any regulation of the company; and upon any such default before the maturity of this note, or in payment of the same at maturity, the maker...hereby authorize...and empower...the said company, its successors or assigns, to sell, assign and deliver the whole of said Certificate of Investment or other collateral security, or any part thereof, or any substitutes therefore, or any additions thereto, either at public or private sale, or upon any exchange or any broker's board, with or without advertisement, and without further notice, for the purpose of paying this note and any interest, or other charges thereon, or any other debt, or liability of the undersigned to said company whether due or not. All costs and expenses incurred by said corporation or any agent thereof, in realizing upon said collateral, and all expenses of sale, shall be chargeable to the maker and may be paid out of the proceeds of sale; and said company, or its assigns, may become the purchaser of said collateral or any part thereof, when sold at public auction or upon any exchange or at any broker's board.

Protest, presentation and notice of dishonor are hereby waived.

Addresses:

..... (SEAL)
..... (SEAL)
..... (SEAL)
..... (SEAL)

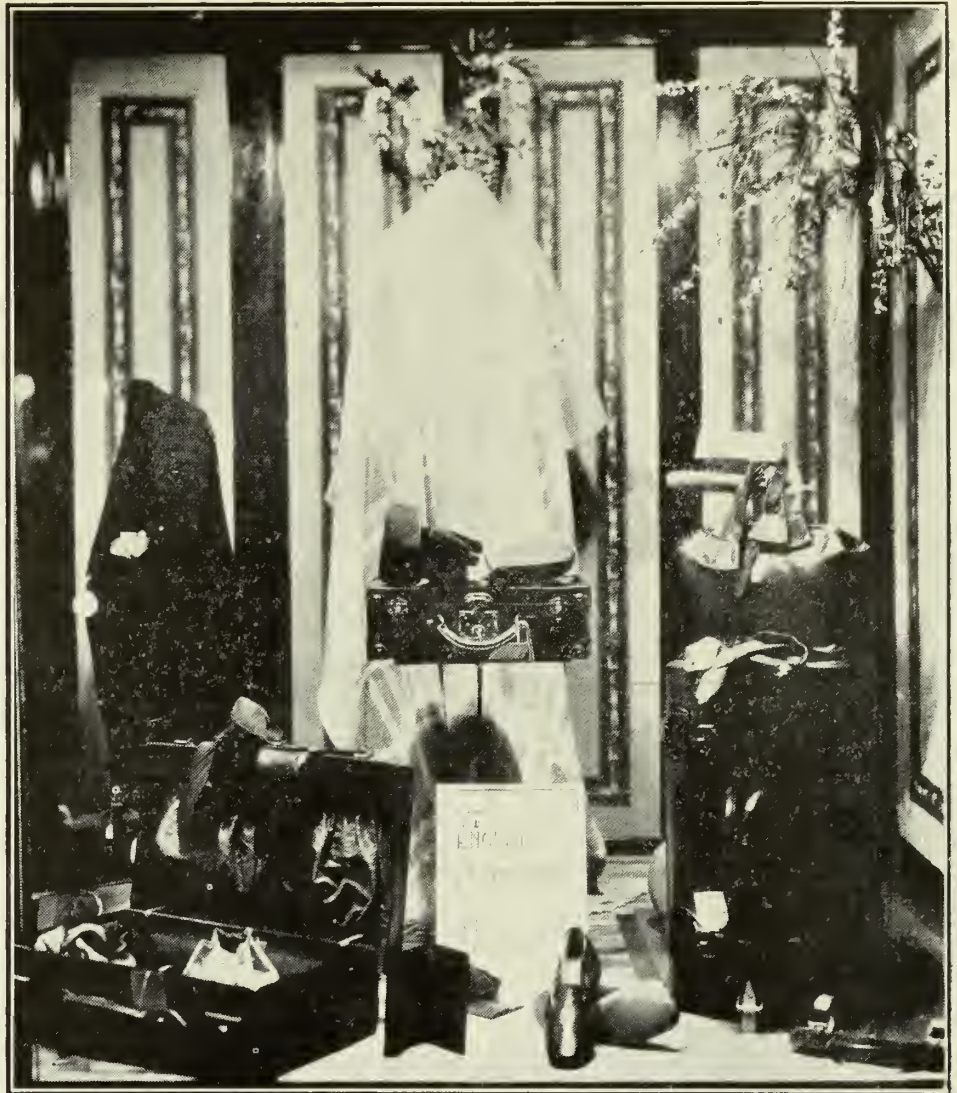
is taken ill, an operation is required, and death knocks at his door. All at once, a very heavy expenditure is incurred, an expenditure which he is totally unable to meet. Not only his debt of \$300 but new debts hang over his head and he sees no way of meeting them. Ordinarily, creditors would be staring him in the face every corner he turned and the future would seem very discouraging ahead.

But the town of Erie through its Community Savings and Loan Company has made provision for just such an emergency. The money can be borrowed on the endorsement of the notes by the firms to whom he is indebted. With the endorsement of these notes, the money is handed over and the man goes and pays off all his accounts. In the meantime, his credit which is listed with the Credit Rating Bureau is not affected in any way.

There are other cases of a similar nature that are handled by this company. Suppose, for example, that a man loses his position through no fault of his own—unemployment becomes more or less rife in the community. He is unable to meet payments that are falling due because there is nothing coming in, at least not more than he needs to keep body and soul together. He can borrow from this company to pay his debts and be free of the financial worry that drives many a man to desperation and sometimes worse. It is a known fact that financial worry impairs greatly a man's usefulness to the community and his earning power. This Community System takes much of this strain away. It is a fact mentioned by Mr. Bond in the course of a conversation which Men's Wear Review had with him that during the recent winter when there were many men in Erie out of employment that the Company had borrowed some \$47,000 from the banks there to help men who were out of work or who had met with one misfortune or another during the business depression.

The Feeling Behind It.

In discussing the operations of the Company with Men's Wear Review, Mr. Bond pointed out that it made for a much better feeling in the community that would otherwise exist. Citizens felt that merchants were interested in them and their welfare and were anxious to make buying an easy as well as a profitable thing for all concerned. It sold more merchandise because it made buying easy and relieved it of much of the unpleasantness that sometimes creeps up if accounts are not paid on the minute and if misfortune comes, robbing a man of his ability to meet obligations entered into when skies overhead seemed blue enough. It made every consumer feel that the merchant was his friend rather than a mere dealer in merchandise whose sole and only object in being in business was to make a profit at any price.



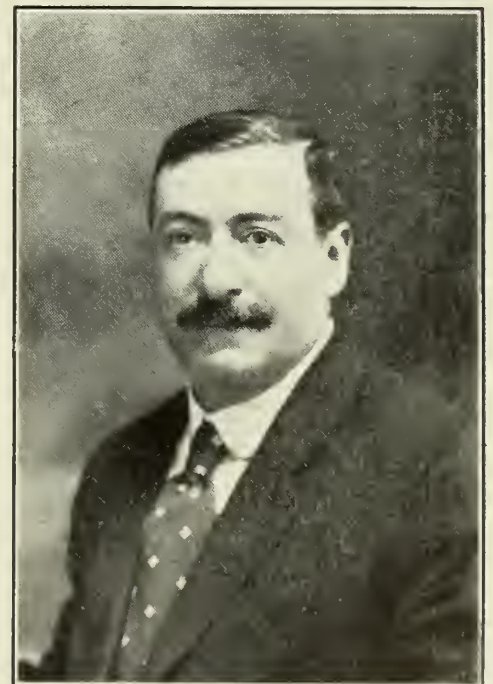
English leather goods and woolens are smartly presented in this window display featured by Colwell Brothers, of Halifax. During the summer months this firm keeps a continuous display of fine English haberdashery in their windows.

RECEIVES IMPORTANT APPOINTMENT

Announcement is made this month of the appointment of the firm of H. E. Davis & Company of Montreal, manufacturers of the "Storm Resista" brand of raincoats, as sole Canadian and American representatives of a well known British concern who have just introduced a new waterproofing process under the name of "Aquarock" and "Gossamac." This new process, according to Mr. Davis, will make available several fabrics for waterproof purposes that have hitherto been considered as unsuitable for raincoats. The "Gossamac" finish is applied to a garment with a rubberized back, while the "Aquarock" may be applied to some rubberized fabrics but is mainly used to describe cravnetted gabardines and silks.

During his recent trip to England Mr. Davis said he found British textiles improving, woollen materials being particularly difficult to secure. Canadian deliveries, he said, were difficult under four or six months, due to increased British consumption.

This was Mr. Davis' 37th trans-Atlantic trip in 27 years.



H. E. DAVIS
*President of H. E. Davis & Co.,
Montreal.*

Conditions in Maritime Provinces

President of Large Retail Firm in New Brunswick Outlines Credit and Industrial Situation—Says Retailers Are Operating on Narrower Gross Profit Margin—Though Conditions Are Trying, Believes They Are Improving With General Trend

THAT business in the Maritime Provinces has gone through some hard times but is beginning to show improvement, is the opinion expressed by the president of one of the large retail organizations in New Brunswick to *Dry Goods Review*. The writer believes that the fisheries industry is beginning to show improvement after the loss of the West Indies and United States markets in 1920 and 1921, but he is unable, as yet, to see any improvement in the lumbering industry. The agricultural well-being of the province of New Brunswick, he says, shows steady improvement. In the course of his letter, the writer has some pertinent things to say with regard to the treatment of merchants and banking institutions in Upper Canada and cautions them to exercise a good deal of patience if they want the eastern market saved to them. The letter follows:

"In reviewing the situation as regards the credit of the Maritime Provinces at the present time, due consideration should be given the various phases of the situation. It should first of all be realized that the methods of conducting business in this part of Canada, have always been of a very conservative nature. The temper of the people is such that speculative enterprises have never flourished here. They are a steady, industrious and honest people and business sentiment is an important factor, which must not be overlooked when transactions with this part of Canada are considered.

"Many of the business institutions are of very old standing and have been passed down even to the third generation. Manufacturing here has never flourished, as compared with Upper Canada, but a certain amount of development in this direction has been somewhat seriously affected of recent years, owing to the loss of the old preferential freight rates at one time granted the Maritime Provinces over the Intercolonial Railway.

Excessive Freight Rates

"At the present time, it is very difficult on account of the excessive freight rates, for manufacturers in this part of Canada to market their commodities with any profit east of Regina, while on the other hand, the people of this part of Canada, purchase very extensively from the industrial and commercial centres of Ontario and Quebec. Ordinarily, these purchases are paid for from the returns of lumber sales abroad.

Improvement in Fisheries

"The fisheries of the coast provinces, have always played a prominent part in

the adjustment of credits in these provinces. During the years of 1920 and 1921, fishing, as an industry, suffered very severely owing to a number of causes, but principally due to the loss of the West Indies and United States markets. There is, however, some evidence of improvement this year.

Lumbering Still Bad

"As regards lumbering. The situation shows little or no improvement. There has been evidence of activity from the North Shore and a considerable amount of lumber has been shipped from there, but almost entirely, these shipments are of a forced nature, lumber having been sold from somewhere to 50 or 55% of the original value in many cases, and at the present time, it appears that lumber cannot be produced in this country at a sufficiently low figure to sell in British and European markets, and the banks are not showing any great degree of willingness to support the operators during the coming winter. There is, therefore, little reason to expect any considerable improvement with regard to this industry in the immediate future.

"On the other hand, the crops have been good and the situation so far as the agricultural well-being of the country is concerned, shows steady improvement.

Show Reasonable Consideration

"Merchants and banking institutions in Upper Canada should realize that if this market is to be saved them, they must

show reasonable consideration in dealing with purchasers operating in the Maritime Provinces. After having assured themselves of the integrity and solvency of the customers, as well as their character and method of administration, they should then be willing to extend every reasonable credit over the next year, as it is only by means of considerate and judicious leniency on the part of Upper Canadian creditors that many of the eastern merchants can survive the present depression.

"It is not a case of eliminating a number of mushroom houses, as may be the case in other districts, as there was little or no such growth here during the war, and, when taken into consideration, the average volume of retail business in these provinces is probably not more than 55 to 60% of that obtaining during the Summer of 1921, it is not to be wondered that the remittances from this part of the country during this Summer, have been exceedingly light.

Difficulties of Merchants

"The merchants are all confronted with the difficulty of reducing their overhead expense and in realizing a reasonable profit at a time when prices must be reduced to the minimum. They are, however, in many cases, operating on a narrower margin of gross profit than previously and with a very much reduced turn-over. The majority of merchants, however, are seriously grappling with the situation and if every reasonable con-



A corner in the "Royal Store" in Fredericton, N. B., which makes a specialty of seasonal sales. Everything for men, except footwear, is carried in stock. The business is managed by J. P. Farrell and the original store has been enlarged three times in thirteen years.

Why Has the "Big Fellow" Succeeded?

Some Thoughts That Might Help the Smaller Man Who is Seeking the Road to Success—The "Big Fellow" Studied His Community, Gave it Leadership in His Line and Gave it Service—Ideas That Developed Big Business Can Also Be Applied to Smaller Business

THERE are many retailers who, when they see in a trade paper some article based on information secured from a big store, immediately assume the mental attitude that this information can be of no use to them. It is about the "big fellows;" therefore, entirely unsuited to himself. He says to himself, "He does business in a very big way; I do it in a small way. He has systems in operation in his store which are absolutely impossible in my store and which would be cumbersome and too expensive. His displays are for the big windows; my windows are small and totally unadapted to such elaborate displays." And he follows this line of argument through a dozen channels, so to speak, only to arrive at the conclusion that the problems of his and the big store are entirely different and, therefore, there is little he can learn by studying the methods of the "big fellow."

They Were All Small

One has but to have a smattering of knowledge to realize how destructive to one's self this kind of argument is. The retail establishments on this continent and in Europe that are now world-renowned all started in as small a way as the smallest man will start in business during the year 1922. Marshall Field's, Lord & Taylor's, Selfridge's, Eaton's,—all world-wide organizations—had their beginnings in a small way. If the founders of these organizations could have looked into the future—into 1922, for instance—they would not have believed, even though they had seen it with their own eyes, what they see. They would have regarded it as an hallucination, an unrealizable dream, an altogether unattainable ideal. From the humble beginnings which marked their first efforts to a world-wide organization, sending its representatives into every foreign port where saleable merchandise might be bought! Impossible! Ridiculous! Foolish dreams! Yet, these organizations stand to-day, monuments to their genius as merchant princes, as business statesmen.

Why Did They Succeed?

Does the retailer who is doing business in a small way ever ask himself why these men, these world-wide organizations, succeeded? The rudiments of their success are simple enough; the vast complications and intricacies of their world-wide business ventures came with the day-by-day study of business conditions, business systems, and the adjustment of their methods and organizations to meet the ever-changing con-

ditions and developments. But the rudiments of their success were simple enough, as simple in 1922 as a quarter, a half, three-quarters or even a century ago.

They made a careful study of the community which they endeavored to serve from the very first. They studied the character of the people, their habits of life, their work, their play. They knew that their daily requirements would be governed by these. And then they laid at their customers' feet, as it were, the things they needed from day to day. And at the same time, they did not overlook their responsibility of leadership. They kept in touch with foreign influences that were bound to have a bearing on the development of fashion, that were part of the march of progress itself. And by bringing these things to the very doors of their clientele, they assumed a position of leadership in the community as vendors of the newest things offered in the various markets of the world. By studying carefully their community and its requirements, by keeping in touch with the outer world that could be brought within the walls of their own establishment, they catered to and finally received the approval of the community. And so they built and grew.

They Also Gave Service

There is one other thing they gave. They gave it as they grew as well as when they were grown up. They gave it in studying their community and its needs; they gave it when they placed on their counters merchandise from all over the world that would be acceptable to their friends. They gave service, with all that that word means. Sometimes in one act of service they lost their profits on the transaction, but they had made a life-long friend whose business meant long years of profit. If a small parcel were left out by carelessness in delivery a special messenger was sent post-haste to deliver it. If a small bottle of pickles were left out of an order consigned to gay picnickers they found out where the picnic was and sent a special messenger to the spot where the picnic was being held with the bottle of pickles. If a customer wanted something very badly on his way to the train they sent a special messenger with it to the train to place it into his hands. They did a thousand and one things that convinced the customer they were anxious to fulfill their obligations as a distributor of merchandise.

Little acts of service, you will say. Yes they were, but they were fraught

with mighty consequences. And they were but typical of things they were doing every day inside and outside of the store to prove their service slogan to the public. Now, their establishments are given various names, but the name is just another name for service.

The Road to Success

The road to success in the retail field lies along these two paths—studying one's community, and giving a service that is unailing. The big store was not always a big store; their methods of today are methods that developed as they rapidly travelled along these two pathways. During the days and years, perhaps, of their humble beginnings they studied the methods of the "big fellows" of that period: No idea was too big for them to learn about and to apply to their own business in some way or cherish till the day came when it could be applied. There was also something in what the big fellow did that gave them a cue to a better way to do something they had been doing in another way. They didn't regard the big fellow as a scourge; they knew him to be a leader because he gave a service that the people appreciated—and then they started out to do the same thing.

They had faith in their country. They knew it would some day be a big country with a place for many community leaders in the mercantile field, and they aimed to be one of those leaders. They grew up with the community because they studied its needs and gave it the necessary leadership in their particular line. Their usefulness extended beyond their community because they understood better than many other merchants who should have known what real service meant. They knew their community and their country. They gave service. And they succeeded.

CONDITIONS IN MARITIME

(Continued from previous page)

sideration is shown by the suppliers of Upper Canada, little doubt as to the ultimate ability of the people of these provinces to meet their liabilities, need be feared.

"The resources of the provinces remain the same; the temper of the people is all that can be desired under most trying conditions, and there is no doubt but with the gradual improvement in conditions generally, there will be a satisfactory revival of trade and the industries of these provinces."

Retailers to Place More Than Half Their Orders for Spring Merchandise in the U. S.

This Was the General Opinion Expressed at the Convention of National Clothiers Held in New York—Methods and Appropriations of Advertising Discussed—The Use of Competitive Prices Condemned—Promoting the Style Idea

THE National Association of Retail Clothiers of the United States held their annual convention in New York during the week of September 11th, in conjunction with a style show put on by the clothing and furnishing manufacturers of that country. It is estimated that more than 4,000 retailers from outside points were in attendance. One main object which the convention had in view from the very start was the improvement of trade conditions the country over. It was hoped by an exchange of ideas and by getting a better grasp of business methods as outlined by prominent speakers at the convention to put a new impetus into trade generally now that "the corner has been turned," as a number of the speakers expressed themselves. This convention was the biggest ever attempted by the National Clothiers and the style feature of it was a big drawing card to retailers from widely separated areas. It is the hope by mutual arrangement to make this combined effort of retailers and manufacturers an annual event. New York manufacturers were very much in earnest regarding this feature of it because they were anxious to show retailers what their city means to them as a men's wear market.

Fashion Promenade

An interesting feature of the convention was the Fashion Promenade which was arranged by Alexander Leftwich, stage manager for Daniel Frohman. It showed the evolution of men's and women's dress from the year 1430 down to the present time. More than eighty of these models were shown on men and women, some of them actors and actresses. In this evolution of style, satin and silver brocade were shown, hoop skirts and tall hats, moleskin trousers and the knee breeches. There was also the blue coat, white vest and white hat of the continentals and the shapeless garments of the period of Abraham Lincoln. Coming down to the present period, the very latest was shown in men's, young men's and boys' clothing in suits and overcoats, and in furnishings. This show was staged on a walk that bridged the booths on the floor of Madison Garden. At each end of the walk were two lions and the bridge was lined with purple cord to prevent any of the models walking into the crowd below, and on each post supporting it was a basket of artificial flowers on which lights played. In the centre was a high fountain. The stage curtain was of soft grey silk on which spotlights were shown.

Gathered from the important clothing and furnishings centres of the United States, manufacturers came to show their newest to the retail trade. Clothing, headwear, neckwear, shirts, underwear, nightwear and sports' wear were all shown in profusion. Retailers took a keen interest in this feature of the convention week and were to be found in large numbers during the hours when this exhibition was open to them. The comment of one shirt manufacturer on this feature was very much to the point as illustrating what was, more or less, the general feeling of all. "Shirt men are constantly pursued by the bug-a-boo that someone will steal their ideas," said one manufacturer of shirts. "Let them steal all they want in my idea. The more manufacturers turning out a given class of goods, the more of these goods the buyer sees and the more the demand is stimulated. Of course, the originator of an idea always skims the cream of the trade and the best the imitator can hope for is the tail-end of the business at lower prices than the original novelty sells for."

The direct results of the exhibit by manufacturers was much the same as in Toronto. While not a great deal of business was done on the spot, new friends were made, manufacturers got a chance to get into personal touch with men whose faces were altogether new to them, and the way was opened for new business in new quarters. Manufacturers were so satisfied that they worked strongly for inaugurating this feature as an annual event.

Spring Buying

One of the first questions that came up for discussion was with regard to spring buying. The feeling of the convention was practically outlined by Julius Morse, who presided at the session at which this question was discussed.

"I believe that the time has come when every retailer should buy conservatively, not only for spring but for every season," said this retailer. "I believe we are coming to the conclusion that the only way we can make money is through increasing our turnover. Personally, I have not been frightened into buying on account of the merchandise advance. I believe in having as wide a selection of stock on hand as possible, in order that we may please our trade. Competition requires that. If we are to have a business we cannot disappoint our customers when they come in. I will say frankly that for my spring buying I will buy as

conservatively as I can in order to have a wide selection. There are certain things, in my opinion, that we must buy early, among them men's ties. I believe we should consider the manufacturer to a certain extent and place what orders we can as early as possible in order to give them a chance to manufacture their goods. It has been said that we should wait and buy our goods late. If we do not want to buy everything early there are certain things we must have, and I think the earlier we place our orders the better. My idea is conservative buying, quick turnover, but to open the season with a varied selection." The above opinion virtually summed up the points made by others.

The general feeling was that the retailer would buy between 60 and 75 per cent. of his spring requirements early and would adopt a "fill in" policy for the rest of his merchandise. While a conservative policy was urged, the point was made that the retailer should have a sufficient variety in order that sales would not be lost.

Competitive Prices

The matter of the use of competitive prices was touched upon it was submitted that, in using them, retailers were very often misleading the consumer into believing that lower prices were coming instead of their being an upward turn. Such methods of advertising, it was held, hurts the retailer and does not reflect the general trend in trade but only the efforts of competing merchants to increase the volume of sales in their respective stores.

As to the price outlook, the opinion seemed to be that the immediate future would see an upward trend in prices, but that, looking ahead for a number of years, the steady tendency would be toward a very gradual decline.

Trade-Up Idea

Mr. Morse, in an address touching on better methods of developing business during the coming months, strongly stressed the style idea.

"Retailers should take a leaf out of the books of those who sell to women," said Mr. Morse. "Women look for style and the precisely right thing, and don't quibble about a dollar or two one way or the other. We must make this appeal to men.

"It has been our desire recently to see how cheaply we could sell desirable goods. But we must now begin to think about our profits again, and the only way to increase profits is to keep a well

selected line of up-to-date merchandise, and sell it on the old, well-established principle of satisfying the customer, and at the same time convincing him that he should pay a fair price for a better article.

"Values, I am sure, will not drop for at least three of four years, and the only losses anyone will have to take will be those incidental to changes in style or unwise selection."

Methods of Advertising

The proportionate amounts of the advertising appropriation that the retail clothiers should devote to clothing and furnishings was the principal subject of discussion at the conference on advertising under the direction of I. J. Robinson, director of the advertising department of the National Association of Retail Clothiers.

Walter Stein, merchandising expert of the Eagle Shirt Co., of Philadelphia, led the discussion. It was Mr. Stein's contention that retailers should apportion their advertising appropriation to these departments in proportion to the volume of sales done in each department. For instance, if the total volume of sales is divided equally between furnishings and clothing, the advertising appropriation also should be equally divided, Mr. Stein contended.

Louis F. Kahn, of the Quality Shop, Baltimore, took issue with Mr. Stein upon this subject, as far as the actual cash advertising appropriation was concerned. Mr. Kahn contended that furnishings require more window display space and a better position in the store than clothing, and are also purchased more as a matter of convenience than clothing and that therefore to give the furnishings department a share of the advertising appropriation based upon its comparative volume of sales would be to overbalance the department.

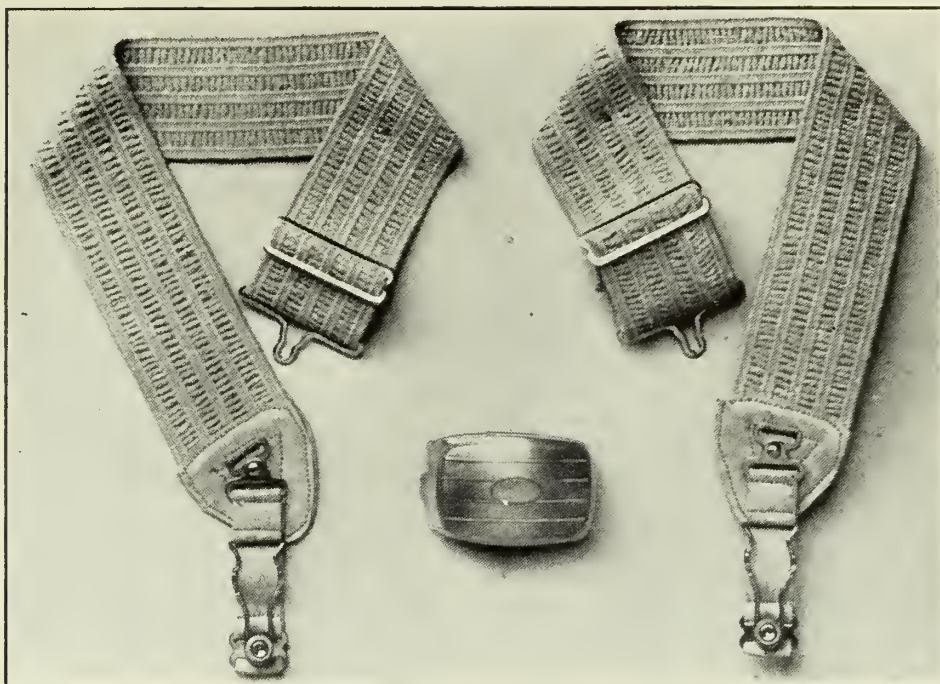
Defining Ad Expenditures

It was agreed by both Mr. Kahn and Mr. Stein, however, that everything costing money that gives publicity to merchandise after it is brought into the retail store, such as greater window display space, choice locations in the store, and similar items, should also be charged to advertising, so that with this definition accepted, it was agreed that both furnishings and clothing should receive equal shares of the advertising appropriation in proportion to their comparative parts of the total volume of sales.

Morning vs. Evening Papers

Mr. Stein admitted that furnishing goods manufacturers have been lax in this respect but are now going after business more aggressively and are planning a number of ways to co-operate with the retailer.

Mr. Brewster also propounded a question to Mr. Stein as to whether the morning or evening newspaper should be used by the retailer. He cited conditions in the same town, where the evening paper has the larger circulation and its rates are 50 per cent. higher. Both papers



Above are illustrated two new articles of the Jones and Robinson Marathon Flexyde Products, Brockville, Ontario. The Buckle is called the "Fifteen Finger" buckle which has fifteen distinct grips which, combined, make a grip that it is impossible to slip through. It also lies absolutely flat on the strap, no part of the buckle projecting. The face of the buckle is jewelry finished, engine turned.

The "Eitherway" wide-webbing garters shown have an advantage of being adjusted to either leg, the swivel attachment accounting for a perfect fit no matter what the size or the shape of the leg.

have out-of-town distribution, which is largely duplicated.

Mr. Stein said that he would advocate the evening paper, on the ground that it has a longer reading period. In answer to a question from Mr. Brewster he said that if he were to use the morning paper he would pay a premium for page two (which is asked in this specific case) and would rather use a double six or page two than a quarter page on the inside of the paper.

Direct by mail advertising was another subject that was considered, the opinion of several clothiers seeming to be that men do not read newspaper advertising carefully. Mr. Stein said that there seemed to be a genuine movement on the part of retailers to accept direct by mail advertising as a part of the general program. He advocated a specific use of direct by mail, however, such as sending out samples of shirting so that men will come into the store after specific items. If they do not buy as a result of such letters, the general purpose of direct by mail advertising is accomplished anyway, he pointed out, and if they do, a direct gain has been made.

Leon Baer, of Baer Bros. & Prodie, Chicago, whose firm has built up a large business almost exclusively by direct by mail advertising, said that 75 per cent. of their advertising appropriation is spent for this work. The first has large windows, dresses them often, and has a mailing list of 20,000 names to which four pieces of literature are sent annually, he said.

Mr. Baer was inclined to credit the firm's guarantee policy, however, for part of the store's success.

Get Together and Entertainment

Two of the outstanding features of the convention were the "Get-together" idea, behind which there was actual organized effort; and the entertainment of the visiting retailers from all over the country. On Monday night—the night the convention opened—a "Get acquainted" reception was held under the auspices of the National Association, to retailers, manufacturers, whether visiting or local. This promoted a spirit of good feeling amongst all who were in attendance and it was realized that this feeling, carried all through the convention week, was a factor to be reckoned with in national merchandising.

Every evening saw some entertainment for the retailers arranged either by some section of the retail trade or some of the manufacturers. Visits were paid to leading retail establishments, theatre parties were held and a general good time indulged in by all.

One of the beneficial side features of the convention was an arrangement whereby visiting retailers could consult with well known authorities in merchandising methods who were in attendance at the convention for this very purpose.

A. Beck of Ridgetown has purchased a store from J. B. Little of that town and intends to start in the clothing business.

Cashing in on an Opportunity

E. R. Fisher, of Ottawa, in Early August Display of Fall Models Draws Attention to His Windows by Using a Barracuda—Used in Connection With Item of Local Interest—May Spend More in Advertising After Experiment

CAPITALIZATION of an opportunity is what drew thousands of people to the display windows of E. R. Fisher's gents' furnishing establishment on Sparks Street, Ottawa, recently. Few objects of curiosity had aroused as much interest locally as the fine specimen of man-devouring fish known as the barracuda, which Mr. Fisher placed in one of his windows for a week. The barracuda on display was one of the many of Mr. Fisher's prized specimens of sea fish which he caught in Florida waters more than two years ago when on a holiday trip at Miami, and which may be seen mounted in his store.

Tiger of the Seas

A short time ago Mr. Fisher learned that a barracuda, which is also called the tiger of the seas, because of its ferocity and man-attacking propensities, had killed a young lady swimmer off the Florida coast. As the incident had received local newspaper publicity, it immediately occurred to Mr. Fisher to place his specimen in the window. A representative of a local newspaper saw the fish in the window and wrote a breezy story about it the same day. As a result, thousands of people made it their business to visit the store and give the curiosity the once over.

The window contained, besides the fish, a showing of fall suitings.

The Ottawa representative of Men's Wear Review called on Mr. Fisher, at the end of the week. "What have the results of this experiment netted you in actual sales?" was the first question shot at Mr. Fisher.

Absolutely Nothing—But

"Absolutely nothing," was the answer. "But hold on a minute. Consider what the results are likely to be in the near future. Remember that the window contained fall suitings, for which there is absolutely no demand at present. Thousands of men, who in a month from now are going to order their fall suits, were drawn to that window and practically compelled to take notice of the garments on display. What percentage of them will come to Fisher's for their suits is a long guess, but I think it is safe to say that quite a few will call on us as a result of having been attracted to the window by the fish."

"What value do you place on your windows?" was the next question.

Best Advertising Medium

"I consider that my windows are the greatest advertising medium there is. If you were to hand me \$10,000 and ask me to spend it in other forms of advertising and ignore my windows entirely, I would prefer to do without the other forms of advertising and concentrate on

my windows. But remember, I consider that newspaper advertising in conjunction with window displays are a mighty strong sales combination."

Mr. Fisher informed Men's Wear Review that he placed so much confidence in advertising of various kinds that he was planning this fall to considerably increase his appropriation for that purpose.

Will Experiment

"We have always spent under five per cent of our gross turnover on advertising," said Mr. Fisher. "But I am beginning to believe that it will pay us to spend more in the future. The peculiar thing about it is that if we increase our appropriation for advertising purposes and it results in a further gross turnover of, say \$50,000, we will still be spending less than five per cent. Just how far that can be carried out is a question, but we are going to experiment and find out."

Mr. Fisher stated that in his opinion the average merchant did not use his window to the advantage that he might. "We spend a lot of time and thought on our windows, because we know that we will be amply repaid for the effort. If you will take notice you will observe that the average merchant in Ottawa and other places literally throws his stuff

(Continued on next page)



So far as we know this is the first Fall display shown by any Canadian retailer. It was shown the middle of August and there was a special reason for it, the reason being given in the accompanying article. It is the window of E. R. Fisher, of Ottawa.

To be a Good Salesman Remember That—

THE MERE selling of what you want to sell is a certain form of cleverness but real, genuine, trade-building salesmanship is the art of creating desire and decision on the things that you believe will develop the greatest amount of service and satisfaction to the man you are selling.

Courtesy is the good appearance of personality—invest in it.

Keep your grievances and annoyances to yourself. Remember to keep interested in your customer, help him forget his worries and annoyances.

The smile is one of the greatest helps a salesman can adopt.

If you are moderate and conservative in your statements you will win your customer's confidence more quickly than by exaggeration.

Study your dictionary for the meaning of words which you do not understand. Makes notes of good words that you think you can profitably use.

Learn to overcome nervousness. Nervousness is nothing more than mental fear. You must be easy in mind or you cannot expect your customer to be easy in mind and upon his mental condition depends the success of your sale.

Impress your customer that you have confidence in yourself and in your firm and in your merchandise.

Preserve your health, maintain good appearance. Cultivate good language, develop the mind and the will power and you will have achieved personality, and personality is the power force in salesmanship.

A note-book comes in handy to jot down particulars about various types of customers with whom you come in contact. By knowing something about each man's business, his ideas, his hobbies, it is easy to meet him on his own ground.

Train your memory to remember names. Takes notes if necessary. Keep a book in which you make a record of every man you sell. Make a note of his name, his occupation, his taste, his size and any other information about him that you may gather. Constant practice in recalling names, paying attention, spelling the name over to yourself will sharpen up your memory in no time.

Whenever a salesman falls into the error of arguing with a customer he loses progress.

The salesman should never cease developing and arranging his sales talk.

He should know exactly what he is going to say to certain customers under certain circumstances.

You are doing a man the finest kind of a service and will gratify his satisfaction every time you let him discover that a better quality than he has been used to buying will serve him better.

You should serve the customer so well that he will never stop feeling glad that he came to the store and to you—long after he has made the purchase.

Eagerness, cheerfulness, courtesy in the approach are the primary influences in making a customer warm up to you.

The salesman's speech attracts favorable attention when it is courteous and suited to the customer—familiar and especially friendly with some and dignified with others according to the type, age and social standing.

Emphasize the strong and vital features about the merchandise that will offset objections and make these so attractive and emphatic that the objections which he may have in his mind will seem trivial and of such slight consideration that he will either be disinclined to mention them or put little stress upon them.

Always remember what point has impressed the customer most so that when you finally close you can have an added point to bury in his mind—a point which will help hold his satisfaction in what you have sold him—a point he will pass along to those who admire his new clothes appearance.

You must impress confidence in the values you have shown. Without directly referring to competitor's lines, immediately point out special service or style features which are exclusive with your line or at least carry the impression that these are the things to seek wherever he may go.

When your customer hesitates you may be pretty sure that he is in doubt and is really looking for help in his decision, although he does not think so. That is your psychological time to put in your closing effort.

It has been estimated that almost half of the money spent for apparel is spent by men and women between the ages of 18 to 25. That is why it is so important to play up the young man's trade and of such vital advantage to establish a personal following with this class of trade for the future.

Good taste in dress is never characterized by a display of gawdy or lavish color. Simplicity is always best. The

man who wishes to be well dressed should keep in mind and select the different articles of his apparel with a view to harmony and simplicity of color (that is, few colors).

(Excerpts from the Kuppenheimer Course in Retail clothing Salesmanship).

CASHING IN ON AN OPPORTUNITY

(Continued from previous page)

into the window. A few clothing merchants use old out-of-date bust forms to hang their suits on, and think they can get away with it; but I believe that the average man on the street is observant enough to notice those things. And for that reason it behooves all to exercise the greatest of care in dressing their windows."

The Barracuda owned by Mr. Fisher is a medium sized specimen and is beautifully marked. The lower part of the body is bluish-grey in color, while the upper part near the back, is bottle green with a sort of serrated or fresco running the whole length of the body. The head of the Barracuda resembles that of the shark. The jaws are armed with formidable looking rows of sharp-pointed teeth, which have the appearance of vaccine points. The Barracuda is known to have snapped off the leg of a swimmer at one bite. It attacks with greater swiftness than the shark, and is also a much more wary fish.

Mr. Fisher caught the Barracuda, on display in his store window, 27 miles off the east coast of Florida, almost opposite Miami, Fla., on February 1, 1920. He was trolling at the time and had about 200 feet of heavy corded line with a nine foot piano wire leader tipped off with a stout fish-hook. It took Mr. Fisher about 15 minutes to land the Barracuda. It was but one of many Barracudas which he caught during his sojourn at Miami. Fishermen off the Florida coast regard the Barracuda as a "devil of the deep," and use extraordinary precautions in landing him.

Earl Mulholland of Picton is starting in the clothing and furnishing business for himself in that town.

The entire assets of the English & Scotch Woollen Company, estimated to be worth \$600,000, have been taken over by Eugene Panneton, president and general manager of the Debenture Savings Company, Limited, Victoria Square, Montreal. Mr. Panneton intends to continue the business and is applying for a Dominion charter.

The Art of Showcard Writing

Methods Used in Composing the Letter—One Dozen "Don'ts" for the Showcard Writer—A Popular Alphabet for Window Posters—How To Mix Colors For Posters And Cotton Signs

By JALEXO

"EVERY man," said Imlac, "may by examining his own mind, guess what passes in the minds of others." In common with that belief, Jalexo has tried to analyse the minds of his showcard students to discover just what kind of instruction and information would be most helpful at this period in the course. Out of these imaginings, your instructor has chosen to talk on a theme which affects every cardwriter, without a single exception—how to compose the message.

How to Compose the Message

For the sake of illustration, let us suppose that the show window contains as part of its contents, one or two sweaters. The sweaters shown we will say are in plain gray and maroon—two popular shades. The merchant has chosen but two of the many colors which are obtainable in these sweaters. The other colors of course (from lack of window space) are either on display inside the store or perhaps remain in their boxes, obscured from view. According to the writer's observation, the average window of this sort will show the two sweaters ticketed with a price, and the price only. The passerby sees the two colors. The chances are that the limited color range suggested by the gray and maroon have prejudiced him against further inquiry since his favorite color is sand, navy or any one of a dozen attractive shades. The window cannot conveniently hold more than two sweaters in conjunction with the other articles, neither is it necessary to display more than two. One sweater for that matter, might easily suffice. But, coming to the point, the message best suited to the sweater display ought to contain more information than a mere price-mark. This does not necessitate a larger card. A card 4 x 6 inches could be lettered with a telling message after this order: "New Fall Sweaters of All-Wool Yarns. Size 32 to 46. 6 Colors—Sand, Navy Blue, Dark Green, Gray, Maroon and White. \$4.75." In neat, compact fashion, the message goes across. It tells the public something which might otherwise go unasked should the onlookers hesitate, upon entering the store. This sweater example applies to every line of merchandise. It requires no literary ability to speak of. It does require some thought in preparation. The cardwriter should ask himself pertinent questions regarding the goods and endeavor to describe them in as few words as the subject will bear, yet at the same time omit nothing of importance. Too often the showcard appears in the window void of instruction. Too often it contains some gener-

al phrase which lacks a real meaning. Too often the window card misses its aim in being too flat for want of some potent description. The window card has been selected for example in this connection, since it is of most importance in the eyes of the merchant. It is the card which speaks (or which ought to speak) of some fact or facts not perfectly obvious in the goods. In other words it is the little salesman working for you in the window, and busy every minute of his stay there. Isn't it only reasonable to suppose that this little salesman will work more intelligently and more convincingly if furnished with an adequate knowledge of the goods?

A Dozen "Don'ts" For the Showcard Writer

Another point which occurred to Jalexo as being worthy of mention, is a series of "Don'ts" for the showcard writer. A few, epigrammatic sentences of the negative variety seldom fail of appreciation, even if some act only as reminders to the student.

No. 1.—Don't become discouraged at your seeming failure to execute work of the quality termed "expert." Every student can become proficient if he wills it with energy and persistency.

No. 2.—Don't postpone practice for days at a time. An eminent pianist once remarked that if he quits his piano for three days, the public notices a difference in his playing; if for two days, his friends notice a difference; if for one day, he himself notices a difference. This simile enjoins the showcard writer to work at the job steadily to secure quickest and most desirable results.

No. 3.—Don't skim hurriedly over a lesson. Put the examples into practice at the earliest opportunity.

No. 4.—Don't adhere slavishly to any single alphabet, unless of course the policy of the store demands it. Excellent results come from a wise combination of two or three different forms of allied characters.

No. 5.—Don't affect a color treatment in lettering that calls for more than two or three different shades on the one card. The student is advised to make use of but two colors on white cards. For example, red and black, as most commonly seen on "special value" occasions. A certain high-class store insists upon plain black lettering on white card and obtains very commendable effects.

No. 6.—Don't make an attempt at fancy work until you have sound ideas on display and color harmony. The fancy card loses its fascination as the showcard writer becomes better ac-

quainted with the numberless fads and fancies.

No. 7.—Don't clutter the showcard with words irrelevant to the subject. Refrain from statements other than are necessary to actually describe the goods. The name of a sale, a seasonable, public event or other pertinent rejoinder is allowable on the card. For example, "New Suits For Thanksgiving Day," in short, try to get news value into your message.

No. 8.—Don't placard the window with more than its share of cards. Where many cards are necessary, try to have them in sizes which deliver their message and at the same time permit a proper display of the goods.

No. 9.—Don't use italic lettering exclusively. Italic is not so readable as upright or Roman and should be used with discretion.

No. 10.—Don't use every available inch of the card for the message. A border from 1½ to 2 inches should be apportioned to cards about 11 x 6 inches, and a corresponding border for other sizes.

No. 11.—Don't make use of "curlicues" and overlapping characters. They're too confusing for the average reader to trouble his head about. Lettering may easily be artistically arranged and yet retain its legibility.

No. 12.—Don't be afraid to assert the independence and dignity of your own ideas. If, for example, a cut-out picture will add to the value of the showcard, by all means use the illustration which applies to the message or the goods.

A Window Poster Alphabet

Heretofore, the alphabets have been designed with a view to showcard work. The alphabet illustrated herewith is particularly appropriate for the window paper poster or cotton sign. It is similar to the "thick-and-thin" alphabet shown in a previous lesson; the difference being in the spurs used to ornament the poster characters. In describing a poster alphabet, perhaps a word or two regarding a good poster paint would be helpful. To use the ordinary showcard color on paper posters is far from satisfactory. Water colors have a tendency to shrink the paper, causing wrinkles to appear all around the lettering. This is overcome by using Japan colors ground in Japan. It may be bought at any hardware store, and comes in tins. Specially wide brushes are made for this poster work, and the student is urged to procure these in two or three different widths as will meet his requirements.

This poster alphabet is used a great

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

deal for the names of "sales" or other big features which affect the store at various seasons of the year. The instructions outlined for poster work apply also to cotton signs, the same color and brushes being adapted to both classes of work.

If you are unable to secure the ready-mixed Japan color, try mixing your own. A good black is obtainable by mixing lampblack with clear furniture varnish and turpentine. The turpentine "cuts" the lampblack so it becomes pasty. The varnish gives it "body" and causes the lampblack to be adhesive in the same way as mucilage acts as a "binder" for water colors. When the turpentine and varnish have been added, stir and grind thoroughly to form a paste. If too thick for use, thin it out with turpentine. Avoid too thin a mixture as the turpentine will "spread" on the cotton. To remedy a color that has become too thin, simply add some more varnish and if necessary more lampblack. The proper consistency will soon be determined by some little experimenting. For a good red, green, blue or any other color, the same instructions hold good. The dry colors are obtainable in powder form at any hardware store. Attention is called to the fact that the red color requires more care in preparation than the other colors. The red, dry color ought to be of good quality, somewhere around 50c. a pound. The other colors come at about half that price, yet give satisfactory results.

The paper poster affords excellent advertising material. It gets the direct attention of the passer-by, and if care-

fully worded and neatly executed, the result is almost certain to be productive of extra business. The paper poster works to best advantage when cut from ordinary manilla wrapping paper in the light cream shade. The darker shades are apt to render the lettering obscure. The cream shade on the other hand stands out in bold relief against the glass and at the same time makes a clean-looking background for black and red lettering, the most popular color combination. Interesting effects are obtainable in posters by shaping them differently. Big circles, say about 24 inches in diameter, are striking when rightly placed against the window. These circles could be made to announce the sale or some other big value feature. Any unusual shape cut from the poster paper will be more pleasing than the conventional squares and oblongs so much in evidence and consequently so common. Ovals, diamonds, shields, and so on are not difficult to fashion, yet in appearance they are altogether superior and attractive.

By way of ornamentation it is sometimes permissible to edge the poster with some delicate shade of green, especially where red and black lettering is used. The green edge ought to be about an inch wide around a poster say of about 24 inches in diameter. Effects of this kind enhance the value of the poster which might otherwise appear commonplace. The poster is extremely popular in Toronto particularly during special sale events. Many of the better class stores have found that the window poster is a good investment when used judiciously.

Indicates Better Industrial Era

Stronger Demand for Workingmen's Clothes—Activity in Knitted Lines

Fall business in men's furnishings has been excellent, according to a report from a Montreal wholesale house this month. In particular, comment was made regarding the impetus noticeable in workingmen's goods, heavy shirts, overalls and gloves, showing that industrial activity must be at last becoming more general. Summarizing the outlook for Spring in the different lines, this firm stated that there is already a good demand shown for underwear, due in part to the fact that some three lines have shown an upward tendency in price and many retailers are finding it advisable to place orders as early as possible.

Knitted Goods Selling Freely

All kinds of knitted goods are leading in demand just now, insofar as Spring 1923 is concerned, enquiries for sweaters, bathing suits and hosiery indicating that stocks of these goods must have been cleared pretty closely. Clocked hosiery is still the big item with this house and for Spring some attractive lines of silk finished lisle have just come to hand, smartly clocked in different colors.

No outstanding changes in regard to webbed goods or smallwares are reported, buying in these goods being confined to immediate requirements only.

Know How Much Seasonal Merchandise to Buy: Has Held No Sale in Thirty-Five Years

This is the Record of J. H. Fleming of Fredericton—An "Odds and Ends" Table Gets Rid of All Left-over Merchandise—Makes Specialty of Outfitting Odd Sizes in Furnishings—How Neckwear is Displayed

THIRTY-FIVE years of successful merchandising of men's furnishings is recorded of J. H. Fleming of Queen St., Fredericton, New Brunswick, who in all that long time says he has never found it necessary to conduct a sale of any sort. Not so much as a semi-annual clearance sale has his store ever witnessed, but year in and year out, the volume of sales has kept steadily mounting without the slightest need of artificial stimulation of any sort. "How has it been done?" was the query put to Mr. Fleming by a staff member of Men's Wear Review, to which the following significant reply was given, "We buy only what we need from season to season and have learned that it is wisest and safest for all concerned to turn a deaf ear to all the tempting offers and all the blandishments of salesmen and agents who would load us up with so-called bargains in the way of men's furnishings." The retailer who learns how to say "no" when he does not require goods, who can yet maintain a friendly and interested attitude with those who make it a practice to try to sell goods despite a firm refusal, and who knows just how much merchandise he can and ought to dispose of during the course of the coming months, has mastered the fundamental secret of successful merchandising, according to Mr. Fleming.

White Woodwork Provides Bright Interior

There are several interesting features about the Fleming store which are not usual in towns of the size of Fredericton. Its equipment alone calls for comment, the interior being one long bright expanse of white enamelled surface, which forms a decidedly attractive background for the merchandise, a setting almost hospital-like in neatness and cleanliness. There are two sections in the store, a front and rear division, the latter being devoted to the display and selling of heavy goods such as work shirts, overalls, work gloves and so on, especially suitable for working men's use. In the front of the shop are to be found all the more exclusive kinds of merchandise, so that in selling either kind, customers are able to find their exact wants with less distraction or waste of time than would be the case were all goods to be shown together indiscriminately. Both sections of the store are equally well lighted and equipped and it is a matter of pardonable pride with Mr. Fleming that all grades of prices are included, ranging from the highest to the lowest, accord-



Interior of the J. H. Fleming haberdashery shop of Fredericton, N. B., showing the separate store for heavy goods and working men's wearables at the rear. At the left will be noticed the original way of displaying neckwear preferred by this store, all ties being carefully knotted. Luggage receives much attention in this store. No sale has even been held in the 35 years of the management.

ing to quality of the goods. The clientele is a varied one, including regular customers from among the university and normal school faculties, members of the Provincial Government offices, and even well-to-do farmers who live in the rural outlying districts of the city and whose well stocked orchards provide the wherewithal to demand the very best in the way of wearing apparel.

Outsizes a Specialty

The leading specialty of the Fleming store is one which might well be given greater attention on the part of the majority of retailers, namely, outsize furnishings such as shirts, underwear, pyjamas and so on. It has been found that size 19 shirts and collars are steadily in demand the year round, and that once a stout man has obtained real satisfaction in the way of securing a good looking shirt or a really well fitting suit of underwear, he will remain a constant customer, sending his friends who are overburdened with avoirdupois to the store as well. This phase of the business is given careful personal attention by Mr. Fleming and has had not a little to do

with the remarkable record achieved by his firm in forging ahead so steadily.

All Neckwear Shown Knotted

Another feature peculiar to the store is the method employed to show neckwear. Where most stores are content to show ties hung over a T stand or folded in neat rows inside a glass case, the stock of silk and knit ties in the Fleming store is displayed in a finished knot, every single tie being thus displayed, so that the salesman is not obliged to lift any tie out of the show case unless asked, and the knot being once tied precludes the necessity of re-knotting to give the effect to some future customer. Neckwear is shown hung from suspended rods in this way as well as under glass, plainly priced.

Mr. Fleming considers that an odd corner devoted to the display of any odd lines which have accumulated from month to month, priced at a fraction of their real cost, is all that is necessary to keep the ranges of merchandise down to normal level, and he pointed to a small pile of high grade cloth caps priced at
(Continued on next page)

Difference Between Intensive Persuasion and Meeting the Wishes of the Prospective Customer

Some New Thoughts on Merchandising—Studying the Needs of the People Must Precede the Selling of the Merchandise—What Gordon Selfridge Says About European and American Methods of Salesmanship and the Respective Results of the Same

IN ANOTHER article in this issue of Men's Wear Review dealing with some of the causes that have contributed to the success of business men who have built up world-wide organizations, something has been said about the necessity of studying one's community and its needs. The intensive and scientific study of this question is one of the main foundation stones of any retail organization. To fail to do so soon puts one out of touch with one's prospects and the only thing that stares such a retailer in the face is either indifferent success or failure outright.

First Duty of Salesmanship

As a matter of fact this study of community needs is the first essential of salesmanship, that is, salesmanship of the entire organization rather than the single articles of merchandise that, in the course of the years, pass over the counter. It is possible for a store to achieve a reputation on two distinct scores—its faculty for supplying the needs of the community it serves, and the character of its sales force. It may possess a most accurate faculty for studying the requirements of the people of a community and in placing such merchandise at the disposal of the people. At the same time, it may lack the right kind of a sales force, or it may be lacking in certain elements of store service which result in too few sales. Or, on the other hand, it may lack the faculty of selecting the proper kind of merchandise for the community it serves but, at the same time, have a sales force that by intensive persuasion effects a great volume of sales. The ultimate success of such an unhappy combination of points is problematical. But the accurate faculty of selecting acceptable merchandise combined with a thoroughly efficient sales force can only lead to pronounced success.

What Gordon Selfridge Says

Anything that Gordon Selfridge, head of the great London house, has to say on the question of salesmanship is worth listening to. In a recent interview with "System" he outlines the (perhaps) different view-points on salesmanship on the two hemispheres—the new and the old. And by quoting a few figures he shows the result of this type of salesmanship. He cites five retail houses in Paris (whose population is smaller than New York) each of which last year did a volume of business in excess of \$100,000,000, taking into account the value of the franc at par. There are some geographical reasons for this which

need not here be mentioned, but the main reason is, if one can read between the lines of Mr. Selfridge's interview, that "they depend very little upon forms and very much on the ability of their people to know values, to watch details, and to sense what it is that people want to buy and at what price." In other words, through their sales force they make a very careful study of their community, what the people want and how much they are able to pay for what they want. The turnover of these five stores is between 7 and 8 and their cost of doing business 18 per cent.—much less than it costs to do business either in Canada or the United States.

A Good Reason

"You will scarcely find a salesperson in London or Paris," says Mr. Selfridge, "who has not a wholly expert knowledge of what he is offering for sale. If the prospective customer states his wants, the salesperson knows what it is that will satisfy those wants and why. The buyer is as a rule equally expert. It is extremely difficult abroad for anyone to cheat by selling poor stuff as good stuff. In the United States, on the other hand, poor stuff may, as we all know, often be sold as good stuff without either the seller or the buyer knowing the difference.

"In England we do not have salesmanship in the sense that it is understood in the United States. While in America I read two books on salesmanship that were, I believe, supposed to represent the highest methods of selling. They appeared to me to be crude. They seemed to be founded on the belief that salesmanship was more a matter of intensive persuasion than of meeting the wishes of the prospective customer. The methods outlined would not do at all in England. They would simply be regarded as being in bad taste and the house using such methods would not get trade. And I am wondering, without the slightest desire to criticize, but rather with the thought of making a constructive suggestion, whether or not a waste exists in American distribution through an over-emphasis upon selling and whether it might not be worth while to investigate whether the people as a whole respond as readily to being sold to as they would to having their wants and needs studied and met."

Unwise to Force Sales

Mr. Selfridge goes on to point out that forcing sales is not a wise policy, that it is better first to select that which

people ought reasonably to want, and then by quality, price and convenience of offering to make the buying of it very easy indeed. "The best retail sales training" he says, "is not in the persuasive arts but in a knowledge of the goods, in courtesy and in the realization that the purchaser must at all odds go away not only satisfied but with a desire to return."

It is of interest to know how some of these theories are actually worked out in practice in the Selfridge store. For instance, the term "employee" is not used at all; they are all "members of the staff," and a large part of the educating of the members of the staff is directed to convincing them that the interests of the institution and their own interests are identical. A record of all their sales is kept but they thoroughly understand that to show less courtesy when a sale is not made than when it is, is extremely bad form and is not done.

Studying their community in this fashion has certainly shown results in Selfridges. According to Mr. Selfridge they took their "losses" early in the late Spring of 1920 and they let it be known that their prices were down to bedrock. The result was that in October of 1921 their number of transactions over the same month of 1920 increased by 200,000, the same increase or greater followed in November and there has been an increase ever since.

KNOW HOW MUCH SEASONAL MERCHANDISE

(Continued from previous page)

one dollar each, which he said represented the remainder of a successful season's selling and which would only last about 24 hours at the price quoted. This "odds and ends" table, he considers, should be in every store in place of the "clearance sale" sign which so often lacks any real appeal to the customer.

J. Frank Boothe, of Whitby, has purchased the men's and boys' clothing and furnishing business formerly known as Johnston's.

L. Cowell, tailor, is an enterprising man. He formerly ran the Parisian Tailor Shop at Bowmanville, but recently moved to 207 College St., Toronto. But he still advertises in the Bowmanville paper, notifying his former customers of the change of his address and still soliciting their patronage.

Announcements by the Ad. Man

How Montreal Retailers Are Announcing Their Fall Merchandise—Style Note is Sounded Very Emphatically—Price Appeal Not Played up so Strongly as it Was a Year Ago—The Importance of Being Well Dressed is Stressed

SOMEONE has said that it is the duty of the retail clothier to "sell the psychology of being well dressed for all occasions and to influence his clientèle to appreciate the value of good clothing to the personality," instead of merely selling clothes as merchandise. Such a doctrine as this must first of all be put across through the medium of the retailer's advertising and on this account must be handled delicately. It could hardly be expected that such an appeal as this could be driven home by accenting the question of price first and foremost, because price by itself does not suggest the idea of style as much as it does the theme of economy, a theme, moreover, that brings to mind clearance sales much more emphatically than it suggests the topic of new Fall merchandise.

Fall merchandise being the question at issue this month with all clothiers and haberdashers, it is interesting to note that where Montreal is concerned the message regarding the importance of being well dressed is being uniformly stressed in preference to the price question by all classes of the trade, including department stores, custom tailors, and regular clothing stores. It is safe to say that the reading public are probably unaware that a subtle change has taken place in the character of the advertising done by the leading men's stores of Montreal for none of the copy which has appeared during the month of September falls into the error of proclaiming the new selling idea too plainly. Instead the message is conveyed subtly in a manner that leaves the reader unconscious of any technique behind the attractive lay-outs and the readable wording.

Appealing to the Sense of Vanity

If, as has been declared, the public which reads the daily papers has grown cold to the usual sort of advertising therein to be found, said public cannot fail to react in the opposite manner to such ingratiating appeals as are directed to touch the vanity of each one of us by some such wording as this, embodied in an advertisement of Case's appearing during the first cold snap of the month:

"Jolly Chilly, eh? Here's topcoats direct from the west end of London where the exclusive designs and styles in men's fashions originate. Roomy, boxy—the best chill-repeller known. Discerning dressers wear Case topcoats. They are to be had in peat-smelling homespuns, characterful tweeds and soft, subtle Shetlands. \$25 to \$75."

In another Case advertisement, the idea of new fall fashions was introduc-

ed by the two words, "College—Business" as being the key words to the entire announcement, contained in a series or sequence of six paragraphs which provide thumb nail sketches of the season's newest goods. The copy is dignified in appearance and artistically laid out, using a small cut in the lower right hand corner instead of in the usual hackneyed position at the top. Prices are always mentioned in Case advertising but in an inconspicuous manner, to show the range carried rather than any particular item. The dominant note of all Case advertising is that of style and not a little emphasis is placed upon the vanity appeal that never fails to "pull" at the autumn season of all others. This little pointer about gloves, for example, is characteristic:

"No part of you is more conspicuous than your hands. That's why we select gloves with such care. They are comfortable, responsible, durable, smart, soft. Suede, capeskin, chamois, peccary, pigskin, mocha. \$3 to \$6."

Stresses Dignity

In another example of fall advertising which strikes a different note to that previously featured, the firm of R. J. Tooke Ltd., emphasizes the quality of dignity. The advertisement in which this theme appears is characterized by restraint and a certain conservatism as befits a firm which celebrates its 50th anniversary this year. The wording carries out the pleasing impression gained by the severity of the lay-outs as follows:

"The correct note in our new Autumn apparel is that of dignity. Our great appeal is to the man of good taste. For him we have searched the world's markets, and we face the coming season with the utmost confidence that our rare and beautiful merchandise will make an even more successful appeal than ever before in our fifty years of effort."

Dressing as a Fine Art

Custom tailors are not usually prone to enter the field of advertising with the same weapons of assault as are employed by the retailer of men's clothing, consequently this small advertisement featured recently by the Montreal firm of E. Bentley of St. Catherine Street is noteworthy:

GOOD DRESSING IS AN ART

"Lord Chesterfield once said, 'Dress yourself fine, and take care always that your clothes are well made, or otherwise they will give you a very awkward air.' He voiced sentiment as sound today as it was then.

"Custom tailoring was then the source of fine clothes—of garments that make GOOD DRESSING an art. The same situation exists to-day. We are now showing our complete range of Fall and Winter materials.

"Suits made from high grade imported materials from \$50.00. Top coats made from high grade imported materials from \$45.00. Cut and tailored in English or American styles."

Among the advertisements run by department stores which make a special effort to capture men's trade, a series appearing under the name of Goodwin's Ltd., elicited much favorable comment. In this series the method of enumerating the selling points of the various types of merchandise has been conscientiously followed with the result that the store's entire range of men's headwear, for instance, is fully enumerated and described in the space of a very few lines. The merchandise is classified according to price and style which is an attractive method at any season. Though a slight concession is made to the question of price in this example, it is not, however, aggressively noticeable and really goes hand in hand with emphasis on quality and value.

A Convincing Argument

Of an entirely different description was the advertisement featured lately by the firm of Fournier & Labelle, located in the down-town business section of Montreal, in which no merchandise was mentioned at all. It consists of an argument intended to convince the skeptical consumer of the genuine value behind the low prices featured by this store, by comparing the policy of the wholesaler with that of the retailer to prove that anyone who buys in large quantities can take a smaller profit and reduce his selling prices. Here it is:

LISTEN TO REASON

"Why do you expect a wholesaler's prices to be lower than those of a retailer's?"

"Isn't it because you understand that the wholesaler buys and sells in terms of quantity?"

"Exactly! With the wholesaler, it is simply a matter of volume; in other words:

"A quick turnover and a smaller profit.

"So it is with us!!!

"Instead of buying five or ten dozens of a given article, we buy a few hundred dozens; prepared to take a smaller profit if we can dispose of them quickly.

"Do you get the idea?"

(Continued on next page)

Planning the Buying Campaign

The Dealer With Accurate Records Goes Into the Market Fully Equipped With Knowledge That Will Guide Him Away From Dangerous Pitfalls—Arousing the Enthusiasm of the Sales Force in Merchandise Goes a Long Way Toward Selling It

GOODS well bought are half sold. That saying is as old as the longest memory of the oldest man in the trade; yet it has lost none of its truth as it has been handed down from generation to generation. At this time of the year there are especial reasons for giving heed to it, for dealers will soon be in the midst of their buying for Spring—some have already placed their first orders. To be able to buy goods "well" involves more than might appear at a superficial glance. The first consideration of importance is the market for that which is bought and must be sold if business is to be made profitable. To know that market requires a very careful study of one's community in its different classifications, to know the conditions surrounding prospective customers so that an estimate might be made of their ability to buy when they see the new merchandise, and to know something of general business conditions which are apt to influence the purchasing power of the consumer.

Records Help

The dealer who keeps records is always in the best position to do his buying for any season. These records will tell him—if they have been properly kept—considerable about the exact quantities sold during the previous similar season, the number of suits and overcoats or furnishings sold which were the most popular, the other priced merchandise that sold, and in what quantities, the mark-downs that had to be made at the end of the season and something about the reasons for these mark-downs, and the stock still on hand, if any. In suits and overcoats, he should know a good deal about the colors that were most popular, the models that were most in favor for the different types of men, models that did not take well so that they may be avoided in future. He should also have at his finger tips information about sizes that sold, not forgetting that there are always odd sizes to be considered in buying. These records should also tell him about customers whose tastes are markedly different from the ordinary man's tastes, because the dealer who builds up a reputation for considering the individual fancies of his customers is bound to widen the circle of his customers.

With all this information in hand, the dealer can buy scientifically—he is not guessing. He has something very definite on which to formulate his buying campaign. He can forestall the possibility of profit-destroying mark-downs at the end of the season because he knows

what he is doing. His knowledge is based on accurate records that provide him with the very last detail of the business that resulted from all the buying that was done for the last season. With buying done on this basis, the dealer has a good starting point.

Selecting Merchandise

But there are other important considerations to be taken into account if the goods are so well bought that it can be said they are already half sold. Care should be taken that the individual taste of the buyer does not too largely govern the whole buying policy. If this only were to be considered, buying would be reduced to a comparatively simple task. The buyer may be a man who seldom comes in contact with the public, either to know their wishes or to sell them merchandise. The salesmen who actually sell the merchandise should be consulted and, where possible, be present when the merchandise is bought. They, in turn, should be warned to keep always in mind their clientele when buying. The more closely in touch they are with the buying, the greater will be their enthusiasm for the merchandise when it reaches the store. They will take a keener interest in the merchandise if they have had something to do with its selection than if it is simply placed before them and they are instructed to sell it for such and such a price. The enthusiasm of the sales force for merchandise is a very useful asset in selling it. One of the arguments for the four-season buying plan was that it would put new enthusiasm into the efforts of the sales force because they would have newer merchandise to work on. The argument applies equally to the theory of personal selection where possible. If the season's new merchandise comes into the store with the members of the staff all eager about it, the pride they have in their work is greater and finds expression in more aggressive methods of selling and in a good deal of mouth to mouth advertising amongst their friends.

Telling the Ad. Man

The man whose job it is to bring people to your store should know a good deal about the merchandise you are selecting. He should be thoroughly posted at all times regarding the purchasing of merchandise. He is planning his advertisements perhaps weeks or months ahead and he can do it the more successfully and effectively if he has an accurate knowledge of the character of the merchandise that is to be offered to the men he is to try to interest to the extent of bringing them to the store.

The wise retailer will be always on the lookout for specially-priced merchandise offered by manufacturers and wholesalers. During the course of a season there is a good deal of it to be picked up and frequent visits to the marketing centres will put dealers in touch with these bargains. A line of neckwear, some close prices on suits or overcoats, some extra values in shirts—these will brighten up your whole merchandising campaign for the season and bring you not a little profit besides.

To Be Avoided

One danger to be avoided by the head of the firm is that of isolating himself from his staff in the matter of buying. In doing so, he isolates himself from his public at the same time, for the salesmen are the ones in the store who really come closest in touch with the public, and, if properly trained, study the needs and tastes of the public day in and day out. One of the reasons given for the large turnovers in French stores is that the sales force are experts in knowing what the people want and in the selection of the merchandise that will sell. They may lack some of the aggressive methods of salesmanship employed on this continent—perhaps too aggressive at times—but they do not lack knowledge of their customers' requirements. In this, they probably come nearer realizing the truth of the statement that "goods well bought are half sold" than we do on this continent.

ANNOUNCEMENTS BY THE AD. MAN

(Continued from previous page)

"Very well, then; it is up to you.

"We guarantee everything we sell to be perfect and feel that you will be pleased with your purchases and the attendant savings at this shop.

"Price, to-day, is absolutely no indication as to the quality of the goods.

"Reason it out for yourselves.

"Yes! certainly, we refund your money if after making a purchase here you should feel the least bit dissatisfied."

The Fashion Toggery have opened up for business at 1244 Bloor St., west, Toronto.

W. F. Fortune, since 1908 in the men's furnishing business in Fort William, died at his home in that city on August 25th after several months' illness. Mr. Fortune was prominent in public affairs, having served fourteen years on the Port Arthur Utilities Commission and for many years on the separate school board.

Capital to Stage a Fashion Show

Men's Wear Dealers Unite in Plan to Stage Fashion Week Beginning September 20th—Living Models Parade in Leading Theatre—Also a Costume Play to be Given—Some of the First Fall Displays in Ottawa Described

OTTAWA has taken a considerable step forward in connection with Fall opening displays. At a meeting held towards the end of August, at which the men's wear stores were well represented, arrangements were made for having all Fall openings at the same time this year, instead of over an irregular period, as in the past. It was arranged that this concerted action would take the form of a fashion week, starting Wednesday, September 20. The opinion was unanimously expressed that a fashion week would be the best way of presenting the newest styles in clothing to the public in the most effective manner. It was agreed that for the occasion the stores co-operating in the event would present a gala appearance, and the new modes would be exhibited under the most opportune conditions.

To Use Living Models

The arrangements for the fashion show included the showing of the latest styles on living models in one of the capital's most prominent theatres. In addition, the latest fashions and styles in men's apparel were to be featured at a special showing in the ball room of the Chateau Laurier, and the latest in men's haberdasheries were to be displayed at the same time. It was further planned to show attractive fashion films in conjunction with the regular programmes at

three of the movie theatres. In this connection arrangements were likewise made for the staging of a modern costume play at which all the actors and actresses would be clothed and gowned by the leading local stores.

Apart, however, from their participation in these plans a number of the men's wear stores went ahead with an early window showing of the newest styles, which, in most cases were most attractive.

The Two Macs

One of those window displays which attracted no little attention was that of the Two Macs Limited, cor. of Bank and Sparks Streets. Against a particularly appropriate autumn back-ground there was a well ordered display of practically everything that goes to make up a well dressed man's Fall and Winter wardrobe. This included a showing of between seasons Scotch tweed coats with self lining and plaid backs; smooth finish tweed shower proof Fall top coats, and the newest Winter overcoats. The showing of hats included silver greens, fawns and pearl greys. The latter is still a prime favourite with the well groomed men of Ottawa. The Scotch tweed suits on exhibit were severely plain in cut, while the shoes shown were the newest styles, with broader, flatter toes and squatty heels. The display was put in by J. L. Beaudry,

who has time and again won merited praise for his artistic taste in dressing windows.

Jess Abelson

Jess Abelson, 188 Sparks Street, has always prided himself on his snappy, clean-cut window displays of the latest in men's wear. His early showing of Fall and Winter togs as illustrated in an accompanying photograph in this issue is a good example of how he keeps his window dressed at all times. On this occasion he had on exhibit one of the new fawn coloured Winter overcoats, which is likely to be the rage in Ottawa this year. The window was also adorned with an attractive showing of eight pieced button top and one piece caps. The suits on display included blue and dark shades in herring bones, as well as English heavy tweeds. Mr. Abelson stated that present indications are that popular priced shirts and low collars are going to be in great demand this Fall and Winter.

E. R. Fisher

A feature of E. R. Fisher's Fall opening window was a showing of two pants suits. This is a new departure with this firm and is already proving a popular one. Two prices are quoted—one for the suit with two pairs of trousers, and a lesser price for the suit without the extra pair of pants. This feature is being

(Continued on next page)



A very handsome display arranged by J. L. Beaudry for The Two Macs, of Ottawa, introducing their new Fall merchandise. Note the artistic background and the finely executed showcard to the left of the picture.

carried out with respect to both the cheaper and higher grade clothing. The suits shown were mostly the English herring bone, light coloured tweeds, with one or two navy blues. English and Scotch imported tweed top coats had a prominent position in the window, while the hats shown were mostly in light greys and fawns. These were the smaller shapes, which give promise of being in great demand. The window was made up of unit trims, and showed the good taste always exhibited by Fred Wells in dressing the windows of this up-to-date establishment.

Ed. Merrill & Co.

Tweed toppers, suits and caps were the predominating features of the Fall opening display in the window of Ed. Merrill and Co., Russell House Block, Sparks Street. Double breasted suits, lovat shade toppers and light coloured Winter overcoats with the reversible coating, were exhibited, as well as a few light brown and fawn hats. The hats shown were the heavy curl style with bands five or six lines higher than last year. There was also a fine showing of light Donegal English tweed caps, for which there is an active demand just now. Mr. Bert Seipel who only recently joined the staff of this enterprising firm showed unusual good taste in the arrangement of the exhibit.

R. McGiffin

R. McGiffin, Limited, Bank Street, had a good display of 20th Century brand clothing, including suits and toppers. The exhibit also included a few of the new style smaller shaped hats in fawn and gray shades and a showing of Madleburg gabardine waterproofs. The toppers shown were mostly the loose English models, while the suits were the lighter shade English tweeds and the Scotch herring bone tweeds. R. McGiffin stated that there is a heavy demand at present for English-made clothing. This presentation of the new Fall apparel was attractively and pleasingly arranged by B. D. McGiffin.

A. C. WELLWOOD

A real snappy Fall atmosphere was given to the display of seasonal stuff in the window of A. C. Wellwood Limited, 71 Bank Street, Ottawa. So inviting was it that although there were little signs of lowering temperature at the time, this firm sold several Winter overcoats to out-of-town visitors to the Central Canada Exhibition.

In addition to the overcoats shown, which were mostly the loose ulster styles in middling light colors, there were a couple of smart gabardine shower-proof coats and a number of serge and tweed suits, including English all-wool tweeds and Scotch tweeds, in the predominating light colors.

If the sales so far this season in this and other stores are any indication of what is to follow, the young men of Ottawa are going to be gloriously decked out in light-colored tweeds this Fall and Winter.

Output Was \$82,893,913 in 1920

Official Report on Men's and Boys' Apparel Produced in 1920 Shows Increase of \$12,395,000 Over Previous Year—Invested Capital Totals \$49,436,428—Of \$22,338,375 Paid in Wages, \$16,600,337 Found Way Into Pockets of Workers

THE TOTAL value of all men's and boys' apparel produced in Canada during the year 1920, according to a report just issued by the Dominion Bureau of Statistics, was \$82,892,913, which was an increase of \$12,395,000 over the showing for the previous year. The total output of factory-made clothing was \$62,066,487, as compared with \$47,780,306 in 1919, while the output of custom-made apparel was valued at \$20,826,426, as against \$22,717,460 the previous year; thus showing a considerable advance in the factory output, but a falling off in the amount of clothing produced in the custom shops.

New Establishments

There were 148 more establishments in 1920 than there were in 1919. The factories increased by 51, while the custom shops were greater in number by 97. In 1919 Canada boasted 145 factories and 1,523 custom shops, while in 1920, the showing was 196 factories and 1,620 custom shops.

The increase in the number of establishments, together with slight improvements made to those already in existence, was responsible for an advance of approximately \$11,000,000 in the capital investment. The total investment in all establishments in 1920 stood at \$49,436,428. Other factors in the increase in capital investment were higher stocks of materials, etc., and larger operating accounts.

At the time the figures were submitted for compilation the materials on hand and stocks in process of manufacture were shown to have amounted to \$27,178,694, compared with \$21,137,861 in 1919, while the cash, trading and operating accounts, etc., were estimated at \$14,257,690, as against \$11,412,845 in 1919.

Salaries and Wages

The total amount paid out in salaries and wages in all establishments in 1920 was \$22,338,375 compared with \$17,400,000 in 1919. Of the total amount paid out for this purpose, \$16,600,337 found its way into the pockets of the factory workers, while the custom shops' pay roll totaled \$5,738,038. This end of the expenses in 1919 cost the factories \$11,221,681 and the custom establishments \$6,178,723.

Employees to the number of 18,598 found a berth in this industry in 1920 as against 20,145 in 1919. The falling off in 1920 was accounted for by the custom establishments, where only 5,858 persons were employed, as compared with 7,319 in 1919. The factories carried approximately the same num-

ber of employees in 1920 as during the previous year.

The production of clothing in custom shops in 1920 is also given. This branch of the clothing industry shows a considerable decrease in production during that year. The total value of products reported at \$27,717,460 for the year 1919 dropped by \$6,891,034 to a total of \$20,826,426 for 1920. The percentage decrease was 24.86 per cent.

The fuel bill for all establishments in 1920 was \$195,599. While the bulk of the money paid out for this purpose was for stocks of bituminous and anthracite coal, \$34,683 went for supplies of wood and gas. Other fuel items were: lignite coal, \$3,236; coke, \$5,407; gasoline, \$5,017; fuel oil, \$289.

Other Data

The compilation of data collected under the head of miscellaneous expenses such as rents, purchased power, insurance, taxes, royalties, advertising, traveling, repairs to buildings, etc., is interesting. In the summary the statistics are given by items and by classes of plants, as well as for all establishments reporting. Compared with the 1919 report of \$6,405,478, the total of \$8,067,955 reported in 1920 for expenditure chargeable to the same items, shows an increase of \$1,663,477.

The total cost value delivered at the works, of all materials used in the men's clothing industry amounted to \$44,556,318, as compared with \$36,868,082 the previous year. The division of this amount between the two branches of the industry was as follows: Clothing factories, \$34,589,605; custom tailoring shops, \$9,966,713.

BEAMENT AND JOHNSON DISPLAY

Beament and Johnson, Limited, corner of Sparks and Metcalfe streets, Ottawa, had an attractive display of overcoats, suits and hats. In the overcoats both the plain and raglan sleeves were shown and also the new three-piece belt effect which has already won considerable admiration in Ottawa. The polar lines are also being featured in this store.

The suits exhibited ran to conservative lines, although not getting away entirely from the snug fitting styles for young men. They were mostly the Scotch and English tweeds in lighter colors.

In hats, grays and the lighter shades of brown, these being principally the smaller shapes with curl brims for the young men. Some smart English tweed caps, mostly in lighter colors to match the coats, completed the display.

Simple Device Brings 3,000 People a Day In Front of This Man's Store in Erie, Pa.

F. S. Bond Put a Weigh Scale in Front of His Store Five Weeks Ago and Records Show That More Than 100,000 People Have Used it Since Then—The Psychology of the Plan—Drawing the People Closer to the Store

WHAT would you give, Mr. Merchant, to have an actual record showing that 3,000 people stopped in front of your store every day for a period of five weeks, and to know that the thing that caused them to stop would, of necessity, draw their attention to your windows? If an advertising solicitor came to you and outlined a proposition, guaranteeing that this number of people would stop in front of your store every day for the space of five weeks what would you be prepared to pay for the contract? What would it mean to you to have this number of people attracted to your store daily? What extra attention would you give your windows? What added energy would you put into your merchandising plans for five weeks?

He Has the Record

F. S. Bond, men's wear dealer in Erie Pa., said to Dry Goods Review during a recent visit to that town that he would give \$500 a month for such a guarantee and think he was getting a bargain at that. He doubted very much if anyone would give him such a guarantee; but if they did he figured out that it would be worth hundreds of dollars to him.

Yet, the fact remains that he has the actual record that this number of people have stopped in front of his store every day during the past five weeks. He has a record, which is undeniable, that more than the entire population of the town of Erie—102,000—have stopped for a space of time, varying from one-half minute to two or three or perhaps five minutes in five weeks. It is a record worth having and it has meant many dollars to his business. Moreover, it has not cost him \$500—not nearly that much. It has cost him somewhere around \$400 and there is no indication as yet that the record is likely to decline. It is still going strong and the longer it goes, the more it becomes a fixture in the minds of the people of Erie. The record shows this inasmuch as it shows that more than the entire population of the town have stopped in front of his store. That shows that many people have come back twice, perhaps oftener. That is clear evidence that people are thinking of Bond's, and that is what Mr. Bond naturally wants.

A Weigh Scale

It is a weigh scale that is bringing the people in the front of Mr. Bond's store—a simple weigh scale. He put it out there five weeks ago and since then

the people of Erie have made the most liberal use of it. The record on the day Dry Goods Review saw the scale, showed that more than 105,000 people had been weighed on it because it will only weigh over a certain weight and many children under that weight have stood on the scale. It is, of course, a free weigh scale. There have been many children on it, many of them more than once, no doubt, but they are potential customers and Bond's sells boys' clothes. He figures out that displays in his windows that interest the boys are money-makers and the weigh-scale acts as a good drawing card to these windows. A boy who sees something in a window that attracts him is not slow

to make known the fact to his parents.

Mr. Bond knows that his store comes in for discussions at not a few dinner tables in Erie. He has heard them and he has heard of them from men who come into his store and casually tell of a "friendly squabble" between himself and wife over the weight of the head of the household—the wife, of course. A little bet had been registered, perhaps, about the weight of mother and mother promptly settled it by being weighed at Bond's. That is good advertising for Bond's; anything is good advertising that brings his name up for discussion any place. It fixes the attention of a number of people on one store for a certain length of time and that is the first intent of any kind of advertising.

Psychological Value

A motorist who gets free air at a certain garage week in and week out and who gets other little services free of charge does not forget that garage when he wants some accessories. There is a psychological effect in getting this kind of a service free of charge. Gradually a sense of obligation is borne in upon the mind and the body, in time, responds to the dictates of the mind.

Mr. Bond figures out that it will be the same with the weigh scales. Three thousand people a day are using his weigh scales; many of them have not been or are not regular customers of his. But they keep on using his scales week after week and a sense of obligation creeps in upon them and the time comes when they feel they owe something to Bond's because they have been using something of his for weeks without it having cost them a penny. The decision is reached that the next time they want something in men's wear they will, at least, give Bond a chance. And that is all Mr. Bond wants; given the chance, he will "take a chance" on making a sale and a customer.

It is proving a good bit of advertising for Bond's and it is costing very little. He had an arcade entrance and this scale is in the very centre of it. Mr. Bond is gradually drawing the users of his scale nearer his main entrance. At first, the scales were put out to the very edge of the sidewalk. Little by little he is drawing the scales nearer his windows which means that, little by little, the people are coming nearer the merchandise he displays in his windows. Pretty soon it will be but a step from the scales to the inside of the store. Pretty good tactics, we would say.



The Aquascutum Sportsman Coat with the cleverly conceived sleeves combining the ease of the raglan with the square shoulder effect of the Chester. It is shown in pure wool and weather proof Aquascutum cloths, also in fleecy, chevrons, etc. Shown by Wreyford & Co., Toronto.

Some New Styles in Collars to be Seen: Cut Silk Neckwear Men to Show New Designs

Collar With Curved Swing to the Fronts and Cutaway Effect
Making Room for Tie Knot—Improvements in Unshrinkable
Collar—Encouraging Reports on Cut Silk Tie Sales by Travelers
—New Designs in Scotch Plaids With Diagonal Stripe

RECENT reports from American centres would have us believe that the wing collar is the preferred style of well dressed men, and a corresponding wave of interest has been anticipated by some retailers here in Canada. To Men's Wear Review a Montreal collar manufacturer stated that although sales of wing collars were good, this style was in no way likely to supplant the regulation effects in double collars.

Several new collar styles are coming out for Autumn, one of which possesses some novel features. It has quite a curved swing to the fronts, for example, and a cutaway effect which ensures plenty of room for the tie knot. Its height is medium, in keeping with the demand this season, and its weight may also be described as medium, for although it is full weight, it possesses an unusual flexibility for a starched collar.

Manufacturers are improving the appearance and the wearing qualities of the unshrinkable collar as well, and are bringing out this model in new low effects. The steadily mounting sales of this type of collar is an indication that it has come to fill a long felt want with Canadian men, to whom the assurance that it will not shrink is an incalculable advantage. Retailers who ask from time to time for additional talking or selling points with regard to this style of collar are reminded that to the wearer of a soft collar the fact that it will not shrink is worth all the other reasons put together.

Prices on regulation soft collars are now firm, it was stated, and it is unlikely that any further change will occur for some time.

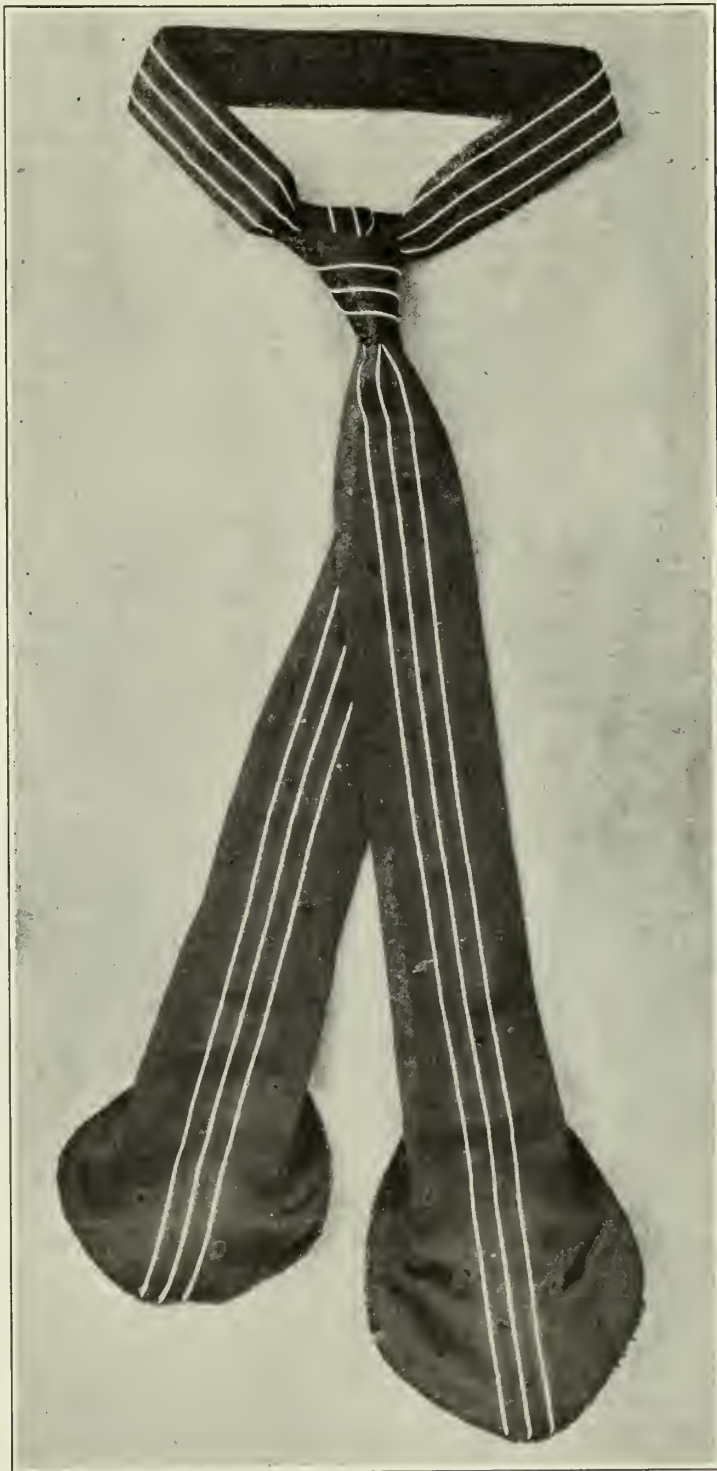
Pongee Collar Demand Continues

There is quite an unprecedented call for plain silk collars of late and the demand for plain pongee silk collars, particularly, has been noteworthy. This is attributed to the fact that many men are wearing silk shirts this season and require a second collar to give the shirt an extra day's wear. A tan colored shirt naturally does not show soilage quickly and with a change of collars to match will give double service.

Cut Silk Neckwear Sales Increase

Reports from a Montreal neckwear house state that business has been exceptionally good of late and is ahead of last year, during the corresponding month. Despite all the pessimistic predictions regarding the sale of cut silk ties for next season, travelers have found the response to samples shown to

be most encouraging. Although quantities of novelty knit ties have been shown, orders booked are mainly for bet-



A NEW EFFECT IN NECKWEAR

The "Slip Strip" Tie, developed in uncreasable silks, cut on the straight and so made that it will slip under the collar easily without any need for undue pulling to adjust quickly. Shown in a range of 150 patterns. By courtesy of Tooke Brothers, Montreal.

ter quality cut silks, a very significant fact.

(Continued on page 78)

Methods of Display in Halle Store

Cleveland Store Has Very Exclusive Displays Throughout—Display Manager Believes Object of Display is to Focus Whole Attention on Merchandise—Quantity Display Confuses—Some of the Displays Described

A TRAVELLER would go some distance before he would see methods of display as unique and exclusive as they are in the Halle Bros. Company store of Cleveland, Ohio. The more one sees with regard to methods of display, the less one is apt to dogmatize, and claim for this or that method absolute perfection. It is the method that brings results that is, undoubtedly, the best method for this or that particular store; but it is a method that should be thoroughly tested before it becomes a fixed policy of the store. In other words, the display manager should study his clientele to discover what methods of display appeal to them most and effect the most sales. What would do for one store may be entirely unsuited to another; for that very reason it is impossible to be dogmatic. There are, of course, certain fundamental principles with regard to display that cannot be overlooked, such as harmony, proper setting, cleanliness of windows or showcases, careful attention to the merchandise displayed to see that it is free of wrinkles and soil. But whether merchandise should be displayed in quantities so that a wide assortment may be seen by the passerby, or whether it should be a very exclusive display of one or two pieces of merchandise with a background that sets it off well is a matter of opinion.

The Manager's View

"Joe" O'Brien is the display manager of Halle Bros. Company. He has been with the firm for twenty-five years, so it may be said that he understands the principles upon which the firm operates. Moreover, in the matter of display he has the enthusiastic support of one of the Halle brothers in spite of the fact that some of the department managers object to his methods. But Mr. O'Brien has his own ideas about display, ideas which he carries out in spirit and in letter throughout the eight or nine floors, with over 600 showcases, and the windows of the Halle store. The underlying principle of all his display work is that merchandise should be displayed in such a way that the attention is concentrated on a few pieces of merchandise rather than on many. A lot of merchandise, he says, only confuses the mind—it doesn't make any difference whether it is new merchandise being shown or sale merchandise that the store is trying to get rid of. He thoroughly believes in elaborate backgrounds, that is, the very finest wood finish for the floor and the back of the windows and in all showcases. But for twenty years, he says, he has

never used a wax figure or flowers of any kind. He says they detract from the merchandise, and anything that detracts from merchandise is not, in his opinion, good display. He never uses a price ticket; he does not believe the object of window display is to tell prices but to show merchandise and so far as the interior of the store is concerned that is what the salespeople are for, and in the Halle store they are always willing to serve the customer. Even some of their competitors told Dry Goods Review that Halle Bros. Company were rightly noted for the many services they gave their customers.

Not Even During a Sale

Not even during a sale would Mr. O'Brien use a price ticket or put more merchandise in the windows or showcases than he ordinarily does. For instance, if there were a sale in the silk department or the men's neckwear department, he would put a couple or three pieces of silk in the window or a very few neckties, and there would be a small, artistically executed showcard in the cor-

ner of the window announcing that a sale of silk or neckwear would be found on such a floor. This is the invariable rule. Sale or no sale, only a little bit of merchandise is displayed either in the windows or the showcases.

Some Displays

Their windows are changed three times a week and Mr. O'Brien attends to these personally and has done so for years. Their showcases are changed at least once every week and sometimes more frequently. On the day Dry Goods Review was in Cleveland their five front windows were given over to a display of children's clothes, clothes for school children. There were very few garments shown and the school atmosphere was created by showing a few school-day accessories such as pencils, erasers, etc. Of course, school was about to open and the idea of the manager was carried out to the letter—the entire attention of the passerby was focused on school children's clothes, and by showing the few accessories the observer was reminded that the store carried school supplies as well as clothes for children. In two days this display would be changed and other departments played up in the same fashion.

It is the habit of most display men to put a good deal of merchandise in their showcases, withal to do it artistically. In the Halle Bros. store a showcase would be given over to the display of two ties and a shirt with a couple of pipes. Or three suits of underwear would be shown. In another case three ties arranged in collars were set on three colored handkerchiefs—that was all. And there is nothing at all on the tops of the showcases. But to say that this kind of display is not attractive or does not attract is going for astray of the mark. Its very uniqueness attracts and it is most artistically executed.

Same All Through Store

It is the same all through the store. Merchandise is displayed very sparingly. In the clothing department one sees but a smattering of suits or overcoats out on the floor or on the racks. In the ladies' ready-to-wear department it is the same even with the lower priced merchandise, and in the high priced gowns, such as evening or afternoon gowns there are no gowns shown at all.

With Halle Bros. Company display is all on the exclusive plan. It has been for years. And the wonderful strides they have made in a quarter of a century is a guarantee that their methods of display, as well as other methods, are well adapted to their clientele.

When Numbers Are Misleading

EACH year the management of the Canadian Exhibition strives to set up new records for attendance. The impression is given that the number of people who can be jammed through the turnstiles is the measure of the fair's success. Hon. Manning Doherty very effectively told the directors as their luncheon guest that the idea of overfilling the grounds and buildings was a poor one if the effect was to have entertainment seekers crowding out those who would benefit by the exhibits from an educational standpoint.

The mistake of being carried away by mere numbers, of overlooking quality in striving for quantity, is a common one. There are many business men who are otherwise sane and sound in the conduct of their business, who are imposed upon by big circulation statements when buying advertising. The manufacturer or wholesaler with a few thousand customers, makes a great mistake when he pays big prices for advertising space on the basis of a hundred thousand circulations.

W. B. Davis' Store of Cleveland, Ohio.

Started Forty-four Years Ago as Custom Tailoring Business in Shop Twelve by Eighteen—Now Five Floors and Still Growing—Foundation Stones of the Business—An Interview With the Head of the Firm

IT IS A far cry between a little customs tailoring shop, twelve by eighteen feet, started in the little town of Cleveland forty-four years ago and the five active floors of the W. B. Davis Company of Euclid Ave., Cleveland, with its population of over one million people. Yet that was the humble origin of this firm and its founder who is still active in this men's wear business that has the distinction of being the oldest men's wear establishment in the city of Cleveland. For the original store in which Mr. Davis did a customs tailoring business \$18.00 a month rent was paid; his store now is one of the finest on Euclid Avenue with a store front that lends itself readily to artistic display. It has grown with Cleveland, it is a part of Cleveland's commercial history and both the firm and the founder are held in universal respect by those who may be regarded as their competitors. They carry clothing and furnishings; probably no one in the city carries a bigger assortment of furnishings than the W. B. Davis Company, and the merchandise handled is known to be, far and wide, thoroughly reliable, with the firm standing behind every article of it. The name in the community stands for reliability, and the founder is proud of the reputation

that he has been largely instrumental in building.

Foundation Stones

It is always worth while to take more than a passing glance at the principles upon which these old firms have built up a business that has weathered the prosperity and adversity of half a century—and the shortsightedness of many business men during the very prosperous years following the war shows that it is as hard for them to stand prosperity as adversity. When profits came easily, almost without a struggle, they did not take thought of the morrow when volume would decrease and profits with it. But that is a digression.

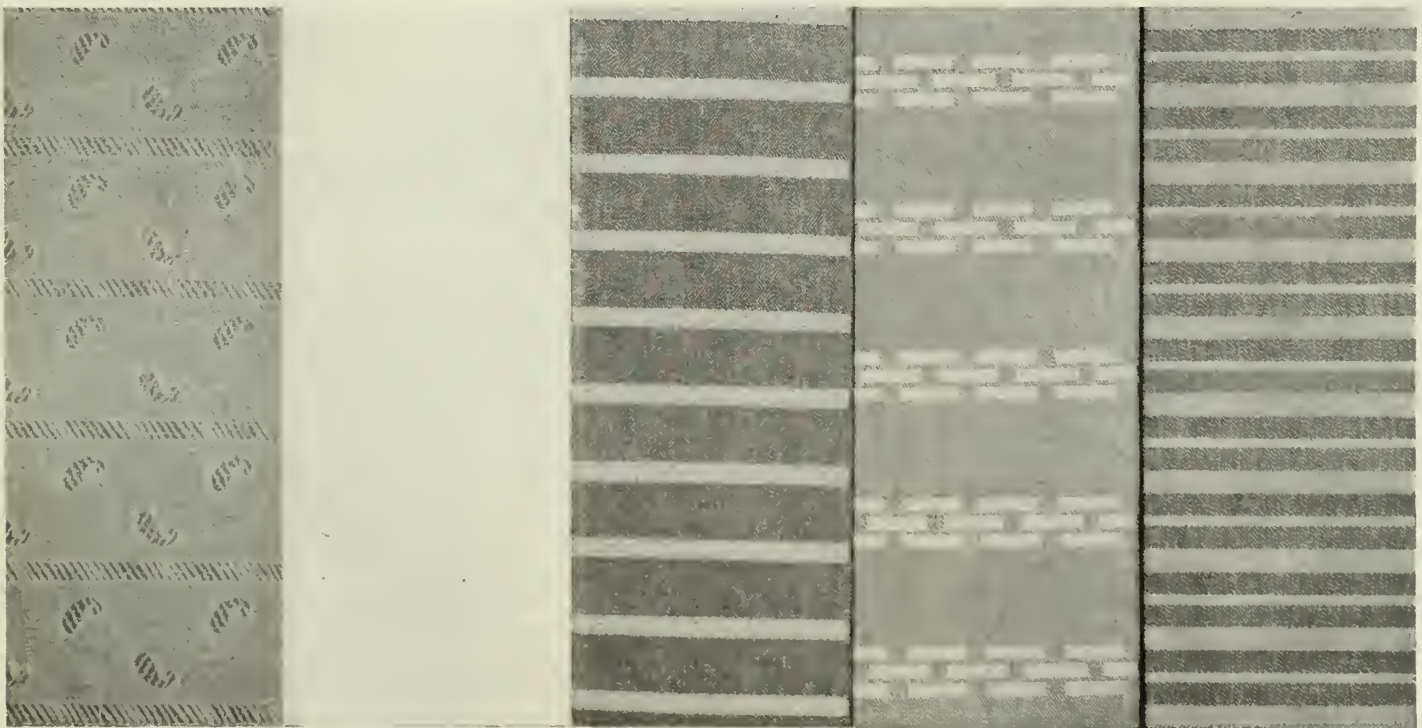
From the very first, Mr. Davis told Men's Wear Review, he recognized that people wanted quality in merchandise and that they were very responsive to courteous treatment. In the main, those are the two principles which Mr. Davis enunciates as the foundation stones on which he has built up his splendid business. There is nothing new in them—in theory—but it takes a half century of business, successful business, to show that these theories have been worked out in practice. Look at your own community, for instance. Review it for a quarter or a half century. We venture that

the whole complexion of the business section has changed in that time. And in that change is written the history of men who thought, perhaps, that they could substitute the shadow for the substance and get away with it. And, just as Lincoln said, they did 't for a time; but the time came when they could not fool all the people all the time. Maybe they were fooling themselves a good deal of the time, fooling themselves as to the profits they were making because they did not understand the system of business. They—and others—were among the vast majority of business men who do not succeed because they forget these old solid principles of business conduct which time makes more certain and sure.

The Customer First

"We have always kept in mind that the customer comes first," says Mr. Davis; and, again, this is not a new theory in merchandising. But apply it seriously to your own business, seriously, and can you say it truthfully? What about "profits" and "reasonable profits?" Through good times and bad has your store radiated the impression that it considers the customer first? In prices. In quality of merchandise. In

(Continued on next page)



"SILKETTE"

This is a new material being shown by Brand & Oppenheimer, of New York. This is an all-cotton fabric of a very high lustre finish which is permanent and the makers claim that it not only looks like silk but feels like it and outwears silk. It is being shown in new woven designs and is being used by both clothing and shirt manufacturers for linings and shirts. It is made up in white, cream, pearl, slate and tan.

everything that makes for a satisfied customer? These are things which the Davis organization has always kept in mind and the men who come to them, have been coming to them for many years, are the tangible evidence in the case. "We imbue every salesman with the idea that the customer must be considered first and that the salary of the individual salesman, the growth of the institution and the reputation of the whole store develop with the satisfaction given the individual customer," said Mr. Davis to Men's Wear Review. And to carry this argument home Mr. Davis adopted the commission system of payment with a drawing allowance, and he tells the salesmen he does this because he wants them to feel that they are in business for themselves, absolutely in control of their own salaries—and he hopes their salaries will be very large ones. For with the growth of salaries, everything about the store grows. He tells them that he supplies them with the merchandise, and it is for them to make profit out of it for themselves and for the business. They go together.

Still A Young Man

Mr. Davis, if you asked him, would tell you that he is about seventy-four years young. Someone has said that among the fine arts that of growing old gracefully is the hardest of achievement. "We are just a young firm yet," said Mr. Davis, "but we hope to be a big one one of these days." Mr. Davis is growing old not only gracefully but energetically. He gives one the impression of having discovered the secret of perpetual youth, and the secret is in his love for his business. He likes every minute of it and is in the midst of it every minute of the day, selling here, acting as floor man there, or doing whatever appears to be the first duty at hand. Five years ago, he added a ladies' department, mostly tailored garments and millinery. He said he never would, but he did because he saw the opening for it and it has certainly

not hurt his other departments. A year ago, he added a shoe department and, like most new-born babes, it is doing well. With the careful nurturing that the other departments have received during the last forty-four years, it will probably develop into a strapping young man. Next year he may add a girl's department—the need seems to be growing because his customers want it, and he always considers the customer first. To lay down a hard and fast rule that this or that line of merchandise is not to be added may prove to be running contrary to the customer's wish; therefore, the rule must be changed rather than that the customer should be dissatisfied. Witness the ladies' department, for example.

The organization may be an old one in years but in spirit it is as young as its founder.

SOME NEW STYLES

(Continued from page 75)

Possibly the renewed interest in cut silks may in part be attributed to the introduction this Fall of several new styles possessed of features sufficiently different to command attention from retail buyers. One of these is described as a "Slip Strip Tie" which signifies that it is a straight cut tie and is uncreaseable. It is developed in superior quality silks in a wide range of color combinations and is lightly interlined with a strip of brown Holland linen which gives the tie just the right body to knot freely with no necessity for unnecessary pulling to adjust smartly. This style is shown in as many as 150 different patterns.

Knitted ties continue to sell freely at retail, a popular price for the so-called "Fish Net" effect being around 85 cents.

A wholesale buyer informed Men's Wear Review that he was still selling the transparent style of knitted neckwear by the hundred dozen, around \$6.50 and \$8.50 a dozen.

There has been quite a little interest shown in Scotch plaids where neckwear is concerned, and some interesting novelties are promised shortly in which a vivid plaid will be combined with a stripe in diagonal style. Just why this sudden revival of interest in Scotch patterns should occur this Fall is not certain, but plaid neckwear, despite its conspicuous character, seems assured of some success.

For the Christmas trade it is predicted that a particularly fine range of artistic cut silk neckwear will be offered and it is hoped to re-establish the demand for a good tie at \$1.50 to \$2 retail.

WANTED—BY WESTERN TRAVELLER LINE
of men's furnishings or clothing. Good connections in Alberta and Saskatchewan. Apply Box 50, Men's Wear Review, 153 University Ave., Toronto.

Artist Supply Co., Ltd.

Room 50, 77 York St., Toronto

Complete Show Card Material Dealers

Write for Price List

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



Smart suit for boys between ages of 8 and 17 years. Replica of sports styles worn by the older man, and featuring either golf knickers or bloomer pants. Sizes run 26-35. Both front and back view of this "Alfie" model are shown. Shown by Levin & Son, of Montreal.



NO - CHARGE

This Season for - Single - Holiday - Boxes



ALSO

SECRETARY and BULL TERRIES

Quality - Workmanship - Value

DOMINION SUSPENDER COMPANY, LTD.
NIAGARA FALLS

ANNOUNCEMENT

Standfield's UNSHRINKABLE UNDERWEAR

Can now be procured in all the popular numbers from our Toronto Warehouse.

Letter orders shipped out the same day as received.

Send for our price list.

Whelpley & Co.

510 King Street West - Toronto

Telephone Adel. 7626

No. 280 Garment Hanger

Sold in 100 Crate Only

A good wood Hanger with inserted Trouser Bar



No. 280

BACK TO THE OLD PRICE

\$8.50 PER HUNDRED

We can ship the day order is received

TAYLOR-BRASCO
LIMITED

HAMILTON, CANADA

\$ Your
Salary

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Income

Are You Getting Your Two Incomes?

Every business man is entitled to two incomes—his salary or business profits and the income from his investments.

Are all your investments the kind that return you a safe, certain income, that free you from worry and responsibility?

Your investments will educate your children, build your estate and protect your family—insuring the achievement of your every ambition. But only safe investments count.

If you invest, you need THE FINANCIAL POST, Canada's dominant investment weekly. It will give you sound, sane advice on your own problems. Every subscriber has, too, the privilege of submitting his own financial and investment problems to the editor.

Pin \$5 to this advertisement, write your name in the border and mail to-day. We will send you THE FINANCIAL POST for one year, 52 issues brimful of the answers to your problems.

THE FINANCIAL POST

143 University Avenue, Toronto

Tailoring—fit for the best



Unusual—

The new models of the Punchard-Birrell line for 1923 are intended to attract the particular wearer interested in good clothes.

Exceptional—

The fabrics and patterns are choice selections. Cloth that can be relied upon to give service—and stand the test of time.

Quality—

The splendid appearance of these Winter Overcoats and Suits is enduring in their everyday wear. They retain their style and good looks. This characteristic in "Punchard-Birrell" is the real quality sought after by the retailer and the wearer.

When you look for these three particulars—the Unusual—the Exceptional—the Quality—you are certain of results in buying Punchard-Birrell Clothes.

THE PUNCHARD-BIRRELL CO.

549 King Street West
TORONTO



MR MANUFACTURER

Why not patronize a Studio that has made a "Special Study" of illustrations of men's clothing?

You would not allow a tailor who is not especially trained in the making of men's garments to make any of your garments that you are so particular about.

Why then allow any artist to make your illustrations just because he is an artist. He may be a real good man in his line, but not being especially trained in the making of fashion illustrations he does not know how to sketch a garment correctly, or the way to draw in the wrinkles in the sleeves, and the right way to shade up the figure to get the nice new pressed effect.

Possibly before he made your illustrations he made a drawing of a stove or a plough. No artist can be especially good in more than one line. He is a mechanical artist, a fashion artist, a retoucher, etc.

The two figures in the illustration we are showing on this page are two out of thirty-nine we made for one of the largest and most particular houses in Canada. The pen and ink illustrations that are shown in this issue showing the trend of fashion were also made by us.

SPECIALISTS IN DRAWINGS

of

Men's, Youths' and Boys SHIRTS, SWEATERS, UNDERWEAR, OVERCOATS, SUITS, HATS, CAPS

*Booklets,
Catalogues,
Circulars*

Patentees of the Art Craft Card showing your own Cloth under Celluloid, a new idea in a Window Card or Counter Card. Especially Good for Suits, Underwear, Caps, Etc.

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ARTISTS, DESIGNERS, & ILLUSTRATORS.
TORONTO

TELEPHONE
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Leading Manufacturers

of

Up-to-date Caps

NATIONAL CAP MFG. CO.
45 Montcalm St. - HULL, QUE.

Good Fall Business in Flannel Shirts

IS EXPECTED BY

The Deacon Shirt Co.

Paris light colored grey and khaki Flannels are very popular—
with high military collar or separate collar.

WE OFFER FOR IMMEDIATE DELIVERY

- No. 96 Khaki Flannel Shirts with Military collar at \$25.50.
- No. 98 Khaki Flannel Shirts with separate collar at \$27.00.
- No. 88 Light Grey Flannel Shirts with Military collar at \$30.00.
- No. 76 Medium Grey Flannel Shirts with low collar at \$18.00.
- No. 93 Army Flannel Shirts with low reversible collar at \$22.50.

Samples of above and other high-grade flannels sent
on request.

THE DEACON SHIRT CO., LIMITED

BELLEVILLE

ONTARIO.



The W. E. Sanford Mfg. Company, Limited, announce the appointment of Mr. Louis D. Levine in charge of designing and tailoring of Sanford Made Clothes.

Mr. Levine is a skilled artist, possessing originality, with a highly developed sense of good taste. His natural qualifications place him in the front rank of Canadian clothing designers.

W. E. Sanford Manufacturing Co. Limited

MEN'S AND BOYS' CLOTHING

Hamilton, Canada

Spring 1923 Models Will Establish A New Standard

On all essential features—Models—Fabrics—Tailoring—our nineteen-twenty-three showing will eclipse all previous showings. Mr. Levine has produced young men's models that you will rave over—our buyers have gathered together from the best mills of Canada and Britain a rare collection of the most handsome woollens we have ever shown—the designs are most appealing and the tailoring of the garments unsurpassed.

Sanford Made Clothes

For spring will make profits and satisfied customers for the stores that sell them. The line is comprehensive, too. Today's price requirements are met with styles and qualities that will give you clothes to retail at popular prices that should sell for much more.

You can expect much in our spring showing and when you see it you will not be disappointed.

The W. E. Sanford Manufacturing Co. Limited

MEN'S AND BOYS' CLOTHING

Hamilton, Winnipeg, Canada



There Is More Money Around This Year

Business depression is past.

Canada once again has a firm foot on the road to prosperity.

Our dollar is at par in New York.

The western grain crops—backbone of our finance exceed even the most optimistic expectations.

There is a cheery note of optimism in business generally.

This all means that the man on the street has a few extra dollars to spend for better quality this year.

His under-clothing this year should be

Turnbull's

"CEETEE"

THE PURE WOOL

UNDERCLOTHING

THAT WILL NOT SHRINK

The big Turnbull Advertising Campaign now running in the leading Canadian publications is telling him that, go where he will, he can find no under-clothing superior to Turnbull's CEETEE.

CEETEE is the only woollen under-clothing made in Canada that is full-fashioned and re-inforced at all wearing parts.

Effective window displays of Turnbull's CEETEE Under-Clothing will tie up your store to the Turnbull Advertising Campaign and if you keep your clerks posted on the superiority of Turnbull's CEETEE you can make a large increase in your under-clothing profits.

Sole
Makers

Turnbull's

of Galt,
Ont.





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

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ST. PETERS SQ.

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39 WELL St.

LONDON
128 & 129
CHEAPSIDE, E.C.2.



SPECIAL ANNOUNCEMENT

JOHN BARRAN
& SONS, LTD.

LONDON and LEEDS, ENGLAND

MAKERS OF HIGH CLASS CLOTHING

Have Pleasure in
Announcing that
their Representative,
Mr. C. Hartley, sailed
for Canada on
August 26th by the
S.S. "Megantic" with
a Complete Range of
Samples for Spring
1923.



John Barran & Sons, Ltd.
Leeds,

or 27 CANNON ST.

LONDON, E.C.4

English  Fabrics

Quality

Durability

Style

Finish

Fit

Value



Look for this Label on Every Garment.

Realizing the Demand

is for

Good Garments

at a

Moderate Price

we have concentrated all our efforts in this direction, and now have ready for your inspection a range of

GABARDINE REIGNCOATS
SPRING AND FALL MODELS

for Men, Women and Boys made up from the best English Cravenetted Gabardines in all shades, with all the accepted style features.

OUR ALL ENGLISH WOOLLEN FALL
AND WINTER TOPCOATS

are now being shown in the latest English and American Models, with check and plain backs and half silk and Polo linings.

QUALITY-VALUE is the dominant feature of every garment we show, favorably meeting the test of most rigid comparison.

Let our representatives show you the new line—or write for samples and quotations.

Schwartzman Bros.

Exclusive Makers of "The Reigncoat"

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Linen Threads for
Every Purpose



"Fountain Brand"

Pure Irish
Linen Thread

Manufactured by

The Island Spinning Co., Ltd.
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"Perfect Satisfaction" is the verdict of clothing and leather goods manufacturers who have used FOUNTAIN BRAND.

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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.

Wolfe's "Totally Different" HATS and CAPS

with Character



"New Downy Softings"

Our new lines for Fall and Spring are now being shown in many distinctive and attractive patterns. Newest novelties in Donegals and Herringbone Tweeds, Velours and fancy Homespuns are to be had—with the usual Wolfe standard of excellence.



"Guaranteed Indestructible."

WOLFE'S HATS and CAPS

Are artistically tailored—from honest, modish fabrics—to fit, wear and look well.
Write us about them.

Watch for Our New Models being Illustrated in Next Issue.

Wolfe Cap Co.

1202 St. Lawrence Blvd.

Montreal, Que.

Boost Your
FALL BUSINESS
with



BOYS' BLOOMERS

Our new Fall line of boys' bloomers have the lasting sturdiness that spells wear and makes the parents feel that they are making their dollars go the limit in value.

Plain Knickers have double seats and knees. Bloomers with double seats.

Feature them and you'll get the Trade.

You can beat price competition by Quality Goods.

The Jackson Mfg. Co., Limited
CLINTON, ONTARIO
Factories at
Clinton, Goderich, Exeter, and Hensall



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INTERNATIONALEMENT

SOLE CANADIAN
DISTRIBUTORS:

Genuine French Braces

have all the qualities and features of higher priced brands.

- Woven Button-holes
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- Superior, Easy-Sliding Front Ends on Rollers
- Immediate Deliveries

Prices on request.

ONAD AGENCIES REG'D.
46 ST. ALEXANDER ST.,
MONTREAL

**HAVE YOU RENEWED
YOUR SUBSCRIPTION TO**

Men's Wear Review?

You will not want to miss the merchandising information that will appear in the pre-Christmas issues. They will mean money to you.

We are often asked "Why So Few"

The answer is simple, we can't force the production of Shirts the way *we* make them!

Ample time is allowed for every operation (and there are 39 of them) to maintain the standard we are aiming for.

Each shirt is entirely cut by hand—stripes are properly matched regardless of time or yardage required.

The neckbands are pre-shrunk—the cuffs, plackets and yokes are carefully pressed before any stitching is done.

Finally every Miller Shirt is hand laundered.

Even though the quantity of Miller Shirts is naturally limited, it is well worth your efforts to secure your quota.

Samples for 1923 will be on the road October 10th.

BESIDES MILLER SHIRTS

See our Fall and Holiday Neckwear—It is a most gorgeous collection of European and American silks, and will make any man "sit up and take notice." Made in the new Prince and Byng shapes.

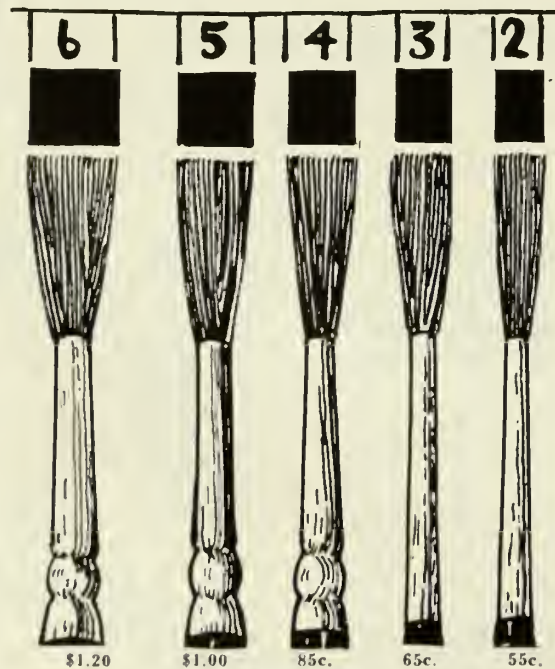
MILLER MEN'S WEAR Limited

*Manufacturers High Grade Shirts,
Neckwear and Clothing Specialties.*

44-48 YORK STREET, TORONTO, ONT.

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Merchant's Special
 Set of 5 Red Sable Showcard Brushes \$3.25
 Set of Nos. 2, 4 and 6..... 2.15
 Set of Nos. 3 and 5

1.45
 These brushes have pure Red Sable hair, firmly secured in nickel ferrule with seven inch black polished handle. Illustration shows exact width of stroke each brush will make. With this set of brushes you can make the smallest price-ticket or the largest window showcard.

Note: Brushes may be purchased separately at the above marked prices.

Specials In Showcard Colors

In 2 oz. Bottles in the following colors as illustrated

Opaque Black, Light Red, Dark Red, Coral Red, Brown, Pearl Grey, Lavender, Light Yellow, Dark Yellow, Turquoise, Orange, Light Green, Dark Green, Light Blue, Dark Blue and White. Per bottle, 30c; per 6 bottles, assorted, \$1.50.

Complete line of card-board, brushes, colors, and everything for the card-writer on hand.

Write for illustrated price list.



66 Bond Street **Kwik Showcard School** Toronto

Broadway

BRAND

Clothes
for exacting men

Co-operation

Value

Profits



Popular Clothing at Popular Prices

Stock up now for Fall. It is out of the ordinary value that turns the casual customer into a regular one. Broadway Brand Clothes are so smart, distinctive and excellent in wear that they cannot but please your customers.

Whether MADE to MEASURE or READY MADE Broadway Brand Clothes are tailored from the very best of materials, this insures both Merchant and Customer receiving the greatest possible value.

Now ready for Immediate Delivery, Overcoats for men and young men, a full range of sizes in all materials at such remarkable values that inspection will provide a fast clearance.

Now located at **50 York Street**

RANDALL & JOHNSTON, LIMITED
TORONTO

Tooke



CANT SHRINK

CANT CREASE

“KANT-KREASE”

SOFT COLLAR

1/4 SIZES

5 STYLES

MEN'S WEAR REVIEW

Vol. XII. No. 10

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

OCTOBER, 1922

The Aristocrat of Collars



PAR

THE
ARROW COLLAR
FOR FALL

Cluett, Peabody & Co., of Canada, Limited

COPYRIGHT, CANADA, 1922.
BY C. P. & CO. OF CAN., LTD.

D



FASCINATION
The Romance of a "Strand" Shirt Scene 2

J. L. Kemp

Silver Gray For Spring—

You will find a nice selection in this favored shade in the Supreme range now being shown—also a good representation of Tans, Blues and other “good sellers.” The Supreme line for Spring lives up to its name in regard to variety of patterns, quality, workmanship and value.

The
Supreme
Brand
Fine Shirts

ACME GLOVE WORKS Limited
MONTREAL

Our Spring Showing 1923

is one which fully merits the high reputation already gained by

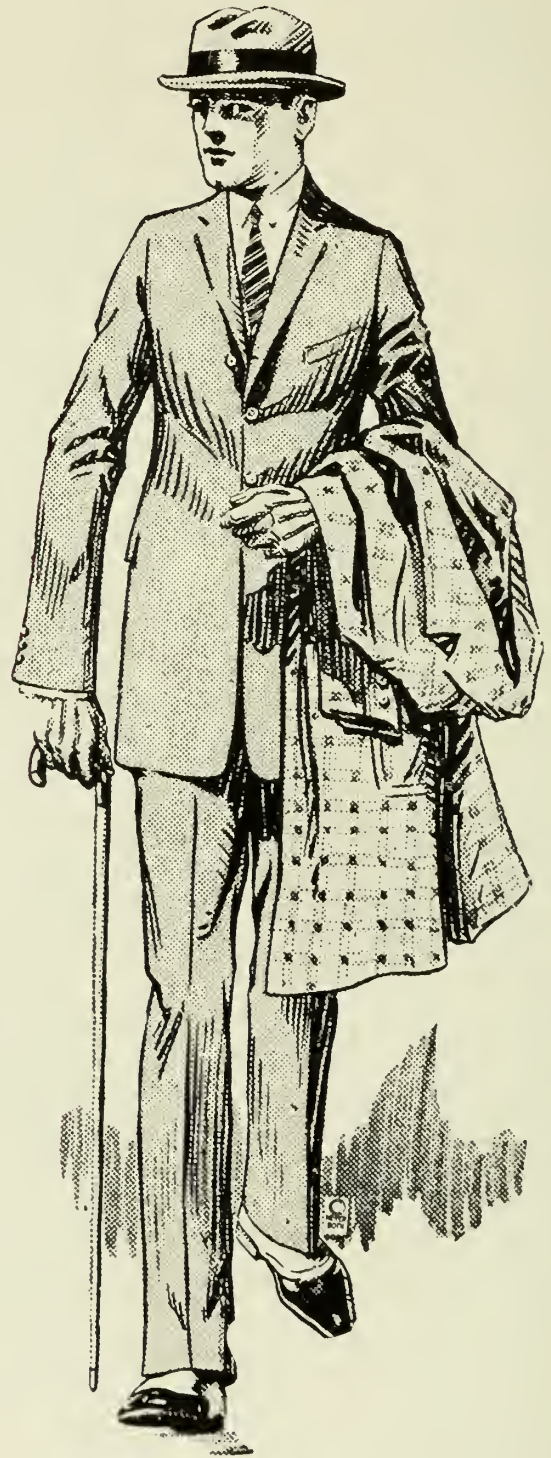
C. N & R Clothes



Service gives you quality in special order tailoring at moderate prices. Each garment is individually cut and made up in custom-tailored principles.

WOMEN'S CAMBRIDGE ULSTERS

smartest, most perfectly tailored of all sport coats. Tailored like a man's, but with many extra refinements of style, fit and finish. Order early for these are big sellers.



Coppley, Noyes & Randall, Limited
Hamilton, Ontario

Overcoat Season Is On

The merchant who keeps his overcoat stock complete at this time—does not permit any of his sizes to run low—carries a full line of patterns and colorings to satisfy the desires of every taste—is the merchant who will procure the profits that go with increased sales.

Your Opportunity

In no department of trade will this react more than on the clothier. To enable you to cope with the unexpected and heavy demand of the Fall season our Special Order Service is placed at your disposal. This assures you prompt delivery of the highest quality materials in stylish, made-to-measure clothes.

Write us about it

Coppley, Noyes & Randall, Limited
Hamilton, Ontario



ANNOUNCING
The
ARROW
SHIRTS
for Spring - 1923

A VERY strong showing of styles in fabrics, color combinations, and patterns that are entirely new and distinctive. It is a line that will appeal to dealers who seek shirts that will give their customers the greatest satisfaction and service at reasonable prices. AND NOTE THE FEATURES IN ARROWS ON THE PAGE OPPOSITE →

CLUETT, PEABODY & CO.
 MONTREAL TORONTO

ARROW SHIRTS



Assure sales leadership to the retailer, impart to his shop that authoritative stamp of correctness and cements the tie that binds dealer and customer in pleasant relations.

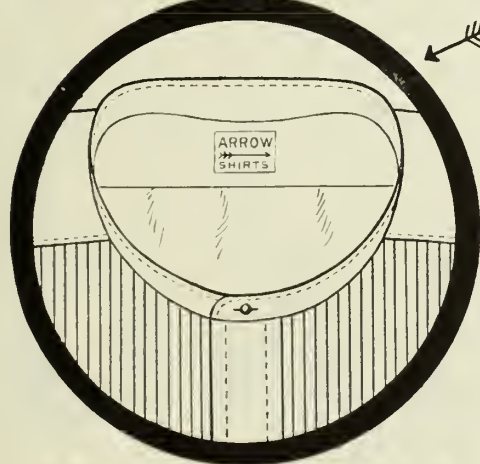
Shirt Sleeve Lengths

Not one or two—but a complete range to each neck size. This assures perfection of fit, and that always carries good will to the man you sell.



Double-Wear Cuffs

Practically doubles the life of the shirt, halves the laundry expense and is a feature that can not be overlooked. The cuffs look as well one side as the other.



Pre-shrunk Neckbands

Every neck band is made of cloth that has been scientifically shrunk by the Clupeco process before being made up. This assures permanent neck-fitting qualities.

Other FEATURES

And the colors are fast. The body patterns scientifically correct, the workmanship the best that has ever been produced in Canada.

OF CANADA, LIMITED
WINNIPEG VANCOUVER



Peck's

*The Jacques
Touch That
Means So
Much*

H. S. Jacques, Chief Designer and in charge of manufacturing,
John W. Peck & Company, Limited, Montreal.

—the difference between garments of average merit and clothes that have character, an individuality all their own—that is the “Jacques Touch.” It is exemplified in the Peck range for Spring 1923 now being shown, a line that will grip your interest, the offering of the largest modern clothing organization in Canada. No keen buyer can afford to miss a careful inspection of the range.

CLOTHING

JOHN W. PECK & COMPANY LIMITED

MONTREAL

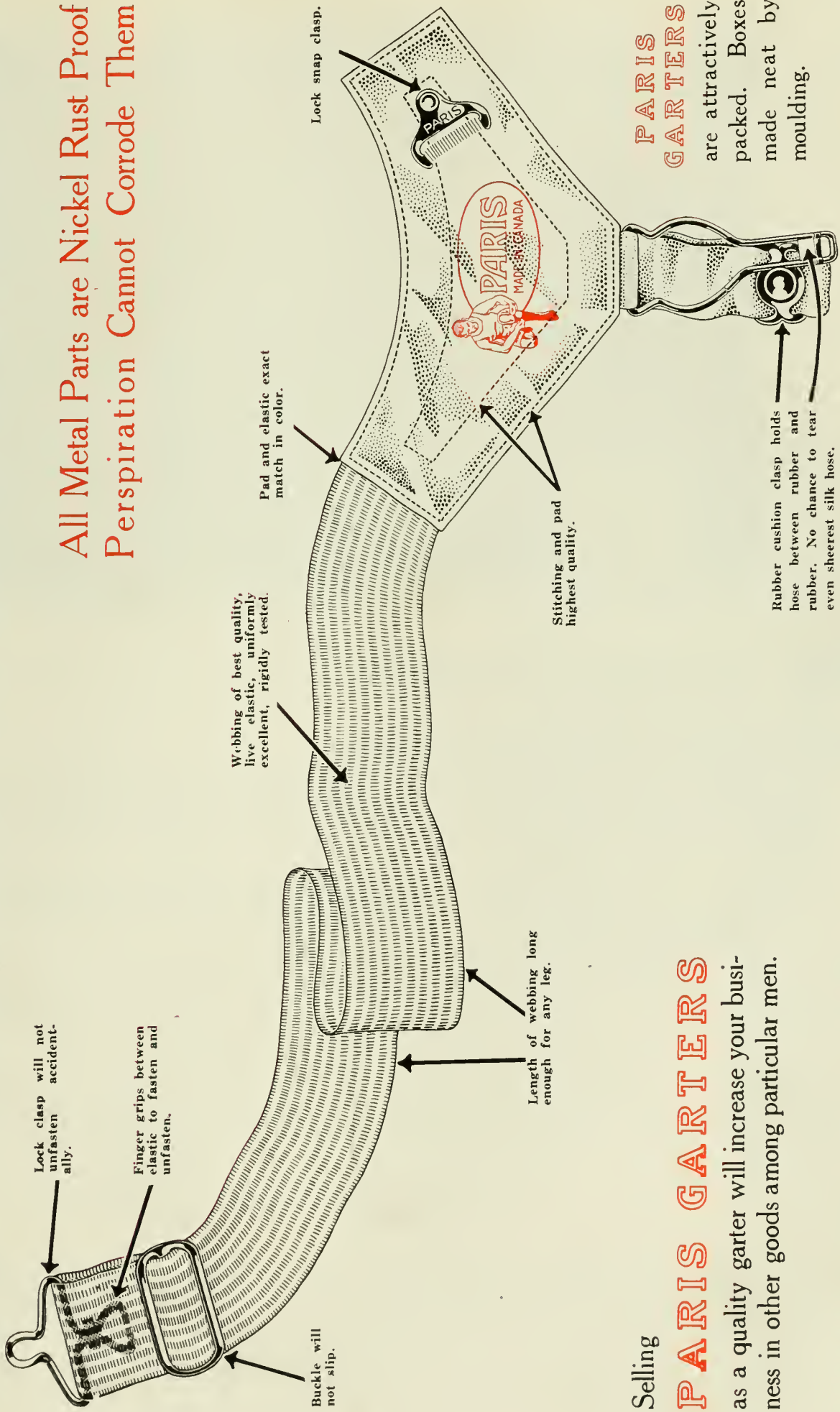
WINNIPEG

VANCOUVER

PARIS GARTERS No Metal Can Touch You

are the standard quality of the world's garters — It is perfection in small details that makes them famous

All Metal Parts are Nickel Rust Proof Perspiration Cannot Corrode Them



Selling

PARIS GARTERS

as a quality garter will increase your business in other goods among particular men.

PARIS GARTERS are attractively packed. Boxes made neat by moulding.

DOMINION SUSPENDER CO. LIMITED, NIAGARA, FALLS, Canada



This is an actual unretouched photograph of a group of our \$15 suitings. We have many patterns to select from at this price.

In your town—

There's a market for medium-priced made-to-order clothes

Suitings
and
Overcoatings
\$15 to \$40
(to dealers)

Meet this demand with Berger "Clothes of Quality"—there are some 300 patterns to select from, new and up-to-date in every particular.

"Clothes of Quality" are the best value in Canada in medium-priced made-to-order clothing. They are sold at prices that give you a good profit.

Investigate now. There are several districts still open for good representatives.

If our traveller has not yet visited you, write us and we'll make sure you call shortly with our complete line of samples for Fall and Winter.

The Berger Tailoring Company Limited

Makers of "Clothes of Quality"

256 Richmond St. W.

-

-

Toronto

"If from Fels it Sells"

FELS LIMITED

Announce

"THE SEMCO"

A new patented rainproof utility coat for immediate Fall and early Spring. Made from a new fabric of very soft material—having splendid appearance and unusual warmth.

The Coat for

Spring, 1923
and
Immediate Fall

This model comes in two shades of fawn, light and dark, and is fully guaranteed by the maker.



Our "Prince" Overcoat

All "FELSPRUFE BRAND"

Garments are made from the finest of English fabrics and possess the highest degree of workmanship.

Write Us

FELS LIMITED

Phillips Place Building - Montreal, Que.

Are You Going to Handle Merchandise at a Price or Are You Going to Handle the Best Goods?

GET OUT OF THE RUT

and write for the agency of the Dutchess Trousers.

Dutchess trousers are cut and tailored by experts from the best materials. Their values are incomparable and their fine appearance sells them on sight.

The guarantee shown below is one that is absolutely lived up to. If there is any doubt in a customer's mind the merchant is at liberty to give \$1.00 in cash or a new pair according to the guarantee.

All merchandise is thoroughly tested before leaving the factory.



**Range from
\$2.25 to \$8.00 per pair.**

made in all trouser material.

Write our nearest representative for exclusive agency proposition for your town.

Dutchess Trousers Warranty

10c. a Button - \$1.00 a Rip.

You may buy a pair of Dutchess Trousers and wear them for **Two Months**.

For every suspender button that comes off we will pay you **Ten Cents**. If they rip at the waist band, we will pay you **Fifty Cents**.

If they rip at the seat or elsewhere we will pay you **One Dollar** or give you a **New Pair**.

MR

DATE

THE DUTCHESS CLOTHING COMPANY

136 Simcoe Street

Toronto

Maritime Provinces
Dave Bloom

Eastern Ontario
A. Campbell

Northern Ontario
Harold A. Farber

Western Ontario
Louis Minkus

City of Toronto
Fred Doillington

Fashion-Craft News on Spring Trade

OUR travellers on the road with Spring samples report a considerable increase in business. Dealers are buying freely of better quality goods to meet the evident demand, and we have already booked orders from a large number of our regular customers.

We have had letters from some of the more critical buyers saying the range of styles is the finest we have ever shown.

There are a few openings for agencies at points where we are not already represented, and our Sales Manager will be glad to hear from interested parties. A personal interview with one of our representatives can be arranged if desirable.

The dealer who carries Fashion-Craft Clothes and advertises the fact is sure of a hearty response from the better-class trade in the community. The Fashion-Craft label guaranteeing satisfaction to the wearer is a positive asset, assuring the customer's good-will and making sales easy. Its value increases with each recurring season.

Fashion - Craft Mfrs., Limited
Montreal, Quebec

**FASHION-CRAFT
CLOTHES**



“I’ve Brought You *Dods-Knit Merino*”

—*The Underwear that Mother Chooses*—

HAVE you noticed the advertisements we are running in the daily papers with the motherly old lady choosing underwear? They are big enough to attract attention, aren't they? And they are attractive in themselves.

Take advantage of the favorable impression they are making upon the public mind. This advertising is seasonable, it is forceful, it is putting people into mind for buying warmer underwear for cool weather.

A good window for Dods-Knit would help a whole lot now. Make a display of it at the counter and don't be afraid to claim all the quality for it we claim in our advertisements. We've been making knitted underwear in Canada for fifty years.

Show them the trade mark if they want to be convinced—the D-K monogram in the double circle under the beaver.



The Dods

Knitting
Company
Limited

Orangeville - Ontario

For the Wholesalers and Jobbers only

Selling Agents - - - Ontario and Western Canada
R. READE DAVIS, Manchester Building, 33 Melinda St., Toronto, Ont.

Your Reputation

is at stake. The manufacturer who furnishes you with clothing containing poor workmanship is not giving you the proper service. There should be no come back on the garments you sell from your establishment. If you sell garments and your customers are not satisfied, your trade is injured.

Why don't you avoid this and insist on getting clothing that will give your customer complete satisfaction. You can rely on Leishman Made-to-Measure clothing.

Wm. H.

Leishman & Company

Limited

192-4 Spadina Avenue

Toronto

Makers of the best Tailored Garments for men

LACE GOODS CO. LIMITED

How is Your Handkerchief Stock? Sort Up Now for Fall and Christmas Trade

We are placing before the trade a complete range in Handkerchiefs for Men and Boys. Give us the opportunity of showing you this immense variety in Linen, Cambric and Colored Borders. Our prices will attract you.

Get our QUOTATIONS on Men's LINEN and LAWN INITIALS. All boxed in Quarter and Half Dozens. If you stock any Ladies' Lines for Christmas selling, we have the most attractive range to be found in the trade, put up in great variety of fancy folds in $\frac{1}{4}$ or $\frac{1}{2}$ dozen to a box.

Values absolutely right. Write and our traveler will call, or we will send you a small assortment on approval.

"The Handkerchief House of Canada"

LACE GOODS CO. LIMITED

79 WELLINGTON ST. WEST, TORONTO



Buy your Gabardine and Covered Coats from Schwartzman Bros.

We design and manufacture all coats in our own factory—which means real garments that will increase your sales, as they give satisfaction to all.

It will pay you to investigate before placing orders elsewhere.

Schwartzman Bros.
Phillips Place Bldg. MONTREAL

Our representatives are now showing

"Barriecloth" Ulsters

"Barrie" Pants

**Fur Collared Beavercloth
Men's & Ladies' Coats**

Sheep Lined Coats



Mail orders and enquiries will receive our prompt attention.

Also Manufacturers of

"Arctic" Buffalo Robes, Auto Rugs, Gauntlets, Mitts, Gloves, Astrachan Cloth, Wristing, Fleece Lining, etc.

THE ROBE & CLOTHING CO.
LIMITED
KITCHENER, ONTARIO