

JULY 1910

THE MONTHLY MEN'S WEAR PAPER IN CANADA

CLOTHIER AND HABERDASHER

THE HATTER AND FURRIER

DEPARTMENTS

Garments for Aviation

FAVORED FASHIONS
 THE CLOTHING TRADE
 HAT AND FUR NEWS
 SHIRTS, COLLARS AND CUFFS
 HOSIERY AND UNDERWEAR
 WINDOW DRESSING
 ART AD ARGUMENTS
 THE AD CRITIC
 NECKWEAR STYLES
 WHAT THE BEST STORES
 ARE SHOWING
 SALESMANSHIP



MONTREAL BRANCH OFFICE

TORONTO HEAD OFFICE

BRANCH OFFICE LONDON-ENG.

CLOTHIER AND HABERDASHER



The New Closed Front Success Collar

The last word in collar style is a closed front double collar.

This new Success shape, "The Angus," is designed so that the edges meet exactly, and stay right tight together.

Well-dressed men will buy this "Angus" Collar—it is a great seller.

The making of the Success line cannot be surpassed—and at the price there is no collar which can compare to Success.

Success retails at 2 for 25c—once a customer tries "Success" others won't suit.

Order from your Wholesaler.

The Canadian Converters Co. Limited.
Montreal



DRESSING GOWNS and SMOKING JACKETS

We carry an exceptionally large range of these goods, and are showing them in our Fall samples.

Previously the demand for these goods later on has been so great that we have been short of stock by Xmas time to supply our Christmas requirements. This season we hope to overcome this, having placed double our last year's quantities, and in a greater variety of patterns and materials.

But what we want to emphasize, is—

“LET US HAVE YOUR ORDER NOW. DON'T LEAVE IT TILL TOO LATE, WHEN IT MAY BE IMPOSSIBLE FOR US TO GIVE YOU THE ASSORTMENT.”

Place your order when going through our Fall range.

MATHEWS, TOWERS & COMPANY
MONTREAL, CANADA

IF a customer comes to your store and asks for a Rubber Collar that looks like the "real thing" and that will wear well you may at once show him the

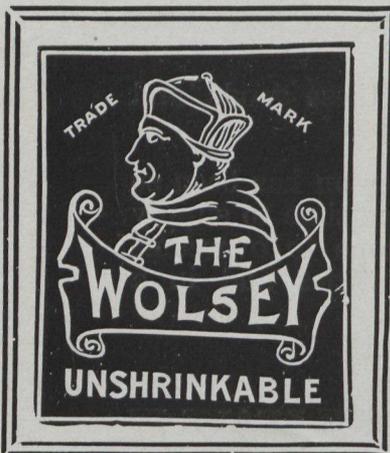
Arlington "Challenge" RUBBER COLLAR

This is the king of all Rubber Collars. Your Jobber can supply you with it.

THE ARLINGTON COMPANY
OF CANADA, LIMITED
54-56 FRASER AVENUE, TORONTO

Eastern Agents:
DUNCAN BELL & CO.,
201 St. James St.,
Montreal.

Western Agents:
JOHN A. CHANTLER & CO.,
8 & 10 Wellington E.,
TORONTO.



"Wolsey" Underwear

Pure Wool and guaranteed
absolutely unshrinkable.

The sales of "Wolsey" for year
1909-1910 show an increase
of 50 per cent. over 1908-1909.

Summer Furnishings

Our trouble last year was to get goods out fast enough. You can help us very materially by sending your orders well ahead instead of waiting till the last minute. The trade situation is full of encouragement and you are safe in figuring on a good season. We have the best selling lines in

-
- Summer Shirts
 - Summer Hose
 - Summer Pants
 - Summer Belts
 - Summer Underwear
- And Bathing Suits
-



Our best business comes from those who insist on the best, and who urge quality in preference to mere cheapness.

The facility with which we fill Letter Orders shows how thoroughly we anticipate every possible requirement. We know your trade and have planned for it. Once a customer, always a customer.

CAULFEILD, BURNS & GIBSON
Limited

Men's Furnishings, = = TORONTO

Sell Hosiery with the 2 Pairs Free Guarantee

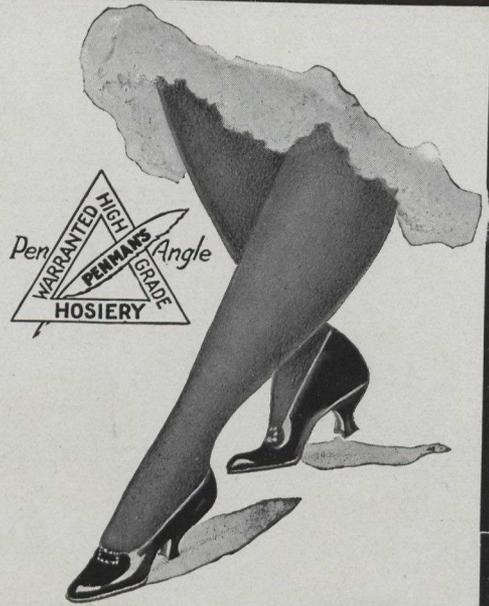
AND INCREASE YOUR
SALES 50 PER CENT.

If you are not satisfied with your hosiery sales
change your selling methods. Get

Pen-Angle Hosiery

with the TWO Pairs Free Guarantee and adopt the Pen-Angle selling
method. It's been very successful wherever given a trial. As a result,
many dealers have doubled their hosiery sales, so it's to be expected that
you'll at least increase yours by 50 per cent. Write us at once for full in-
formation. A few weeks later you'll be glad you did.

PENMANS, LIMITED - - Paris, Canada



BY SELLING "CEETEE" UNDERWEAR YOU GET MORE THAN ONE PROFIT

Confidence begets confidence.

If we could only transmit to you the confidence we have
in our Underwear, you would have confidence enough
in "CEETEE" to recommend it to your best trade.

Your customer, in turn, will be so well pleased with his
trial order as to inevitably come back for more.

And, beyond that, whenever he wants *anything* in Men's
Wear, he will come to your shop, because he has found
out that your recommendation is to be trusted.

Thus, you see, by selling "CEETEE" Underwear, you
get not only the profit on that first sale—it may be the
means of getting *all* the trade of the man to whom you
recommend it.

**DON'T YOU THINK IT
WOULD BE A REAL
GOOD THING FOR YOU
TO STOCK—AND SELL
—"CEETEE" UNDER-
WEAR? DON'T YOU
THINK THE SOONER
YOU HAVE IT TO SELL
THE BETTER FOR YOU?**

Write us a post card, and we
will send you full informa-
tion about the line, and have
one of our salesmen call.

THE C. TURNBULL CO. OF GALT, Limited

FOR THE UTMOST UNDERWEAR PROFIT—add the auxiliary selling influence of the free “Sales Plan” parcel, described below, to a stock of the new DOUBLE PROCESSED

STANFIELD'S

Unshrinkable

UNDERWEAR

This is **not** merely **our** advice; it is a belief that prompted many hundred alert merchants all over Canada—from Halifax to Vancouver, and even to the Yukon—to ask voluntarily by post card or letter for a “Sales Plan” Parcel.

The few who were not already assured of a stock of Stanfield's Unshrinkable Underwear also asked to be shown samples immediately.

When they **saw**—they **bought**.

Not in view of the “Sales Plan” Parcel—for that is simply a side help—but because the samples, multiplied in value this season by our new *double process*, convinced them that they *ought* to buy.

Now we're waiting for you. If you've already bought your Stanfield's Unshrinkable Underwear, simply say “Sales Plan” Parcel on a post card and mention, (1) If you can use window displays; (2) If you issue printed matter: (3) If you advertise in a newspaper.

If you are still unequipped for the *utmost* in underwear profit next Fall, ask without delay to see samples of the new *double processed* Stanfield's Unshrinkable Underwear, and have a “Sales Plan” Parcel reserved pending your inspection.

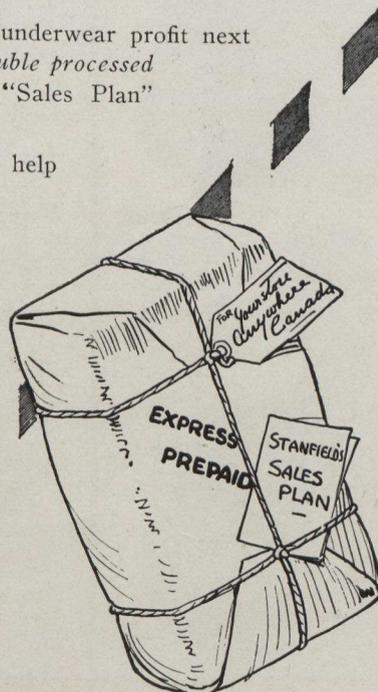
The contents of this “Sales Plan” Parcel will help you a whole lot to win, hold and increase trade. It not only shows *how*—but it gives you the *actual equipment* for getting results right in your own town, in your own store, directly from your own efforts. Such a collection of sales-winning ideas as contained in this “Sales Plan” Parcel are worth having, especially since the asking involves no obligations, no conditions, providing, of course, you are a Stanfield dealer.

Send for your parcel NOW.

“P” DEPT.

STANFIELD'S LTD.

TRURO,
N.S.





Presto!

Convertible Collar

is the one collar that fills all requirements. It is smooth, graceful, stylish. It changes a dress coat into a snug-fitting, storm coat. It is made in every weight of fabric and any cut of garment. A vast advertising campaign is educating every man, woman and child to insist on having a "Presto" Collar garment. Are you ready for the demand?



The Presto Co.

715-717-719 Broadway, New York




M. & M.

The Clothing Specialists

Cut, Trim and Make Garments in every style, and the demand for the reliable and fashionable clothing made in our factory is greater every season.

Send us your next order and we will prove that by purchasing your material and sending to our firm for manufacturing it will enable you to increase your business, to please the most critical and to give satisfaction. Write for Price List and Fashion Plates.

MURRAY & MICHAUD

MONTREAL

The Manufacturing Clothing Specialists

The "Monarch" beats 'em all.



**Snap it on the collar-button and
the trick is done===No
trouble with the tightest
collar or the fanciest scarf**

With the "Oxford" the scarf is ad-
justed in the collar or removed in a
second. It saves time and trouble—

THE OXFORD NECKTIE HOLDER

If you can show your customers a new kink in convenience, you can sell them more collars and neck-
wear. Show them this latest and best device for collar comfort and tie simplicity.

Its operation is simple. The wearer ties his scarf upon the holder to suit his own taste. It is then always
neat and natty and is put on and taken off without the necessity of tying and
untieing the scarf.

The "OXFORD" is finished in gold plate and put up in a neat display box.

It retails for 25c.

Try it in your store. Sample three-dozen box forwarded to responsible
dealers. Order now.



The Oxford Necktie Holder

145-147 Mulberry St.
NEW YORK

THE OXFORD NOVELTY MFG. CO. OWEN SOUND
Ontario

Your Standard in Knitted Goods

Quality Right!

Prices Right!



Are what makes this

Brand so popular.

**Mitts, Gloves, Hosiery, Toques, Mufflers,
Caps, Sweater Coats and Jerseys**

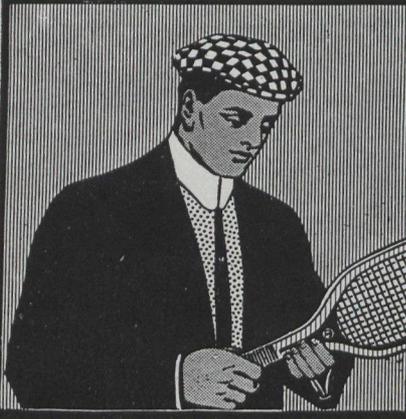
Made in a wide range of colors and combination of colors.

For men, women and children.

R. M. BALLANTYNE, Limited

STRATFORD

ONTARIO



SOME one or more of the special styles and features provided by *Greene Collars* are adapted to necks and shoulders of every conceivable shape. There is a fit for the long neck and sloping shoulders, the short neck and high square shoulders and the conical shaped neck. Chance is altogether eliminated in buying *Greene Collars* because of the certainty with which a customer can obtain a shape designed to accommodate itself to his neck.

"The Fore" is a neat, cool, and comfortable summer collar, and solves the warm weather difficulty of uniting ease with style. 2 for 25c. If haberdasher cannot supply you, write direct.

Wardell-Greene Limited
Toronto and Waterloo

Greene
COLLARS

Every time one of these Ads appears
more people ask for *Greene* Collars

Do you realize just what is being done, in the way of increasing demand for these collars?

For long past, the number of men wearing them has been steadily increasing.

But now that a list of periodicals is being used to carry our collar story right into the leading homes of Canada, the sales are going up by leaps and bounds.

What are *you* doing to bring to *your* store a goodly share of this increased business?

Dressing your windows with *Greene* Collars?

Instructing your clerks to show these goods to customers?

Other merchants are doing these things and reaping the reward that comes from this kind of up-to-date merchandizing—in increased trade and increased confidence.

It pays to sell and feature advertised lines.

It will pay you to sell and feature these high-grade collars.

WARDELL-GREENE, Limited
TORONTO and WATERLOO

Moneyworth of facts for the merchant who wants to sell better clothing than his competitor——

1. We make clothing of the highest grade, *only*.
2. We use fabrics guaranteed the latest in color and pattern. Their wearing qualities are unquestioned.
3. In designing and tailoring our clothes bear the unmistakable stamp of individuality—the kind that makes you pick our suits out from others in the crowd.

To you, these facts represent money. First, because they stick right out of every suit you show.

Second, because they secure the confidence of your trade and bring your customers back for more clothes.

Third, because we want you in our class, want you to feel that we are boosting for you with all our might and all our experience.

Ask us to tell you what we are showing for the new season.

JOHNSTON BROS. LIMITED

71-73 York Street, TORONTO



EASTERN

BRAND

CAPS

WHEN you see a "rising sun" trade-mark, be sure it is on an Eastern Cap.

Eastern Caps, like Old Sol, cover the trade in Canada, every day in the year.

To our competitors who have gone so far as to copy even "Old Sol" from us, we say cheerfully that we are making it harder for them all the time. To date these features exclusively original with Eastern goods have been clumsily imitated:---

1st—*The Leather Shield*
(Registered and Patented)

2nd—*The Knitted Band*
(Patented)

3rd—*Methods of Packing*

4th—*Styles of Linings*

And, as stated above, they have even imitated Old Sol himself, because, we were using him.

Again, we advise you Mr. Dealer—When you see a rising-sun trade-mark, be sure it is on an Eastern Cap.

The Eastern Hat and Cap Manufacturing Co.

Limited

TRURO,

-

N.S.



Copyright 1910 by
the B. V. D.
Company

B.V.D.

Trade Mark Pat. Canada,
Pat. Apr. 27, '06.

**COAT CUT UNDERSHIRTS
and
KNEE LENGTH DRAWERS.**

**MADE FOR THE
B.V.D.
BEST RETAIL TRADE**

THIS LABEL ON EVERY
B. V. D. GARMENT.

“THAT’S IT!—B.V.D.”

“B. V. D.” leaps to the lips of every man who wants Loose Fitting Coat Cut Undershirts and Knee Length Drawers.

“B. V. D.” won its way, because it is the best made, and biggest-value Summer Underwear.

“B.V.D.” keeps its lead because it is best and best known.

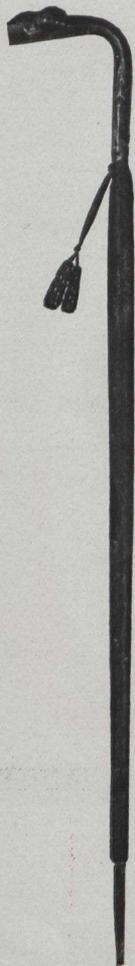
“B.V. D.” advertising is converting thousands of men to the Loose Fitting Coat Cut Undershirt, Knee Length Drawer idea.

The genuine “B. V. D.” *makes* customers, and *holds* customers for every retailer who sells it.

THE B.V.D. COMPANY, 65-67 Worth St., New York

Canadian Wholesale Distributors : Toronto—Caulfeild, Burns & Gibson, Ltd.; The W. R. Brock Company, Ltd.
Montreal—Matthews, Towers & Co.; McIntyre Son & Co.

UNDERWEAR



THE "GORDON"
GUARANTEED

"Gordon"

Guaranteed

Umbrellas

Gladly Sent on Approval

Do you always stock *guaranteed* Umbrellas? Isn't it quite reasonable that you would sell *more* Umbrellas, at better prices, if every part of each Umbrella was guaranteed?

Every part in the Gordon Umbrella *is* guaranteed. The covers are pure *boiled* silk—which does not crack, nor break, neither *mark* when in stock.

The Gordon frames are made of *guaranteed* Birmingham steel, the best in the world. The Gordon *frame* is the most compact of any—the stretcher fits into the grooved rib when the Umbrella is closed, making absolutely the closest-rolling Umbrella.

We guarantee the Gordon to be without defect—and we guarantee to exchange *any*, within reasonable time, which *do* prove defective.

We have no travellers—keep this ad, and think over the "*Guaranteed* Umbrella" idea. Write us direct and we will send you prices. For the high quality of the "Gordon" our prices are exceptionally low.

Eclipse Umbrella Co.
100 Latour Street
MONTREAL



Doubling the Output of Custom Tailoring

Custom tailoring on the wholesale plan grows. Since the New Year the demand for Art Clothes—the highest grade of custom tailoring—has found new retail outlets in 400 towns.

That means that we will have double the number more agents to fill special orders for Art Clothes than we had last season. Just now our big systemized tailoring shop is pushed to the limit to keep up with increasing orders from every store which is selling Art Clothes.

Our Fall business outlook will demand an output which will easily double and perhaps treble each day's work of this season and last. And we want to be in a position to keep adding agencies for desirable applicants. Consequently—we have taken advantage of a fortunate opportunity.

Beginning August 1st, we will take in 10,000 square feet of floor space (formerly used by the Minerva Manufacturing Company, now out of business). This will allow us to instal equipment and staff sufficient to keep our deliveries as prompt as is possible with early orders. And it will give us margin enough to take care of those merchants who decide to adopt the Art Tailoring Service this Fall.



Will you be one of them? Write and ask us what we are doing for others in your position.

The Art Tailoring Co., Limited

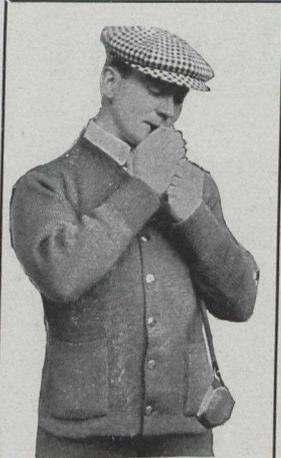
TORONTO, ONTARIO

JAEGER PURE WOOL

For the Holiday Season

Sweater Coats

For Men, Ladies and Children



No. 203
SELLING AT
\$5.00

We carry a full stock of all sizes, assorted in White and plain Colors, also Bordered effects.

No. 203 for Men's or Ladies' Wear, selling at \$5.00, is unequalled for fit and wear.

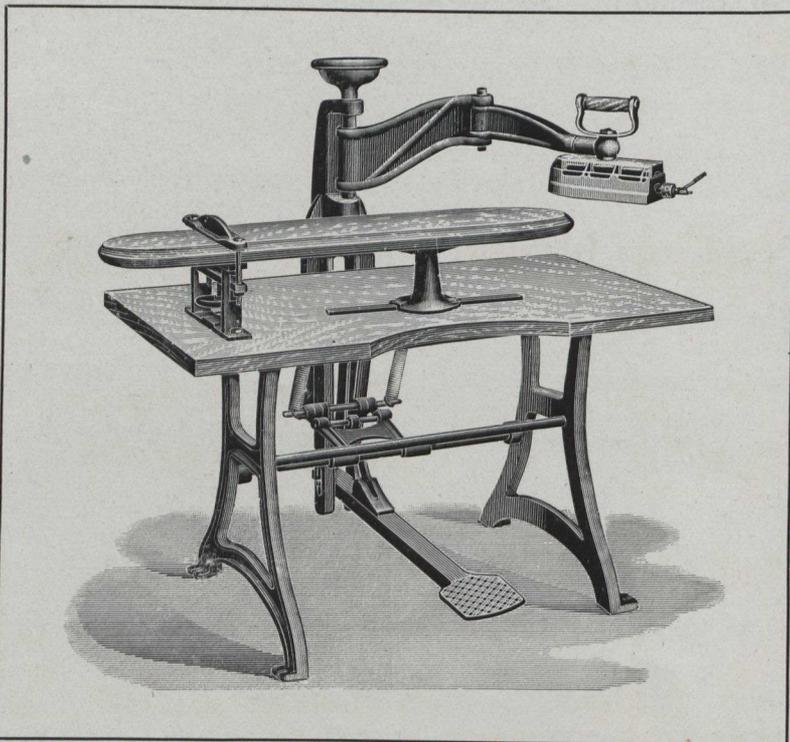
"JAEGER QUALITY" is what your customers like.

Dr. Jaeger's Sanitary Woollen **System** Company Limited

Wholesale Warehouse

52 Victoria Square

MONTREAL



THE BUSKARD NO. 4.

A quick action pressing machine, light and easy to handle, and has a pressure on the iron of 250 lbs.

Pressing Machines for Clothing Stores and Tailoring Shops

A Pressing Machine in a Clothing Store is not only a convenience, but a money-maker.

Machines like the one illustrated are easy to use and operate.

Let us know your needs and we will give you all information as to price and cost of operation.

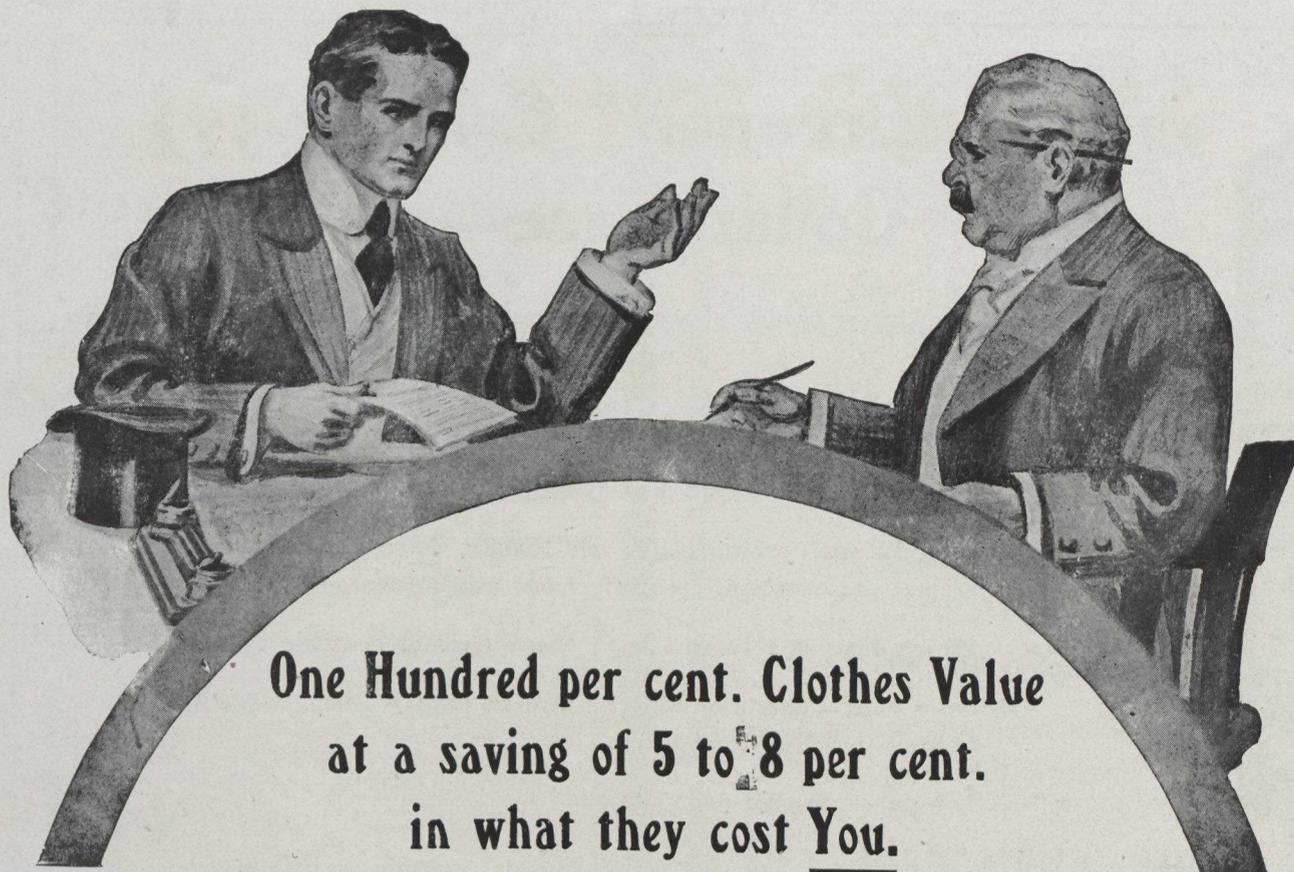
We also make combination gas and steam irons, steam-heated tables, steam-heated bucks, tape holders, spool holders, gas irons and hand blowing irons.

S. G. BUSKARD

Patentee and Manufacturer of High Grade Tailors' and Garment Makers' Machinery.

36 and 38 Rebecca Street

Hamilton Ont.



**One Hundred per cent. Clothes Value
at a saving of 5 to 8 per cent.
in what they cost You.**

Business building with the foresight of commonsense dictates the principle of the best commodity at the least cost.

The merchant with an eye to the future of his business will find in Peck Clothes three factors which lift them above their prices.

THEY ARE

SPECIALIZING

STANDARDIZING

ECONOMIZING

*By these factors applied to nationally big tailoring shops, you are enabled to
Get more from us for your money and more from your customer for the garment.*

Make a small calculation of what this will mean to you in a year. Then write to us.

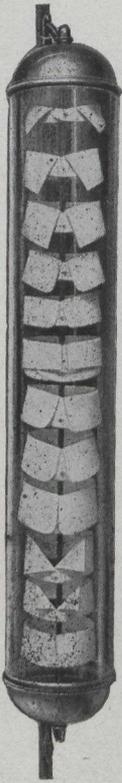
JOHN W. PECK & COMPANY, Limited

Canada's Foremost Clothesmakers

MONTREAL

- WINNIPEG

- VANCOUVER



One
Solid
Seamless
Piece
40
Inches
Long

A Collar in a
**“Brennan” Cylinder
 Collar Case**

is worth a dozen in the Window.

- Just hang one outside your door and see!
- ’Twill SELL more than half your salesmen.
- It stands out, prominently and boldly, in a constant and correct presentation, from all sides, and at the one time.
- A strong feature so desirable in these days of exacting taste.
- What’s your dealer’s opinion? Can he supply them? We’ll be glad to tell you who can.
- A few days’ display pays for one.

For
Outside
and
Inside
Display

The “Brennan” Cylinder Collar Case Co.

5-7 ST. CATHERINE STREET EAST
MONTREAL, - CANADA.

‘Lion’ Brand Knickers



Owing to the great demand for the above brand of Boys’ Knickers we are compelled to open up another factory to supply our customers. We have now installed in the Town of Exeter an up-to-date plant, and our capacity per week will be 5,000 pairs of Knickers. We hope to supply customers promptly during the coming season.

The Jackson Mfg. Co.

OPERATING THREE FACTORIES
CLINTON, GODERICH and EXETER



TIGER

BRAND

IF you conscientiously desire to give your trade the best possible underwear value on the market—you can’t make a single preference over the “TIGER BRAND” garments. They afford the maximum of comfort, fit and wear, while their durability is beyond comparison.

GALT KNITTING CO.

GALT, - ONT.

EUREKA

Unshrinkable Underwear

Will Give the most Satisfaction

to you, because it will give the most satisfaction to your customers—the good will of the customer is everything in winning and holding business.



Eureka Unshrinkable Underwear for men is unshrinkable in fact as well as in name—we guarantee this.

The cut of the garments, their shapeliness, their sturdy wearing qualities and their un doubted superior value will impress your customers.

Eureka Underwear is made of Nova Scotia Wool—the best wool in the world for making underwear for Canadians.

Five lines for men in heavy weights at medium prices, also a line for boys, and men's and women's underwear for Spring and Fall wear.

Samples and prices will be given upon request

Nova Scotia Knitting Mills, Limited

EUREKA, NOVA SCOTIA

THE ALLIANCE MANUFACTURING COMPANY, LIMITED MONTREAL

Beg to announce that they will show a complete range of

FINE NEGLIGEEES

AND

WHITE NIGHT SHIRTS

For Spring 1911

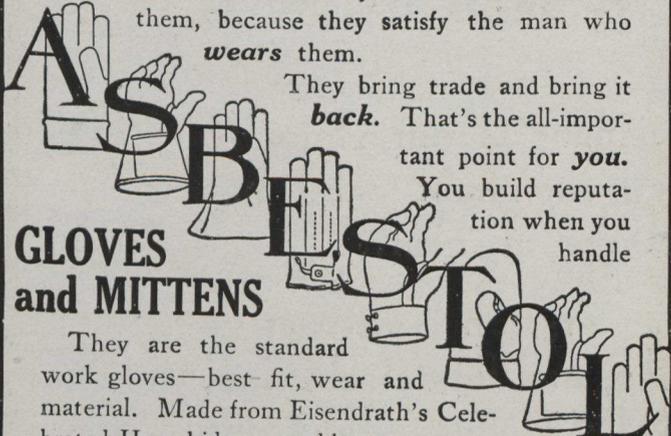
Manufacturing exclusively for the
Wholesale Trade

The Alliance Mfg. Co., Ltd.

15-29 Clarke Street . . . MONTREAL

This Name on a Glove or Mitten Insures Satisfaction

"Asbestol" Gloves satisfy the dealer who *sells* them, because they satisfy the man who *wears* them.



**GLOVES
and MITTENS**

They are the standard work gloves—best fit, wear and material. Made from Eisendrath's Celebrated Horsehide, tanned by secret process. "Asbestol" Gloves remain pliable after wetting. They stand severest tests of service and therefore are the most profitable line of gloves you can handle. Strongly advertised.



EISENDRATH'S
CELEBRATED
HORSE HIDE

Most Canadian jobbers carry "Asbestol" Gloves. If yours does not, write us. We will see you are supplied, and send catalog.

None genuine without this mark on the palm.
EISENDRATH GLOVE COMPANY
Dept. K, CHICAGO, ILL.

Asbestol trade-mark registered in Canada

Does Your Advertising Pay?

Every live merchant realizes that continual publicity is an essential factor in the disposal of his wares, and as an effective and lasting advertisement the

SILK WOVEN LABEL

easily holds pride of place.

For the profitable advertising of clothing, Whitewear, Underwear, Footwear, Millinery, Etc., no medium is so telling as an artistic label.

It stamps 'quality' on the wearer's mind, and its usefulness is only limited by the life of the garment.

May we design you an artistic label? Write for details and prices.

Canada Label and Webbing Co.
LIMITED

9 Morrow Ave - - - Toronto



JUST HOW GOOD

Q Just how good SOVEREIGN BRAND clothes have been for a decade past is a matter of record.

Q Just how good they are this season is a very interesting study in the evolution of superior clothing.

Q With our large facilities we can produce garments of unsurpassed excellence for Men, Young Men and Boys, and swing and deliver the biggest orders.

Q This significant achievement is our claim to the consideration of every merchant who has the promotion of his business at heart.

Q In all important particulars, in constructive handiwork, artistic designing, and fabric selection, SOVEREIGN BRAND clothes stand the test of the closest inspection.

W. E. SANFORD MFG. CO., Limited

Hamilton, Ontario

Winnipeg, Manitoba

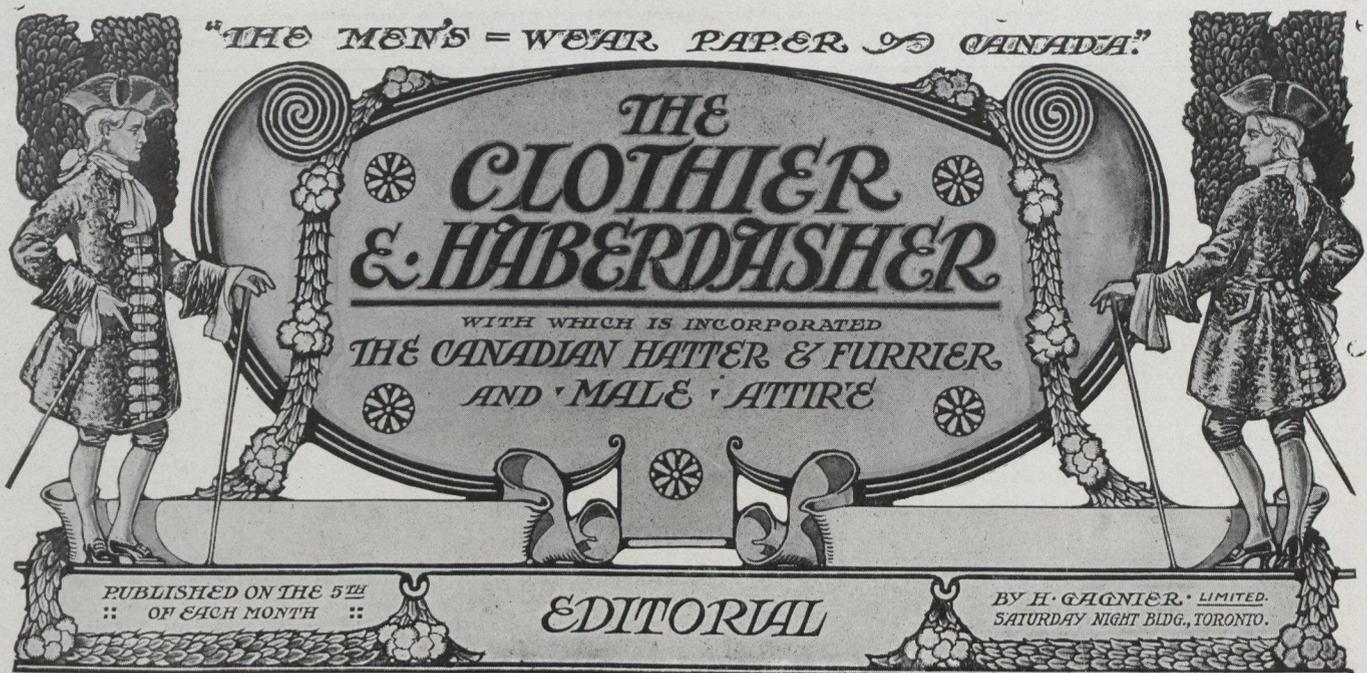
Toronto

Montreal

Ottawa

Vancouver

Calgary



VOL. No. 10

TORONTO, JULY, 1910

NUMBER 6

The Crop Prospects

The present month brings again the question of the crop and what it will yield. As in past years, we are reading and listening to the usual amount of reports circulated not only by the alarmists, but the extreme optimists. Some despatches say that the wheat is being burned up for lack of rain, and that if the Western Provinces are not favored with good rain, that the yield will be next to nil.

As those who have been reading these reports for years know well, a comparatively small cause is sufficient to give rise to a relatively big "story." At the present stage, these alarming stories are beginning to give place to more moderate assertions. In some sections, showers and cooler weather have brightened the outlook and it is confidently predicted that the general result will be better than was at first thought. It is stated that parts of Southern Manitoba and Southern Alberta suffered damage from the heat some weeks ago and it is thought that the yield in these districts may be reduced.

The area under wheat this year is said to be more than eight millions and an average yield of only twelve bushels per acre would give a total of about 100,000,000 bushels, which is considered a very fair crop.

Some of the authorities are quoted as follows:—

"Growing wheat in Saskatchewan is in very good condition. In northern Alberta and northern Manitoba the prospects have not been impaired much. In southern Manitoba for twenty-five or thirty miles over the border, conditions are much the same as in North Dakota, but north of that the outlook is good. Estimates of 85 million bushels for the three provinces, in our opinion, are absurd. That would mean only 10 bushels to the acre, whereas the normal crop there averages 18. We look for Western Canada to raise at least 115 millions."

Another authority says: "The lack of moisture is balanced, in some measure, by the fact that the growing grain started well, and that where it has had a fair chance has made better progress than is usual. The binders will be at work in five weeks or less, and the danger from

frost will be minimized by the early harvest. Taken all in all, the prospective damage from drought will probably be less serious in proportion than that causes by frost in other years. The loss from hail and from the antagonism of the weed nuisance is yet to be reckoned with, but so far, it has been a comparatively unimportant item. Only one of the enemies of the crop has done execution, and its real effectiveness cannot be gauged until the work of cutting is under way."

The Clothes Controversy

Recently in these columns was reported a discussion between London Men's Wear and The Haberdasher, New York, on the relative merits of English and American fashions for men.

Dealing with Men's Wear's reply to its statements. The Haberdasher, in its latest issue, makes the following statements:—

"Although we didn't suspect it at the time, we know now that when we made a few strenuous remarks concerning English tailoring, we were angry. For Men's Wear, of London, a trade paper of prominence and influence, devoted a full page in a recent issue to a discussion of them, headed "American Anger," and with a subtitle reading: "Virulent Attack on British Styles in Tailoring—A Retort by an English Critic." In vain have we sought in it what might be reasonably termed a "retort" to our criticisms. Instead, the author dwells mostly on a matter entirely apart from the subject in hand.

The anxious reader must brave himself for the shock. The British public, we learn, has been slandered. It is really not so bad; indeed, we gather that Mr. Collins has his hopes. Patronized by him, with the American eagle trying to look—we will not say more amiable, but less—well, eagleish in the middle-distance, the British public may yet be made presentable. It is true that the censorious of his own land may regard Mr. Collins' view as far-fetched; but they must pardon us if, with legitimate pride, we refer to it. The critic makes this astounding

declaration: "The British consuming public is veritably composed of ordinary human beings." Could anything be fairer? Could any admission be more handsome? And made by an American, too?

We need not be unduly uplifted, however. If the British consumer may be permitted to live, the British producer and the British distributor must die the death. It appears, according to Mr. Collins, that the word "cawn't" is our watchword; we do not recognize it, but gather from the context that the assertion is that it represents the British pronunciation of the word 'can't.' Pronunciation is, however, a detail in the awe-inspiring denunciation of our business methods that Mr. J. H. Collins proceeds to express. Listen to this:

"As for national character, the British consumer is not nearly so conservative as his purveyors believe him to be. Manufacturer and trader are simply not reaching the consumer, that's all. In every retail shop one finds goods packed as we packed them 25 years ago, and usually weighed out in bulk. Assortments in every line are limited by our standards. The consumer's home is crude when it comes to modern conveniences. His business is done crudely, with few labor-saving devices. His clothing is crude in everything but quality of materials. In groceries and drugs the preparations are often old-fashioned, so that an American can hardly look into any shop without seeing gaps that ought to be filled with commodities that have a universal sale in this country. Yet manufacturer and trader warn him that he CAWN'T—that the British people won't have it. But the British public will have it, and has demonstrated times innumerable the past five years that it will. For our people have entered that market only in the most superficial way, and have succeeded there usually in spite of their own most careful preparations for avoiding success, and among the dozens of Yankee commodities now firmly established in Great Britain there are few that have won a market on anything but staple demand for something good that had never been introduced before.'

"It is really too bad of Mr. Collins to draw comparisons between the drug shops of the two countries. Nobody thinks of competing with the great United States in regulating the interior of the human mechanism. In a country where every other person, male and female, is a neurotic victim of the patent medicine vendor, it will naturally be found that the art of drug-vending is carried to a high pitch of excellence. Not that the circumstance is one to be proud of. Spread-eagle Yankee talk, impudence, assumption of superiority, is all part of the American's game of "bluff." Any person who knows the States knows that the place for its people is on their knees—on their knees before British civilization, morals, jurisprudence, and all that makes the life of a civilized man worth living. These prophets from the land of "graft," corrupt justice, and other examples of "how not to do it," should stay at home and set the house in order. We express our sympathies with the many nice Americans, who must blush every time they come across these examples of effrontery. The British producer and distributor, Mr. J. H. Collins, can look after himself, and if your country's market was a free one, if your producers and distributors were not obliged to get behind a fence

of Protection, they would be kept very busy if they desired to hold their trade. In a free commercial fight the Yankee would be beaten, as, indeed, he has been.

Successful Stores

Really, successful modern retail stores are not made so by scrubbing, polishing and saving. They are made so by "directing"; by men who live, who use reasonable time for their thinking and planning their business; by men who work after careful deliberation in order to direct others to work and hustle. That kind of men have always time to give to any matter which promises added success to their business.

There are no arguments that can be raised against modern methods and up-to-date fixings, but the point is that re-modeling will not do it all.

Let us consider, for instance, a man who owns a clothing store in a city, say, of about 20,000 inhabitants. He has been established for many years and in his early career made money. But he finds the past years have not been profitable. He has made no headway, in fact, a quiet, but not to be downed, something keeps whispering to him from within himself that he has not gained, but lost; that his standing is not correctly estimated by his inventories, that his stock may be as valuable as he figures it while the business is going on, but what if he were to decide the time had come to quit? What can he realize on his costly fixtures; how much on the dollar would his stock bring? In recent years his business has as a whole been good enough, but nevertheless shows no gain.

There is no doubt it is all due to lack of courage to face the real facts and conditions of things. Expenses and depreciation incorrectly estimated, lack of a proper system to find out small but important details, are the secret but sure-working destructive agents constantly at work in such a store.

Modern stores must have modern management—which means, firstly, sell your goods in modern ways, have your clerks do the selling, be one of them at times, but be the manager all the time.

One with a Purpose

It is a mistake to think that the man with a natural aptitude for learning will easily outstrip his fellow. In one or two lines of effort, such as music and drawing or painting, only those with a native talent born with them will succeed.

But often in every-day callings a man considered dull will do far better than his brilliant neighbor, who loafes because it is easy to learn, gets a taste for loafing, and loafes a little too long.

In a world crowded with purposeless people, drifting aimlessly about, and taking whatever opportunity offers for a little advantage, getting ahead is not a difficult matter.

The man of purpose is marked. His fellows see that he means to get ahead, and they let him.

The way that is closed to the idler is open to the determined and industrious. Other men see that he is bound to have what he is after, and, wanting more than anything else a leader, they get out of his way, and wheeling in behind him, follow him, to pick up what crumbs of his prosperity they can without too much effort to themselves.



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JULY, 1910

Items of Interest

The management of THE CLOTHIER AND HABERDASHER tenders its thanks to those subscribers who have forwarded photographs of window displays for publication. In giving them space in the columns of THE CLOTHIER AND HABERDASHER, we will undertake to reproduce representative displays from two or more stores each month. Those reproduced this month, from E. R. Fisher, Ottawa, and the Roy Store, Montreal, are two of the most interesting which have appeared.

* * *

A Manchester firm of hat manufacturers desires to extend its business and wishes to correspond with an experienced agent, having a trade connection, to represent them in the provinces of Ontario, Quebec and the Maritime Provinces. Application may be made to the Inquiries Branch, Department of Trade and Commerce, Ottawa.

* * *

A recent issue of the Brandon Daily Sun contained an excellent picture of Mr. T. B. Andrews, of Andrews & Company, clothiers, Rosser avenue. The picture was one of a series entitled "Brandonites you know—or should know."

Mr. George J. Findlay, of Winnipeg, one of the traveling representatives of the W. E. Sanford Mfg. Company, was married to Miss Clara M. Peart at Hamilton, during the second week in July.

* * *

Messrs. Fairweathers, Limited, Toronto, announce the fact that they are selling out their furnishings stock in a series of sales now in progress. It is understood that they will devote the store space to an extension of the fur section of the business.

* * *

McLean Bros., clothing and men's furnishings, London, Ont., were recently assigned to the London and Western Trusts Company.

* * *

A London clothier was never known to acknowledge that he didn't have anything a possible customer might ask for. One day a customer entered the shop and asked if he had any trousers made especially for one-legged men. "Certainly," replied the merchant. "What kind do you want?" "Dress pants," said the man. "The best you've got." Hurrying into the rear of the shop, the enterprising merchant snatched a pair of trousers and snipped off the right leg with a pair of shears. Hastily turning under the edges he presented them to the customer. "That's the kind I want. What's the price? Thirty shillings." "Well, give me a pair with the left leg off." A month later the clothier was pronounced convalescent.

* * *

Men who wear silk hats know that the temperature inside the hat is much higher than outside; but it has remained for a French physician to measure the difference. He has discovered that when the thermometer registers 90 degrees in the shade in the outer air it stands at 108 degrees in his silk hat, and that when it is 68 degrees outside it is 88 inside. From these differences he concludes that the unnatural heat causes many nervous troubles.

* * *

Messrs. J. H. Blumenthal Sons, Limited, Montreal, are erecting a new seven storey building at the corner of Bleury and St. Catherine streets, which will make another acquisition to Montreal's great commercial buildings. The floor space is over 85,000 square feet, and it will be one of the largest stores on the continent exclusively devoted to male apparel. The cost of the building complete will be \$450,000. In the new building, the Blumenthals will concentrate their large stores under one roof.

* * *

While the aviation meet was being held in Montreal, the live advertisers in that city took advantage of its news value to work up some original advertising material, both in newspaper announcement and window displays. Among those whose ideas were worthy of notice were Marks, Peel street; Roy, St. Catherine street; and the male attire shops.

FAVORED FASHIONS



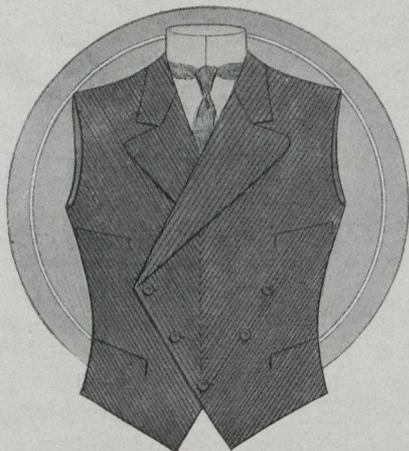
Despatches from overseas are beginning to suggest that the frock coat is destined to displace the present simple sack models for everyday and business wear. Without doubt, the next turn of the wheel will bring us male attire which will be elaborate in contrast to the present simplicity. Our present styles have reached the limit of plainness and within the next season or so the simple styles must inevitably run themselves out.

As has happened in the past, there is likely to be a revulsion of sentiment (if it may be so called) in favor of more elaborate clothes. The news that the frock coat is enjoying unusual popularity in European capitals is taken as the first sign of what will come to us when the

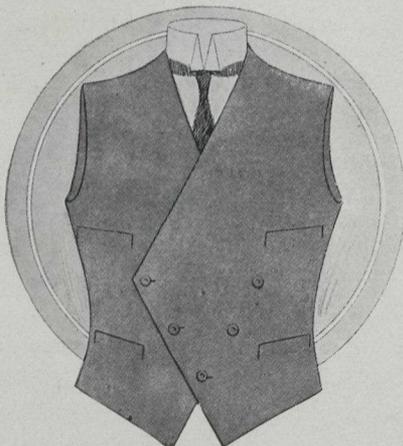
The demand for striking and tasteful effects in garments seems to be on the increase among the arbiters of fashion, and the public, ever willing to be led, where it has confidence, is giving the broad-minded and progressive tailor a generous share of its patronage, while the conservative and quieter members of the profession are more and more becoming the hope and stay of the adult and older generations. The very marked preference of an increasing number of dressers for what are called, for lack of a better name, "snappy" garments is coming to be a matter of common observation, and the trend of the times is referred to in explanation.

Everyone is growing younger, except the youngest of

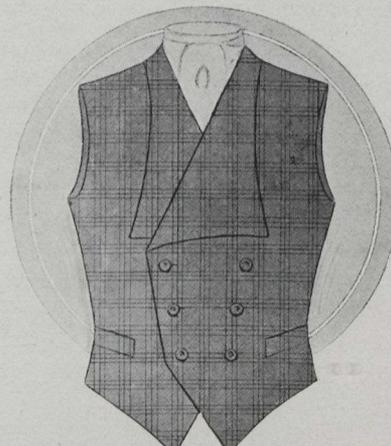
Imported Fancy Vest Models



A Striking Design with Wide Lapels



A New Model from Paris



A rather Startling Model for Sporting Wear, especially riding

clothes of straight, simple lines are no longer considered the correct thing.

Together with the frock coat information, we are informed that American fashion authorities are pronouncing in favor of the fancy vest and that it is being worn extensively. In view of the extent to which English and European models are entering to the calculations of American designers just now, these signs may be regarded with a fair amount of certainty.

According to New York information, manufacturers report an increase over a year ago, ranging from ten to forty per cent. in this business. The fall season will run strong to browns of various shades, ranging from the light tan to the golden brown. The corded effects and the plain colors seem to be in the lead, but there is also a good sale of figured patterns.

Says The Sartorial World, Chicago:—

CLOTHIER AND HABERDASHER, JULY, 1910.

the generations, and this young man's world was never more definitely his than it is at the present. A distinct lightness of shade and a delicacy of line may be seen in all the finer clothes produced this spring, and, while there is nothing observable of a superficial character, or of a ginger-bread quality, still clothes are an expression of joy and life, activity and vigor, to a degree that makes them fit the season and the signs of the season.

The weather has not materially affected the ordering of clothes, for a very large number of orders were already in progress of filling when the weather came, and others had crowded in which only the few days of cold weather enabled the tailors to take up and have ready on time. This spring has, according to reports from reliable sources, seen a greater interest in clothes than any previous spring in the general annals of merchant tailoring.

Garments for Aviation

New Possibilities which Flying Offers in Apparel and the Tendencies Already Showing Themselves

Within the month, aeroplanes and flying, have been the topics of primary interest in the newspapers and in general conversation. In Montreal and Toronto, successful aeroplane flights have demonstrated the wonderful possibilities of aerial navigation and the influence this new mode of locomotion is to have on future years of progress.

Within the next two or three years, it is freely predicted that aeroplaning must eventually prove itself against the older methods of transportation and the developments promise to be revolutionary.

Such circumstances bring the wise minds in every line of business face to face with the problem of new adjustments to meet the coming development.

In two or three seasons, the increasing popularity of motoring has had a wonderful effect upon apparel. The plainness and simplicity now prevailing are credited to the automobile.

What will the aeroplane bring forth when it comes into common use?

Already one daring navigator of the air has adopted a distinctive garb. He is Count Jacques de Lesseps, whose flights at Montreal and Toronto have demonstrated the practical uses of the aeroplane better than any of his competitors. Speaking of his appearance on the Montreal aviation field, a Montreal newspaper report says:

"Count de Lesseps with his pretty little Bleriot machine, was the next to appear. He had a great ovation as he walked down the length of the grand stand behind his machine. The Count was probably the best dressed man on the grounds. His finely cut black suit and immaculate laundry was in marked contrast to the working pants and shirt sleeves of the other aviators.

Behind the Count walked his valet, with the aerial costume of his master, consisting of a sweater, overalls and woolen head dress.

The Count bowed gracefully to the grand stand and took off his coat.

Then he put on a thick, white sweater, with a high collar that came up over his chin. Then he thrust his legs into blue overalls. Then he put on a dark sweater with headpiece and the next moment he was off in his machine and gliding easily into the air and turning off round the course with the utmost grace and steadiness.

"Like a huge dragon fly his machine flew round and round the course, the band meanwhile playing the Marseillaise. Grace and steadiness rather than daring, characterized his flight. The whole thing was artistically perfect. The Count made a second flight a little later."

From the United States, where notable flights are reported almost hourly, we have the following:

Shortly after the successful flight of Glen H. Curtiss, in an interview with a representative of this magazine, J. S. Faniulli, the secretary and manager of Mr. Curtiss' affairs, stated that the question of aviation clothing is one which will become of more importance as the development of the aeroplane progresses, but as far as Mr. Curtiss himself was concerned, the matter had received little, if any attention.

"Mr. Curtiss," said Mr. Faniulli, "jumps into his machine with whatever clothes he may have on at the time and very seldom prepares for himself any particular garb. Most of the time he has his ordinary clothing on and makes his flights that way. However, for his last flight from Albany to New York, he did make some preparation to meet the cold in the upper altitudes. His cap was the regulation automobile cap, with which he wore



Count Jacques de Lesseps

goggles. His coat was made of leather, buttoning tight around the neck, but otherwise of the ordinary type. His shoes were of canvas, laced tight.

"Under his coat," Mr. Faniulli narrated, "Mr. Curtiss wore a llama wool sweater for warmth. It happened to be pleasant weather on Sunday, and he might not have needed it, but it is several degrees cooler up in the air than it is here. Mr. Curtiss also wore English mackintosh featherweight wading pants, furnished by a well known sporting goods store. They buttoned up high to his chest and extended to his feet. This arrangement was necessary in the event that an involuntary landing be made in water. Mr. Curtiss was comfortable during his entire trip.

"I have seen Mr. Curtiss wear a fur overcoat," continued Mr. Faniulli, "but this was on the occasion of a long flight on a winter's day over the ice. The air is extremely cold when one ascends about a thousand feet, and ample protection against the elements is absolutely necessary. Mr. Curtiss usually wears a life protector."

Mr. Faniulli mentioned the fact that Mr. Curtiss has developed some ideas for a helmet to be worn by aviators for which the flying machine man claims considerable merit. "There are some features about the helmets," said Mr. Faniulli, "which are admirable, and I am sure that whoever makes them will find in their manufacture a good profit arising from a steady demand. The top of the helmet is provided with a particularly warm cover, and the sides with ear flaps, the whole being made of suitable material."

No credence was given by most manufacturers to the suggestion arising from Curtiss' flight that there might be more demand for aviation clothing than heretofore, as the game is only in its infancy, it was said by some, and

no demand could yet be expected until aviation becomes more of a popular pastime or sport. The point was emphasized, however, that the clothing that will be manufactured in the future for this purpose will have to be of a very substantial design and texture, windproof at the wrists and ankles, and warm enough to protect the operator from the chill of high altitudes.

In an interview at Montreal, Count de Lesseps made the following statements:

"The aeroplane, in my opinion, is the flying machine of the future. I do not see much in this talk about the impending trans-Atlantic airship line. The first flight across the Atlantic is a long way off. At present aviation by aeroplane is merely a sport and its development for some time will be along the line of a sport. When the time comes when it shall be absolutely safe as a sport then it will be fitting to consider it from a commercial standpoint. There is much to be done in the way of improvement before the aeroplane can be utilized commercially as a passenger or freight carrier across the sea or land. The type must be different, how different it is not for me to say.

"I have read of Hamilton's flight from New York to Philadelphia and back and admire his courage and skill. I will make no effort to emulate him in the United States. I feel that I cannot fly here after the experience of Paulhan with the Wright brothers. I do not want any trouble with the Wrights. I would not enter the Chicago-New York race if I were eligible, but I certainly shall follow it closely. Every event of this sort develops the sport. I congratulated Curtiss by cable on his splendid flight from Albany to New York. I am not opposed to the Wright brothers. I believe they should get their dues, but they have lost prestige by their action and whatever they may do they cannot monopolize the aeroplane business. They are very good fliers in America; they may even develop

the best, and it seems wrong to me to cripple the sport and thus retard its development.

"The question of fuel carrying capacity appears to me not to be a serious consideration in the present condition of the sport of flying with heavier than air machines. The machines must be so easily handled, so steerable as to be able to land at any place. When they are thus able to land, stations may be established, where additional fuel may be taken aboard and the flight resumed. It is the same way with automobiles. They carry only enough fuel to last them a certain number of miles and then have to take on more. Stations for aeroplanes about a hundred miles apart, it appears to me, would be the right thing. The main question with the aeroplane is the engine, which is far from perfect now.

"I am a self-taught aviator. I never went up with Bleriot, although I have talked with him about his methods and use his monoplane. I believe any one with coolness and a desire to learn can become an aviator. I did not care to learn with any one, and thus endanger two lives instead of only my own. If something goes wrong with your machine then you alone are responsible for results.

"I have considered the fuel question from the viewpoint of one who believes that the sport of aviation may best be promoted by flights of not more than 400 miles at a stretch. The aviator should be required to make this flight in two and a half hours, or on a schedule somewhat similar, and after taking on fuel and adjusting his engine to make another flight from the first fuel station to the next one, 100 miles distant, and so on until he accomplishes a flight perhaps of 1,000 miles.

"My sister will not go up with me, but she expects to make a flight on a Farman biplane that my brother has ordered. After the Montreal meet I shall return to Paris to enter the Paris to London flight in August for a \$25,000 prize."

Semi-ready Extends

An army of workmen are at present engaged in the work of building a large addition to the Semi-ready tailoring shops at the corner of Guy and St. Luke streets, Montreal.

President Charles H. Nelson says that his company has been forced to enlarge their factory owing to the enormous increase in their business. The prosperity of an advertiser is always the good argument for good advertising, and the Semi-ready Company are reckoned among the best general advertisers in the Dominion.

When the present Semi-ready factory was erected about six years ago it was thought that it would take care of the growth of the business in Canada for at least ten years to come. But the past few years have witnessed an enormous growth in their business, and it was found to be impossible to satisfactorily finish all the orders received.

From one city alone in Western Canada the orders received were at the ratio of value of nearly one hundred thousand dollars for the year. From nearly every one of the 300 towns in Canada where Semi-ready is represented the orders for fall show an appreciable increase. C. F. Nelson, one of the western travellers for the company, returned to the city yesterday, and his laconic report was, "I opened ten new agencies, and with one single exception the orders received from the present stores selling Semi-ready showed increases ranging from 20 to 50 per cent."

Mr. C. P. Creamer, the general manager, recently gave out the statement that in four years the number of stores selling Semi-ready tailoring had increased from 72 to 278. And he further stated that hardly a day's mail was opened but contained one or more applications for exclusive

agencies in towns where they were not already represented. "The Semi-ready system of tailoring has made good on its appeal to men who want good clothes and uniformly high-class tailoring," said Mr. Creamer.

In the first four months beginning the present year the Semi-ready Company received 210 applications for agencies from the various towns and cities in Canada. Many of these enquiries were from merchant tailors who were forced to see the ultimate triumph of the policy and system of the wholesale idea in buying, making and selling.

The added factory space of some 15,000 square feet will enable the company to nearly double their capacity. The architects, Messrs. MacVicar & Heriot, have arranged the new extension to preserve the fine light and ventilation which have helped to make the Semi-ready shops so attractive to their workmen, advantages which have also aided in the production of their high-class of craftsmanship.

A very important feature of the Semi-ready business will benefit directly through the enlargement of the factory. Many merchant tailors and merchants throughout Canada have again and again requested the Semi-ready Company to make clothes to measure for their customers, as they find it absolutely impossible to get journeymen tailors who can do work up to the Semi-ready standard. This Special Order department was inaugurated for the Semi-ready stores selling the regular garments. When a salesman has not the particular size, type and pattern to suit a customer he can always have the suit made to measure in four days at the factory. These are called "Special Orders," and clothes thus tailored are always delivered promptly at a considerable saving on retail tailoring prices.

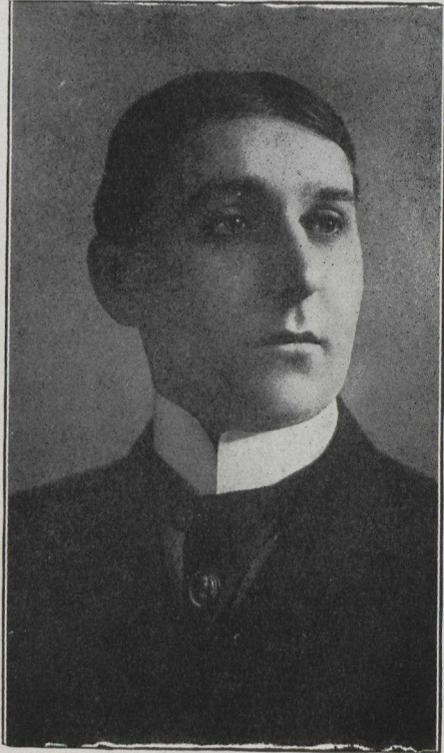
A Model Montreal Shop

Fashion-Craft Store on St. Catherine Street Presents Inviting and Elegant Interior

At the corner of St. Andre and St. Catherine street east, Montreal, is situated a shop of fashion-craft, which, under the supervision of Mr. Albert Roy, the well-known proprietor, has lately been remodelled and now presents (as the illustration shows) a most beautiful type of men's outfitting establishment. Frontage and depth are well suited to form a complete whole and Messrs. Herbert and Bouchard, managers of the various departments, vie with each other as to which can make the most artistic show for their departments.

The men's furnishing department, which has recently been added, forms a most attractive feature. Stock boxes of uniform size fill the shelves, which, at intervals, wall and floor show cases display (each complete in itself) certain lines of merchandise. One wall case, especially attractive, is used for colored shirt stock; each size fits into a section of its own and is removed to show to the customer, by means of a flat spade or paddle, the size being marked on front of same, thus doing away with the ordinary boxes. At the rear of the store on the galleries are stock and display cases, brilliantly lighted, in which are shown dress frock and other function suits, whilst the whole of one side of this elegant establishment is fitted with the most improved wardrobe system for the scientific handling of fashion-craft clothes.

Mr. Albert Roy, the proprietor, whose photo is reproduced, is most favorably known in the east end of Montreal, and has succeeded in building up an enviable trade in this section of the city.



Mr. Albert Roy



The Fashion-Craft Shop, St. Andre and St. Catherine Streets, Montreal



Two Interior Views of the remodelled Fisher Store (Ottawa)





A New Double-Decked Front

By E. R. Fisher (Ottawa)

The new front which we put in some little time ago, has caused a good deal of discussion, and we are glad to say, favorable criticism. The photo is a fair reproduction, but, of course, nothing like the windows as they appear.

We are very pleased with the result, as the buying public who pass along the street buy almost as freely the goods shown in the upper section as they do in the lower, and we are more than ever of the opinion that hundreds and thousands of square feet of valuable window space is going to waste throughout Canada.

Our windows are lighted with 15,000 candle power Jungsten, which makes it very noticeable and attractive especially at night, our lights burning all night long, and we believe thousands of dollars worth of merchandise is sold during the year by the window after the shop is closed. We hope that you will find space in some of your future issues to reproduce this cut, as we believe it will help very materially the interest of merchants in our line, especially throughout Canada.

The cost of making this change in our front was about \$1,000, and we now believe more than ever, that the money was very well expended, as our sales have materially increased during the last year. We attribute part of this to natural, healthy growth, the other part, which is at least half, we attribute to the window. We should be glad to furnish any of your subscribers with a general of this window, etc.—Yours very truly,

E. R. FISHER,

134 Sparks street, Ottawa, Ont.

To the above the editor of THE CLOTHIER AND HABERDASHER wishes to add a word or two of comment. Mr.

Fisher, as is well known, is one of the foremost haberdashers in the country. The above article and the illustrations indicate the careful study he has given the question of business building and how it has worked out in his own establishment. It may be said for the double-decked window which Mr. Fisher has adopted that it affords one feature which some other haberdashers have overlooked. That is, the upper floor is set just high enough to allow the observer to get quite as convenient a view of the goods displayed on it as the lower shelf does. In Toronto and elsewhere, several merchants have adopted this idea, but in the majority of cases, they have made the fatal mistake of placing the upper shelf too high and out of range of the man who stops to look.



Mr. E. R. Fisher

Salesman vs. Salesman

How Representatives of Competing Houses Tried to Outwit Each Other in Getting an Order

A clothing man told me, not long ago, of a little trick he once worked on a Minnesota merchant.

"When I was up in Saint Paul on my last trip," said he, "a country merchant—what a yokel he was!—came in to meet me. He had written my house he wanted to see their line. But when he reached the hotel another clothing man grabbed him, and got him to say he would look at his line after he had seen mine. When he came into my room, I could see something was wrong. I could not get him to lay out a single garment. When a merchant begins to put samples aside, you've got him sure. After a while, he said: 'Well, I want to knock around a little; I'll be in to see you after dinner.'

"I am expecting you to dine with me," said I. 'It's after eleven now; you won't have time to go around any. You'd better wait until this afternoon.' I smelt a mouse, as there were other clothing men in town; so I knew I must hold him. But he was hard to entertain. He wouldn't smoke and wouldn't drink—anything but lemonade. Deliver me from the merchant who is on the water wagon, or won't even take a cigar! He's hard to get next to. After we finished our lemonade, I brought out my family photographs and kept him listening to me tell how bright my children were—until noon.

"When we finished luncheon I suggested that we go up and do our business, as I wanted to leave town as soon as I could. Then he told me he felt he ought to look at another line before buying, and that he had promised another man he would look at his line.

"Had I 'bucked' on that proposition, it would have knocked me out, so I said: 'To be sure you should. I certainly do not wish you to buy my goods unless they please you better than any you will see. We claim we are doing business on a more economical scale than any concern in the country. We know this, and I shall be only too glad to have you look at other goods; then you will be better satisfied with ours. I'll take pleasure even in introducing you to several clothing men right here in the house.'

"This line of talk struck ten. My yokel friend said: 'Well, you talk square, and I want to buy of you. I like a man who thinks lots of his family, anyway; I've got a big family myself—seven children—baby's just a month old and a fine boy. But I promised my partner I'd look around if I had a chance, and I think I ought to keep my word to him.'

"Luckily there was another salesman from my firm in town, and opened up that same day in the hotel. I sent for him, never letting my yokel friend get away from me a foot. I saw the other man, at whose line my friend wished to look, sitting in the office; but I knew he would obey the rule of the road and not come up to the merchant until I had let him go.

My partner was a deuce of a long time coming. I listened to episodes in the lives of all of those seven children. I took down notes on good remedies for whooping-cough, croup, measles, and all the ills that flesh is heir to—and thanked Heaven we had struck that subject! Finally, my partner, Sam, came. As he drew near I gave him the wink, and, introducing my friend to him, said: 'Now, Mr. Anderson is in town to buy clothing. I have shown him my line, but he feels he ought to look around. Maybe I haven't all the patterns he wants, and if I can get only a part of the order there is no one I'd rather see get the other than you. Whatever the result, you'll bring

Mr. Anderson to my room ((112), when you get through. Show him thoroughly. I'm in no hurry.'

"I let Sam entertain Anderson until I knew my competitor was out of the way. Then I sent a note up to him. In due time he brought the merchant down and soon excused himself.

"That's a mighty nice fellow," said Anderson, 'but my! his goods are dear. Why, his suits are two or three dollars higher than yours. You'll certainly get my bill. I told my partner I believed your house would be all right to buy from.'—SYSTEM.

Ads. and Sales

A recent issue of *Printers' Ink* published the views of several gentlemen on the question, "Can ads. make sales or only prospects?"

The following paragraph was quoted from No. 404 of these first page stories:

"All advertising can do is to interest people and bring them to a store. Then it is 'up to' the organization to make a customer of the individual who responded to the advertisement."

I want to make myself clear about this.

This was a general statement, and as a general statement it is absolutely true.

It was meant to apply particularly to the advertisements of stores—and not to specialized or trade-marked articles.

If I want to buy a pair of garters I am quite likely to go in a store and ask for "The Boston Garter" because the advertisements I have read about it are direct salesmanship advertisements.

The clerk who waits on me does not need to tell me anything about the Boston garter; all that is necessary for him to do, if he wants me to return to his store again for anything, is to wait on me pleasantly and make a good impression by his politeness.

So it is with all specialized articles.

Their advertisements are their own salesmen.

In a great many instances, however, people who respond to advertisements ask salesmen to show them the articles advertised, and in a great many instances, also, if the salesmen are not intelligent and attentive, a sale is not made.

I don't believe that anybody buys anything representing an investment of several dollars without wishing to know more about the article than the advertisement states.

They have been favorably impressed with the advertisement and they will buy, ninety-nine times out of a hundred, if the salesman is both convincing and courteous.

Did you ever hear of a man buying a piano, for instance by walking into a store and saying:

"I saw your advertisement to-day. I want to buy that piano you advertised. Just send it home. Here is my address and here is the check in payment."

Not on your life! He wants to look the piano over—he wants to hear its tone—he wants to be told all about it—then if the salesman is a good salesman and the piano is a good piano, and pleases the customer, the sale is made.

Have I made myself clear?—Wm. C. Freeman, in *The Evening Mail*.

A Travelling Man's Tip

How a Store's Trade was Built up by Giving a Salesman His Chance to Use New Ideas

"Well," said the travelling salesman, in answer to an inquiry, "trade is fairly good, but it would certainly be better if the average retailer had more gumption about him. This is more particularly so in the case of the old fashioned store-keeper. The newer generation, as might be expected, move with the procession, and, as a consequence, achieve better results. If you have the time, I will illustrate my meaning by telling a little experience that chanced under my observation only the other day. The beginning of the affair dates back to last year, but only quite recently have I been in a position to give the conclusions; at least so far as the thing is completed, and that is near enough for my present purpose.

"In the early part of last year, I visited a certain town, and looked up the sporting goods dealer, expecting a fair sized order. Never mind names; let us call the town Snorington, and the dealer Mr. Exclusive.

"Mr. Exclusive was a veteran of the trade. Too much of a veteran, in fact, for not only was he advancing in years, but, which is the important thing, he would not move with the age in which he found himself. I will do him the justice to say that he did not claim to know it all. In this respect he was quite sensible, but he was particular about what he considered his 'dignity.' For that reason, I have here called him Mr. Exclusive. Let me further add that I always found him to be a well posted man, and a gentleman.

"Now, while a firm believer in the 'exclusive store,' that is to say in the store that concentrates upon a given line and works that thoroughly, I have yet to find the 'exclusive business man' that is a success—in any degree, above the ordinary. The exclusive store, as I understand it, aims at getting everything in its line, in the territory that it serves; but Mr. Exclusive is about the last man to work it in that way. Instead of going after things, he stands upon what he is pleased to consider his 'dignity,' and expects things to come his way of their own accord. Of course, they do nothing of the kind, but go, more and more, in the direction of the live man who is beating up business all the time.

"I have been pretty long winded by way of preliminary, I fear. But no matter, it will, perhaps, the better enable you to catch the drift of it all. Now, to my story.

"I called at the Snorington store, as I told you, and was somewhat surprised at not finding Mr. Exclusive in his accustomed place. But Mr. Forward, his assistant, was there. We had known each other for some time in the way of business, and our greeting was cordial.

"Well," I said, "where is Mr. Exclusive? I don't see him around."

"He is back there, in the den," he replied, pointing towards the rear. "Come for an order, I suppose. I fear we shall not be able to oblige you this trip, Mr. Traveller."

"I glanced at the assistant and looked at the store. I quickly drew my own conclusions. You know how it is with us travelling men. We see much, and are, of course, expected to size up matters promptly.

"Business slack?" I queried, sympathetically.

"Yes," was the glum response.

"What's the fault?" I demanded, taking the liberty of an old acquaintance.

"Old man too slow," came the reluctant reply. "I think I might do something to liven matters up, if I were allowed to do a little drumming on the outside. But—"

"Mr. Exclusive, I suppose, fears you would compromise the dignity of the store if you went outside and hustled like others," I insinuated, completing the assistant's unfinished sentence. The fact is, I now knew that I had summed up the situation, before suspected.

"The assistant nodded his head.

"Well, Mr. Forward," I said, "I may tell you in confidence, I've been suspecting as much for some time. Now that I know, perhaps I can help you out, if you will consent to enter into a little conspiracy—for the good of the house, mind you. Can I see Mr. Exclusive? Is he well?"

"Certainly you can see him! He is a little low in spirits, perhaps, but otherwise all right. He will be glad no doubt to see you. Perhaps you might brighten him up a little."

"I'll try to, anyhow. But remember, not a word of what has passed between us. I'm going to appear to Mr. Exclusive in my war paint. I'll make him sit up, I promise you."

"Don't be too violent."

"I'm going to tell him, it's a shame to have a big fellow like you around dawdling away your time in the store when you might be better engaged hustling outside stirring up business as I'm doing."

"The next moment I was comfortably seated in an armchair, facing Mr. Exclusive. We were soon amiably canvassing the situation. It was not long before I saw things coming my way.

"I'm on the road half the time," I said severely, "and I find little is to be done without direct personal effort. You have a strapping big man around, one who seems about right, and you let him eat his heart out in the store, where there is little or nothing doing, when he might be better employed on the outside. The business is here! Why are you not getting it? Others, you say, are cutting in. Why? Because they go after it. As to dignity—. Well, our house does not consider they are losing any of their dignity by my calling upon you, Mr. Exclusive"

"I hope not," returned the dealer smilingly.

"Finally, Mr. Exclusive promised to seriously consider the matter of allowing his assistant to work on the outside. This was enough for me. I rose to take leave.

"Well, I suppose I must give you an order to take away with you," he said.

"No, Mr. Exclusive," I replied, consulting my watch, "I'll have to hustle to catch the next train out. Your store will not run away. Send your order along, when it best suits you. I need not say, the house will fill it with pleasure."

"I may state that the order came along all right and that it was bigger than I expected.

"Now for the conclusion. Old man Exclusive was smart enough to appreciate the situation. I saw him only a week ago, and found him beaming. Mr. Forward, too, was present. He pressed my hand very kindly as he passed me along with the brief assurance, 'everything is O.K.' The account of the outcome I had from Mr. Exclusive himself. He took manifest delight in giving it.

"I find, he said, 'that that man of mine has more in him than I ever gave him credit for.'

"Perhaps you gave him more of an opportunity," I replied, "you know men usually rise with the occasion."

"No doubt," he replied, "but let me tell you, Forward is a corker. I gave my consent to his trying out his scheme late one evening. Next morning, he was out and

hustling. Of course, we had discussed the matter a bit before. Well, he kept at it. I asked for no reports; I just looked at his face, and let it go at that. When he came in looking glum, I knew he was up against it, and when he moved about briskly, I thought maybe he knew best what he was about. Anyhow, I didn't want to interfere, or trouble him. It was up to him, and I'm not a man who believes in fussing—I don't think it dignified.

"The old gentleman blushed as he let slip his favorite expression, and cast a glance in my direction. I reassured him by saying that in such cases it was always best to leave a good man alone.

"Well," proceeded Mr. Exclusive, "I don't know how Forward exactly managed it. He told me all, of course, but somehow I didn't seem to attend. However, he got busy and put in a new series of window displays in which local topics were happily hit off. He started a mailing list of the best dressed men in town and he soon had the curiosity of the better class of trade thoroughly aroused. The rest was easy."

"And how does all this affect the store," I demanded, "getting down to business?"

"We have been doing just twice and one-half times the business and there seems to be a new interest taken in our shop."

"Have a smoke?" He passed me a cigar, and I lit it. 'By the way,' he continued, 'Forward has a nice order

for you. It goes down to my account, of course, but as most of it comes from the new business, I thought he had best hand it to you in person. I understand he has something in particular to say to you. Come to think of it, Mr. Traveller, was that idea of getting out and hustling entirely original with you?"

"Certainly not! To go after business is the recognized up-to-date method. There is no patent upon it, I can assure you."

"Well, the fact is, Mr. Forward has for two years been urging me to let him do that very thing, and he might have been still at it, if you had not jumped in and hurried things along."

"Then you have clearly lost two years of a good thing."

"It looks that way, I admit. I suppose this will end in my having to let Forward in on the ground floor, mused the dealer, as if the idea was not altogether new or unwelcome, to him.

"That you must figure out for yourself. And now, with your permission, I will see what Mr. Forward has to say for himself. An order, you say; and another cigar, I suspect."

"Mr. Exclusive was right. His assistant had an exceedingly nice order for me. I was not equally correct in my own surmise. I expected a cigar—I got a box of 'em and genuine perfectos at that."

Store Arrangement

The interior arrangement of the store is always an important factor in the success of the retail dealer. It is impossible to lay down any specific plan for this purpose, for the reason that conditions are never exactly alike in any two given instances. The dimensions of stores vary considerably in respect to width, depth and elevation. Some are broad and relatively shallow, and some are narrow and deep. Some have a height that will admit of the introduction of the useful balcony feature and others have not. The shape of the store may be irregular; as, for example, at, or nigh, a corner where streets do not intersect at right-angles. Such a form might lend itself splendidly for display, both externally and internally, but clearly it presents a unique problem for interior arrangement, the right answer to which could only be given by one actually upon the spot.

In every particular instance, the interior store arrangement should be such as to best meet the requirements of the concern in occupation. Here again the needs of no two businesses are ever exactly alike, even though both be in the same general line.

Even assuming that two concerns are engaged in practically the same way of business, and occupy stores of exactly the same dimensions, it by no means necessarily follows that the arrangement that is best for the one must be the same for the other. The store having a turn-over of, say, \$100,000 a year, must necessarily be fitted up more elaborately, and in a more crowded way, than another doing only one-half or, maybe, but one-quarter of the same volume of business.

The interior arrangement of the store should be approached as a whole, and from various directions—artistic effect, stock-display, right grouping and convenience. This is not exactly the order of importance to the dealer, but it is given here because it best lends itself to the writer's object, which is the logical development of the subject matter. Before we can read, we must acquire the alphabet. For the purpose of the practical business man, convenience of arrangement will naturally be accorded the first place, though, maybe, never to the entire exclusion of the others—at least it ought not to be so, for there is a point at which convenience (mere physical convenience) can only be obtained at the expense of the

sum of the results, as it appears upon the profit or loss side of the ledger.

Artistic effect and stock display act, and react, upon each other. For this reason, they can be best considered together. But before attempting anything in this connection, let us for a moment turn aside in order to refer to a further consideration which will have to be taken into account, before anything like an orderly and symmetrical interior store arrangement can be so much as contemplated.

The clothing and haberdashery business has several departments. These are not of equal merit or value, in themselves; further, in no two stores does even the same department have precisely the same importance attached to it. In some cases, one or more of these departments are practically unworked; at least, they are not represented on the store space, or in the display, in any substantial way.

Having seen where we stand, and what we have to deal with, we are now in a position to consider the subject of the interior arrangement of the store in something like a logical and consecutive way; and in a fashion that may guide the individual dealer to some practical conclusions having specific bearing upon his own case.

The object of the store is two-fold, viz.: First, to display effectively; second, to sell economically; that is to say, to serve as quickly and as conveniently as possible.

In order to assist the display effect, what may be called the architectural (structural) features of the store must be made the most of. If the dimensions of the store show relative excess of width over depth, have counters on both sides and bring them well forward, so as to admit of deep show cases behind. Use these last for display purposes. Below have shelves, or drawers, or a combination of both, for minor articles. Upon the counters, if any volume of business be done, place deep show cases, of a kind to hold as many different sizes of goods as conveniently containable. In the rear of store, have more deep show cases. Let these reach from floor to ceiling, if possible. These cases might be horizontally divided into lower and superior sections. The lower sections might be either exposed or enclosed, as desired.

A Salesman's Training

The Menial Tasks about the Store and Why They Should be Performed Cheerfully

While it is very true that a clerk has a right to expect some sort of assistance and encouragement from the firm for which he is working, it is still more important that he shall be chock full of self-reliance and of determination to make the best possible for his own uses out of every opportunity that comes his way to learn something.

When anyone, be he young or old, goes into an occupation or enters a calling with any idea of success he has simply got to make up his mind to master the whole string of necessary knowledge and all the side lines that may appear, or he won't make the success of the thing that his natural amount of brain energy indicates as possible for him. A clerk, especially a young clerk, who wants to learn the clothing business to the extent of being able to be a master of it and hold responsible and high-salaried positions, to say nothing of possibly owning a store of his own, can't be too finicky about the work he does in and for the store. He can't be "above" any of the details and menial necessities of the business, if he expects to make a reasonably good thing out of it.

The young fellow who is offended and thinks himself degraded at being told to wash the windows or clean the dust from the top of the ledge, even though he be a high school graduate and can read Latin and do a few other scholarly and desirable stunts in the educational line, needs to sit down somewhere and pinch himself a few times and ask himself "Who am I, anyway?" By the time he thinks out a sensible answer to the question he'll be ready to take the dish of water and the rag and go to work.

Digging the dirt out of the store may be somewhat of a menial and unpleasant occupation, but it has a heap of good training in it. It punches into a young fellow's understanding a few essential facts regarding the seamy side of business, and gets his mind in a state of perfection. Where he may be able to understand better some of the disagreeable features of business doings that he'll run up against if he continues in the work for any number of years.

A rag, a dish of water, some vigorous arm and body exercise and a little sweat if it is a warm day, make a most excellent tonic to brace up the feelings of a young fellow who thinks he didn't come into the store to learn such cheap labor but that he came to learn the "business." Unpacking cases of goods is another good thing in the way of training. Any of you kids who have an idea that because you have heretofore done something else that appeared to be higher up in the scale of occupation, you are therefore not to be expected to do such things need just these ordinary and necessary stunts to set your minds right about "learning the business."

A young fellow I knew made up his mind when he was about 19 that he'd learn the clothing business. He had read and been told about the real business spirit of beginning lowly, so he was willing to hire out in a small general store for about three dollars a week for the first six months. He apparently thought that hit the extreme in low points and that he was going to get behind the counter and sell goods only for a long time to come.

That was before the days of electricity in the little town, and the first job the boss gave him the first morning was to gather the lamps and clean and fill them. That was a tough one for the young man who had been valedictorian at his high school commencement, who had been much sought after by the girls of the town, and who was right then an officer in several of the village societies. That afternoon he was set to stacking boxes of goods in the stockroom in the rear of the store and when night arrived he was too tired to think much about degradation, although the idea was vaguely in his mind that he had been imposed upon, and debased by doing such work when he really came into the store to "learn the business."

During the first week he was given so much work to do washing windows, opening cases of new goods and toteing stuff that he hardly had time to discover that the suits were piled on one end of a counter and the overcoats were in a case at the other end of the store; what was in between was a considerable mystery to him. He began to get grouchy about it and wondered how long it would be before he could begin to "learn the business."

He did have sense enough to stick to his job for nearly a year and thought he saw a good chance for advancement by going to another store in a city of considerable size, where nothing but exclusive lines were sold and he didn't see any chance of having much menial labor to perform. The stock in the new store was so very much larger and more complete that when he got into it he found he didn't know but mighty little about clothing after all, but the thing that broke his heart was being set to straighten up a case the first thing. It was tumbled and twisted with the showing of half a day in a busy season and he sweat down his collar and got pains in his back before the job was done.

Next morning he was pushing a broom and then had to help clear out a window for a new trim, and altogether failed to even have a chance to smile and ask a customer what he wanted. He began to be doubtful whether he had struck the right calling or not and had a considerable amount of resentment against the bosses and the head clerk for putting him at such work. The thing that saved him and enabled him to pocket his pride and put his dignity in the place where it belonged was a letter that came from his father and which he showed to me a long time after.

Somehow his father smelled out that the young man was dissatisfied and possibly ready to be discouraged and make a flunk of the whole thing, so he mailed him a letter of advice that hit the right spot at the right time. He said, "Sam, there is more to learning a business than being able to hand goods over the counter and taking in some money—maybe you have found that out before this, but it is a good thing to keep always in your mind. The windows have got to be washed and the stock has got to be kept clean, and unless you know how to do it and what should be done you will never be able to boss somebody else at the job. There is as much in properly checking a bill and seeing that all invoices are correct as there is in selling a suit for \$20. It has all got to be done by somebody, and nobody who becomes a really good dealer can dodge these things and get out of doing them. Possibly you have found it out before this, but when you run up against something that is mighty disagreeable and which you are expected to do, just go ahead and do it

and get it out of the way as soon as you can. You'll feel better after it is done and the more grace with which you handle such unpleasant duties the sooner you'll get past the place where they will be expected of you and the sooner you will reach the point where you will be more valuable doing something else.

"Sam, make yourself the most valuable clerk in the store, whether you are pushing a broom in the morning or selling in the evening. You'll see why I say this before you touch 25 and you'll do yourself more harm than you can anyone else if you kick and fuss over anything in the way of store work that comes to you. Doing business is a profession and it is growing to be more of a profession every day, and it is just as important to the world as medicine or law. You stick tight, whatever comes."

Lighting the Window

In the current issue of "The Illuminating Engineer," a correspondent has some comments to offer on the lighting of shop windows, in the course of which he points out "how essential it is that any naked filaments, or other bright specks of light such as are liable to distract the attention of the customer from the goods displayed in a shop window, should be avoided. This was insisted upon by many of the authorities who took part in the recent discussion on 'Glare, its Causes and Effects,' before the Illuminating Engineer's Society. The habit of placing naked filaments in the windows, it was added, is not confined to any one city, and is all too prevalent." Referring to models of illuminated shop windows shown at the recent exhibition in Berlin, in which this fault was conspicuous by its absence, it is pointed out that in each case there was nothing between the eye of the onlooker and the goods to distract his attention.

The illumination was provided by sources out of the direct range of vision, the sole object being to flood the window with a diffused and powerful illumination. "Another feature of interest was the depth of the windows employed. This is very conducive to an effective display. When the goods are pressed close up against the glass of the window it is not only exceedingly difficult to produce any really artistic effect, owing to the absence of perspective, but there are also difficulties in the lighting. In such cases, for example, we are often practically restricted to the method of using powerful lights outside the window, and even if these are screened in such a way as to reduce the possibility of glare to a minimum, it is still difficult to illuminate the window satisfactorily and to avoid the reflection of the bright source in the glass." In the windows shown at Berlin, no attempt was made "to crowd every possible kind of article that may be inside into the windows—in short, to make them catalogues of goods. On the contrary, the idea was to make a window a pleasing and well-composed picture, calculated to arrest the eye of the passer-by. The window contained comparatively few articles, but such things as it did contain were carefully arranged.

"The prospective customer is not expected to make up his mind what he wants before he enters. He may derive inspiration from the window, but the latter is understood to be merely suggestive, and he is quite free to enter and look about without feeling pledged to buy anything. It need hardly be said that once this idea that the window is to be a picture is grasped, the possibilities of clever arrangement and judicious lighting become manifest; both factors go hand in hand. For example, the color scheme offers endless opportunities for those gifted with taste, and so does the distribution of objects of different shapes, sizes, and qualities of surface, so as to make an artistic whole.

Well, Sam did stick after he got that letter, and although he had some growls to make and couldn't always see where he was getting any good out of what he was doing, he found out that his old father was right, for he has become one of the best dealers in the district and now has a business that makes his former places of employment look exactly like 30 cents.

You young fellows who have a hunch that you are not doing just the grade of work that belongs to you, might think a little about Sam. Nobody is setting you about tasks for the purpose of degrading you or keeping you down, and nobody but yourself gives even so much as a thought to the task in your hands, for everybody who knows you knows the impossibility of responsible position until you have mastered the details of work that come before it.

"It is still a common thing to see all colors jumbled together, irrespective of the possibility of clashing, and only the gifted few know how to exercise the necessary restraint. Some of the most striking effects are produced by using a few shades only and by striking a powerful dominant color-note. Directly we begin to consider the question of color, too, we are faced with the well-known influence of artificial light on the daylight appearance of colored objects. Owing to the difference in the spectral composition of daylight and artificial illuminants, a color-scheme which appears specially attractive by day may quite lose its effectiveness by night and vice versa. In such cases, it is, therefore, essential to select an illuminant which approaches daylight in composition.

"It is possible, however, that the use of concealed lights of different colors in the window may serve as a powerful weapon, just as in the case of the stage. The fact of the quality and intensity of artificial illumination being so fully under control is an advantage when the light is wisely used. In addition to the deliberate selection of colors, the appearance of a window may demand a certain distribution of light, depending on the kind of goods exhibited. In a deep window, for example, it may be well to remember that it is naturally more difficult to see detail at this distance. In some cases it may be well to accentuate the illumination in the background, and to place there only the larger and more easily perceived articles.

"In any window the object in view should, of course, be clearly borne in mind in arranging the illumination. As a rule, it is probably desired to exhibit all the articles on show with equal prominence, and in this case one would suppose that a more or less uniform system of illumination would be needed. But in other cases it sometimes may be intended to make one special group of goods the dominant attraction, and the illumination should then be concentrated in such a manner as to assist this impression, and to lead the eye naturally in the desired direction. A special device for window lighting which is not without interest is an arrangement described in a recent number of 'The Illuminating Engineer,' of New York. It consists of a reflector of a shape requisite to throw the light downward and backward into the window, but having its longest side (facing the street) plane. The reflector is made of opal glass stained to an opaque tint on the outside, with the exception of the plane face; upon this a single letter is stencilled. By placing a row of such letters side by side any word can be formed. The use of this fitting also provides an easy way of placing sources of light inside the window and in view of the customer, without dazzling the eye of any one looking in."

The Clerks Who Talk

How Gossiping Among the Store Staff Wastes Time and Some Instances of It

You know every town has characters which become town by-words. Such people are never mentioned without provoking smiles or imprecations, according to the characteristics of the person named. Some of these characters are always lobbing up in our minds—that is, the minds of those of us who were fortunate or unfortunate enough to be born and raised in a town of 5,000 or less.

In the town where I was raised was one young fellow known as "Gabby," for the reason that his mouth was always on the move. It was as impossible for him to be still as for a katydid to shut up at night. More than that Gabby was in everybody's porridge dish. Nothing was going on that Gabby didn't know about and have his say concerning. Gabby is still alive in the same old town and probably a good share of the youngsters of to-day don't know what his real name is.

What I am getting at is that there are too many Gabbys behind the counters and at the desks of retail stores everywhere. I came across one recently and no sooner did I hear her (it was a young woman) begin to cackle than I thought of Gabby and his infernal and incessant talking. My first introduction was in hearing her shout from her cash desk the full length of the store for some information about a check that a clerk had just sent up to her. She attracted the attention of every shopper and clerk on the floor and actually stopped business for the time.

It wasn't two minutes before she was visiting with a young woman attending a counter near her desk, and the talk was so loud as to attract attention again. During the lulls of making change—it was not a large store—she was supposed to be making out statements for mailing, but she was in reality doing more visiting with the people about her. She seemed to be capable of giving fair attention to the work in hand while she kept on talking in a very loud voice.

To hear her talk brought back old times and also inclined me to do a little philosophy work on my own account, so I went to that store several times thereafter just to hear her loud and somewhat boisterous talk. It was of the kind that always attracts attention from the customers and she would have made a most excellent street crier, but that wasn't what I listened for.

Twice out of the five times she was fairly silent, and I got no returns for my observations; the other three times she was talking almost incessantly to someone in the store. I caught on to the difference—or the cause of the difference. The boss was out on those two occasions. But when he was there it was impossible for her to close her clack entirely.

What of it?

The worst part of the offence was that it was committed in its grossness when the boss was not there to hear and see, and undoubtedly he was unaware of the extent of the talking while he was away. Now, I've worked in a good many stores and been up against some queer rules and some queerer bosses of various kinds, but I never found it up to me to cut any serious tricks while the boss was away that I didn't dare try while he was there and ready to see and hear. And there's nothing awfully remarkable about my clerking ability, either.

If a clerk is given to doing something when the boss is not in the store that he or she is afraid to try while the boss is on duty, it is very plain to any observer that the clerk well knows the thing is neither orthodox, according to any rule of the store, or right in any particular. That

ought to be enough for any fair-minded clerk to think about when infringing some of the simple and unwritten rules of a store. The clerk who doesn't observe the square action is undoubtedly utterly oblivious of his or her own best interests, to say nothing of the good of the store.

That employe who talked so incessantly and loudly was not exactly unique, either. There are scores of clerks of the same inclination to "gab." They have a faculty of not only disturbing their own work but of keeping other clerks and customers who may be in the store distracted and unable to do the real business on their hands and minds.

When you come to think about it, it's a foolish thing to do, isn't it? For instance, here are 10 clerks in a store—five of them waiting upon five customers and enough work to keep the other five busy if they set themselves at it. One of the unoccupied five shouts up the length of an aisle something intended for the clerk farthest away. Everybody looks up and everybody humanly inclines one ear to listen to what is said. To listen is more or less natural, whether or not we intend to do so.

Every customer has attention taken from the goods and every clerk, no matter how hard he may struggle against it, loses some prestige with the customer because of the interruption. Sales can not help but be lost as a more or less direct result of such distraction of attention. It costs the store not only time but a good many sales to have such things going on. More than that, the thing develops into a habit which nobody thinks about and which is to be observed and commented upon by outsiders rather than the store people—as I observed and am commenting upon it now, only the general public will make little effort to excuse anything reprehensible in the conduct of store people.

Fully aware, from experience, that it is impossible for a body of red-blooded clerks to keep from some visiting and some talking back and forth, I also know that every last one of them in the average store ought to have sense enough to know where to draw the line on gab—where to withhold and where to cease entirely. Matters relating to the business and the store work very seldom have to be shouted over and batted forward and backward the length of a store or across from one counter to another. The more quietly such things are accomplished the less attention they will attract from customers and the less public comment there will be.

As for straight, plain visiting, if you will cut it out to the smallest extent and do practically none of it when there are customers about, you'll find that your sales and the sales of the other clerks will increase considerably in the course of a month. And if you have any visiting that can't possibly wait, don't be fools enough to do it so people who have really no concern in you can hear it at all.

That isn't because the boss doesn't want you to do it, but it is because your own common business sense ought to dictate against such conduct. A store isn't a kindergarten, and when I run across one that has a lot of printed "rules" of conduct with a "thou shalt" and "thou shalt not" attached to it makes me feel as though that store had a lot of fool people working in it who didn't have either the sense of a horse or the breeding of a good pup, or the boss wouldn't think it necessary to print a lot of formulas for conduct.

There is a difference between reasonable talk and plain gab. Don't gab.

Fur=Felt Hats

Few people are aware of the primary components of a felt hat, and still fewer of the manifold processes to which this article is subjected before being handed to the public, and to supply a little knowledge on this interesting subject is the object of this short article.

Our space is too short to trace a hat back to the rabbits in the fields—hare, musk rat, beaver, and other of their kin keenly sought by fur felt makers; suffice it to say that the skins on receipt are dried, sorted, and cut, processes leading to the sorting of the fur and the treatment to give it life and facilitate its felting properties. Each of these operations calls for skilled and experienced supervision, for the slightest mistreatment in any one department renders the fur absolutely useless.

The prepared fur is now stored in cellars where the temperature is always evenly maintained. It is neither hot nor cold, damp nor dry, fresh nor clean; in fact, it is only ideal. On every side are racks upon racks of neatly arranged brown paper bags, each carefully labelled, and containing exactly five pounds of one species or another.

On leaving the cellars the fur is weighed, blended, and then cleaned. The clearing, or cleaning operation, is repeated time after time until the slightest suspicion of any foreign element is removed.

The fur is then once more carefully weighed out, this time in the requisite quantities for each individual

hat. It is then blown by a tremendous draught of air, accompanied by a plentiful shower of water, on to a revolving cone, forming at the same time a large thin felt body. This body is now handed on to other workmen, who rub and roll it—i.e., “plank” the body—until it felts into the desired size. The body is then successively cleaned, dried, singed, shaved, blocked, proofed, dyed, and then dried again.

The body is then stored, to allow it to fill out, or mature, in great piles, each carefully arranged according to color, size, and quality. From the storeroom they are passed on to the shaping, finishing, framing, binding, banding, leathering, packing, and casing departments. Each in turn has its own branches, such as band-making, printing, box-making, case-making, etc., comprising artisans of innumerable trades.

In the process of manufacture, which for better grade hats is confined entirely to hand work, a slip in any one operation can render the hat useless. It may therefore be imagined what minute attention is paid to the goods at every turn, for the axiom of the best grade hat manufacturers in that it is better to expend one's energy on inspection at every stage than to finish a hat which in the end will either be rejected or pass into the hands of some unsuspecting customer, who will soon locate the trouble, but not so soon forget the source.

Women and Trousers

When the Kansas woman addressed a letter to the Attorney-General of the state asking him if there was any law forbidding her wearing trousers, the matter caused considerable comment. The woman was a plain, sensible person, who worked hard to support herself and children on a small farm, and in this employment she found skirts incumbering and awkward. She decided that she could wear trousers with comfort and convenience, provided the law would permit.

There is something fine about this Kansas woman's position. She did not simper and treat the subject frivolously, but went straight to the point. There is no hint of immodesty or “mannishness” about the proposition, and it certainly is not a joke with her. And it is gratifying to note that the Attorney-General assured her that she could wear trousers if she cared to do so without offence either legal or ethical.

Civilization, among other things, has made us slaves of sartorial custom. We wear conventional clothing as a voluntary concession to what we deem the proprieties, but in reality we are hopelessly obsessed with the fear of criticism. To be sure, we vary the quality and the designs of articles of apparel, but fundamentally we cling to the same set rules of habiliments which our fathers and grandfathers inherited. The absurdity of custom is illustrated in many forms, but it is particularly conspicuous in matters of dress. A woman, for instance, will wear a dinner gown cut alarmingly low fore and aft, with a train that drags behind like a comet's tail. At the seashore this same woman will wear a bathing suit that exposes the nether limbs to the knees, but carefully covers the throat and shoulders. A gentleman hesitates, often, to appear in his shirt sleeves in the bosom of his family, but when out bathing he will don a one-piece garment that is a disgrace to decency.

Why should not women wear trousers? In the Orient women wear trousers and men wear skirts. There is nothing immodest about trousers that should make them appropriate for men and inappropriate for women. Certainly some of the gowns of the present day are more shocking in their revelations than trousers could possibly

be. Of course men's attire does not hold many possibilities for decorative effect, and for this reason if for no other it will probably never become generally popular for feminine wear. But when a woman has the nerve, the energy, and the independence to work a farm, she certainly is entitled to assume the livery of the head of the house.—Kansas City Journal.

Colors and Moods

Is your mind a triangle, a double triangle, a square, a circle, or a key to the infinite?

If you don't know the answer, only Mrs. Adele Marse Rique can tell you, for the tall and stately person who answers to that very Gallic cognomen—pronounced in two syllables, like a very American drink—is the counsellor and speculator of the latest thing in cults or occults—the temple of universal freedom. If you are a triangle, you think only of three things—food, clothing and shelter. If a double triangle, you have aspirations for higher things, but they cross your more primitive instincts, instead of being harmonious with them, as in the case of human squares and circles.

The high priestess of the new “ism” to attract public attention thinks that a law of attraction and repulsion is merely one of smelling.

“But clean people don't smell,” was suggested.

“Oh yes, they do,” affirmed the exponent of odorology. “Each individual has a personal color which is strongest in moments of great happiness or great danger. At these times the 600,000,000 air cells of the body are thrown wide open and the personal exhalation is most manifest.

“Every human being has not only a personal smell, but also should select a personal perfume, a personal color and a personal flower.

“Certain people should require certain colors,” continued the odorologist, earnestly, “and you can bring about certain moods in yourself or drive others away by changing your gown to one of another shade.”

Business Notes

Items that Show what Live Manufacturers are Doing to Improve Trade

"It was just an ordinary little thought that originated our collar case," said Mr. P. J. Brennan, of the "Brennan" Cylinder Collar Case Company, while discussing the "Clothier and Haberdasher," its merits and value as an advertising media, with us the other day. "One day, one of our old cases became broken. Naturally, our first impulse was to replace it, when the thought occurred to us: Wouldn't it be possible to design a better case—one perfectly round, in one seamless piece, about three feet long? It would certainly prove of great advantage. We knew of a glass blower, an expert in his line, and consulted him. He experimented and succeeded; and to-day, almost wherever you go, you'll find the up-to-date haberdasher, who knows and appreciates the drawing power of our cases, is displaying one or two outside his door, with, perhaps, as many inside, for inside displays. Next year we intend introducing them more extensively in the United States. Our campaign in your publication is proving most pleasing. We consider it one of our best medias."

Wolsey Underwear

"Wolsey Pure All Wool Unshrinkable Underwear" is sold in every city throughout the world and because of its reliability and excellence is recognized and appreciated. This reputation, so well deserved, is enhanced in haberdashery circles owing to the quality of the goods which have steadily grown in the estimation of the trade. Practical haberdashers (experts in other words) who have really to determine the selection of the best products in order to procure best results, pay the highest tribute to the all round qualities of "Wolsey Underwear" and in this connection the latest personage to recognize the quality of these goods is Captain Scott, his officers and crew, who, in the present expedition to the South Pole, are equipped from head to foot with "Wolsey Underwear." There is, after all, a reason why a concern and its products win a special reputation and it is invariably found in the production of values. This is specially true of "Wolsey Underwear," the production of which is in the hands of specialists—men equipped with technical knowledge and experience to satisfy the exact requirements of the trade.

Silver Brand Collars

Geo. P. Ide & Co., Troy, N.Y., makers of Silver Brand Collars, ran recently a three-quarter-page ad. in the Saturday Evening Post for the week, advertising their new Halley style in two heights, the Halley 2 $\frac{1}{8}$ inches, and the Comet 2 $\frac{3}{8}$ inches.

Geo. P. Ide & Co. said in this circular, in part: Our plans for the year 1910 are to give Silver Brand Collars a wider and more effective publicity than they have had in the past. Silver collar dealers know that the purpose of this house has always been to advertise consistently and persistently, that each succeeding season we have advertised more and more extensively and with continuously increasing results. We are now determined to enlarge our publicity plans through the use of the leading magazines which will secure for Silver Brand Collars the great possible publicity and give them still greater national reputation.

The argument of the firm's three-quarter page in the Saturday Evening Post of the week includes the follow-

ing: The style can be copied, but not the button holes. Consider a moment and you'll see that in collars the style, fit and comfort depend on having strong, sound button holes. No matter how good the collar may be in every other particular, once a button hole is stretched or broken, you have a gaping, slovenly, ill-fitting collar.

Look at the Linocord buttonhole, it's made with an eyelet like the buttonhole in your coat, hence is pliable, easy to put on and off. It is reinforced all around with a stout linen cord, which makes it so strong it can't possibly stretch or break, even with the largest or longest wear, therefore, your collar will always fit and look as the designer intended it should. Now look at an ordinary button hole, a mere slit in the cloth—stiff, unyielding, hard to button and unbutton and certain to break after the collar had been worn a few times, then you have your choice of looking ill-groomed or throwing away an otherwise wearable collar.

Only Silver Brand Collars have linocord endless buttonholes.

They also invite readers to send for "What's What," which they describe as follows: The latest word in men's fashions. It embodies the dicta of the foremost fashion authorities with reference to every item to men's apparel. It not only tells what to wear but also what not to wear. Fully illustrated. Invaluable for reference. Yours for the asking.

Selecting Stock

Carefulness and good judgment in the selection of stock can place a store in a position to do as much business as a rival with at least a third more goods bought with less care and good taste. The store with the enormous stock is not always or necessarily the store where the greatest profit is made, or where the best results can be shown at the end of the year. The retailer who has the ability to discern and understand the wants of his public and carry on a minimum of buying to fill those wants is a dealer indeed. If he can keep his stock low and at the same time keep the goods that are really needed, he is on the way to a broad success. We often see where a small store is making more money than a much larger one in the same town, simply because the owner of the smaller place is always on the alert and always looking for the thing his customers will buy, aiming to keep his stock fresh and something going all the time. His difficulties come when he attempts to slight his buying and pay less attention to it while he pays more attention to other things that seem to have piled upon him all at once. Careful buying may become a habit that can not be shaken. By that is not meant parsimonious buying—the kind that shuts down on goods at just the time when they are needed. The man who buys carefully would prefer to pay a small percentage more to select the makes of guns he is to carry in stock rather than take a job lot—and he'll prove before a season is over that his judgment in so doing was most excellent. It is not that so many are needed for a store, but it is that the number needed shall be the best of their kind. It is not that a store can sell 20 articles so much as it is that it can sell 20 articles of the best make for its trade in a minimum of time and have shelves empty for something newer or better. Careful buying and careful selection, even though they consume time, are far more important than offhand buying and constant thumbing of bills.

Follow-up Letters

(Sartorial World, Chicago)

Tailoring Publication Makes Suggestion for Development of New Business for Stores

The tailor who has been persuaded of the importance of advertising, will very early discover that he can only advertise effectively by means of each of several methods; and he will use these methods in good time, adjusting his advertising force to the circumstances and the occasion. Among the best means of acquiring new custom is that of the follow-up letter system.

This is a system of appealing, especially effective with those who have not before been regular patrons of merchant tailoring, to men by means of a series of typewritten or mimeographed letters, each one setting forth, and in stronger and stronger ways, the advantage of patronizing the man who makes clothes for their individual wearers. The first letter is sent out, and then, after a wait of a few days, the second one is despatched; and so on till the man written yields, or till it is evident that he will not become a patron, when he is given up.

The statement in a previous article, that all follow-up letters, that is, a whole series, should be written, stamped, and put in envelopes during a dull season, is important to be remembered. When this has been done, and the different letters, such as first, second and third, have been stored away in separate boxes, you are ready to post them when it is in order. You take out each name as an answer is received, and by the use of a simple card system you know just where you are. Dump the letters in the mail box, and the first letter work is at an end.

How to write the first of a series of follow-up letter, say to a man who had not before been known as a wearer, of merchant tailored clothes, is the subject here. It is a difficult matter for many; they do not know how to go about it. The first requisite, is *to have something to say*, the second is *to have the power to say that something effectively*, and the third, and last, is to know the relation of brevity to force.

Suppose you write as follows, after putting in the name:

Dear Sir:—As a wearer of good clothes we take it that you want the best clothes you can afford; that is, clothes which, whatever their price, will pay for themselves by their effect upon the fortunes of your life. We do not know if you patronize merchant tailoring, but we are convinced that if you do not, it is because the advantages of merchant tailored clothes have not yet been pointed out to you.

The wearer of merchant tailored clothes has a confidence in his appearance which the wearer of imitations can never have, as he knows that his clothes were made for his figure and his personality, and have a character in harmony with these. He literally lives up to his dress, and the effect upon his manner and appearance is marked and peculiar. The cost is not to be considered; for not only is that slightly, if anything, in excess of that of the imitations, but the returns from the investment, as just stated, more than make up for any difference.

Let us make one suit of clothes for you; clothes made so that they are a part of you; clothes which "bring you out"; and then watch the effect in your life, your profession, or your business. You will find that you have more confidence, more power, more of that subtle something which we call force. Good clothes help you to succeed.

Don't blame the world for judging you by your clothes; is not that the way you judge other men? Let us make for you a suit of clothes, and put you beyond your own criticism, as well as that of others, and help you to make things what you wish them to be.

An early call would be best.

Very truly yours,

This letter is merely a suggestion. Improve upon it if you can. Make something with an appeal in it. The man in the street must be approached in such a way that he will have to stop and pay attention.

Business with Canada

Mr. G. F. Williams, who was until recently the Western Canadian representative of Messrs. Marshall, Field and Co., and who is at present on a visit to England "prospecting," had some rather interesting facts to give a representative of Men's Wear (London) who was granted an interview recently. Mr. Williams has been in America for the last 20 years, although he is a native of this country, and he was the first representative of Marshall, Field's to penetrate Western Canada. He is thus fully alive to the possibilities and requirements of the country, and the knowledge rather leads him to speak with a blend of enthusiasm and optimism, peculiarly the property of our trans-Atlantic cousins, when they have consciously got hold of a "good thing."

Of course, a very big business is done in men's goods, and Mr. Williams thinks it a great pity that this trade is not more in the hands of the Britishers instead of being, as it is, confined chiefly to the United States. The reason for this is not far to seek, and is easily to be remedied.

"British goods have a splendid reputation over there for quality," our representative was informed, "but they're not the right goods."

It is quite reasonable that the British Columbians should have a fashion of their own if they choose, and they do choose. They earn, as a rule, wages that in England would be thought exceedingly high, and they do not mind paying high prices for their goods, if they are suit-

able. But—Mr. Williams instanced the case of working men's shirts—the British manufacturer has nothing to offer to meet the demand. If he found out exactly what was wanted, he might easily capture, thinks Mr. Williams, a great part of the business that at present belongs to the United States.

British manufacturers can make as cheaply, or even more cheaply, than they can in the States, and, in regard to tariff rates, we on this side have a preference.

Mr. Williams is a strong believer in colonial preference. Such a scheme would, he believes, knit the Empire much more closely together, and be of immense mutual value.

Referring back to the requirements of Western Canada, Mr. Williams said that besides the working-class end of the business, a good big trade was done in finer goods. But these, too, needed to be made to suit the country, English fashions and materials being far from the styles adopted out there. They had a quarrel also with our method of putting up such goods as shirts. In the States they went to great trouble to pack goods in the most convenient and attractive manner, while we bundled them together with very little regard for their appearance at the other end. A few pence extra to provide a separate cardboard box or envelope for each shirt, and similar provisions in other cases, would, he was convinced, do a great deal to popularise English goods.

Manufacturer to Consumer

(Textile Manufacturers' Journal)

Interesting Experiment tried by American Firm in Identifying Men's Wear Fabrics

An interesting experiment is being made by an American firm, selling agents of men's wear fabrics, by which it is hoped to identify the fabrics sold through this house with the ultimate consumer. Many objections have been made in the past regarding the feasibility of linking the name of the manufacturer of piece goods with that of the wholesale and retail clothier and down to the consumer. The principal trouble that has been experienced has been the refusal of the manufacturing clothier to put any labels other than his own upon the suits which he sells. It is hoped to overcome this objection in the present case by asking the clothier to sew on a button in an inconspicuous place on the inside of the trousers which will be in the nature of a trade-mark and which will be supplied to all who will sign an agreement to use it only on these fabrics. It is acknowledged that the idea is unique and the device seems ingenious. It remains to be seen whether the clothier will agree to place what he may regard as labels upon clothing, especially if this clothing has already received consumer publicity through his own efforts.

Other innovations are planned for in connection with this identification campaign, primarily the consumer advertising which is to begin next spring in the Saturday Evening Post and other national periodicals, which is designed to familiarize the consumer with all-wool suits and overcoats. It is also guaranteed that every yard of cloth will be all wool, neither cotton nor shoddy being used, and these cloths for spring, 1911, will be delivered to the clothier thoroughly water shrunk, with a guarantee on the part of the sponger that they will not shrink further, either in process of manufacture or when worn in the finished garment. It is also planned to furnish clothing manufacturers with a gummed label guaranteeing the cloth, which can be pasted upon samples of the manufacturer so that the retailer can recognize the fabrics.

A unique booklet has just been issued entitled "Button, Button, who's got the Button?" This booklet is illustrated with telling cuts, the outside page being a representation of the button and its application to trousers. It is impossible to give a reproduction of the entire booklet, but we append certain excerpts which may prove interesting to our readers:

I. The Retailer.

II. The Clothing Manufacturer.

III. The weaver of Cloth.

"This chain is only as strong as its weakest link."

"It is time the three factors got together and pulled together."

This comment was made recently by an important clothing manufacturer while talking with a representative of the firm.

The retailer who actually distributes the \$600,000,000 worth of ready-made clothing consumed annually in this country has made his link in the chain substantially secure.

By guaranteeing to his customers complete satisfaction with every purchase he has inspired confidence in his offerings, and there is never any quibble or argument in a retail store when a customer comes with a complaint. The customer alone decides the terms of adjustment.

There are some clothing manufacturers in close touch with the retailer who have adopted similar methods.

They meet the retailer the full distance when there is apparent cause for complaint.

There are others, however, who express in stereotyped phrases their astonishment when their merchandise is unfavorably criticized.

So the clothing manufacturer's link in the chain isn't quite as strongly welded as is the retailer's link.

The weakest link in the chain has been heretofore the one of which the firm is a part.

The cloth weaver has in the past assumed the attitude that his responsibility ceases when the cloth reaches the cutting table.

The firm have torn away from the traditions—they have guaranteed their fabrics to give satisfactory service to the wearer of the finished garment.

They will advertise nationally to this effect, so that in the future any retailer or clothing manufacturer who sells garments made of these all-wool fabrics will know that, whatever happens, the house hold themselves responsible.

To identify a cloth in a finished garment has been a serious problem. There are enough labels already. A name in the selvage or stamped on the cloth would be lost to sight in a made-up garment.

A button has been adopted as the mark to identify the fabrics in suits and overcoats—a single button in each garment, inconspicuous but easily found.

The right to place the all-wool button will be granted to the clothing manufacturer who purchases the all-wool fabrics. But the all-wool button will only be issued to those who will sign an agreement to place it exclusively on garments made of the firm's all-wool fabrics.

The slogan in the firm's national advertising will be: "Button, Button who's got the Button?" And the obvious connection between national and local advertising will be for the clothing manufacturer and the retailer to adopt as their slogan in their own advertising:

"Button, Button, we've got the Button."

Advertising has done more to standardize merchandise than any other business force.

The manufacturer who is sufficiently proud of his product to identify it and sign it with his own name has a feeling of responsibility—a moral stimulus—which is lacking in the other type of manufacturer who ceases to be identified with his product when it leaves his factory. The concern fully realize this condition, and it will be their one ambition to produce only such merchandise as will be a credit to their name.

Picking Up Salesmen

The young man who helps this season may be apparently the slowest of the lot of new ones, yet a man trained in picking new helpers can see that every business detail is soaking into the young fellow and the thing he is told to do to-day doesn't have to be repeated to him to-morrow, however slow he may be in his motions at present. He may not be quick-witted and lively and here and there and everywhere, but he is taking a hold on the business like a puppy hanging to a root and that which he learns is there to remain. He is a coming merchant, while the lively young man full of laugh and pleasant speeches may make the customers laugh, although they do not buy the goods.

Tennis Costumes

The Attire of English Athletes Who Won Championships and Points to be Observed

The advance of the summer months is having a decided effect on clothing worn at many of the open-air sports and pastimes, says M.A.P., and the present season, which has been a remarkable one in the history of dress in many ways, is not to be allowed to pass without its novel as well as its sombre features.

For instance, the tennis world is keenly interested in the attempt to revive the style of men's garments inaugurated by the Hon. N. S. Lytton and worn by him when contesting the amateur championship. This dress consists of white breeches fastening closely just below the knee by means of a garter, but provided with ample length over the knee and not fitting too closely at that part, white stockings, and the usual tennis shoes.

Instead of the flannel shirt, as worn by such players as Mr. Miles, who eventually won the championship, and Major A. Cooper Key, who was in the semi-final, the Hon. N. S. Lytton wears a short-sleeved, low-necked jersey, and round his waist he dons a dark silk sash, which provides a picturesque contrast to the rest of his dress.

Although he was unable to carry his new style of dress to victory on this occasion, yet the fact that he only succumbed to one who has held the championship nine times in the last twelve years shows that his new fashion was rather a help than a hindrance.

The dress of the other semi-finalists provides a good guide to the outfit of a gentleman for tennis. Two of these were attired in all white, without sash or belt at the waist, one wore grey flannel trousers and white shirt. The winner wore white flannel trousers and shirt and a belt at the waist.

The latter item is a feature in the dress of many tennis players and the most popular style of belt is of one made of drab or green leather, though the striped elastic belt still finds many patrons, as, for instance, Mr. F. W. Rahe, the celebrated German player.

The pocket accommodation of a tennis suit is often a problem, and it is rather remarkable that the breast pocket should have well-nigh disappeared from the shirt. Most of the players content themselves with the ordinary side pockets in the trousers, but this is a point upon which the Hon. N. S. Lytton has different opinions, for he has had cross or top pockets put in his breeches, and it must be confessed these are neater and safer.

Mr. C. E. Tatham, who was one of the semi-finalists for the championship, has a small flap pocket put in the top of his trousers on the right side in addition to the ordinary side pockets; whilst some others have a flap pocket put in behind in which to carry their cash, etc.

Nearly all tennis players wear the shirt unfastened at the neck, which indicates the unsuitability of the close-fitting neck for play, and acknowledges the utility of the low neck jersey worn by the Hon. N. S. Lytton.

In like manner, they all turn their shirt sleeves up above the elbow, which shows the sensibility of the short-sleeved jersey; but whether utility alone will suffice to popularize the new style is an open question for tennis players have become so accustomed to the wearing of floppy trousers around their ankles and wide sleeves round their arms, that they would almost feel unclothed in the neater breeches, stockings, and short sleeve jersey of the new style.

Tuxedo vs. Full Dress

When the subject "Tuxedo vs. Full Dress" was brought forward recently at the second day's session of the convention of the National Association of Masters

of Dancing, in New York, some of the feminine dancing teachers, who naturally were not particularly interested, nudged conveniently situated men to their feet in protest against such a waisting of time. But those who introduced the topic were serious, and for a time they had their way. Everybody grew quite heated for such a warm day.

"This is nothing to lay on the table," roared a maestro from beyond the Mississippi. "This is a matter that ought to be settled right now. I gave a dance, and some come in full dress and some in Tuxedos, and then what do I do? I could have all the Tuxedo wearers put out, and then, perhaps, I'd find that the men in full dress should have been ejected—of course, I'm speaking figuratively. But there ought to be a set standard."

"There is a set standard," observed a New England teacher mildly.

"Of course there is. There's no need for discussion," said an instructor from up the state. "Evening dress for all formal occasions. Tuxedos for occasions not formal. It's this way: You get a note, 'You are hereby invited to a dance at such-and-such a place on Friday evening. Don't dress.' Then you wear your Tuxedo. See? Otherwise it's formal, and you put on your full dress. If you wear a Tuxedo, don't wear a white tie; that's very bad."

"Nor a red one," came a voice from the rear.

"Certainly not! Black always. Don't forget that. And white with full dress. When you see it the wrong way, you know the wearer is not *de trop*—should I say, *au fait*?"

"Let us leave it all to a committee to decide," suggested a tall professor from Chicago. "This is waste of time. I came here for work, not for talk, and I suppose most of you feel the same way about it."

He sat down, stroking his long beard, amid great applause. The committee of adjustment was appointed forthwith.



BATHING SUITS

A New Model made in one piece, which is becoming very popular

Chantecler

How the Fad has affected Men's Wear Lines—The Craze Likely to Die Out Shortly

We are visibly reminded of the fact that "life is one —!! thing after another." Stop and think for a moment of one of the visitations which the country has had within a short time, namely the vogue of the various chantecler articles. It was but a passing flight of fancy—that the various chantecler offerings by the manufacturers of women's wear were certainly fancy and some people would call their designers "flighty."

However, in the United States we are nothing, if not stylish and if those who preside over the destinies of the trend of fashion decree that we wear a more or less death-like impression of the usual cold-storage "broiler," come what may, we wear it—until we awake from our spell and cast the torment from us.

Rostand probably did not figure on the terrible afflictions which would be imposed on a poor, defenseless people when he wrote his impressionistic tale of the barnyard. If he had, it is hard to think that he would have allowed the tale to escape and permit us to be burdened with the aftermath of a popular theme, which can be twisted into wearing apparel.

Hosiery manufacturers, in certain lines of goods were among the early offerers of chantecler novelties. Such designs; such colorings; you all know how the offerings ran the gamut of the emotions and how some of the emotions were even too weak to stand the sight of a few of the most spectacular efforts of the designers. Some were plain black with embroidered designs, and some were red with and without designs. One was especially fiendish, being a shade supposed to be

the same as the comb of the barnyard Romeo, and embroidered on it in gold thread were representations of a lord of the barnyard rampant, these continuing for half the length of the hose. There were others, yea, many of them just as good or as bad, as you view the taste.

The chantecler vogue did work to some advantage however. Hear the views of a representative of one of the largest jobbers of high-grade hosiery in the country. "We have had a good sale of chantecler hosiery of various kinds for the simple reason we figured out that the vogue would be comparatively short and for that reason we started early and hammered the trade as hard as we could. We did not buy more goods than we thought we could handle and now that the vogue of that particular fad seems on its last legs, we are pretty well cleaned out. It was a good thing for those who had reds encumbering their hosiery stocks, as no matter what shade of red they happened to be, call them chantecler and you could sell them. As a consequence we have cleared out our reds, which had been slow and not banking too heavily on the duration of the fad, we have only a small stock left and will clean them out before the final death struggle of the novelty. Dead? No, I would hardly say the novelty is dead just yet, but I do think it is approaching the final dissolution."

If the run of chantecler goods is approaching the end there probably will be few to mourn, except those who are usually unfortunate enough to get abroad just in time to be too late. When the end is reached we will prepare for the next novelty and hope it will be a little more sensible than this one.

Orange Red Underwear

Theories advanced regarding the use of colored underclothing to repel the heat in the tropics have been dispelled by a report made by the army board for the study of tropical diseases in the Philippines.

Much to the satisfaction of the men themselves, the orange-red underwear is to be waved aside, tests covering a year's time having demonstrated that underwear of this color, which is highly regarded in India, is not suited to the islands.

An "underwear squad" was organized by Captain James M. Phelan of the medical corps for the purpose of the test. Half of the men wore the white underwear which has been the army standard. The other half wore garments of orange red of a model fixed upon by the surgeon-general's department after investigating the practice followed in the British army.

The members of this "underwear squad" were weighed at regular intervals, and at regular intervals their blood pressure was measured. Thermometers were tucked under their arms and their pulse was taken every few days. The number of times they breathed a minute was counted, and when the roll was called off mornings they told how they liked their underclothes instead of answering "Here."

Then the surgeons began to tabulate. The orange-red division of the squad showed a loss in weight during the hot season greater by a pound per man than the white division. At the middle of the year the orange-red men showed a greater loss of blood pressure than the white. Temperature, pulse and respiration all went under the orange-red shirts. The comparative sick reports didn't offer anything very tangible, "except that the admissions

from heat exhaustion and febricula were not reduced by wearing the special underclothing." The chief virtue claimed for the orange-red garments being protection from these very things, this was finally set down as a demerit.

"After giving due weight to the prejudice against the clothing," Captain Phelan's report continues, "the persistent complaints of greater heat, greater weight and increased perspiration led to the conclusion that the colored garments are more receptive to heat rays than are the white. A final judgment, then, is that the test underclothing has added materially to the burden of heat upon the system, a burden which is undoubtedly the great cause of tropical deterioration."

The verdict of impracticability rendered by the army board greatly delights the wearers of this conspicuous underwear.

The interests of the Richard Co., Limited, known as the Shop of Fashion-Craft, 231 St. James St., have recently been acquired by Max Beauvais, Limited, under whose guidance it will be henceforth conducted.

The head of the new firm of Max Beauvais, Limited, has been identified with the management of this store since its inauguration. His long and varied experiences in the Clothing and Furnishing business has well equipped him with the knowledge necessary to undertake the management, whilst his reputation as a specialist in high-class furnishings is sufficient guarantee of the success of his new undertaking.

The Sword Neckwear News

Edited by J. A. Sword

JULY, 1910

No. 3

A SWORD ADVERTISER



Every house has its good friends in the trade. Friends are made in these days by—

1st—Square, straightforward business dealing, combined with the promptest possible attention to orders.

2nd—Lines in which quality and style, backed by a well-known and time-established trade-mark, make the goods sell more readily than others.

In this issue of the Sword Neckwear News, we wish to pay the respects of the Sword Neckwear Company, Toronto, to one of its best trade-friends, Mr. A. M. Laidlaw, 140 Hunter Street, Peterborough, Ont.

Mr. Laidlaw has declared his appreciation of Sword Neckwear by talking about it to his customers through the columns of the *Evening Examiner*, Peterborough.

On this page we have reproduced one advertisement of a series in which Mr. Laidlaw's advice to his customers brought Sword Neckwear before their notice.

Mr. Laidlaw is known as one of the keenest merchants and advertisers in the business. Read the ad. he wrote about Sword Neckwear and ask yourself what it means. Or address the Sword Neckwear Company, Limited, Toronto.

Buy
Sword
Neckwear

AT THE
**Fashion-
Craft
Shop**
Distributers of
50c
**Sword
Neckwear**

A.M.LAIDLAW
140 Hunter Street

RELIABILITY

An advertisement reproduced from the *Evening Examiner*, Peterborough, Ont.



All hands from all quarters report good business. As yet the usual dog days' depression has not set in and the continued strength of the demand is the best indication of its permanency. Particularly on the wash lines, the knitted and tubular silks, has the business shown its hot weather requirements. As yet, the announcements for fall are not forthcoming. The past season has been such a good one that the manufacturers are just now closing up the fag-ends and their definite announcements will not be made until the buyers' return from the silk markets.

Says Men's Wear, (New York):—

Some radical changes in neckwear are anticipated for fall. An early showing of Persian designs and fairly liberal orders for Persians in the higher grades can be taken as indicative that many will be worn. This is in contrast to the plain effects that have obtained for so long a time, and their promise of popularity is traceable to the fact that neckwear manufacturers and dealers seem to have concertedly made an effort to counteract this plainness by early showing these patterns with fairly gratifying results. In the cut-silk lines shown for fall the predominant place is given to fancies, which are not only in stripes but many in figures.

The Fall lines of neckwear in all grades, but more especially in the finer grades, are of a radically different character than have been shown. The Persians that have appeared recently and upon which we commented, were the forerunners of more diversity in patterns, and the fall line is the result of a careful study of the requirements of the consumer and the trade.

The lines are replete with bold effects, bold not so much in point of color as in character of the design. Prominence is given to the all-over effects and the half-overs. The designs are of the leaf and feather nature, with a generous assortment of vine patterns. These patterns do not lend themselves readily to the narrower forms of ties, and thus we find that the wider and open-end styles are promoted. Many makers feel that it is time for a change in this direction, there having been a long period devoted to the narrower styles.

The prevailing style is just wide enough at the knot to be accommodated to the narrow collar if it is worn, but wide enough to make the graduated effect from that point to the end to be graceful enough, avoiding abruptness. Diagonals, also of the bolder nature, are put well to the front in the new lines, and from the orders being received it would appear that these will attract a generous share of the fall business. The narrower stripes and the plainer effects are getting some business, probably due to the inertia of the period during which they were in vogue, now drawing to a close.

One of the novelties of the season is known as a swivel cord deriving the name from the swivel process on the machine by which it is manufactured. The tie, which has the cord effect at intervals of half an inch apart, is of various colored striped designs between the cords. This, too, offers an opportunity for some novelty business.

Manufacturers interviewed say that there is a greater

call for fine goods for fall. Knit ties in the cheaper grades are not gaining the attention which they had in the past. It is predicted by many that this fall will see the return to popularity of the Ascot, which is conceded to be an excellent style for fall, but which has been relegated to the oblivion of the disused by the closed front collar.

One of the novelties which will make its appearance in a few days will be known as College stripes. This line is to be had in a four-in-hand shape, with lengthwise stripes of innumerable combinations representative of the college and high school colors.

The London Times in a recent issue says it has hardly been possible to avoid noticing that the bow tie is becoming more fashionable than it has been for some seasons. Some men wear it with a low double collar, but it looks much better with a stand-up collar with square points.

Says the Haberdasher (New York):

Much interest has been aroused in popular trade by the recent introduction and widespread exploitation of Persians. Apparently it is to be a case of pronounced fad, for the foremost metropolitan shops have been ordering with unwonted liberality. Persians come at a time when they are conspicuous in women's garment and in those unique creations which women are accustomed to call hats. For the summer months the Persians are of such soft silks as foulards and pongee. They are scheduled to come up strong for Autumn, according to the thinking of some of the foremost manufacturers and will then appear in more weighty goods and less conspicuous colors than those now selling briskly. Some idea of the range of effects produced in these lines may be gained from the statement that one concern is showing seventy-two color combinations in three different designs. Usually Persians are strongest about the holidays, so that this current trend is very significant.

Prophets are talking of reds and purples as most promising for Autumn. The reds will be of the vivid class, and the demand will doubtless receive some stimulus when the "Chantecler" play gets making the rounds in this country. Purple, on the other hand, always smart, are specially timely merchandise for autumn.

Thus far no particular signs of any material change in shapes appear. Some of the exclusive shops have been displaying French seam four-in-hands. Somehow they look a bit antiquated alongside the folded-in forms and certainly do not begin to measure up to them in the matter of window display effectiveness.

What of the knitted goods?—a term, by the way, being applied in the trade to crocheted as well. They are not declining in the least and we fail to note any evidences of any probability in that direction. Very much as in the case of the wood fibre lines, the makers have prolonged what promised at first to be a fleeting fad by introducing new and grateful treatments which kept the trade interested. Likewise in tubulars the prospect for Autumn brightens with the showing of effects quite distinctive and the use of more weighty silk.

Useful Salesmen

How Hard it is to Find the Employee Willing to Learn the Business in the Right Way

In conversation with a retailer friend not long ago, he told me of some of his difficulties in getting good young fellows for the work he wanted done behind his counters. He pays good wages, does not demand unreasonable or inconsiderate services and has practically no fixed rules of store conduct, believing that clerks ought to have sense enough to conduct themselves properly, and if they have not that sense he doesn't want them. In spite of this he finds it difficult to get the young man he wants.

He is sometimes cranky and apparently fussy, but his moods are of the kind to be laughed at rather than brooded over. He simply wants good help and is willing to go at least half-way to get it and keep it. His trade is of the good sort that is not exacting or finicky and the goods he handles are not of the cheap sort. The younger clerks he gets to help him do not please him because he considers them so largely irresponsible and careless. What is the real trouble?

In the first place, I think this man is a little too particular in his demands on young fellows from 18 to 25, especially the younger ones. He apparently expects old, experienced hands at such ages and in the positions they can occupy, and it is hardly possible to get such. On the other hand, he is at least half right in his condemnation of the light-hearted attitude of so many of the younger clerks.

A couple of months ago, he hired a young fellow of about 19 of splendid physical makeup and of good personal appearance. The fellow had been raised close to the business, for his father had kept a store when he was a lad. He knew goods fairly well and had a disposition to wait upon the trade readily and acceptably. His difficulty was a little too much self-appreciation and the retailer has been doubtful for three weeks whether this young man will fill his bill of specifications.

I inquired a week or two ago, how the young man was coming on and was given this reply: "He is doing fairly well, and I hope he will prove out all right. The worst real difficulty we have had with him thus far has been about doing some simple things in the store work and about refusing to take any orders from anybody but me direct. If he doesn't improve in this respect, I shall have to let him go, but I don't like to try another right now and hope he'll come to his senses.

"When he first came, he didn't want to close up the basement at night, didn't want to get down and open up in the morning, didn't want to lug new goods into the basement for checking and marking, didn't want to make out checks as we do it, and various other things that don't belong to a young fellow or an old fellow who is not running a business of his own. One day he left some clothing tossed about the counter all day long because one of the other clerks asked him to straighten stock. He didn't propose to be bossed by anybody in the store and was in a state of mind to show it.

"The first I knew about the refusal to close the store was one night about a week after he came. I was late in getting out and I noticed that the young fellow was gone and my oldest clerk was doing the locking up and fixing of things for the night. I asked why the young man didn't do it and was told that he refused to take any orders and had given the other clerk to understand that he didn't come there to do the work of a porter. Well, I settled that the next morning by simply saying, 'Oh, Thompson, you see to locking up at closing time after this. That's part of your work.' He looked sour and didn't answer, but I noticed he did it that night, and if he hadn't I should have discharged him then and there.

"We changed reserve stock the other day, and I went down to boss a little. I told Thompson to put the heaviest coats on the top of the pile and save some tugging, as appearances didn't matter in the reserve stock. He informed me that the heaviest coats belonged on the bottom and proceeded to put them there. I finally had to repeat my order in a determined tone before he paid any attention. These things are annoying. I don't like to have to tell a clerk that this is my business and it shall be run to please me, for that ought to be obvious."

Bargain Sales

Bargains are fine things with which to attract trade, especially when they are real bargains—that is, goods of real merit offered at unusually low prices, but bargains are not what the merchant depends upon for the greater part of his profits. It is sometimes easy for an inexperienced merchant—and sometimes for old and experienced ones—to offer so many bargains and feature them so strongly and attractively that his customers, and other stores' customers, flock to buy them, but are so taken up with the bargains that they do not pay any attention to the more staple goods upon which the merchant relies very largely for his profits. In that case, the merchant is very likely to find that too many bargains, featured at the expense of his goods, substantial profit payers, are dangerous.

A certain great department store in one of the largest cities of the country struck a terrific gait some years ago, using great double-page advertisements in the newspapers devoted entirely to a remarkable offering of exceptional bargains which were advertised as reductions of 33 1-3 per cent. from regular prices. A few old and expert merchandisers shook their heads and predicted trouble; they said that the store could never keep up such a pace.

The people flocked to the store and snapped up the bargains as fast as they were offered, but the regular lines lagged and were neglected. Pretty soon people began to "get wise" to the fact that the offerings did not really represent a reduction of 33 1-3 per cent.—that is, the prices were not 33 1-3 per cent. below the prices asked for the same goods in other stores—and they were not, because the big store could not keep on securing the goods to sell at the prices it advertised.

Outing Shirts

The outing shirts have double or turned over cuffs of the same material and the soft cheviot collars are now furnished with celluloid bands inside them, which fasten by a patent arrangement and thus do away with the safety-pin contrivance which has been in use for so many years and which is anything but ornamental. The strip of celluloid is slipped through the loops underneath the necktie and gives the collar a freer cut and prevents it from wrinkling. Some men insist on having white cuffs attached to outing shirts instead of those of the same material as the garment; but these are difficult to have laundered properly and are not effective. Toward the end of the spring season, there was a general tendency to have plain white instead of colored or figured linen for shirts for morning wear, and even the most attractive designs in colors went begging at the haberdashers. But there is a riot of color for the summer. Lavenders and soft grays and white with narrow black stripes will, however, be the most worn, whether in flannel or other "negligee" material.



THE LATHAM

HEIGHT—Front $2\frac{1}{4}$ Back $1\frac{3}{4}$
 SIZES— $13\frac{1}{2}$ to 18 $\frac{1}{4}$ Sizes

A seasonable-satisfying style—

IT meets the demand for a continuance of the high effect in front while built low for ease and comfort. It fills all requirements for a special style, adapted particularly to the bow ties so popular for Summer wear, while conforming to the general demand for a slide-easy band collar for the regular four-in-hand scarf.

The National Advertising campaign so successfully conducted, with the HALLEY collar featured therein, will be continued during the Summer months to call attention to the LATHAM, an exclusive and fashionable style in

Silver Collars

BRAND

Get the sales on this exclusive collar by ordering NOW.

Millions of men have learned of the merit of LINOCORD buttonholes and are refusing to accept substitutes for the *original* easy-to-button and unbutton LINOCORD buttonholes—that don't tear out.

This ought to mean much to the dealer who is dissatisfied—and especially to those who have learned that dependable merchandise means satisfied customers, and satisfied customers means increased profits through repeat sales, not alone on collars, but because of confidence gained, on other merchandise as well.

GEO. P. IDE & CO.

Makers, TROY, N. Y.

242-248 Fifth Ave.
CHICAGO, ILL.

156 Fifth Ave.
NEW YORK CITY

82-86 Kingston St.
BOSTON, MASS.

762-768 Mission St.
SAN FRANCISCO, CAL.

262 Commerce St.
DALLAS, TEX.



TRADE
W.G.P.R.
 MARK

Shirts Are Trade Winners

They possess definite snap and style,
 and look what they are: REALLY
TAILORED SHIRTS. Cut and built
 by people who know their business.

W.G.P.R. COLLARS

Get First Call From Good Dressers

Made in
 Berlin, Canada.

Shirts, Collars and Cuffs

For fall, no startling novelties are yet apparent. The tendency toward subdued stripe patterns in shirting is, if anything, more apparent than ever. There are no new collar shapes out yet, this being the off season for the introduction of new models. Pending the possible introduction of radical changes in the neckwear styles, the makers are waiting for announcements.

It is a notable fact that among our own manufacturers there is a growing tendency to use more publicity to sell branded shirts and collars for which a vogue has already been created. Several of the old line firms will approach the fall business on a new plan. They are reported to be considering increased appropriations with the idea of making the collar shapes they sell thoroughly familiar to

Some new striped patterns recently introduced have met with a sale principally due to the fact that they are needed to brighten or lend variety to the plainer effects. Two of these, which have become known as Mentone and Piccadilly stripes, have met with a fair sale. A novelty is shown, the pattern of which may be described as hair-line stripes, which run crossways instead of vertically. In some of the fine shops there have appeared some matched combination sets, including shirts, that are attracting some attention. A tie matching the stripe in the shirt is one of the combinations. There is no prospect of any conditions other than favorable for another season, and generally speaking there are no forebodings of serious interruption to the business in general.



OUTING SHIRT
A Stylish Shirt in Grey and Pink Flannel with Double Cuff and Double Cuff-duttons

the Canadian consumers. This step has almost been forced by the increasing amount of business which the American competitors are doing.

Says Men's Wear, (New York):

It has been said by those on the inside of the shirt business that conservative patterns in shirts are gaining in popularity. If this condition develops it will be lamentable, because anything that limits the variety of a line in a degree, however large or small, mitigates against the increase in volume of business. Yet it may not be so serious a matter as applied to shirts as to some other lines. The shirts without pleats seem to be creating the greatest demand just now, the pleated fronts occupying a secondary position. Soft shirts with double cuffs continue in good demand.

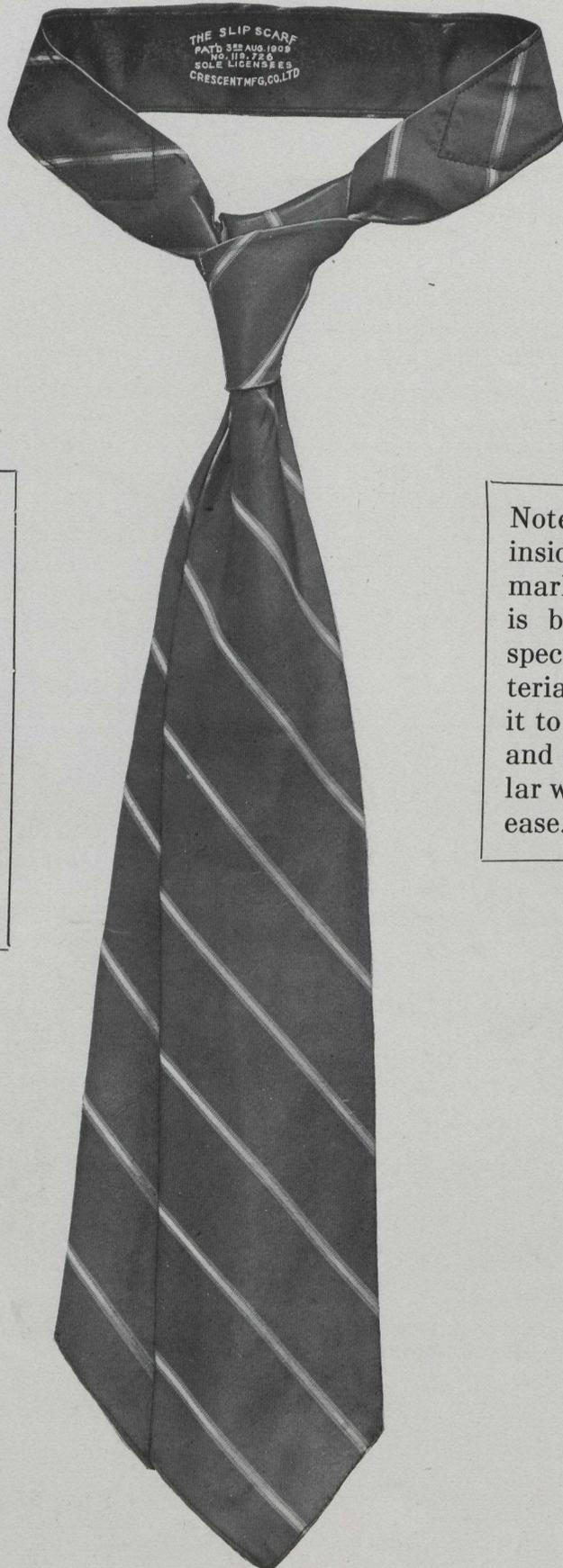
CLOTHIER AND HABERDASHER, JULY, 1910.



OUTING SHIRT
Soft Neglige with with Stock Collar and Initialled Pocket

The London letter to the New York Haberdasher says:

Collars have decidedly a movement in progress. Once again the fold collar seems to be losing favor, and the wing collar with rather small and sharp pointed corners is reviving. This is apparently due to the increased vogue of the morning coat. There has been an attempt to wear the fold collar with morning coats, but as usual, it is not the people who know how to dress who incline to lift the double collar from its humble position as an informal style. The very high fold collar has lost favor, and two inches is the maximum. Many men are wearing inch-and-a-half fold collars with fronts sloped well away to the right and left, favoring the large knot.



The Slip-Scarf slides in *any* collar—*your* favorite collar—*your customer's* favorite collar. The thin neckband—the *thinnest* it is possible to produce—plus the *anti-friction* material used cannot be found on any other scarf *but* the SLIP-SCARF.

Note the bridge, the inside band lining marked by the label is bridged with a special satin material which allows it to be pulled back and forth in the collar with the greatest ease.

Sole Licensees for Canada:

Crescent Mfg. Co., Limited
Montreal, P. Q.

Hosiery and Underwear

All things point to an early opening in all lines. Just now the trade is up against the usual hot weather cessation and sales will be small until the fall.

Says Men's Wear (New York):

The condition of the market in its relation to the jobbers and manufacturers is by no means so bright at the present time as it has been just recently with the retailers, and a big hosiery jobber remarked that there is no hosiery market now. Agents who are ordinarily through with their next spring orders by the first of July declare that 25 per cent. will more than cover the amount of business they have booked thus far. That spirit of hesitation continues to be the prevailing factor in the market.

With the manufacturers things are about as dull as

they have been for a long while. Prices on low-grade domestic goods have slightly advanced, \$1.07½ and \$1.10 now being asked for certain grades that formerly sold for \$1 and \$1.05 a dozen, respectively. The advances in prices that have been made are on the cheaper qualities principally, and the kinds that retail from 50 cents up remain about the same. The 1911 spring trade is between 50 and 75 per cent. below what it should be, and is being held down by the refusal of buyers to place their orders. Salesmen who have been on the road for some weeks past returned with their trips hardly half completed, and may be compelled to go back to their selling territory later in the season unless the buyers invade the market themselves.

**New
Monograms
for
Shirts
and
Handkerchiefs
now
Popular
in
New York**



This Great Special Order is Yours for

Prompt
and
Satisfactory
Tailoring

An Absolute
4-Day
Delivery
Schedule

The Merchant who reads this may consider to him---in any town or city where we are not

We give exclusive agencies and offer the Service which it is possible to get in Canada

We will send a complete Tailoring Outfit, of our customers are making clear profits of year. We have hundreds of testimonials to ship. We look upon every individual Special ready Tailoring system.

The Special Order Outfit

- 300 to 500 Sample Cloth Patterns.
- 1 Fashion Portfolio—12 plates, 30 styles.
- 50 Style Books.
- 6 Window Cards.
- 2 Framed Store Cards.
- 100 Order Forms in book form.
- 2 Measuring Tapes.
- A choice of 30 Electrotypes.

Shipped in a neat box. Express charges are light and are based on the fractional hundred-pound tariff.

Our Prompt Delivery

Without a satisfactory delivery which you can depend on we recognize the worry which may ensue. We have an absolute four-day schedule, and all orders are completed in the factory in that time.

If you follow the measuring instructions carefully, and always get the customer to give a second choice in the event of first choice being sold out, even the usual unforeseen delay may be avoided.

Reckon the days for mail and express and you know the day of delivery in your own town. A lettergram saves the time of a mail order.

Should you think favorably, kindly write us at once. Last week we had

Semi-ready, Limited,

We publish a weekly newspaper, "THE SEMI-READY SPECIAL." If

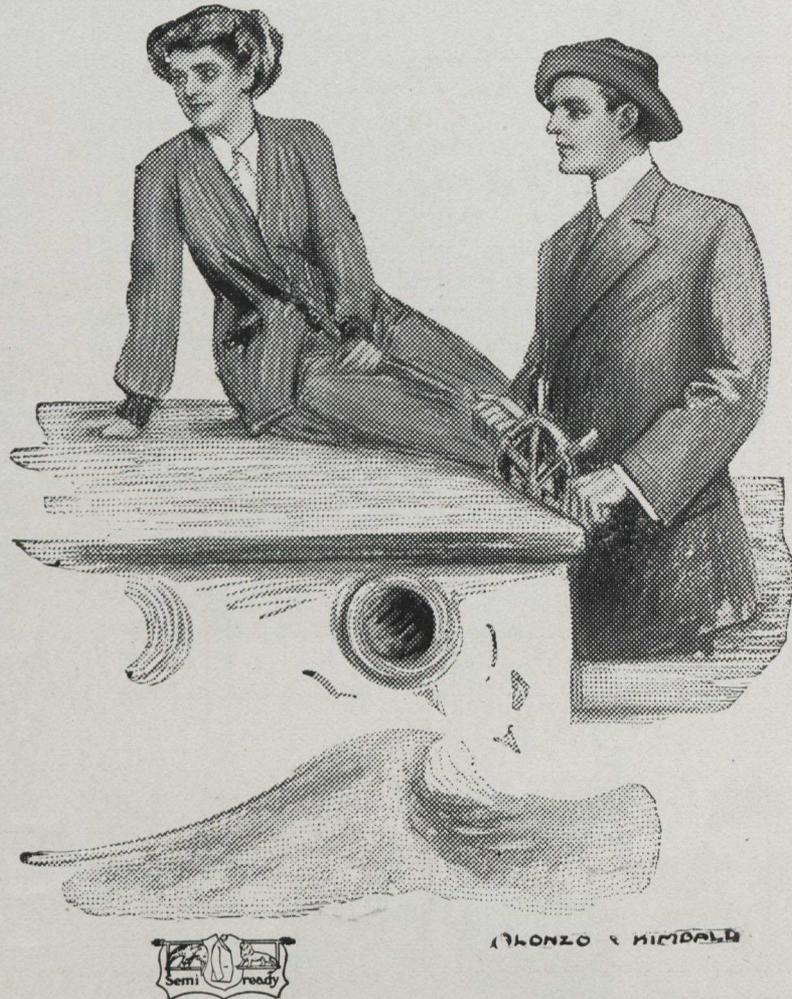
der Tailoring Service

the Seeking

that our offer is made directly now represented.

best made-to-order Tailoring or in any other country.

similar to that from which many from \$600.00 to \$2,500.00 per prove the satisfactory craftsman-Order as a test of the Semi-



The Price and Profits

Every Suit we sell we guarantee to be worth the price and to be of satisfactory material and best workmanship—outside and inside.

It follows that we cannot make cheap suits any more than can a cheap tailor make good suits. The profit to you is from \$4.50 to \$10 on each order. The same discount prevails on the \$18 suits as on the \$35 or \$40 garments.

Semi-ready clothes are sold at absolutely the same price everywhere in Canada. The Far West Merchant sells from the same patterns and prices as the nearby merchant, and can offer his customer the identical value.

The Exclusive Agency

With the Semi-ready agency you have style and patterns which nobody else can offer. You have a monopoly of the Tailoring system which has prestige with the people. You own the exclusive right to sell clothes which are better than the best tailor's best.

Send to-day for a reservation. When we send you our Special Order Outfit you have the first option on buying Semi-ready garments for stock. This does not mean that you must sell Semi-ready garments only, but it does mean that we will frankly tell you if you do not give our better craftsmanship a fair show.

to choose between three applicants from one town and two from another.

472 Guy St., Montreal

you are in business you can become a life subscriber for a cent.

Some Twenty-five Foot Stores

Plans for the Laying Out and Arrangement of the Narrower Store Spaces

THIS, the second paper of a series of articles on narrow store fronts, will treat of store buildings having a frontage of 25 feet. The first article of the series, published in the CLOTHIER AND HABERDASHER of June, treated of buildings having a width of 20 feet.

The 25-foot buildings, unlike those that are 5 feet narrower, not only allow correspondingly larger show windows and more spacious vestibules, but frequently there is the added opportunity for placing a keystone showcase within the vestibule area, while a pair of doors, instead of a single door, are more often possible.

Within the store proper, the broader aisle permits of

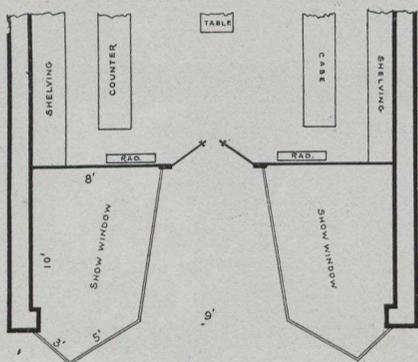


FIG. 1.

a row of aisle tables, while the shelving, cases and counters at the sides of the room can, in a large number of instances, be brought close to the front, thereby better utilizing the floor space.

Five plans are here presented. None is of the conventional type. It is assumed that our readers are well acquainted with the more common forms of store fronts. These designs are intended for the consideration of merchants who are likely to be interested in fronts that are more or less out of the ordinary.

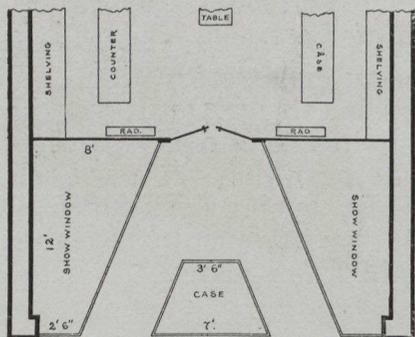


FIG. 2.

As in the case of buildings treated in our previous article, the walls in the plans here submitted are designed to measure 18 inches wide; hence, it is readily seen that if the walls of a building are only 12 inches wide, another foot can be added to the available width of the store, which can be utilized for additional width to the

windows or vestibule. This additional foot is also available for widening the main aisle to that extent.

Fig 1 illustrates a store front arrangement in which each of the two show windows has an extreme width of 8 feet and an extreme length of 12 feet, 2 feet of the latter extending forward of the building line.

The show windows, also the vestibule, are of generous proportion. Aside from the opportunity of making merchandise displays of fair size, these windows, because of the peculiar shape and forward extension, cannot fail to arrest the attention of people passing the store, no matter which direction they may be travelling.

In Fig. 2 is shown a practical front having an inviting entrance and good display facilities. In addition to the spacious show windows at either side, there is a keystone show-case at the front which has capacity for showing a good sized stock of small articles, and in a position where most of the passing public cannot fail to see the display.

Fig. 3 illustrates to what extent show window space can be increased in a building having a front as narrow

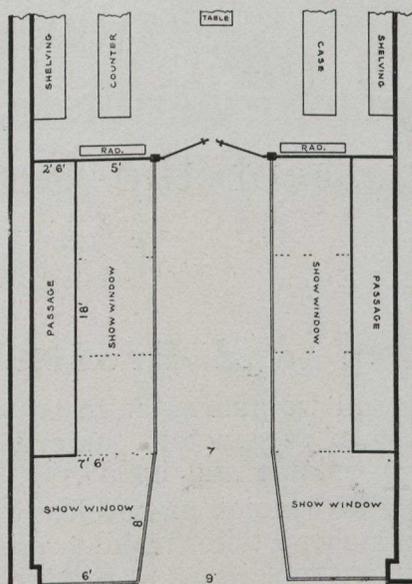


FIG. 3.

as 25 feet, 3 feet of which is taken up by the walls at either side.

The windows each have a total length of 26 feet. Back of the forward and wider part of each window (which would usually be trimmed to face the front) is a window section measuring 18 x 5 feet, which, by the use of dividers at the points indicated by the dotted lines, can be employed for three separate displays; these displays to face the vestibule.

Back of these windows is a passage measuring 2½ x 18 feet, which gives the window trimmer direct access to all four displays, and where he can work unobserved by customers and others within the store. This is an advantage which is seldom had, even with windows of the more conventional form.

Plan No. 4 shows a window and vestibule arrangement that is unusually attractive and also has one or two special points of advantage.

A more inviting foyer or vestibule area it would be difficult to conceive. The windows, however, are hardly large enough to accommodate extensive showings of large

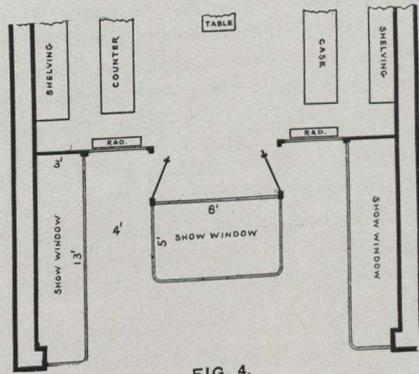


FIG. 4.

items, such as costumes and dress drapes, but are adequately suited to displays of small articles.

Because of the arrangement of the doors, direct drafts of cold air during the winter months are avoided. The partitions just forward of the two radiators represented are designed to be of glass, through which much additional daylight will enter the store.

Illustration No. 5 presents a front containing two windows each having a length of nearly 17 feet and a depth of five feet. From a triangular open space at the back, the window trimmer has access to these windows for almost half their entire length, an advantage which he

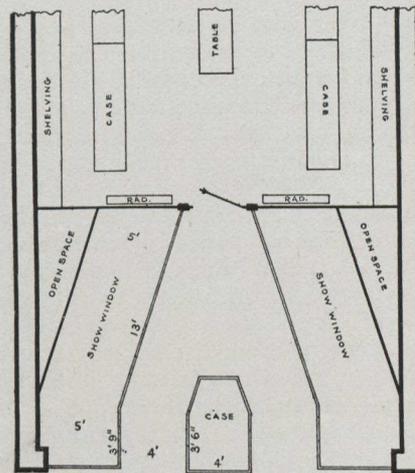


FIG. 5.

will appreciate. He can also work unobserved from the salesroom.

The vestibule display case has a width of 4 feet and a length of 6 feet. This length can be extended by 1 or 2 feet, if it is desired to have this case brought forward of the building line, as is frequently done.

The Latest Tennis and Outing Trousers



Walking sticks are coming forward as subjects of heated controversy, and the pros and cons are at it in a way to suggest that many sticks will flash, and not a few will be broken, before the matter is relegated to the region where sensations lie forgotten. The truth is, that walking sticks are coming in, and nothing can stop their advance. Having been worn for years by all classes in European life, particularly in France, Germany, and

Great Britain, the walking stick makes its bow on these shores with the consciousness of being in good standing everywhere that is anywhere. The walking stick is an article of dress; it is useful to occupy the hand, serviceable for defense when needed, and in the right hands makes a graceful and fitting addition to dress. Let it come; and may no one accuse its wearer of being lame.—The Sartorial World.

The Mystery Land of Canada's Fur Trade

The Possibilities of the Hudson Bay Country and the Route which Earl Grey will follow on his trip

The contemplated visit of Earl Grey to the Hudson Bay territory will help to draw aside the veil from the last great mystery-land of the Canadian fur trade. During the past few years interest in the Hudson Bay has been steadily increasing, and the Governor-General's visit will turn the thoughts of many in the direction of that inland sea.

The West is becoming comparatively thickly settled, and consequently does not possess much fascination for those adventurous spirits in whose veins runs the rich pioneer blood—the blood which tends towards the expansion of a nation. In seeking a new country to conquer and civilize, these men are attracted by the lure of the Northland. They cast envious glances towards the vast territory which, for two and a half centuries, has been the fur trader's paradise, in which, with unobtrusive secrecy many thousand dollars' worth of furs are annually gathered together and exported. To this day the Hudson Bay territory is the land of romance, in which travel is by means of canoe, York boat, or dog team, and where the redman has not yet deteriorated into the samples seen herded by a paternal government within the fixed limits of the reserve. But as civilization advanced over the Western plains and made them yield wheat instead of furs, so will it make Hudson Bay produce its harvest of minerals and pulpwood.

Although the settlement of Hudson Bay may be said to have commenced with the establishment of Rupert's Fort in 1668, the present white population of that immense district does not exceed three hundred souls. Even these are mainly a transient population of fur traders and their families. The forts to-day are scarcely any larger than they were when the fur trade of this district was started, while the majority of them contain fewer white men owing to the fact that half-breeds and Indians have been trained to do work which at first had to be done by a staff of white laborers. Fur trade posts are the exception, proving a rule in commercial life, that the prosperity of a place can be judged by its increase, for the smaller a fur trade centre can be kept the more prosperity it enjoys.

It seems hardly possible that excepting the territory immediately adjacent to the St. Lawrence this was the first part of Canada to be settled, so well have the fur traders been enabled to keep the country for themselves.

When Earl Grey leaves Norway House, at the head of Lake Winnipeg, he will start on the old fur trail down the Nelson River which, for over two centuries, was the principal traffic route between the West and Britain. Over this route, all the supplies for the trade of what was then known as Rupertsland were floated and carried into the country, even up to the time the Hudson's Bay Company ceded their charter rights to the Canadian Government in 1869.

There are many old fur trade engages yet living beside the Manitoban lakes who formed part of the boat brigades which plied between Forts Garry and York. Lord Selkirk brought his ill-fated Red River colonists over the same portages and through the same waters that will be traversed by the vice-regal party, and except for some slight stir caused by lumbering and fishing operations near the head of Lake Winnipeg, Earl Grey, as he follows the river, will look upon the same scene at the present day that his noble predecessor did in 1812. Keep things as they are, is the motto of the fur country. Travel throughout a hundred years will scarcely affect the primeval nature of a fur trade route.

When they arrive at York Factory, the party will tread upon land reeking with the romance of early fur trade days. During the French dominion in North America the forts on Hudson Bay witnessed one long strife between the French and English, some of them changing hands as many as six times. Fierce sea fights took place off York and Churchill between the armed ships of the Hudson's Bay Company and frigates of the French navy, at times resulting in the loss of four or five ships. In order to repel these attacks, the company built Fort Prince of Wales at the mouth of Churchill River. It was completed in 1734. A massive stone structure having foundations thirty feet wide, it was one of the strongest forts in America. After many vicissitudes it surrendered to three French frigates, under Admiral Perouse, in 1782, and an attempt, occupying two days, was made to demolish it. But although French gunpowder was freely added to the store captured from the company, the solid walls resisted their best efforts.

Churchill will eventually be selected as the terminus of the projected Hudson's Bay Railroad, because it is the only deep water harbor on the west coast of the bay. Even the small company's ships which yearly visit this region must anchor nine miles from York before discharging cargo, but at Churchill they tie up only a few feet from the rocky shore. The old stone fort which was the pride of the old regime, will witness the hustle and bustle incidental to the commencement of the opening up of the bay.

To each of the forts in Hudson Bay the fur traders have attached thousands of miles of territory which is hunted and trapped by Indians connected with each particular fort. These hunters roam over the country throughout the year, excepting for the time occupied by the yearly visit to the fort in order to barter the pelts they have secured. They generally remain at the fort for a few weeks when they make these trading visits, erecting their tepees within an encampment near the fort.

These tepees, in which the Northland Indians dwell both summer and winter, are made out of native-dressed deerskins, which are stretched over a cone shaped framework of slender poles. The floor is strewn with a thick layer of small spruce brush, which is neatly laid like thatch on a roof, and, when kept clean and tidy, the Indian tepee is a remarkably comfortable habitation.

At the present day the majority of the Indians of Hudson's Bay are living practically in their aboriginal state, and it is the policy of the fur traders to keep them as much as possible in that state.

They subsist almost entirely on the spoils of the chase, consequently the good bartered for their furs consist mainly of dress and trinkets, arms and ammunition. It is Indian nature to want to copy the white man's dress, although generally with an added touch of color, and it is this fact which has always given the fur traders their first footing.

They always were a peaceable race and never resented the invasion by the white man after the manner of their more southern brothers. In fact they usually welcomed the fur trader with open arms, being only too glad to obtain the articles he brought with him.

There are a few notable exceptions, however, especially when, with the memory of living men, they massacred the whites and sacked the establishment at Hannah Bay. Short and sharp justice was meted the principal offenders by the fur traders, which served to make the occurrence an example conducive to greater safety.

Looking After the Staff

Some of the Privileges the Employees of a Chicago Department Store Enjoy

A member of the management of Messrs. Marshall Field & Co., the great dry goods house of Chicago, contributes an interesting article to "The Drygoodsman and General Merchant" of St. Louis, U.S.A., relative to the work which the firm is doing for the betterment of the employees. "We have never organized this portion of our work in any way, but have adopted from time to time such ideas as seemed to us desirable in connection with a business of this kind. In the first place, the policy of this house regarding help is to have them, as individuals, intelligent, loyal and satisfied. We demand that employees be as courteous to each other as they are to customers, and endeavor to throw about our young women an atmosphere of protection. One rule to that end is that they report for duty at 8.30, while the young men report at 8.00. The young women leave at 5.20, and the young men at 5.30. We look after their health in the way of having double-filtered drinking water, and our toilet room facilities are exceptionally good.

"The tenth floor is devoted to the interests of the employees. There we have a lunch room, where they may bring their luncheon, or may be served at the lowest possible cost. The library and reading-room is for the use of the male and the female employees; here we have the daily papers, such magazines as we think of interest to employees, and two cases filled with books. The hospital on this floor for women, and the one on the ninth floor for men put us in a position to secure speedy relief for anyone who has met with an accident or has been taken ill suddenly. The young women have a rest and music room, and the young men a rest and recreation room. During the busy months we have beginner's meetings to which all employees each day are sent. By means of charts they are taught what to do under all circumstances. In the afternoon they are examined with reference to the lessons taught them and later a little talk is given relative to our methods, our policy and our wishes concerning employees.

"We appreciate that in a business as large as this, it is difficult to give those in it starting out in life the personal attention they should have. One of our superintendents has been designated to give the junior help special care, and he devotes a large part of his time to making sure that each boy or girl gets every raise of salary or change of position to which he or she is entitled.

"We have a choral society of one hundred and fifty members who rehearse every Wednesday evening, and give a concert each year in Orchestra Hall. Last fall they rendered 'The creation.' In April they rendered 'King Olaf.' Our baseball association is made up of four teams at the wholesale and four at the retail. Picked teams from the two houses contest at our annual picnic for the John G. Shedd trophy cup. The retail teams play together on Saturday afternoons, during the summer for a cup put up by the choral society.

"Employees receive two week's vacation at full pay each summer, provided they have been here twelve consecutive months previous to June 1. When employees

are detained at home because of illness, they are given half pay. We give them special prices upon goods purchased for their own use. The discount ranges from six to twenty per cent. We sign library checks, permitting them to use books from the public library. We wish our employees to think for the house, and offer rewards for suggestions as per bulletin covering that point in the Rule Book, as follows:

"We wish every detail in every portion of this business done by the most thoroughly approved method, and to this end invite criticisms from all employees upon any point in system, method, etc., in either their sections or elsewhere, which in their judgement can be bettered.

"To assist in causing our people to be more watchful, studious, and interested in the general improvement of the store, we will give to any employee (with exception as below) one dollar for each and every suggestion made to the manager's office, when in the judgement of that office the suggestion is practicable.

"The section above referred to applies to section managers or assistants who may make suggestions for improvement regarding their own sections, as we consider such suggestions as included in the duties belonging to these positions. We also wish them to watch our advertisements and offer rewards for detection of errors in the same, as per bulletin in the Rule Book, as follows:

"It is our intention that every advertisement published under our name shall be absolutely true and correct in every particular. It is further our desire that employees become familiar with the advertisements as rapidly as they appear, so that the questions asked by the customers may be answered intelligently, whether the goods referred to are in their sections or not. In order to draw many critical eyes to our advertisements, and furthermore to give double interest to the reading of the same, we hereby offer one dollar to the employee who will first call attention to the manager's office of an error, (other than typographical) in any of our advertisements. Errors will be considered such:

"When there is in any way an exaggeration.

"When the price is wrong.

"When a word is misspelled.

"When the advertisement is grammatically incorrect.

"Or when a false statement occurs.

"On page 57 you will find a bulletin covering jury duty, which reads as follows:

"Our men are frequently called upon for jury service, and we always see that no such employee has any financial loss as a result of complying with such call. Jury duty rarely requires the entire day, and it is expected that you will give the store all your spare time during business hours. You will turn your voucher over to the paymaster, who will pay you the whole amount of jury money, unless your salary for the time amounts to more, in which case you will receive your regular salary.

"We encourage enlistment in the militia, and allow full pay for our young men who join, for the extra week each summer necessary for encampment. For some time the management has felt the need of a competent woman to assist in this work, specially in so far as the young women are concerned, and such a one has recently been added to our organization. Of course, we endeavor in every way possible to avoid the appearance of paternalism, and find our employees ready to co-operate with us to a degree that is very gratifying, indeed."

Good Form

Informal Attire and Observing the Conventions which Correct Usage Requires to be Well Dressed

A writer in *Vogue* points out that, without doubt, we are far less formal in our dress than we used to be when fashions were more narrow and conventions regulated by strict rule. Indeed, I fear we are becoming a bit careless, or at least that is how we should probably be regarded by men of the older social regimes. We live at much too quick a pace, most of us, to give great thought to the exact shade of a tie, and even those for whom amusement is the main object of existence find that one thing follows another too fast to permit close observance of the established forms of each. We rush to our offices and from them to take tea at one of the smart hotels, without thought or opportunity of substituting clothes more in accordance with the nice requirements of polite society than tan shoes and soft flannel shirts. Or we run out to some country house or inn for dinner in a motor car, and make the manner of our coming the excuse for our negligee appearance. The restaurants and cafes of our great hostilities are more than quarter filled nightly with men in all degrees of informal attire, short of actual sporting togs, the while the women in whose company they appear are elaborately gowned, and as for the dinner coat, its use especially in summer, seems each year to be becoming more general, rather than more closely restricted. At the country clubs, at the races, at the summer horse shows, wherever we see society gathered together, its men have that easy air of informality in dress that takes no account of time or occasion. And it seems to be a carelessness that is real, rather than studied, in spite of all the opportunity for really smart effect offered by the tailors and haberdashers of the day, in the great majority of cases one sees few customers that give the impression of having been selected with thought and the intention of making them effective. In fact the very fear of the possibility of being thought to care about one's dress to the extent of giving special attention to it keeps some men from doing so, and it may well be that the point the shops have made in later days to show matching neckties, cufflinks, scarf-pins, shirts and hose has in itself tended to make common the idea.

More and more do we insist on individuality, and few are the fashions, however smart when limited to a man of good class here and there, that will stand the test of popularity. We will wear standard designs—things that have become so firmly established and generally recognized as classics of the wardrobe as to be beyond the possibility of being affected—but when it comes to a novelty, no matter how smart in the beginning that has jumped into universal fashion, or, worse still, is seized upon as a popular fad, we drop it instanter and begin to call it "bad style." It may be that we are rather silly, but when there is no class distinction of any kind; when one's man copies one's dress and it is all a mere matter of money, we must do something to distinguish ourselves from the many. And if there is nothing new, we must perforce go back to old fashions—a thing we are doing continually, though rather more than usual this year—and so keep a little ahead of the mass of our fellows in general. We may talk of fashions all we like, but real fashion is mainly a matter of being exclusive.

But to get down more closely to the subject of my article, it is hardly possible to put the whole matter of good form into a series of stated rules, for it frequently happens that overdress is as much an error of judgment as dress of too informal character. The sense of exact proportion—perfect fitness for the time, place and occasion—is as important an element of good taste in dress as in

language or action. One does not go to a formal dinner in flannels, nor to a picnic lunch in a silk hat and patent leather pumps. The examples are exaggerated, but nevertheless I venture to say that there are instances in the memory of every man—even he of widest experience in the amenities of social life—when the question of just what to wear was a more or less perplexing one. The exact hour; the object; the character of an entertainment; the manner of life and ideas of one's host or hostess; the locality—all these enter into the matter of dress—and while in the great majority of cases there can be no doubt whatever, in others the question must be decided entirely by circumstances and common sense. At certain formally run houses in town or country, full evening dress is an invariable rule, after dark; at other quite informal country places one might embarrass oneself or one's host by wearing it—there are plenty such at which one meets most charming people—and at a rough camp in the woods it would be nothing short of absurd. But again all so-called camps are not "rough" in any sense of the word, and in smallest communities one may find the conventions of life most carefully observed.

The customer's vanity is a fair mark for the arrows of salesmanship. He who learns to hit that mark most frequently makes the most sales.



O·B

Guaranteed Suspenders
(Made in France)

The Neatest, Lightest, Strongest, & Dressiest Suspenders made.

Write for Booklet which explains why.
Get the genuine O.B.

Stocked and sold by
REID & PORTER
230 McGill St.,
MONTREAL

IN EXCHANGE CERTIFICATE
SAVE THIS LABEL
15% DISCOUNT
for one year
OCTOBER 1910
MONTREAL

The Correct Dress Chart

Details of the Gentleman's Attire for all occasions Corrected by

THE CLOTHIER AND HABERDASHER

General Wear During Business Hours	BUSINESS DRESS	
	COAT, Sack or Cutaway. WAISTCOAT, same as Coat or Fancy. TROUSERS, to match Sack Coat; to match or Fancy Worsted with Cutaway. HAT, Derby or Alpine with Sack; Derby or Silk with Cutaway, Sennit Straw.	SHIRT, White or Fancy, with cuffs attached. COLLAR, Wing or Fold. CRAVAT, Four-in-hand or Tie. GLOVES, Silk or Lisle. JEWELRY, Gold Links, Chain and Cravat Pin. SHOES, Black or Tan laced with Sack; black with Cutaway.
Golfing Bicycling Motoring Boating	OUTING DRESS—	
	COAT, Sack or Norfolk. WAISTCOAT, Fancy, or to match Coat. TROUSERS, Serge, Tweed, Flannel, Duck or Tweed Knickerbockers. HAT, Alpine or Cap; Panama or Straw in season.	SHIRT, Flannel, Oxford, Madras or Silk. COLLAR, Fold, Stock, or Soft Fold. CRAVAT, Four-in-hand, Neckerchief or Stock. GLOVES, Chamols or Silk. JEWELRY, Links, Guard or Chain. SHOES, Laced Calf, Tan or Canvas, high or low.
Teas Church Matinees Promenade	AFTERNOON DRESS—(Informal)	
	COAT, Frock or Morning Coat. WAISTCOAT, same as Coat, White or Fancy. TROUSERS, Striped Worsted. HAT, Silk with Frock; Silk or Derby with Morning Coat.	SHIRT, Plain White or Pique. COLLAR, Wing, Standing or Fold. CRAVAT, Ascot or Four-in-hand. GLOVES, Grey Suede or Silk. JEWELRY, Cravat Pin and Gold Links. SHOES, Patent Leather.
Day Weddings Receptions Calls Matinees	AFTERNOON DRESS—(Formal)	
	COAT, Frock. WAISTCOAT, same as Coat, or of White Duck; single or double-breasted. TROUSERS, Striped Worsted. HAT, Silk, with broad band.	SHIRT, Plain White, Cuffs attached. COLLAR, Standing. CRAVAT, Ascot in White or Pearl. GLOVES, Grey Suede or White Cape to match Cravat. JEWELRY, Gold Links, Studs and Pin. SHOES, Patent Leather.
Club Stag and Home Dinner	EVENING DRESS—(Informal)	
	COAT, Evening Jacket. OVERCOAT, Covert or Chesterfield. WAISTCOAT, same as Coat, or Light Fancy, single-breasted. TROUSERS, same as Coat. HAT, Black Derby or Alpine.	SHIRT, White, plain or pleated; cuffs attached. COLLAR, Fold or Wing. CRAVAT, Black Tie, broad end, or Grey Silk. GLOVES, Grey Suede. JEWELRY, Gold Studs and Links. SHOES, Patent Leather, high or low.
Weddings Theatre Receptions Formal Dinners Balls after 6 p. m.	EVENING DRESS—(Formal)	
	COAT, Swallowtail or Evening Dress. OVERCOAT. WAISTCOAT, Single or Double-breasted White. TROUSERS, same as Coat, with broad outer seams. HAT, Silk.	SHIRT, Plain White, with cuffs attached. COLLAR, Standing. CRAVAT, White Tie, broad end. GLOVES, White Glace. JEWELRY, Pearl Links and Studs. SHOES, Patent Leather; Pumps.

Dress Notes

Since the death of Mark Twain, who wore, it is believed, the first white dinner jacket, a few men of fashion have appeared at the social board clad in equally airy garb. As to whether the innovation may become a common thing, only experience and time can tell; but certainly a move in such a direction would be likely to attract many, once it made sufficient headway to become noticeable. That men are heartily tired of sober garb for all occasions except outing ones, is evident to everyone who observes, and any innovation which did not outrage the canons of good taste would be likely to be welcomed with open arms, if it came at a fortunate moment and had several exemplars.—The Sartorial World.

Considerable talk is heard to the effect that pin checks

in black and white, and black Bannockburns are offered to the merchant tailors as "King's Mourning" styles, for the fall trade. The fact that the death of the King can affect American styles and American businesses is interesting in itself, and the mentioned cloths will doubtless have a vogue if they are offered discreetly. The pin check effect in cloths is one of the neatest and most refined of all pattern effects; and whether it is seen as a result of an effect to honor the memory of a deceased king, or only the consequence of a desire for something new in the way of weaves and fabrics, its introduction will be a wise move. Where quiet and refined taste prevails, there pin checks will be acceptable, and the general wearing of them will contribute to the developing of good taste in other directions.—Sartorial World.

More Light ON THE Suspender Question

Live dealers everywhere in Canada are selling on sight the Canadian-made

ALL FABRIC Chester Suspenders

Better than leather—absolutely unique advantages. Made in full elastic and semi-elastic models.

The patented fabric ends, chemically toughened wear points, and solid woven inserted back button-holes, make the CHESTER practically wearproof.

The patented CHESTER prong buckle stays near the bottom, instead of on the shoulder as in other makes. This means comfort.

The indestructible inserted button-holes are firmly stitched to the webbing, and distribute the strain instead of leaving it all at the edges of the button-holes.

We keep CHESTER SUSPENDERS before the public by our general advertising. This brings you calls and aids you to make sales. And the CHESTER certainly pleases the public.

Send for sample dozens—Semi-elastic model, \$4.25—All-elastic model, \$4.50. Order from the factory at Brockville or from the Winnipeg warehouse.

CHESTER LINE

HALL'S
TRADE MARK
GUARANTEED

The James Hall Co.

MANUFACTURERS

BROCKVILLE, ONT.

Full Stock carried at our Winnipeg Warehouse,
293 Market Street.



The coming of this year's warm weather has brought with it in New York a real novelty in sunstroke prevention. At nearly all the big men's hatters they are fitting out straws and other headgear with a little thermometer. It is fastened to the sweat-band inside the hat, so that by merely removing the hat and looking at the heat registered inside it you can tell whether or not you ought to get out of the sun. Here is a schedule as given of danger temperatures—Danger, 100 degrees. When the thermometer registers 100 degrees it is time for you to look for a cool spot and keep away from the sun. Hot, 90 degrees—When the thermometer registers 90 degrees you had better take off your hat and feel comfortable. Cool, 50 degrees—When the thermometer registers 50 degrees look for a warmer place. A continued exposure to this temperature will cause a cold. Cold, 30 degrees—When the thermometer registers 30 degrees it is an indication that the temperature is entirely too cold for your head. Change your location at once for a warmer one.

There is, I have been informed, says a writer in Men's Wear (London), a noticeable increase in the demand for more solidly built hats. This means, of course, some increase in weight, but, it is urged, at all events in the case of straws, a firmly built hat keeps a good deal more of the sun off the head than the lighter type. I believe it was the American visitor who first set the fashion in this country for very light hats. There is certainly one obvious argument in their favor. But, on the other hand, there is a good deal to be said against them, especially on the score of durability, and, possibly to a greater extent than is generally imagined, also of comfort.

Apparently, this is coming to be realized, and firmer hats (sometimes regarded, rather misguidedly, pre-eminently as heavier hats) are coming into their own again. It is not altogether a difference in the material used, for the making has a good deal to do with the result aimed at; and the firmness and durability are out of proportion to the increase of weight. There is another fact that counts. A hat that has lost its pristine firmness clings to the head, and is far more uncomfortable than a heavier hat that has not got soft. At least, that appears to be the opinion of the wearers who can afford to pay a good price if they choose.

Another industry that Canadians might look well into would be that of the "Jippa—Jappa" Panama hat manufacture. Jamaica is the only British Colony that produces a Panama hat, and owing to the British preferential tariff, exporters in Canada are allowed a rebate of 12½ per cent. off the duty. This is very significant as coupled with the various middlemen's profits and expenses when Panama hats have to pass through Europe or the United States before reaching Canada, the cost must at least be fifty per cent. more than if bought direct from Jamaica.

The American Hatter says:—

Telescope crowns in the larger shapes, moderately low to high crown and wide brims will be the popular designs in all the centers of population where well-dressed men predominate and where metropolitan styles find favor.

The crowns may be blocked telescope, hand telescope or sunk in tip; brims are flat, sometimes so designed that they may be "snapped down" slightly to produce a graceful sweep, or there may be the pencil curl, or rolled brim. Raw edge will be most favored. The bands are of varying widths, but as a rule predominate in wider effects than usual and in fact a number of very attractive styles are shown in extremely wide bands.

There continues, however, a substantial demand for crease crowns and this style will be a little bit closer to the fedora shape than the Trooper design, although this latter will form a substantial proportion of the vogue. Negligee brims continue to constitute the bulk of the demand, but the orders for set and roll brims are strengthening. These brims, while of the general form of the old fedora, have more snap and character and give an entirely different appearance on the head.

Another development in fall soft hats is in the form of the new fabrics in velours, beavers, brush hats and various scratch-up effects, kettle finish, etc.

Scratch-up effects, especially in the very rough fabric produced by the kettle finish hat, will also be an active seller.

Among the novelty materials in soft hats undoubtedly the most popular will be wool fabrics—more especially the combination wool-and-fur felt, a recent development in hat manufacturing which has aroused considerable enthusiasm everywhere and which will undoubtedly provide a very liberal share of the early fall soft hat season.

Silk Hats in England

The Development of the Topper up to the Present—Renewal of Favor

It is curious to go back to the time when the silk hat itself was an innovation. Yet it was not before the year 1810, according to *The Graphic*, that the first silk hats were manufactured in England and worn by men of great daring. The shop in which they were first made still stands at the bottom of St. James' street, and the present Mr. Lock, whose great-great-grandfather was hatter to King George III., has relics of some of the early models which succeeded the beaver of the eighteenth century and won the favor of the bucks and bloods. They are very tall in the crown and have a straight brim. It was later in history that the brim became curled back with what is known as "the Anglesea curve," after the Marquis of Anglesea, who, in a moment of sublime inspiration, designed this new and lasting alteration. Few people now wear hats of the older style, but one of them is Mr. H. B. Irving. With that well-known love of the artistic temperament for antiquities, his brim is without the Anglesea curve, and is exactly similar in design to a hat I saw recently in Lock's shop, where the dust of time has settled on it for sixty years.

A tall hat, short and dumpy in the crown, and wider in the brim, became fashionable, specially among patrons of sport, in the early and mid-Victorian era. Admiral Rous and Mr. George Payne, well known on the turf, adopted this style and "Poodle" Byng made it very fashionable in the town. From Mr. Cooper of the Dorking Coach the fashion descended to the drivers of horse 'buses, and it may still be seen in the taprooms of highway hostelries, where the last of this genial race of men curse the advent of the motor car, and shed tears into their pots of beer. Curiously enough, the modification of the "dumpy" style of top-hat may be seen on the bold brows of Mr. Winston Churchill.

Here and there in the old-established clubs of London, where old traditions linger on, one may still see hats which carry one's imagination back to the portraits of our great-grandfathers. To watch Sir Walter Gilbey cross St. James's street is to see an English gentleman of the old school and a hat which for majesty of outline inspires one with reverence. Sir Squire Bancroft's hat, with its bell-like curve, is one of our last links with Old London. Its architecture stirs one's emotions. The Earl of Cork's hat is a never-failing delight to the young men at the Garrick Club, and has inspired "Brummel" to many philosophical meditations on the departing glories of English fashion.

But it is good to know that with the renewed power of the Conservative party the silk hat has regained some of its prestige, for with the final disappearance of the pot hat from Parliament will come the destruction of our most venerable institutions, and, in the words of Lord Rosebery, "the end of all things."

To Clean Straw Hats

To clean a straw hat in the easiest way, mix corn-meal to a thick paste with a strong solution of oxalic acid and water. Rub paste well into the straw and let dry, then brush out the meal.

Hats which have been sunburned must be bleached with sulphur. Remove the trimmings, or hat band, and tack hat to the bottom of a wooden tub, barrel or box. Then invert box over a dish containing sulphur.

Lemon juice and powdered sulphur make an excellent combination for cleaning white straws. Brush the dust from the hat, rub it with a stiff brush dipped in lemon juice, then with sulphur, then once more with lemon juice. Brush it clean, then let dry in hot sun.

Poplins, and the "Just as Good" Argument

Regarding the poplins, the following "conversation" may convey a moral. The scene is a shop, and a customer enters. The following ensues:—

"I want some real Irish poplin ties, please."

"Poplin, sir? Yes, sir. Here are some at eighteen-pence. What colors are you looking for?"

"But are they real poplin from Ireland?"

"Well, we call them poplin, sir. I couldn't swear they are Irish poplin, but they are just as good."

"Can you tell real Irish poplin when you see it?"

"Can't say that I can, sir."

"Then how can you tell that these are just as good? However, I don't want to draw you. I'll take these two. Three shillings, isn't it?"

"Yes, sir."

"Here you are, then."

"Pardon me. These are not coins, sir, they are buttons."

"Oh, are they? Well, they are just as good."

"But I can tell real shillings, you know, sir."

"Ah! that's well said. And, do you know, as it happens, I can tell real Irish poplin. Well, as you're prejudiced in favor of silver shillings, here you are. But a word about that "just as good." I've heard of the brand. It really is not worth pushing. Half the advertisements in the world warn us against it. Good-morning."

It was a very thoughtful salesman that gazed after his eccentric customer.

Irish poplin is good and English poplin is good, but the attempt to substitute one when the other is asked for satisfies no one, and creates a nasty impression all round.

Clothes and the Man

(Walt Mason)

I blew into a clothing store to buy a sock and nothing more. There stood a dummy in the aisle, a wooden thing with graven smile, all dressed up in a suit of clothes and glasses perched upon his nose. A clerk came up to wait on me, as fresh a youth as you might see. I said: "I want to buy a sock, if you have such a thing in stock." "We surely have," he said; "I s'pose you do not want a suit of clothes." "I said a sock—no other junk." "I'd like to sell you yonder trunk; it's made of zinc, with leather streaked——" "I want a sock!" I fairly shrieked; "dad bust it, sir, you let me be—I'll have that dummy wait on me. Though modeled on an awkward plan, I venture he's a gentleman. He will not try to sell a clock to one who's asking for a sock; he won't insult me to my nose by hinting that I'm needing clothes. He will not offer me a trunk, or any other ding-donged junk, when all I want beneath this roof is just a bolster for my hoof. The boss of these dogasted works should let the dummies act as clerks and stand the clerks along the aisles exhibiting the latest styles."

We are now working on our new line of samples, and it certainly is going to be the **BEST EVER.**

New, Smart and Up-to-Date Styles

in all fancy colors, and with a variety of trimmings seldom seen in a sample line.

If you were not among the large list of satisfied buyers last year, let us add your name during the coming season for

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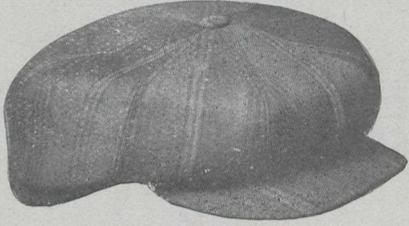
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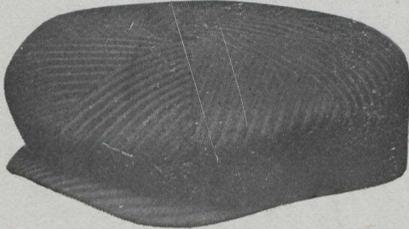
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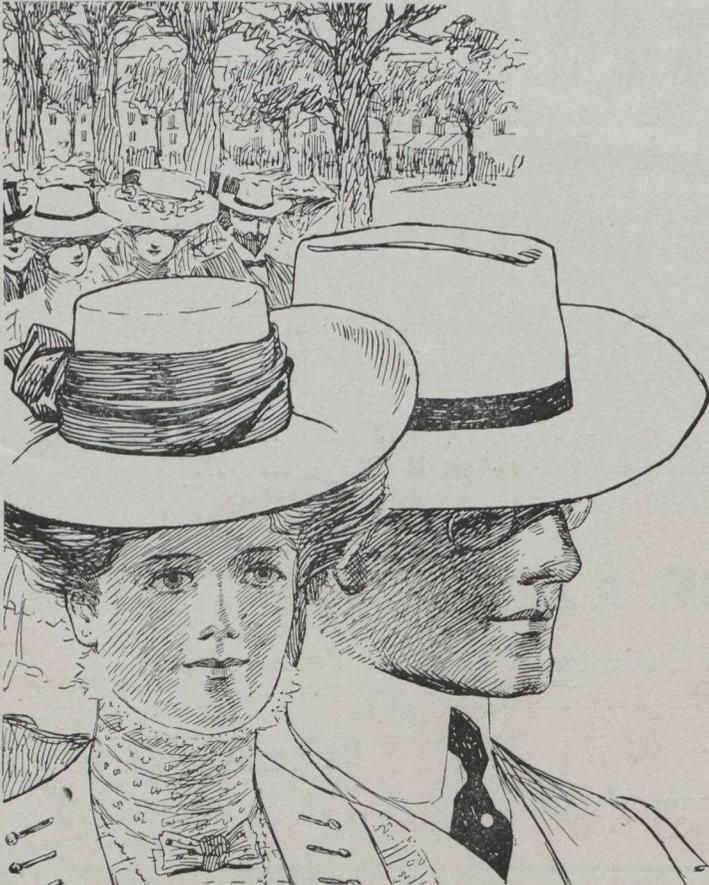
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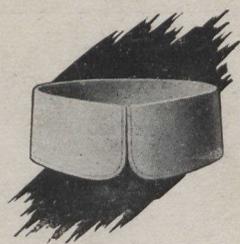
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